

# CUNDARI

A division of Cundari Group Ltd.  
26 Duncan Street, Toronto, ON, Canada M5V 2B9  
Tel: 416.510.1771 | fax: 416.510.1769 | cundari.com

## NEWS RELEASE

### **CUNDARI CONTINUES TO BUILD AGENCY MODEL OF THE FUTURE WITH ACQUISITION OF BRAND 360°**

**TORONTO – October 8, 2008** – Cundari has announced their recent acquisition of Brand 360°, a Strategy and Research boutique focused on helping clients discover, innovate and create powerful brands. Brand 360° will be the new research division of Cundari Group Ltd. This acquisition will make the Cundari Group offering far more robust and insightful to clients.

Brand 360° is focused on delivering strategy, insights and innovation. The firm was incorporated in 2004 and has developed a range of proprietary research methods including a unique co-creation innovation process designed to set the climate and provide tools for high performing teams and individuals to generate fresh new perspectives, in collaboration with future-forward consumers and customers, increasing range of options and increasing the likelihood of in-market success of new products and services.

We considered partnering with other firms, and have found that Cundari shares the same passion for brand innovation and insight that we do... it's what drives their own strategic thinking. Together we hope to uniquely evolve the way that creativity is inspired," says Mary Newman, EVP of Brand 360°. "Brands are precious, and must be meaningful to drive business success. Our process starts with making meaning though market insight."

"Mary's vision on branding and insights are in complete alignment with those of Cundari. With the acquisition of Brand 360°, we are able to continue to evolve into the new agency model which requires full research, insight and innovation," says Aldo Cundari.

"The old models of brand building are simply not good enough any more... we bring a new model, fresh ways of thinking, and an insight driven approach to creating meaningful brand experiences" says Newman. "The decision to acquire Brand 360° was strongly based on the opportunity the partnerships brings to Cundari by allowing us to build on our goal which is to continually create valuable experiences for our clients," says Garry Lee, President, Cundari.

#### **ABOUT BRAND 360°**

Brand 360° is a Strategy and Research boutique, focused on helping clients to discover, innovate and create powerful brands. The service they provide allows clients to gain a deep understanding of the opportunities for their brands and to develop action plans to build stronger brands, reputation and business building opportunities. With a strong roots as brand marketing strategists and researchers, Brand 360° brings a strategic and practical view to the application of strategic learning.

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## **ABOUT CUNDARI**

Cundari is one of Canada's largest independently owned and operated communications agencies, with the goal of Creating Valuable Experiences for their client partners. Cundari operates in Toronto, Montreal and Washington and owns divisions that include Cundari Interactive, Cundari Health and internationally recognized design and branding firm, Cundari SFP. Established in 1980, The Cundari Group is proud to have been entrusted with such brands as BMW, Four Seasons Hotels & Resorts, ROM, Subway and RONA, Borden Ladner Gervais, CIBC Run for the Cure, Adrien Gagnon and Festival Nouveau Cinéma to name a few. For more information visit [www.cundari.com](http://www.cundari.com).

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### ***CUNDARI APPOINTS BRENT CHOI AS CHIEF CREATIVE OFFICER***

**TORONTO – January 28, 2009** – Cundari has appointed Brent Choi as Chief Creative Officer. In his new role, Choi will oversee the creative and branding for all of Cundari's Group of Companies. Brent will work closely with Fred Roberts, Creative Director and Dean Martin, Creative Director at Cundari's Bloor Street office to raise the bar even higher on creative and to continue to position Cundari as an award- winning agency.

Choi brings to Cundari, a wide range of category experience spanning financial, automotive, retail, technology and government clients. His work has regularly made appearances in Canadian and international award shows including Cannes, the Clio's and the New York Festival Awards.

"Cundari is committed to becoming an award winning agency with show stopping creative. As part of our commitment to our new objective, we spent months carefully identifying the steps we need to take towards our goal. One of the most important steps was to create the position of Chief Creative Officer and to find someone who would not only align with our corporate philosophy, but also someone who has proven success in leading edge creative," says Garry Lee, President, Cundari. "When Brent showed us his vision for Cundari and how he hopes to achieve it, we knew we had found a solid candidate that would propel us moving forward", says Lee.

Brent has a remarkable run which has included two "Agency of the Year" wins in five years and over 20 new business wins in the past nine years. "What excited me most about joining Cundari is while every agency talks about becoming a great agency, Aldo, Garry and team are taking decisive and significant actions to become one. I'm also looking forward to working with Fred, Dean and the rest of the creative department, to continue to build upon the strong work they've been doing. Plus, I read somewhere that Cundari has an in-house gym," says Choi.

Brent takes up his post his post as Chief Creative Officer for Cundari on January 26th.

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entrusted with such brands as BMW, Four Seasons Hotels & Resorts, ROM, Subway, Borden Ladner Gervais, Canadian Breast Cancer Foundation CIBC Run for the Cure, Adrien Gagnon and Festival Nouveau Cinéma to name a few. For more information visit [www.cundari.com](http://www.cundari.com).

## **ABOUT BRENT CHOI**

Armed with a business degree from Ivey at Western, Brent started his ad-life in account service. He quickly realized his terrible mistake and made the switch. Since then, Brent has had a remarkable run which has included countless awards from all over the world, two "Agency of the Year" wins in five years with two different agencies, over 20 new business wins in the past nine years.

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### **CUNDARI LEAVES NO CORNER UNTURNED WITH NEW BMW 3 SERIES CAMPAIGN**

**TORONTO – November 10, 2008** – Cundari has just launched the latest campaign for the new BMW 3 Series Sedan. The 3 Series has been the benchmark of luxury in the sports sedan segment since it's initial launch. Even though the 3 Series Sedan has been around for 30 years, each new version surpasses the last in technology and efficiency winning it a wide array of awards including best in class and design.

Cundari has always communicated the 3 Series unique positioning of a joyful drive. The campaign, which is now airing, furthers this positioning with the new tagline "Leave no corner unturned". Cundari left no corner unturned when designing the creative for the launch. Each element of this integrated campaign clearly communicates the advanced technology and re-design of the new 3 Series Sedan.

Taking a fresh look at every corner that faces a driver, but also a car company when rethinking one of its most successful models and with materials both in English and French, the campaign includes print, television, out of home, online, POS and Cundari's proprietary "Build an Ad" program for BMW Retailers.

Jo Figueiredo, Account Director, Cundari stated, "The 3 new Series Sedan is the product of a company that leaves no corner unturned to continuously provide the public with the best possible driving experience. At Cundari we are fortunate to work on an automobile that makes you grin at each bend."

#### **ABOUT BMW CANADA**

BMW Group Canada, based in Whitby, Ontario, is a wholly owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 39 BMW automobile retail centres, 18 BMW Motorcycle Retailers, and 22 MINI Retailers represents the BMW Group across the country.

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Subway and National Car and Truck, Borden Ladner Gervais, CIBC Run for the Cure, Adrien Gagnon and Festival Nouveau Cinéma to name a few. For more information visit [www.cundari.com](http://www.cundari.com).

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### **OVOS NATURAL HEALTH AND CUNDARI GIVE BOOMERS A MEMORY WORK OUT WITH NEW VIVIMIND™ CAMPAIGN**

**TORONTO – November 11, 2008** – OVOS Natural Health has just launched their latest product VIVIMIND™ –into the market. VIVIMIND™ is OVOS Natural Health’s first natural health brand and serves to protect memory function. The natural health product addresses a largely under-served self-care market and targets healthy aging baby boomers. In April 2008, Cundari was awarded AOR status for OVOS Natural Health Inc. as it began planning the launch of VIVIMIND™. Cundari has developed an engaging and interactive campaign that will not only communicate the importance of VIVIMIND™ to consumers, but will also demonstrate the need for the product through a multiple platform campaign.

As of November 3, 2008 consumers have been invited to try an online memory test at [www.vivimind.com](http://www.vivimind.com). Consumers are challenged to test their memory through a series of nationally placed outdoor billboards that drive the consumer to the website. Participants are then able to see how they rank against their peers within their age bracket based on how long it took them to complete the memory test.

“A recent survey showed that 6 out of 10 Canadian boomers are concerned about memory loss. Given that over 14 million Canadians are in the baby boomer demographic who might experience a common condition known as Age Associated Memory Impairment (AAMI), we feel the launch of this product is critical to this group in helping to protect the brain structure associated with memory and learning. As people age, they tend to focus more on caring for their bodies but they have to take care of their brain as well”, says Igor Bastien, Brand Manager at OVOS Natural Health. “The campaign objective is to effectively reach the adult, 40+ market concerned with protecting their cognitive functions. We will achieve this through a strong creative platform and a comprehensive media plan,” says Stephane Langevin, Marketing Director at OVOS Natural Health.

“Not only does this creative show consumers the need for a product like VIVIMIND™, but the online memory test also allows us to test media effectiveness by identifying where the message reached them,” says Darren Stallman, Director, Client Services with Cundari Health. The creative, developed by Cundari, began running in November and is supported by heavy print, online, and in-store advertising, as well as consumer, retailer and healthcare professional tradeshow s. “The overall creative strategy is to demonstrate and allow the consumer to realize that ongoing standard memory loss that we take for granted is truly symptomatic of a condition called AAMI and there are options to address it, such as exercise, diet, mental exercise and, potentially Vivimind.,” says Fred Roberts, VP, Creative Director of Cundari. “We felt that the “puzzle” visual really helps to effectively demonstrate the product benefit of VIVIMIND™.”

## **OVOS Natural Health:**

OVOS Natural Health Inc. is an international natural health company that believes in the commercialization of brands manufactured with quality ingredients under good manufacturing practice standards. The OVOS Natural Health vision focuses on brands that can be trusted to deliver self-care evidence-based health solutions, with the goal of becoming market share leaders. In short, OVOS Natural Health sees its future in REAL SOURCES. REAL SCIENCE™.

At OVOS Natural Health, the mission is to develop evidence-based health solutions that improve the quality of human life. The company is dedicated to delivering the value consumers, customers and other business partners expect by contributing a meaningful difference to sustain their collective future well-being.

Focusing initially on the cognition category of natural health products, OVOS Natural Health is introducing its flagship brand VIVIMIND™—scientifically proven to protect memory function based on a naturally occurring ingredient, homotaurine, found in seaweed. The company will achieve market share leadership on its own or with partners shortly after launch in Canada and subsequently in different geographic locations worldwide. Its focus will be to build a worldwide natural health reputation and to diversify to include other growing condition-specific categories.

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### **RONA LAYS A NEW FOUNDATION WITH CUNDARI**

**TORONTO – December 6, 2007** –RONA Inc. has officially awarded National Creative to Cundari after an exhaustive search including 22 agencies, through the Institute of Communication Agencies (ICA) that commenced in August this year. Canada's leading distributor and retailer of hardware, home improvement and gardening products has appointed Cundari Group with the role of developing marketing communications, including corporate brand creative, tactical and promotional programming, CRM initiatives in support of their Air Miles Reward Miles program as well as the leveraging of RONA's continuing affiliation and support of the Canadian Olympic and Paralympic Program, from Beijing in 2008, Vancouver in 2010, to London in 2012. Media planning and buying as well as sponsorship management will continue to be managed with CARAT.

*"We're delighted to have Cundari as part of the RONA Team. They know our business and we shared the same values and vision to where our Brand must go in the future. They will apply their retail capabilities and integrated brand model into a bigger strategic platform to help leverage the RONA brand across Canada while maintaining RONA's iconic status in Quebec. We were very impressed with their strong, top to bottom thinking and approach, which provides them with the ability to think corporately and to take ideas right down to street level"* says Michael Brossard, RONA's Senior Vice-President, Marketing.

*"This is an exciting partnership for us and we knew we were tailor-made for the RONA business the first day we met Michael Brossard and his team. RONA is an icon in Quebec and has a fabulous story to express to the rest of Canada as well. We're going to do a great job on this brand,"* says Garry Lee, President & Chief Strategic Officer of Cundari Group. With offices in Toronto, Montreal and Washington, Cundari is ready to take a strong creative lead in building the RONA brand across Canada. *"What RONA's customers need are insightful creative for Canada. We're pleased to partner with Cundari to develop strong, innovative ways to talk to their consumers,"* says Jacque Dorion, CEO of CARAT.

## **ABOUT RONA**

RONA is the largest Canadian distributor and retailer of hardware, home renovation and gardening products. RONA operates a network of more than 670 corporate, franchise and affiliate stores of various sizes and formats. With over 26,000 employees working under its family of banners in all regions of Canada and more than 14 million square feet of retail space, the RONA store network generates over \$6 billion in annual retail sales. For more information visit [www.rona.ca](http://www.rona.ca).

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### **CUNDARI TAKES HOME GLOBAL AWARD WITH AIDS CONFERENCE CAMPAIGN**

**TORONTO – December 3, 2007** Cundari's opening film, "Time to Deliver" for the 2007 AIDS conference has won the 2007 Global Award for Consumer Film/Video. 36 countries submitted their work into the 2007 Global Awards and judging sessions were hosted worldwide. Now in its thirteenth year, the Global Awards are recognized as the only awards dedicated to excellence in healthcare communications worldwide.

The opening ceremonies of the 2007 AIDS conference included presentations from leaders in the AIDS movement, in particular Bill & Melinda Gates and was attended by over 24,000 delegates from around the world. The response to the video extended beyond the opening ceremonies based on its strong impact on the audience. Not only did it evoke additional screenings held during the conference and during the closing ceremonies, copies have since been requested by educators around the world to support their efforts in their local communities.

Cundari produced the 7-minute film called "Time to Deliver" on a modest budget, which meant that Cundari had to find partners to team up with them on the project. "Cundari found a group of individuals who shared our passion for this event and what it could possibly mean for a cure for AIDS," says Fred Roberts, Creative Director of Cundari.

Cundari won the project over 20 agencies, including international submissions. Creative team Mike Dietrich and Tim Das worked together to develop the concept for the film. "Once the client bought into our vision of Aids pandemic run amok within a utopian global future, it became a challenge of coming up with hundreds of "stories", putting them on a wall and culling, revising, and weaving them into a single, compelling narrative. It didn't hurt that we had 7 whole minutes to tell a story - instead of the usual 30 seconds..." says Tim Das, Senior Writer, Cundari. "In the end, the film managed to simultaneously cue hope, urgency, empowerment, and accountability in spades." Das was asked to speak to 6,000 delegates after the screening to share his vision in making the film

Partners on the project included Spank Films with director and DOP Jonathan Bensimon, Stealing Time Editing, Company X Audio, Gravity Visual Effects Inc., Gloria Mann Casting, The Docks Entertainment Complex, Kodak Canada Inc., Reel Wardrobe Rental Ltd., Corbis, Technicolor Creative Services and Kodak. "It was even more rewarding to actually attend the Aids Conference and to experience the impact the film had on the 10,000 attendees. Receiving the Global Award is such remarkable recognition not only of the hard work that went into this project, but the dedication of such a committed group of partners," says Clare Cashman, Executive Producer, Cundari.

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### **CUNDARI BEGINS WORK ON PLACE BRANDING FOR NIAGARA**

**TORONTO – December 17, 2007** Cundari has been announced as agency partner for the assignment of positioning Niagara as a world-class designation to increase tourism yield and spending in the region. Working with both Destination Niagara and the brand new Niagara Convention & Civic Centre, Cundari will strategically position, build awareness and market the region which has facing serious challenges due to the strong Canadian dollar, increased border security and the rising cost of gasoline.

“Working with both Destination Niagara and the new Niagara Convention and Civic Centre ” will require .....something about Place Branding, TBD,” says Garry Lee, President of Cundari. The work will involve everything from brand strategy, design, media, advertising, promotions, partnerships and more. “This gives us a great opportunity to continue working with our agency model of full integration” says Lee.

The Niagara Convention and Civic Centre delivers on Canada’s New Governments promise to help create economic development and strengthen tourism. The 130,000 square foot Centre, located 500 yards from the Horseshoe Falls, plans to attract approximately 500,000 visitors per year to the Niagara Region and will create 1,000 employment opportunities annually.

Quote from Michael. Destination Niagara will focus on specific product areas to drive more high-yield tourists to the area. Areas of focus will include wine and culinary locations, golf courses, outdoor recreation and the regions history and heritage. Destination Niagara will also help to support the meeting and convention industry in Niagara.

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