



## SEARCH

 

[Advanced Search](#)

## CHECK OUT OUR OTHER SECTIONS

### TV

- ▶ CBC-TV fall season kicks off tonight
- ▶ House triumphs on Tuesday  
BBM/Nielsen Top 30: Sept. 15 - 21, 2008

### INTERACTIVE

- ▶ LG ties fashion with YouTube
- ▶ *Globe* clicks into university market

### OUT OF HOME

- ▶ Pattison Outdoor wins Oakville Transit account
- ▶ Ikea bows storybook campaign

### PRINT

- ▶ Sun Media launches 32 newspaper e-editions
- ▶ Transcontinental Media launches *Vita*

### RADIO

- ▶ Canadian radio sales are growing; but economy is softening Q1 '09
- ▶ Petro-Canada and Pizza Pizza top two radio advertisers:  
Media Monitors - Sept. 15-21, 2008

### RESEARCH

- ▶ BBM Snapshot: Everything you wanted to know about nature and eco mag buffs
- ▶ *Heroes* take top spot

[VIEW ALL STORIES FROM AUG 7, 2008](#)

[Print this article](#) [Share this article](#)

## TOP STORIES

### Centennial gets smart with Humanfacebook.com

by [Jesse Kohl](#)

Centennial College has launched an ingenious campaign that ties together imagery from the social networking experience, a healthy sense of social responsibility and the idea that enrolling as a student with the Toronto-area college is the best step one can take toward joining a larger social network of great global citizens.

The online video intro at [Humanfacebook.com](#) gives the user a snapshot of what the campaign is doing. Framed by images of floods, homelessness and protests, bubble-boxed messages (similar in style to *that other social network*) tell the viewer "The environment needs you," "The homeless need you" and "Your conscience needs you." Each of the phrases is presented with "Accept" or "Ignore" buttons.

And then we learn that "Education is taking on a new meaning." Clicking through from the microsite to Centennial's Signature Learning Experience information also leads to a button that says: "You have 6 billion friend requests."

The campaign is running in the Greater Toronto Area, with a focus on Scarborough due to the campus' location there. Media elements include online, bus wraps, billboards, silver boxes, a TV board on the Gardiner

Expressway near the CNE, daily and community newspapers, cinema and an escalator presence in the Scarborough Town Centre.

Credits for the campaign go to Toronto's [Smith Roberts](#) Creative Communications and Willow Media.



**humanfacebook.com**

There's more important news than

---

**Dan Jeffreys and Tania Franklin**  
are now friends.

The Future of Learning

## Media Jobs

**MySpace Canada**  
Marketing Coordinator, Toronto

**Stikeman Elliott LLP**  
Marketing Specialist, Toronto