

A
**CASE
STUDY**

Telus

AGENCY: COSSETTE MEDIA

REC
media



**WHERE BRANDS
CONNECT TO
COMMUNITY**

THE OBJECTIVE

Telus is a Canadian **telecommunications** company that provides a large range of telecommunications **products** and **services** including internet access, voice, entertainment, healthcare, video, and IPTV television.

Telus wanted to "**Raise the bar**" and find a **unique** and useful way to **interact** with their existing and potential **customers**; in an effort to increase top-of-mind **awareness** for their brand while enhancing customer **relationships**!



THE EXECUTION

Rec Media connected Telus with their desired target market by researching, coordinating and managing the campaign from start to finish.

Rec Media facilitated the production and installation of **79** branded **Charging Stations**, **79 Framed Posters** (52 week run); and **21 Rinkboards** (24 week run) across **89 community hockey rinks** in small and major markets within **Ontario**!

The different advertising mediums worked together to create a **unique** and **high-impact campaign** for Telus!

THE RESULTS

Together with the brand **message**, unique out-of-home **environment** and captive **audience** - Telus's campaign yielded approximately **15,964,615 impressions!**



Increased Impressions



Brand Engagement



Top-of-mind awareness

