

Case Studies

Cassies Winners Use TV

Cassies is the only Canadian advertising awards show that recognizes proven business effectiveness. As such, the Cassies Awards are highly valued by both advertisers and agencies alike. Since its inception in 1993, the Cassies have recognized the business achievements of over 300 campaigns. The majority of these campaigns made significant use of television in their media buy. Many relied solely on the power of television to deliver the audience and demographics they needed.

The 2010 Grand Prix Cassies Winner was SunChips, which also picked up two Gold Cassies. The campaign, which included two national TV spots, was a resounding success as sales for the 2008-2009 period were 17% above the 2007 baseline, and unaided brand awareness more than doubled. In addition, the past two week penetration was up 25%, while Brand Momentum (a brand health metric) doubled.

Local TV Ads Are Affordable and Effective

Whether you find him annoying or amusing, you could safely bet that most Torontonians have no problem recognizing Russell Oliver, owner of Oliver Jewellery. His kitschy, low-budget television commercials have made the jeweller one of the city's best known personalities.

Oliver takes a Do-It-Yourself approach to creating ads and said the "homegrown and down-to-earth" TV spots he writes and stars in create a lot of traffic in his store. He explains, "You're talking 13, 14 years of doing the same simple commercials, the same message over and over again and it does work, people do come in, people do respond to the commercials."

Oliver claims his light-hearted approach is a success and believes the key is making people laugh. "No matter what they say we get between 50 and 100 people a day coming here from all over Ontario ... obviously the commercials have been working," he argued (citynews.ca, 07/09/2008).