

**QUEBECOR**  
*Media*



Case Study: Wednesday July 13<sup>th</sup> 2011

**QMiSALES**

# Aviva Background

Aviva was looking for creative media ideas to promote and support its Aviva Community Fund program and highlight the three different segments (project submission, voting period, winners announcements) in order to maximize reach and awareness.

## Objectives:

- Build awareness and engagement – break through and impact
  - Be compelling and relevant for the Quebec market

## Target:

- Adults 25-54
  - Active students and advocates of Free the Children / We Day
  - Members of Charities / Non-for-Profits
  - School Boards / Community Organizations

## Period:

- September 19, 2010 to January 2011

## Markets:

- Ontario, Quebec, Alberta, BC

# Aviva Business Case

## **The Idea:**

- A Viral Campaign to promote the Aviva \$1MM Community Fund

## **How it started:**

- Media Suppliers were briefed individually by platform (online and broadcast)

## **How it unfolded:**

- QMi went back to agency with total package and proposed the idea to VP Group Account Director instead of feeding this back to individual platform buyer

## **The Approach:**

- Leverage all platforms with a few key media suppliers to deliver the best possible value and integration

# Aviva & QMi Sales: Partnership




Two independent & compatible concepts were developed for French & English

- In Quebec we played to our strengths using Salut Bonjour & community/weather reporter Anouk Meunier to tie the ACF to viewers and 'community' events
- Used concepts gathered from Aviva Community Fund website to develop idea of the countdown clock which became the key element in the English component
- Countdown clock appeared on Canoe English & French websites as well as on the front cover of QMi's 24 hour publications across the country
- Ad campaign on-line and in select publications allowed for reach & frequency for the ACF campaign
- Created marketing features to highlight past Aviva Community Fund winners to generate excitement during the call to submission phase
- Highlighted 2010 fund winners through marketing features in select publications
- Provided Aviva with the best value for their marketing dollars while meeting program objectives




# Aviva & QMi Sales: Partnership

## Creative: Print & On-line Creative




Camp Triomphe  
d'agrandissement du pite du Fonds  
communautaire Aviva 2009

Suivez-nous sur  

**Nous faisons un don de 1 000 000 \$. Nous donneriez-vous une idée?**

Vous avez une grande idée pour apporter un changement positif mais ne savez pas comment la concrétiser? Le Fonds communautaire Aviva est là pour vous aider. Nous offrons 1 000 000 \$ pour contribuer à réaliser les idées les plus séduisantes. Pour soumettre votre idée et commencer à faire une différence dans votre communauté, visitez [www.FondsCommunautaireAviva.org](http://www.FondsCommunautaireAviva.org)

Nous bâtissons votre assurance sur mesure<sup>SM</sup>  
Habitation | Auto | Entreprise | Loisirs et mode de vie  
Aviva est une marque de commerce d'Aviva qui utilise pour licence

 **AVIVA**  
Assurance

Fonds communautaire Aviva  
Nous appuyons ce qui vous tient à coeur  
[www.FondsCommunautaireAviva.org](http://www.FondsCommunautaireAviva.org)



Camp Triomphe  
d'agrandissement du pite du Fonds  
communautaire Aviva 2009

Suivez-nous sur  

**We're donating \$1,000,000. Will you donate an idea?**

If you've got a great idea to create positive change but don't know how to make it happen, the Aviva Community Fund is here for you. We're offering \$1,000,000 to help bring your most compelling ideas to life. To submit your idea and start making a difference in your community, visit [www.AvivaCommunityFund.org](http://www.AvivaCommunityFund.org)

We are building insurance around you  
Home | Auto | Business | Leisure & Lifestyle  
[www.aviva.com](http://www.aviva.com)

 **AVIVA**  
Insurance

Aviva Community Fund  
Supporting what's important to you  
[www.AvivaCommunityFund.org](http://www.AvivaCommunityFund.org)



Make Canoe.ca even better! Help your way by joining our panel!

canoe.ca

Aviva Community Fund  
We're giving away \$1,000,000 in\*  
04:21:58:48

NEWS | SPORTS | BUSINESS | MONEY | LIFE | TRAVEL | AUTOS | HOME'S | TECHNOLOGY | HEALTH | CANOE TV

WEDNESDAY, September 23, 2010

Shania to pen tell-all autobiography

Go ahead. Make a splash.

Realize the potential

Great new cocktail ideas

THE BROWSER WAR: Firefox versus Chrome

Are we vacation deprived?

OUR CANADA

AVIVA

# Aviva & QMi Sales: Partnership

## Creative: Marketing Feature Examples

MARKETING FEATURE

**AVIVA** Aviva Community Fund  
Supporting what's important to you

### Joe made a difference and so can you!

Joe Dueck and AVIVA Community Fund lorem ipsum dolor sit amet, consectetur adipiscing elit viverra integer

**SPECIAL TO SUN MEDIA** — Integer egestas, velit nec egestas mollis, magna risus posuere turpis, consequat mattis lorem nibh sit amet sem. Fusce magna elit, euismod sit amet auctor quis, interdum eget nulla. Aliquam nec libero est turpis.



lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ultricies pellentesque gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse id risa et enim egestas pretium rhoncus eu quam.

**HOW DID DAVID AND AVIVA WORK TOGETHER TO MAKE A DIFFERENCE IN HIS COMMUNITY?**  
Haecibus in leo eget orn lobortis vestibulum commodo non justo. Nullam a mi ac mauris semper facilisis in nec lacus. Duis risus libero, imperdiet vitae tempor id, convallis sed metus. Donec pharetra aliquet nunc, eu tincidunt metusne lacina vitae viverra metus portitor. Mauris placerat nisl id orci tempor sollicitudin. Vestibulum convallis eleifend ante ac ultricies. Integer egestas, velit nec egestas mollis, magna risus posuere turpis, consequat mattis lorem nibh sit amet sem. Fusce magna elit, euismod sit amet auctor quis, interdum eget nulla. Aliquam nec libero est turpis, quis laoreet ipsum. In imperdiet sem ac nisl, malesuada pharetra. Pellentesque volutpat, elit non tristique ornare, metus mi viverra nisi, facilisis rimetunc lacina vitae viverra metus portitor. Mauris placerat Integer egestas, velit nec egestas mollis.



### The AVIVA Community Fund Contest

AVIVA want to support what's important to you by helping you make a positive change in your community. Here's how:

**Neque porro quisquam**  
lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque neque mi, euismod id dignism quis, vehicula ac ante. Pellentesque fringilla, arcu et accusam porta, sapien leo scelerisque enim, eu egestas eros turpis vitae mi.

**Neque porro quisquam**  
Quisque egestas tempus turpis ut condimentum. Maecenas nec lorem vel leo

**What would you do for your community?**  
Visit [avivacommunityfund.org](http://avivacommunityfund.org) to learn how you can make a difference.

Reveal a **POSITIVE** change for your community!

AVIVA wants to support what's important to you by helping you make a positive change in your community.

**WHAT WOULD YOU DO FOR YOUR COMMUNITY?**  
Visit [avivacommunityfund.org](http://avivacommunityfund.org) to learn how you can make a difference!

**AVIVA** Aviva Community Fund  
Supporting what's important to you

MARKETING FEATURE

**A Million Reasons to Celebrate**

Visit [AvivaCommunityFund.org](http://AvivaCommunityFund.org) to learn about all 11 winning ideas!

**AVIVA** Insurance

### Ottawa capitalizes on Aviva competition with 3 winners

**Knowledge centre offers 'hand up'**

A time-honoured proverb tells us: Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime. That's the philosophy behind Well-Connected, "A Knowledge Centre for a Brighter Future," winner in the Aviva Community Fund competition. Thanks to funding from insurance company Aviva, the computer-based learning centre will be created at The Well-La Source, a centre that offers a drop in day program for women and women with children who face challenges and obstacles in their everyday lives.



### A million reasons to get involved in community change

From building a wheelchair-accessible playground for a school of students with disabilities to helping a support centre program for children dealing with cancer, Canadians from coast to coast will be able to make positive changes in their communities thanks to insurance company Aviva Canada, and the Aviva Community Fund. One of the leading property and casualty insurance groups in Canada, since 1906, Aviva provides home, automobile, recreational vehicle, group and business insurance. It has more than 1,000 independent broker partners across the country.



Capital City Condors Adam, Connor, Aaron and John hit the ice.

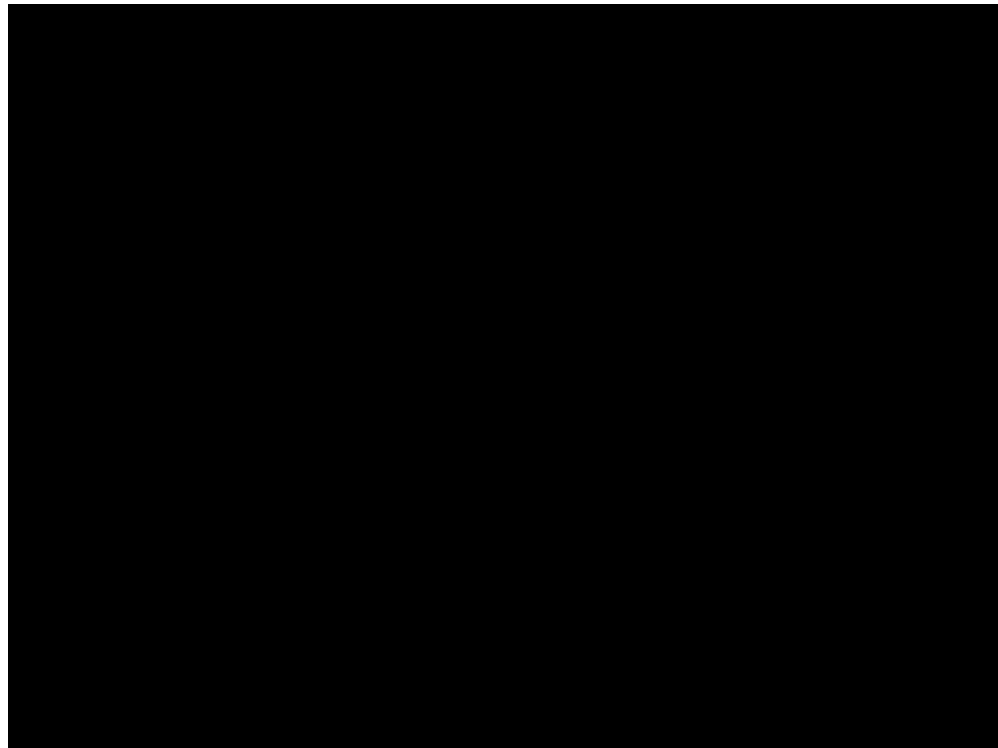
### Aviva assists special team on winning goal

It's "Come on!" for the Capital City Condors, a special hockey team made up of special players with developmental and/or physical disabilities. Thanks to the Aviva Community Fund, kids who've been on a waiting list will finally be able to hit the ice. Many of the Condors' players watched siblings play hockey and longed to do the same. They have the same hockey dreams as every other kid in Canada. This helps make at least part of that dream come true," says Jim Perkins. Together with his wife, he helped organize the Condors. Perkins realized that hockey was much more than just a game to the players after overhearing a mom telling a family about the Condors being invited to skate with the Ottawa Senators. Thanks to the attention garnered through the Aviva Community Fund competition, they were also featured on the jumbotron at several Senators' games. "The child playing hockey (in a traditional league) looked at the Condors player and said, 'Ah, hockey! The look on our kid's face when they realized that someone considered them lucky — that moment captured it,'" says Perkins. Hockey lovers from across the country helped the

### Dream of accessible playground comes true



Crestal Bay Centre for Special Education is a welcoming place for children of various disabilities but lack of an accessible playground means students in wheelchairs have to do but wheel around a pathway. Thanks to insurance company Aviva and the Aviva Community Fund, that's about to change. Each of Crestal Bay's 88 students has a moderate to severe developmental disability. Many also have a second disability, such as autism, deafness or blindness. Despite their challenges, they've eager to learn and amuse observers with their resilience, says principal Pete Ventres. The centre looks forward to fulfilling its dream of providing wheelchair-friendly playground equipment with rubberized matting so even its most fragile students can play. "I can't wait for the playground to be built and to open the doors so our clients can show us how they feel through their actions," Ventres says. Through the competition, Crestal Bay has also fulfilled its hope of increasing its visibility. "People were checking the Aviva Community Fund website up to 20 times a day to see how many votes we had," says Ventres. "It was great to see a community come together to develop a strong voice and the power to make things happen."



## The Results:

- In 2010, more than 2,200 ideas submitted an increase of 10% over the previous year with more than 2 million votes
- Aviva community fund has helped raised over \$1.5 million in donations for the various charities.

**A successful partnership with QMi Sales!**