



By Kristina Urquhart

Now more than ever,
we need advertising
to do good

Starting a Revolution

As I write this, the world is in turmoil. A rash of senseless acts have been taking place in the Middle East, Europe and America. Rhyming off the litany of issues we face as a society doesn't have a place in this magazine, but there is something we can discuss. Where is advertising's place in all of it—and lest anyone think how I could ask such a question, it *does* have one. What can we do to help? And how can we be better, more respectful marketers?

The thing about advertising is it really works. So much so that throughout history, the medium has been used for ill will—although in those cases we call it by a different name. While propaganda is usually specific to politics, I can't help but think its very existence is one of the many reasons why people outside this industry seem to have such distaste for advertising in general. That, and the moment in the seminal novel/film *Fight Club* when the main character says, "Advertising has us chasing cars and clothes, working jobs we hate so we can buy shit we don't need."

It's a clever line, but what a narrow view. The belief that advertising is only about selling stuff is elementary at best. Mia Thomsett and Addie Gillespie, co-creative directors at Vancouver creative outpost Camp Pacific, address this in their column on p. 12, in a rallying cry for do-good advertising.

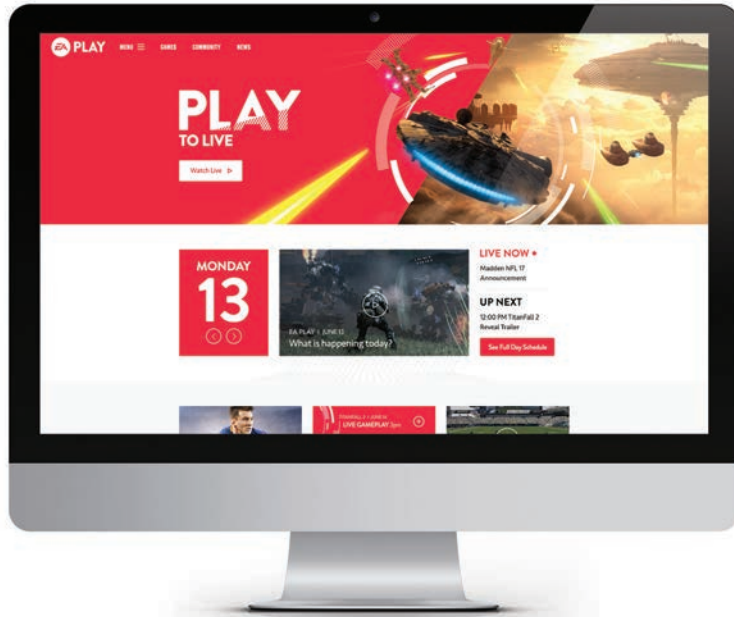
Many of the winners in this year's Advertising & Interactive Awards, which start on p. 67, have also shown that advertising is more than product promotion. In a time when the world could use a lot less misinformation and a lot more hope, they're doing what they can to assist. Take KBS Toronto's The Watercolour Project for humanitarian aid organization World Vision, for example (p. 71). After facilitating the opening of a new well in a Rwandan town, they worked with kids to produce watercolour paintings of what their new lives looked like with safe drinking water. In pay-it-forward fashion, the artwork was then auctioned to raise money for another well in a neighbouring town, and so on.

Our winners are also raising awareness about hot-button topics, using social media to start conversations that we've never had collectively before. Earlier this year, WAX brought attention to a little-known food security issue plaguing Northern Canada with the "#EndthePriceHike" spot (p. 73), and, with "Project Consent," Juniper Park\TBWA took a serious issue from an overarching rape culture discussion and explained it in a memorable way (p. 81). And the National Film Board of Canada's interactive experience "Kabul Portraits" (p. 161) highlights Afghan culture while simultaneously de-stigmatizing it.

On a smaller scale, marketing can be means to a great escape, or a way to make ordinary days a little more special. In a strange yin to the yin of this column's introductory sentence, there's currently a global converging over a game featuring a certain gang of anime characters. It's somewhat silly, yes, but Pokémon GO has brought people together in unimaginable ways. Similarly, Camp Jefferson's "Choose Happy" campaign (p. 77, and the star of this issue's cover) is more than a simple ploy to get you to sign up with a mobile phone company. The countless, cheerful interactive executions are designed to spark a smile and provide a joyful distraction.

As marketers, you are so powerful. Advertising is your conduit to speak to the public en masse, and it doesn't matter if the platform is large or small—you can use your voice for good. It might be as simple as solving a business problem for a client and making their world a little easier to live in, or as complex as coming up with an uncharted way to engage people (for more on that, see p. 28). You can highlight an important social issue, create a public call to action and create more demographically diverse work. It's not solely on your shoulders to change the world, but there *are* things you can do to change the conversation. It just requires a little out-of-the-box thinking. Good thing that's what you do best.

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3.

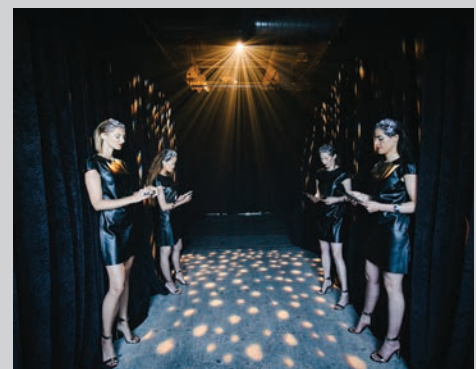
On Our Radar *Evans Hunt*

The Calgary-based digital marketing agency has been churning out clever self-promos and web-based work for clients such as Shaw, Village Brewery and Medicine Hat Women's Shelter since 2008, but they've upped their game in recent years. Case in point: their recent digital experience for Electronic Arts in support of EA Play, the company's first demo event outside of their annual conference. Over 10 weeks, Evans Hunt set up the site to be the epicentre of EA Play, culminating in a series of live streams on the event weekend in June. The site's master grid has now been adopted onto the main Electronic Arts website. evanshunt.com

4.

A Cosmic Celebration *Community*

You wouldn't think of a tile and stone company as otherworldly, which was exactly the point of a recent marketing event designed by Toronto agency Community for Ciot, a Montreal-based ceramic and natural stone chain that opened in 1950. For the Toronto locations of the store, Community developed an event that transformed a space in the Distillery District into a celestial wonderland and cemented Ciot as a forward-thinking company. Installations of granite, concrete and other stones hung from the ceiling as the "sun," "moon," "black hole" and "stars," and a custom "observatory" space allowed guests to understand the brand and how its products are used in everyday living. thecommunity.ca



5.

Science-Based Marketing *Shikatani Lacroix*

Augmented reality and virtual reality (AR and VR) technology are the latest way Shikatani Lacroix, which specializes in designing retail environments, is helping brands better interact with consumers. The Toronto-based agency recently partnered with neuromarketing research firm True Impact to evaluate consumer preferences through emotions. Together they tested a retail bank concept using Microsoft Hololens, Samsung VR headgear and EEG

equipment to measure how a focus group felt about aspects of the proposed experience, from points of interest to stress points.

Jean-Pierre Lacroix, president of Shikatani Lacroix, weighed in on the results.

How does Shikatani Lacroix plan to use the VR and AR technology going forward?

This technology is relevant and useful to any retail operator, from the foodservice industry, to banking, to grocery stores and beyond. It will reduce costs and timelines, and give retailers unprecedented opportunities to explore riskier ideas that might never otherwise be considered. The impact on design innovation is exciting to imagine, and I think it will have an extremely positive impact on creating immersive, customer-centred experiences. Since there was a strong positive result during the research test, we were able to measure specific elements of the design with a high degree of accuracy, meaning those specific elements could be vetted before a build.

Was there any feedback from the participants that would lead you to change aspects of the retail concepts?

The technology allows us to hone in on exactly how the design elements are impacting the customers, allowing us to troubleshoot these pain points before they ever happen in the real world. We also noted that some of the test subjects were avoiding certain obstacles, which we would remove in the design, based on their experience. Without this kind of technology, our first chance to test consumer response would be in a prototype, which is considerably more expensive to build, and making changes at that point is time-consuming and costly, meaning that fewer routes are explored. If we're able to alter the design based on consumer response before building a prototype, the implication is that the design will be significantly advanced compared to a prototype that hasn't undergone this kind of testing.

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