

CASE STUDY

PROVING NEWSPAPERS WORK: NEWSPAPERS AND THEIR SITES

The Challenge

To breakthrough with a Scotiabank message during the competitive RSP season.

The Objective

To be more impactful than ever, both through use of creative and media, in order to get the attention of Canadians.

The Plan

Scotiabank's RSP campaign was designed to target all adults. Based on this, newspapers, newspaper sites, television and outdoor were used to deliver the message.

The Creative

The objective was for the creative to provide humorous yet advice-oriented creative to position Scotiabank as open, welcoming and friendly purveyors of RSP guidance. And of course become their first choice for RSPs.

Based on this, it was decided that each creative execution would match the medium it was placed in. Newspaper ads, for instance, referenced newsprint and the weather (see examples). And on outdoor signs, potholes were mentioned. The television and online were designed in the same manner.



Avoid getting newsprint on your hands. Don't avoid your RSPs.

A Second Opinion from a Scotia® advisor can help get your retirement plan back on track.

scotiabank.com/helpmeinvest

You're richer than you think:



Scotiabank | ScotiaMcLeod | Scotia Private Client Group

©You're richer than you think, Scotiabank Group, Scotiabank, ScotiaMcLeod, and Scotia Private Client Group are trademarks of The Bank of Nova Scotia, used with permission. Scotia Private Client Group consists of private client services from The Bank of Nova Scotia, The Bank of Nova Scotia Trust Company, Scotia Asset Management L.P., Scotia Asset Management U.S. Inc., ScotiaMcLeod Financial Services Inc., and ScotiaMcLeod, a Division of Scotia Capital Inc., all members of the Scotiabank Group. Scotia Capital Inc. is a member of CIPF.

Don't avoid rainy days. Plan for them.

Get a 2% interest rate on your Scotia® Tax Free Savings Account*.

Ask a Scotia advisor how.

scotiabank.com

You're richer than you think:



© Registered trademarks of The Bank of Nova Scotia. The Scotiabank Group includes The Bank of Nova Scotia, Scotia Capital Inc., The Bank of Nova Scotia Trust Company, Scotia Asset Management L.P., and Scotia Securities Inc. * Annual interest rate effective as of January 15, 2010. Rate subject to change at any time. Interest is calculated daily and paid monthly. We reserve the right to extend or cancel the offer at any time.

The majority of the world has been trapped in a dreadful economic slump. Canadians were persuaded to be cautious with their investment portfolios and save until the markets were solvent. We perceived an opportunity to provide a solid resolution to this crisis in a “user friendly” manner. A combination of creative integrity and a tactical strategy allowed our message to flourish with Canadians in both newspaper & online space. Captivating newspaper readers, both in print and online, is an everyday battle in today's challenging marketplace. Personalized ads helped our message break through the confusion and allowed people relax after a stressful economic period. Marrying the two media, newspaper and online, further propelled our reach and effectively created synergy for the campaign.

- Jarrod Charron, Account Supervisor, PHD (agency for Scotiabank)

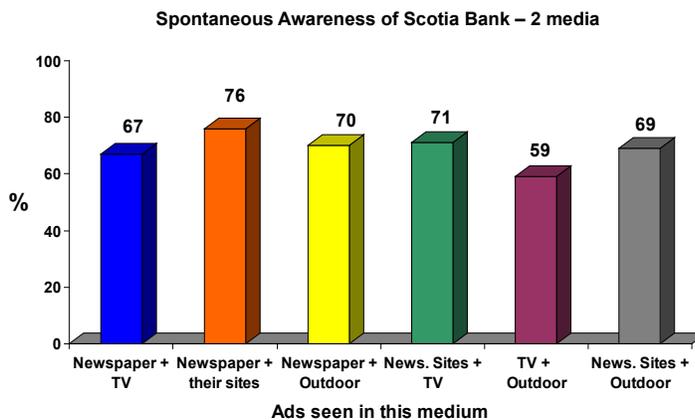
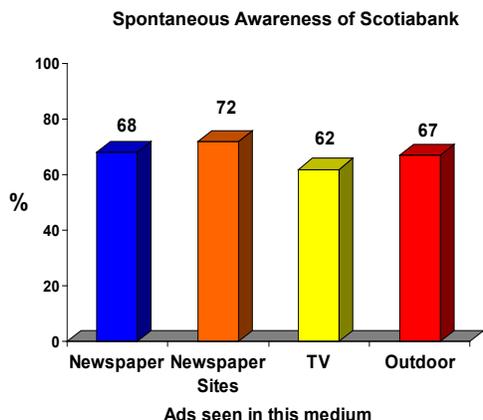


CASE STUDY

PROVING NEWSPAPERS WORK: NEWSPAPERS AND THEIR SITES

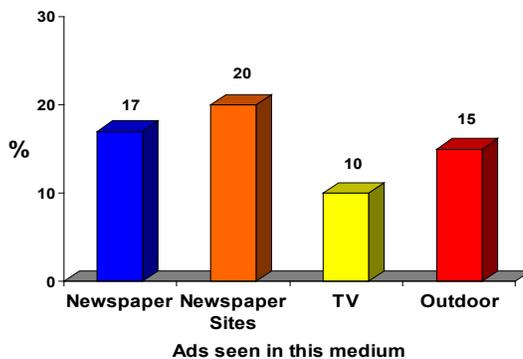
The Results

In a study undertaken by Totum Research, newspaper and online demonstrate they can effectively built spontaneous awareness of Scotiabank. When users of 2 different media are combined, newspapers and online together provide the **biggest boost to spontaneous awareness** – to 76%.



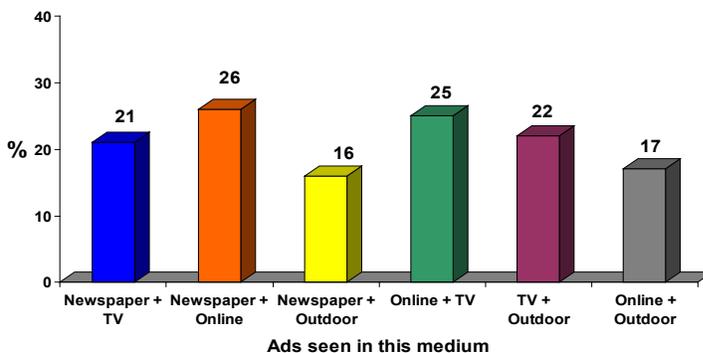
This campaign was designed to not only remind Canadians about their RSPs but to encourage them to use Scotiabank.

Chose Scotiabank as “First choice if looking to invest in an RSP with a bank”



Again when the combine impact of two media are considered, newspaper and online have the greatest combined impact!

Chose Scotiabank as “First choice if looking to invest in an RSP with a bank” - 2 media



For further industry information, go to www.newspaperscanada.ca

