

AWARDS

Local agency on Target at Cannes

BY ROB ANTLE

The Telegram

Saatchi and Saatchi, with 134 offices in 84 countries worldwide. TBWA/Germany. Lowe Hunt of Australia.

Target Marketing and Communications of St. John's.

The three big global agencies and the small local one were among those honoured with gold promo Lions at the 53rd annual Cannes Lions International Advertising Festival in France this week.

Target, a local independent agency, was the only Canadian firm recognized in the category.

Akin to an Oscar

Agency president Noel O'Dea said the award was akin to an Oscar of advertising, with Target's work pitted against the world's best.

"We're all very proud, and especially proud to help make Newfoundland synonymous with great creative at the best advertising festival in the world," O'Dea said in a statement.

The Cannes festival is widely viewed as the industry's most prestigious. USA Today referred to it Tuesday as the "Olympics of Advertising."

The promo, or promotional marketing, category was new to Cannes this year. There were only gold awards given out in its inaugural year.

Cruisin' to win

Target was honoured for its Cruisin' to Win 3 campaign for Irving Oil. The series of advertisements — including radio spots and billboards — focused on small prizes that could be won at Irving locations.

The promo Lion makes it back-to-back award-winning years for Target at Cannes.

In 2005, the St. John's agency won three bronze Lions in the radio category. According to the company, Target is the only agency east of Montreal to ever win at Cannes.

Target's other clients include Newfoundland and Labrador Tourism, Air Canada Jazz and McCain Foods.

The Williams administration also contracted the firm to work on the province's yet-to-be-unveiled new brand.

And Target was again named one of Canada's top 10 creative agencies by Strategy Magazine this year.

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SUBMITTED PHOTO

Target Marketing and Communications of St. John's won a gold promo Lion (pictured) at the 53rd annual Cannes Lions International Advertising Festival in France this week.