



BY DAVID PARKER

# MarketingMatters

the soon-to-take-off charter airline.

Creative Intelligence has a ton of experience in the airline business as the initial agency of record that helped launch WestJet when it too was a new kid on the block. It must have been an exciting time then and I'm sure that the work entailed in getting the new company off the ground will mean lots of work that will be fun and equally satisfying.

As soon as final approval is received from Transport Canada we will find out the permanent name of the airline waiting to be painted on the new Boeing 737.

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Having spent several years in the advertising agency business I am well aware of the pitfalls that can trap a company and many over the years were not able to overcome their problems. Barry Styles of Highwood Communications has run a very successful communications industry company for some 29 years. Although there must have been a few ups and downs since he left Baker Lovick to start Westcan Communications in 1976 – that evolved into Highwood in 1979 – he has served clients well, hired good people and earned a lot of money for the media and his suppliers.

But the loss of the Calgary Exhibition and Stampede account and more recently the Government of Alberta media buying contract – neither because of any reasons other than new relationships that one has no way of controlling – the agency has suffered a tough time of late.

Like others before him he could have washed his hands and just walked away, but Styles is made of much more than that and after settling with his creditors is carrying on with business which means he can keep his staff of 13. They include senior employees like vice-president client relations Leslie Shortt, creative director Rod Honig and associate creative director Scott Luit who are as busy as ever with longtime accounts such as Husky Oil and Chinook Centre.

Styles is now using outside sources

to book media but with a new lease on life has been able to secure two impressive new clients – Elk Valley Coal and Alberta Gaming and Liquor Commission. We wish him well.

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Kevin Franco has been under my radar screen so when I met him along with one of his clients at a recent reception I was most interested to hear about his company – Franco Media.

First thing that struck me was his clear plastic business card illustrating a rather plump goldfish caught on a fish hook – and his title of Idea Hooker.

The client was Spindle, Stairs and Railings that he has been agency of record for since he launched his company in 2003.

I may have met Franco before while I was at FWJ and buying bus boards from Tioga Signs where he began his career. He moved on to Canada Safeway when its office was in the Hudson Building at 10th Avenue and 5th Street S.W. and he still handles special projects for the grocery chain.

He now has six staff working out of his northeast location and boasts a number of other interesting clients like TEC Canada – website and print material – and Rainmaker Global Business Developments that it serves as agency of record.

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Congratulations to Rod Proudfoot, general manager of Stampede Casino for the past four years, who has been appointed president of Travel Alberta In-Province. **BIC**

Last month I mentioned that the Calgary and Edmonton Jubilee Auditoria had been consolidated under one management body and that William Joseph – who has served the Calgary facility for the past eight years – was one of a number of agencies vying for the new contract.

Some 60 companies – from across North America hoping for an Alberta government account would you believe – answered an RFP on the government website. Four made the short list and after presentations both personal and via satellite to the other city, William Joseph has been appointed as agency of record to handle marketing and promotion to all Albertans for the north and south facilities for the next two years.

William Joseph has also received more good news from the Toronto-based Canadian National Sportsmen's Shows. In 2007 it was awarded the public relations contract for the four shows produced in Alberta this year. With three completed, that contract has been extended to handle the 2009 and 2010 Motorcycle and Boat and Sportsmen's Shows in both Calgary and Edmonton.

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Creative Intelligence is on the move again. The lease is up on the space it occupied along 10th Avenue S.W. that will soon be a new home for Continental Imaging Products, so principals Dean McKenzie and Barry Anderson have opted to relocate in the YYC Business Centre in Aviation Park.

Not really a surprise as besides his agency role McKenzie has accepted the position as vice-president of communications and culture for NewAir and Tours,

**Parker's Pick:** I'm impressed with the quality of advertising design by developers, commercial real estate and service companies; much improved since most now use professional creative talent. I enjoyed reading the likes of CresaPartners, OPUS, RE/MAX Commercial and Willow Creek at Bears paw in last month's magazine.