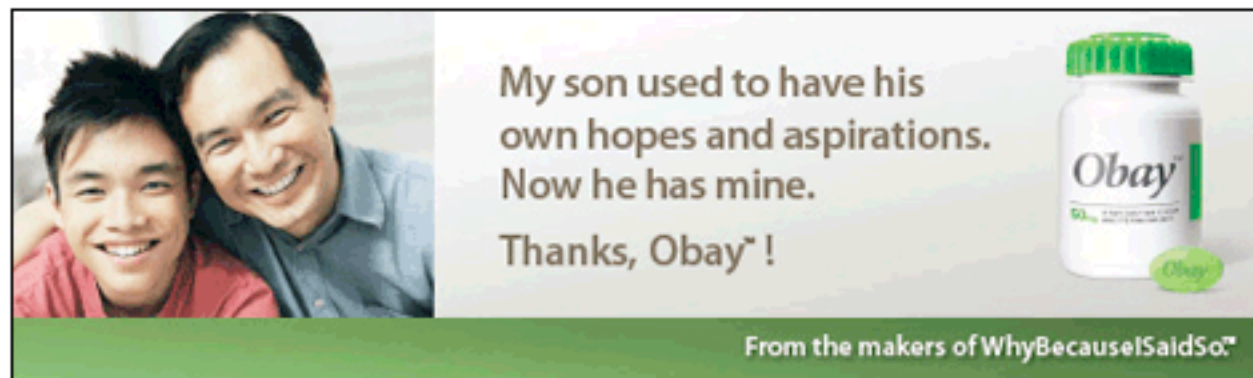


MARKETING DAILY
NATIONAL NEWS

Colleges Ontario confesses to Obay teasers

After playing coy with the media all week, **Colleges Ontario** has finally owned up to being behind the fake Obay pharmaceutical ads.

Last week a series of transit ads for the Obay pill appeared around Toronto. The ads featured images of parents and children with copy such as "My son used to have his own hopes and aspirations. Now he has mine. Thanks, Obay!" An image of the little green pill ran above the line "From the makers of WhyBecauseISaidSo."



The ads had no call-to-action or web address for further information, suggesting they were teasers for something larger.

The blogosphere became the main forum for discussion about the ads, with one site, Torontoist.com, tracing the ads to Colleges Ontario.

When contacted by *Marketing* on Tuesday, **Rob Savage**, director of communications for Colleges Ontario, responded, "We have no information for you, or comment, on that campaign."

The issue cleared somewhat this morning with a press release inviting media to a Colleges Ontario event Feb. 25 where it would reveal "the news behind Obay and its side effects on Ontario's post-secondary education."

Speaking with *Marketing* this morning, Savage denied the press conference is a response to heightened media response.

"The strategy is unfolding as we had planned it," he said. "It was always our intention to have the event on Monday to explain everything." Savage would not reveal what the rest of the campaign will entail. The ads were created by Toronto agency **Smith Roberts Creative Communications**.

David Dunne, professor of marketing at University of Toronto's **Rotman School of Management**, gives the campaign "an A for effort" for cutting through the clutter, but said the next step will determine its overall success.

"It's not a bad idea in itself, but it probably needs to be supported with some other things that can get people talking about it, such as a web presence or mass media. Transit shelters are probably not enough."