

## [ THE WORK ]

# CREATIVE EYE

Easygoing charm and emotional anguish make a good day's advertising work, says GWP's PHILIPPE GARNEAU

### THE BAY

**T**wo natty friends arrive for a soirée only to discover their host has transformed her garden into a magical urban grove thanks to stuff from the Bay. Ennui, shoes and preconceptions are banished. Strategy translator: the Bay has changed, it will surprise you. Does it work? Yes and no. The promise of sophisticated change comes through. The Bay clearly wants you to abandon your presumptions about the centuries-old retailer and visit them so they can prove they aren't fibbing. I might just do that. My worry is the casting. The folks in the ad, their fresh-from-the-spa vibe, speaks to an audience that wouldn't be caught dead at the Bay. Maybe that's the point, but it feels a little like the Bay is ignoring its loyalists and embracing the in-crowd. But this is just one spot. And a brand is much more than a single spot. Let's see what they do with the rest of the campaign.

### B.C. LIONS

This amusing spot speaks to the power of football, and its hold over the imagination of those who worship the gridiron. If you're a B.C. Lions fan, the spot's a touchdown. If you're me, it's an incomplete pass. Here's my niggle: I think it does a better job of branding CFL football than it does branding the B.C. Lions. The idea that passion for an activity can spill over and start shaping our daily lives is fun, fertile ground. It worked for cars (Built for Drivers), for soccer (just about every ad), amusement parks (Playland) and it's about time it worked for Canadian football. I like this work. I just hope other executions make

it clear that it's the B.C. Lions causing people to go football mad, not just the game. So next time: more brand, less category.

### DYNAMIC FUNDS

The Dynamic duo is back. As with previous ads, Dynamic Funds is trying to make the point that no matter how good you are at what you do, you'd better seek out and heed professional advice when venturing into areas where you have no expertise. In this execution, Canadian pro golfer Mike Weir demonstrates that he has little understanding of the fairways of the female heart. His caddy saves the day. Selling mutual funds is a bitch. Lots of fine print and very little you can say. Dynamic comes off as populist thanks to the easygoing charm of its fish-out-of-water athletes. So let's do the math: a consistent campaign, a touch of Canuck authenticity, and a confident sign off that's bound to please the brand's real audience, financial advisors. Not a hole in one, but a good day's work.

### U.N. HIGH COMMISSIONER FOR REFUGEES

It's not often one has the opportunity to revel in simplicity. PSAs often get to do so because they're not about selling per se; their purpose goes deeper. Here, simplicity is marshalled to make a powerful, resonant point about the plight of refugees. It's a great spot, and it better be. The emotional and physical anguish suffered by refugees is a story that needs to be told, but it's also a story that needs to be felt. Trust me, you will feel this. **M**

**PHILIPPE GARNEAU** is creative director at GWP Brand Engineering in Toronto



## CREDITS

**1. THE BAY** Agency: John St. Creative directors: Angus Tucker, Stephen Jurisic Copywriter: Alanna Nathanson Art director: Shelley Lewis **2. B.C. LIONS** Agency: Rethink Creative directors: Ian Grais, Chris Staples Copywriter: Jono Holmes Art director: Rob Sweetman **3. DYNAMIC FUNDS** Agency: Endeavour Marketing Creative director, Art director: Jeffrey Halcro Copywriter: Bill Martin **4. U.N. HIGH COMMISSIONER FOR REFUGEES, CANADA** Agency: BBDO Toronto VP, Associate CD, Copywriter: Patrick Scissons VP, Associate CD, Art director: Mark Mason