

# MARKETING

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## MARKETING DAILY NATIONAL NEWS

### Posters to go feature in *Now* campaign

*Now* magazine, Toronto's popular free weekly known for its left-wing views, is launching a new ad campaign from **Smith Roberts**.

The campaign plays on *Now's* indie image and irreverent tone, says Smith Roberts' creative director **Arthur Shah**. There are eight primary designs that correspond to some of the magazine's main sections, such as news, restaurant reviews, music and its syndicated sex column. The campaign is meant to appeal to the magazine's divergent readership.

"We have the same issue as *Rolling Stone* in that there is this gulf between the perception and the reality of who our readers are," says *Now* publisher and editor **Michael Hollett**. "We have super-hip young people reading us, but we also have tens of thousands of people in their 30s who have lots of money."

One poster shows a large SUV beneath the line "Honk if you love bike lanes." Another shows a chicken with the line "Is all this talk about legalizing marijuana making you hungry?"

There is a direct mailing component of a plastic bag containing what appears to be marijuana (it's actually oregano), but the campaign uses mostly outdoor media including billboards, transit, wild postings and 100 tear-away poster pads that allow passersby to take their own poster. Media was handled by partner agency **Bang Media**.

"As far as we know, no one is doing tear pads in Canada," says **Malcolm Roberts**, president of Smith Roberts. The campaign was launched at an event last night at Toronto's Drake Hotel.

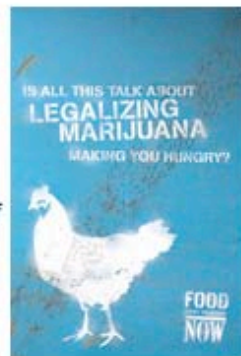
—Jeremy Lloyd



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Sorry all the NOW posters are gone.

They went kinda fast. People were actually lining up for them. Things got ugly and fights broke out. You should have seen it; punching, kicking, grabbing, and that was just the girls. The police were here and everything, on horses even. Then they turned those water canons on them, then tear gas, and next thing you know the rubber bullets were flying – it was total chaos. One dude lost a testicle. Well, we think he was a dude. But it was worth it, the posters were so very cool. That, and they were free. Check back later, there'll be more. **NOW**



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