

# *MVJ Group Inc.*

## **Advertising copy writing brings them in or not!**

Margaret Torrance, President of MVJ Group Inc. wrote all the advertising copy for RAC Canada from September 2001 to April 2007 and continued to write the copy for the research events through 2010. Included here are just a few examples of the events RAC put on for the Retail Industry — attended by retailer and supplier executives. One newspaper ad ran in each of the four Toronto dailies per event. All promotion — newspapers, flyers, e-mails and website — contained the same advertising copy. Advertising creative has evolved over time from it's 2001 branding to it's complete re-branding in September 2009, but it is the advertising copy that garners interest and produces ticket sales.

Margaret's process:

- A face to face in-depth interview, when possible, was conducted with the keynote speaker to determine speech content and the speaker's personal qualities.
  - Prospective attendees want to connect with the speaker, not just the potential educational value of the topic. That's why a personal reference was made about each keynote speaker.
- The advertising copy was written and presented to the speaker for approval. If necessary, changes were made and then approved. **Approval was vital.**
  - There was a controversy over the first sentence of the copy for the March 2003 event (included). The attention brought an early sell out event, and because approval in writing had been given, RAC was protected.
- Copy was placed into creative templates.

**Margaret's copy mantra:** The reader must be able to relate — be emotionally moved.

"Margaret is one of the very best copywriters I have ever known and after working in the advertising department of the Toronto Star for over 41 years, I have met the best. ... Personally, I'm in awe of her. No wonder she is so successful in anything she decides to do. Let me just add, perhaps the rarest plus, she is a nice person."

*Wallace Legge, Honourary Vice-Chair, RAC Canada*

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At the RAC September 2009 event, RAC unveiled its new re-branding, but regardless of the new look, the messaging had to fit the target audience. Copy promoting speaking events is very different from product advertising copy.



Retail Advertising  
& Marketing  
Canada

**Tuesday, May 18, 2010**

## **The Recession as seen by Canada's Top Retail Presidents/CEOs**

*Presentation by:*

**Dimitra Maniatis, AVP  
Leger Marketing**

*Moderated by:*

**Michael LeBlanc, VP Marketing &  
Promotions, The Shopping Channel**

### **SUTTON PLACE HOTEL**

(Stop 33) 33rd Floor  
955 Bay Street  
Reception & Full Buffet  
Breakfast: 7:15 AM  
Presentation & panel  
discussion: 8 - 9:30AM

Members.....\$69.95 + GST  
Non-Members .....\$89.95 + GST

**Get your tickets today!**  
[www.raccanada.ca](http://www.raccanada.ca)

**Is the recession over?** They are cautiously optimistic.

**Have they had a challenging time?** Believe it!

**Did they have to be creative?** And so much more....

**Have they learned lessons from the recent economic downturn?** Absolutely! And you can discover what they have learned in five key areas: Marketing, Merchandising, Store Operations, Human Resources and Finance.

The RAC Research Committee has conducted this proprietary research. Our retailer members set the focus, the direction and determined the questions they wanted answers to. Two of our research company members, Leger Marketing and GfK conducted and collaborated on the interviews with over 15 top Canadian Retail Presidents/CEOs. To round out the research, Leger also added a consumer survey element.

**The result** – absolutely amazing insight into the minds and actions of Canada's top retail leaders during the most challenging economic times in recent memory. These leaders are proud of what they have accomplished and they believe they are so much better prepared **should** there be a next time.

**Can you afford not to know about the impact of this recession on our Canadian retail leaders – the strategies implemented leading to the success stories, and the disappointments?** Sign up now before there are no seats available.

*Retail Panel:*

**Shelagh Stoneham, VP Marketing Communications, Rogers Communications Inc.**  
**Shari Mogk-Edwards, VP, Merchandising, LCBO**  
**Kim Vogel, VP, Store Operations, The Bargain Shop**

**Leger**  
MARKETING

**GfK**

# MVJ Group Inc.

When the topic timing for an event is right and the copy promises to answer challenges, you bring in the audience. This was another sold out event.

**RAC**  
**Canada**

presents

*Presented by Janet Lazaris  
SVP, Managing Director  
Retail & Consumer Practice  
Angus Reid Strategies*

## **SUTTON PLACE HOTEL**

Stop 33 (33rd floor)

955 Bay Street

Reception & Full Buffet

Breakfast: 7:30 a.m.

Presentation: 8:00 a.m. sharp

Members ..... \$69.95+ GST

Non Members .... \$89.95+ GST

sponsored by:

**COSSETTE**

**GET YOUR TICKETS TODAY!**  
**on line: [www.raccanada.ca](http://www.raccanada.ca)**

**Wednesday, September 23, 2009**

## **Who is today's & tomorrow's consumer?**

These are very challenging times for the retail industry. Retailers trying to anticipate how the consumer will react to their promotional efforts are finding it a crapshoot. Consumers are not behaving according to the old axioms. The consumer has indeed changed.

Janet Lazaris, an authority on the consumer and retail in Canada, will try to shed some light on this dark picture. Retail Reid has been tracking consumer attitudes and behaviour through a monthly syndicated study on the retail market in Canada. Drawing on their results, Janet will take you on the journey the consumer has travelled from pre-recession to today, and will include trending indicators for the future.

You will learn how the consumers' attitude towards their discretionary spending, saving, rising costs, borrowing and threats to income, affect their behaviour – their tactics and strategies – in seeking value for their purchases.

Janet is more than a researcher and statistician. It is her passion for retail and the consumer, that allow her to translate those dry numbers and paint a picture that is vivid, alive and telling. You will see and feel the consumers' multi-year transition from the happy pre-recession days to today's self-preservation and finally to tomorrow's. . . .

The holiday season is almost upon us. Can you really afford to miss this insight?

**Moderator:** Michael LeBlanc, Director of Marketing, The Shopping Channel.

**Retail Panelists:** Mark Halpern, President, Kitchen Stuff Plus  
Peg Hunter, VP Marketing & Communications, Home Depot, and  
Michael Roellinghoff, President & CEO, The Bargain Shop

**retail advertising and marketing - canada**

# MVJ Group Inc.

RAC was not given permission to include the official Olympic Logo in any of the advertising material used to promote the Director of Brand Protection, of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games.

**RAC**  
**Canada**

presents

**Bill Cooper**

*Director, Brand Protection  
VANOC – Vancouver Organizing  
Committee for the 2010 Olympic  
and Paralympic Winter Games*

## **SUTTON PLACE HOTEL**

Queen Victoria Room  
Mezzanine Level  
955 Bay Street  
Reception: 11:00 a.m.  
Luncheon & presentation: 12:00 noon

Members ..... \$69.95\*  
Non Members ..... \$89.95\*  
Table of 10 Members ..... \$630\*  
Table of 10 Non Members.. \$810\*  
(\*plus GST)

**GET YOUR TICKETS TODAY!**  
**on line: [www.RACCanada.ca](http://www.RACCanada.ca)**  
**T: (416) 495-6826**



*There is no need  
to write notes, as  
a hand-out will  
be provided.*

## **Wednesday, March 28, 2007**

### **How well-protected is your brand?**

**For that matter, do you even know why your brand needs protecting, or how to protect it?**

The Vancouver 2010 Winter Games are fewer than three years away. The Games Organizers must ensure that the Olympic Brand is protected at all times from ambush marketers — for the Olympic Movement, the City of Vancouver, the sponsors and the athletes.

A native Vancouverite, Bill has more than 11 years of experience managing the commercial rights and sponsorships for many major sporting events in the complex Asian market. He knows the pitfalls and understands the importance of immediate damage control caused by true ambushers.

Bill's experience has led him to develop a **brand infringement evaluation model**. Bill will explain the model using the Olympic Brand as an example. Because of its size and nuance, it serves as an excellent example of brand protection — one that translates easily to any sponsored event.

With engaging delivery, Bill will deliver compelling anecdotes and amusing imagery to simplify this often murky topic. He will lay the foundation, illustrating first-hand how you too can protect and police your brand in a predictable and clearly defined way.

Bill will complete his presentation by testing your understanding of his brand infringement evaluation model. Listen carefully as there are prizes for the winners.

**He is 'personality plus' and will make this a truly outstanding presentation.**

**the retail advertising and marketing club - canada**

# MVJ Group Inc.

It is always important to get "approval" and sometimes pleasant surprises land in your lap.

"Wow...you are good...I want to attend this luncheon and meet this guy :-)...." (Ted's response to the advertising copy written to promote his RAC luncheon speaker event.)

*Ted Starkman, Executive Vice President & General Manager, The Shopping Channel*

**RAC**  
**Canada**

presents

**Ted Starkman**  
*Executive Vice President &  
General Manager  
The Shopping Channel*

**METRO TORONTO CONVENTION  
CENTRE**

Constitution Hall #107, North Building  
255 Front Street West  
Reception: 11:00 a.m.  
Luncheon & presentation: 12:00 noon

Members ..... \$69.95\*  
Non Members ..... \$89.95\*  
Table of 10 Members ..... \$630\*  
Table of 10 Non Members.. \$810\*  
(\*plus GST)

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**T: (416) 495-6826**

## Thursday, November 23, 2006 The Shopping Channel you don't know!



**The Shopping Channel**  
SHOPPING. JUST FOR YOU.

**What do you know about The Shopping Channel?** It is a television version of a bricks and mortar department store with similar marketing strategies and with a secondary buying source on its website. You might presume that its Direct Marketing campaign is based on its CRM and that it is as sophisticated as the best bricks and mortar retailers, and you would be right.

**But what you don't know about The Shopping Channel (TSC) will amaze you!** Did you know that:

- You cannot buy any advertising time on TSC.
- The customer profile is high income, educated and female.
- TSC's direct response strategy means its marketing model is self-financing.
- **TSC is a wholesaler and distributor to other major retailers — this aspect of the business will really surprise you!**
- But this is just the tip of the iceberg.

Watching Ted tell the story, you can feel the frenetic pace. The faster the sales tick by, the higher the energy level for 18 live hours a day, and this is the visible side of this multi-channel business. For Ted, going to work is like going to the playground. He loves his job and his team. His eyes sparkle and his smile glows when he speaks about leading this complex enterprise.

You mustn't miss the story behind the story of The Shopping Channel. Come and learn how **the marketing tools that help build the brand, at the same time generate the income.**

*There is no need  
to write notes, as  
a hand-out will  
be provided.*

**the retail advertising and marketing club - canada**

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Titles must grab attention to ensure the rest of the copy is read and the reader buys a ticket.

**RAC** presents  
**Canada**

Lyndsay Walter  
*Vice President, Marketing*  
*The Source By Circuit City*

**DELTA CHELSEA HOTEL**  
Churchill Ballroom  
33 Gerrard St. W.  
Reception: 11:00 a.m.  
Luncheon & presentation:  
12:00 noon

Members ..... \$69.95\*  
Non Members ..... \$89.95\*  
Table of 10 Members ..... \$630\*  
Table of 10 Non Members.. \$810\*  
(\*plus GST)

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**F: (416) 491-1670**



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## Monday, March 13, 2006 *The Source By Circuit City* created in 4 short months!

**Lyndsay Walter**     **THE SOURCE BY CIRCUIT CITY**

A **transitional advertising campaign** "from RadioShack to The Source By Circuit City" would be logical. **But wait!** On Feb. 28, 2005 by a court order, Circuit City, purchaser of InterTAN Canada Ltd. — the Canadian licensee of the name "RadioShack" — and now competitor to RadioShack USA, was disallowed to use or reference the name "RadioShack". In other words, as of July 1st, 2005, 30 years of "RadioShack" Canada never existed.

**The marketing challenges were immense!** First and foremost, they needed a new name and then they had to erase every trace of the old and replace with the new — the signage for 900 stores, the packaging and for all those tiny parts, uniforms, phone numbers ... and **no transitional campaign.** Everybody had to be on board to make it work.

Watch Lyndsay as she recounts their journey to the incredibly successful launch of a **new National Brand.** She has a serene demeanour betrayed only by her eyes, which flash limitless energy and excitement. Lyndsay is focused and driven. Her philosophy is simple — everything is possible, just don't see the hurdles and focus on the finish line.

**It worked — a new National Brand and a double digit sales increase! A story you don't want to miss!**

**the retail advertising and marketing club - canada**

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30 sec. Radio ad. Topic copy must be very succinct.

Have you wanted to know the story behind Best Buy and Future Shop? How was the take over? Why have both? Why place competing stores so close to one another? Where are they going? What's their vision? What's Best Buy really like?

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.to](http://rac.to)

**RAC.to** presents  
retail advertising and marketing club



## Tuesday, April 20, 2004

### Have fun while being the best!

**Michael Nedelec**  
*Vice President Strategic  
Marketing & Advertising  
Best Buy Canada Ltd.*



► FUTURE SHOP

**Michael Nedelec**      **Best Buy Canada Ltd.**

Minnesota's Best Buy learns from its mistakes and embraces change. Consequently, the take-over of Future Shop resulted in the taken-over being employed, happy and cheerleaders for their new owner. Next came the challenge — **two competitive brands in the same place**. The Chairman said it best, when he said, "I'm not saying that it can't be done, I'm just saying it's never been done." And with the attitude of learning from challenge and change, they are doing it — in spades!

After spending his entire career at Future Shop, how did this take-over affect Michael? Well, he sparkles, as attested to by his ever-present smile and twinkling eyes. He really loves the place and can't wait to tell you the "how, what, where, when and why" of the process.

In addition, Michael will tell you how Best Buy's constant evolution; humble culture; desire to take consumer segmentation to a new level; and its unique high energy workplace philosophy, has increased growth and sales. **The combined sales vision — to be the first \$5 billion dollar consumer electronics retailer in Canada.**

sponsored by: **► TORONTO STAR ◀**

**DELTA CHELSEA HOTEL**  
Churchill Ballroom  
33 Gerrard St. W.  
Reception: 11:30 a.m.  
Luncheon & presentation:  
12:00 noon

Members ..... \$59.95  
Non Members ..... \$79.95  
Table of 10 Members ..... \$540  
Table of 10 Non Members.. \$720

**GET YOUR TICKETS TODAY!**

**T: (416) 495-6826**

**F: (416) 491-1670**

**[www.rac.to](http://www.rac.to)**

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to write notes, a  
hand-out will be  
provided.*

**the retail advertising and marketing club - toronto**



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Advertising copy needs to be noticed and it was. Thank you *Marketing Magazine* (March 24, 2003) for giving RAC the greatest publicity for its Spring Season. The "approved" March copy raised some eyebrows, but the event sold out and early! Attendees were not disappointed.

**Short, plump and balding** written by **Mark Etting** of **Street Talk**, *Marketing Magazine*

I don't know about you, but when I'm checking out an upcoming speaker at a conference or luncheon, I'm interested in his or her credentials and the topic to be discussed. But apparently the Retail Advertising & Marketing Club in

**RAC.to** presents  
retail advertising and marketing club

**Rob Shields**  
Vice President of Customer  
Relationship Management &  
Chief Privacy Officer

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12:00 noon

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Table of 10 Members .... \$540  
Table of 10 Non Members \$720



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**www.rac.to**

## Tuesday April 22, 2003

### Retail Marketing — moving from mass to direct

**Rob Shields, HUDSON'S BAY COMPANY**

Rob is on a mission. He speaks quickly. Walks quickly. And needs a reminder — it's all right to slow down for a minute. He smiles a charming smile, takes a breath and begins his Hbc story. Rob was brought into Hudson's Bay Company 2 years ago with an incredible challenge - to develop and execute Hbc's customer relationship management strategy, while developing and leveraging relationship equity for the brand.

Rob is a walker — no podium — and he will walk you through the **pain**, the **process** and the **pleasure** of Hbc's new journey. Starting with a quick history of CRM & the Hudson's Bay Company, he will move on to the marketing side - unifying loyalty and credit cards; direct to customer; the challenges of price discounting, brand strategies, cross-shopping....

By treating each customer uniquely, Hbc's aim is to bring about acquisition, growth and retention of customers. Their CRM strategy and vision is to **provide the ideal customer experience**. With results after 2 years having far surpassed their best expectations, they are well on their way.

Rob absolutely sparkles when he states, "**Tomorrow will be phenomenal!**"

sponsored by



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a hand-out will be provided.*

**the retail advertising and marketing club - toronto**



# MVJ Group Inc.

Toronto has different ideas. In describing its March 28 speaker at [www.rac.to](http://www.rac.to), the phrase "tall, statuesque, blond and brilliant" is used to introduce **Alison Simpson**, president of Enterprise Creative Selling in Toronto.

Oh sure, she's going to talk about the agency's long-term partnership with Tim's Hortons, about customer-driven marketing and measured risk-taking. But, most importantly, she's a stunner! That's in contrast to two upcoming RAC speakers: **Peter Coish**, president of Lowe RMP, and **Rob Shields**, vice-president of customer relationship management and chief privacy officer at HBC, who apparently don't justify such praise, though we are told that Shields "smiles a charming smile".

**RAC.to** presents  
retail advertising and marketing club



## Friday March 28, 2003

### The power of restlessness

*Alison Simpson  
President,  
Enterprise Creative Selling*

#### DELTA CHELSEA HOTEL

Churchill Ballroom

33 Gerrard St. W

Reception: 11:30 a.m.

Luncheon & Presentation:

12:00 noon

Members ..... \$59.95

Non Members ..... \$79.95

Table of 10 Members .... \$540

Table of 10 Non Members \$720



#### Alison Simpson ENTERPRISE CREATIVE SELLING

Tall, statuesque, blonde and brilliant, best describe the dynamic and restless Alison Simpson. She is the person leading **Enterprise** — the Advertising agency team known for driving sales for all of their clients, including **Tim Horton's**.

**Tim Horton's** — from a regional chain into a Canadian Icon:

- ◆ Their story is customer driven.
- ◆ Its growth is based on measured risk taking.
- ◆ Change is directed by, understanding the customer, the marketplace and what is coming.
- ◆ It's driven by not being stuck where you are.

In chronicling **Enterprise**, the agency behind the Tim Horton's story, Alison will discuss:

- ◆ How to get noticed in the fragmented, noisy, zapping world.
- ◆ The importance of keeping pace with growth.
- ◆ Resisting the urge to play it safe.
- ◆ To never take the customer or success for granted.

**She doesn't sit still, so hang on to your seats and enjoy the journey.**



enterprise  
CREATIVE SELLING

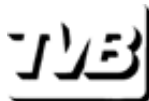
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the retail advertising and marketing club - toronto

# MVJ Group Inc.

Attendees came to see the person as much as to listen to what he had to say. They were not disappointed as they stayed glued to their seats even through a fire alarm.

presents  
**RAC.to**  
retail advertising and marketing club



**Mark Foote**  
*President, Canadian Tire Retail*

SHERATON HOTEL  
123 Queen Street W.  
Toronto, Ontario  
(across from City Hall)  
Reception-11:30 am, Lunch &  
Presentation-12:00 pm

Members ..... \$59.95  
Non Members ..... \$79.95  
Table of 10 Members ... \$540  
Table of 10 Non Members \$720

**FRIDAY**

**SEPT. 27 2002**

the retail advertising and marketing club - toronto

## How well do you really know Canadian Tire?



**Mark Foote**  
CANADIAN TIRE

It has been around for 80 years, but has no corporate stores or franchisees. It has Associate Dealers, who are highly entrepreneurial and driven to compete — using their instincts and experience. How do you balance their

entrepreneurial energy, execute a consistent world-class retail and marketing strategy, and bring into reality an exciting brand revitalization program?

**You do it with Mark Foote!** He is different — an amazing, energetic, creative, can't sit still, negotiator, who thrives on challenge and has grown up in the operational world of working in and running a retailer. And his presentation will be different too — no lectern, high energy and audience participation.

**Watch Mark. Experience Mark. Enjoy and learn.**

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a hand-out will be provided.*



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**F: (416) 491-1670**

**www.rac.to**

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