

RAC Canada 30 Second Event Radio Ads

“Best Buy”

Have you wanted to know the story behind Best Buy and the take-over of Future Shop? Why they place competing stores so close to one another? Where are they going and what's their vision?

Let Michael Nedelec (Ned-eh-leck?), Vice President of Strategic Marketing and Advertising for Best Buy Canada Limited tell you the whole story and more.

The Retail Advertising and Marketing club presents Michael Nedelec, this Tuesday, at the Delta Chelsea Hotel, 33 Gerrard Street West.

For tickets call 416-495-68-26, or online at [rac dot t o](http://racdotto.com)

“Paul Lavoie, Taxi”

How do you pre-sell 500 cars on-line before ANY car has even landed on Canadian soil? The Canadian MINI launch is considered one of the most successful MINI launches in the world...

Join Paul Lavoie, President and Executive Creative Director of TAXI as he walks you through the introduction of the new MINI into Canada.

The Retail Advertising and Marketing club presents Paul Lavoie, this Wednesday, at the Delta Chelsea Hotel, 33 Gerrard Street West.

For tickets call 416-495-68-26, or online at [rac dot t o](http://racdotto.com)

“Sobeys”

In 5 years, passion, enthusiasm, and determination, have made SOBEYS customer driven, market focused, and READY TO SERVE...

Join Helen Noels, Senior Vice President of Customer Marketing for SOBEYS as she takes you through the re-branding process of SOBEYS, from the inside out..

The Retail Advertising and Marketing club presents Helen Noels, this Tuesday, at the Delta Chelsea Hotel, 33 Gerrard Street West.

For tickets call 416-495-68-26, or online at [rac dot t o](http://racdotto.com)

An amazing woman with an amazing story to match.

“Home Depot”

Who is Home Depot's competition? — Rona? Loblaws? Wal-Mart? Sears? . . . — They all are and many more.

Let Pat Wilkinson, the Director of Marketing for Home Depot tell you how Home Depot deals with the competition at the national level, the regional level and even the category level.

The Retail Advertising and Marketing club presents Pat Wilkinson, this Thursday at the Arcadian Court at 401 Bay Street.

For tickets call 416-495-68-26, or online at [rac dot t o](http://racdotto.com)