

# A T L A N T I C BUSINESS

Atlantic Canada's Leading Business Magazine

## Winning Creative announced for The Great Ad Experiment

(July, 2010, St. John's, NL) In the January issue of Atlantic Business Magazine, we launched The Great Ad Experiment to demonstrate just how powerful creative print advertising can be.

Six agencies (Extreme Group, Colour-NL, Spark Marketing, Spectacle Group, Impact Communications and The Idea Factory) each created a print advertising campaign for Lawtons Drugs' PROfile brand. Five of the campaigns are for three one-page ads (one ad in each of three separate issues), while the sixth campaign was designed to be three consecutive right hand page ads in a single issue. Based on public and client votes, one of the six was selected to appear in Atlantic Canada's leading business magazine, free of charge, for a six month period.

The winning campaign was designed by Spectacle Group.

To see samples of the creative work developed by all six agencies, see [www.atlanticbusinessmagazine.com](http://www.atlanticbusinessmagazine.com).

### **About Atlantic Business Magazine**

Founded in 1989, Atlantic Business Magazine is an independently owned, bi-monthly glossy publication that covers all areas of business within the four Atlantic provinces. As the region's highest circulation business magazine, we publish a minimum of 37,000 copies per issue.

### **For more information:**

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