



BY DAVID PARKER

Our advertising community has felt the pinch during these tough economic times, particularly those agencies with several real estate accounts, so it's good to see that Craig LePan has weathered the storm.

His Chase Advertising was focused on real estate and it did a great creative and strategic job for many accounts. But when its Canmore clients collapsed he was forced to close down his fancy offices in the Customs Building and close ranks.

LePan has resurfaced using the new name of Flipp Advertising Design and Interactive but has located his new agency out of the high rent district in the Barlow Trail/Deerfoot Trail area. He is joined by six former employees including account director Emily McCann, Cam Hoff and Dan Rigby, who are still serving longtime accounts such as Avi Homes, Streetside Development, Cove Properties, and Laebon Homes in Red Deer.

They call Flipp a tradigital agency, working in design and print but with an emphasis on interactive. There's nothing traditional about Flipp's website which promotes its cut rates for paying by Visa, and a rewards program for every dollar spent by clients.

Twist Marketing has become a Sponsor Laureate of The Calgary International Children's Festival. The strategic marketing firm will provide a broad base of marketing and creative services to the festival including a multifaceted "Calgary's Biggest Playdate of the Year" advertising campaign promoting

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the festival that has been attended by more than a million patrons since it was launched in 1987.

Not since John Francis took a run at eastern agencies back in the 1970s has a Calgary advertising company made such a national impact as Venture Communications.

It has become one of Canada's largest independent marketing communications firms with offices here and in Toronto and Ottawa managing some pretty impressive accounts. Now add to the list UNICEF Canada which after a rigorous selection process involving 11 Toronto agencies has selected Venture to redefine its brand and communications strategy.

UNICEF is one of the most trusted and efficient non-profit organizations in the world. Great to see that its Canadian arm has put its trust in Arlene Dickinson and her Venture crew.

Last fall I mentioned the business card that Kevin Franco of Franco Media hands out; it's made of clear plastic and shows a rather plump goldfish on the end of a fish-hook. His designs and concept of business cards has won Francomedia a Platinum Hermes Award in an international competition that attracted over 3,700 entries in 141 categories.

The awards are hosted by the Association of Marketing and Communication Professionals based in Arlington, Texas.

I've been in agencies where it seems to be a lot of fun and others where the air is a little tense depending on wins, losses, pitch presentations and the general atmosphere expected within a creative environment.

AdFarm seems to have built just the right culture as for the fourth year running it has again been recognized as one of the "Best Workplaces in Canada" plus being ranked number four in the 2009 list of Canada's Best Workplaces for Women.

To be eligible for that list at least 50 per cent of employees must be women and at least 50 per cent of executive positions must be held by women.

A big reason for AdFarm being such a great place to work could be the agency's total focus on agriculture and the values that brings with it; and the employees are passionate about agriculture, working as a team that is empowered to share ideas.

Like many printed publications, the quality of the BOMA Calgary magazine gets better and better. The association has instituted an award for excellence in advertising that was awarded to OPUS Building Canada for work produced by Fuse Creative Communications.

The Inglewood shop is currently working on the annual report for the TELUS Convention Centre and the marketing for GeoCanada 2010, a huge once-every-decade conference for earth sciences professionals that happens next May in Calgary.

RFX Brand + Communications took on the job of re-branding 35-year-old accounting company Hudson LLP Chartered Accountants starting with its identity and carrying through to a full communication platform including website, recruitment materials and print collateral.

RFX president Dan Bergeron entered the work in the 2009 ReBrand 100 Global Awards and it was named one of the world's most effective re-brands in the juried competition.

Parker's Pick: WAX Partnership's brand identity and communications campaign for the Calgary International Film Festival was honoured with Best of Show at the AdRodeo event. The agency picked up a total of 13 Anvils along with five Merit awards.