

[CENTENNIAL COLLEGE CREATES SOCIALLY RESPONSIBLE SOCIAL NETWORK]



June 27, 2008 | By Kristin Laird

Centennial College takes a new twist on social networking in a campaign that highlights the Scarborough, Ont. school's Signature Learning Experience, a mandatory course for students.

The campaign, developed by Toronto's **Smith Roberts Creative Communications** includes outdoor, print, bus wraps, TV and cinema ads, student recruitment materials, as well as **HumanRaceBook.com**.



The creative plays on the Facebook phenomenon, linking lingo synonymous with the social network to images of world issues. One billboard features an oil-covered bird stranded on a beach. The copy reads: "There's a world out there. Don't just poke at it." Another billboard shows a forest fire with a Human Race News Feed: "There's more important news than Dan Jeffreys and Tanya Franklin are now friends." One ad shows a malnourished African child with the message: "You have 6 billion friend requests."



The Future of Learning

"People collect friends on Facebook—what we're saying is [to] collect something meaningful, add some meaning to your life," said **Tony Miller**, partner, creative director at Smith Roberts. "We wanted to brand it [the program] in a way that is interesting and cool and accessible and can grow, for the college."

HumanRaceBook.com asks users to "accept" or "ignore" the challenge of being responsible global citizens. Pressing "accept" links to Centennial's website with SLE program details, while pressing "ignore" activates a pop-up window with "Facts You Can't Ignore" like: more than 33 million people worldwide live with AIDS.

The campaign launched earlier this week and will run throughout the summer.

Smith Roberts also handled the media buy.