

## Corus launches mega OWN marketing campaign

by [Katie Bailey](#)

If you live in a Canadian major market this month, you'll be hard-pressed to ask yourself the question, "I wonder when that Oprah channel is launching?"

Corus is pulling out all the stops on a major marketing campaign to promote the new channel, which started airing in Canada on March 1. The campaign launched in tandem, including OOH, TV, online, radio, in-cinema, print and social media. Creative was handled by CP+B Canada and media by ZenithOptimedia.



The OOH component is focused on Toronto, where a dramatic billboard at Church and Shuter streets projects a rainbow effect above the billboard, complete with blowing smoke machine and LED stage lighting. It is accompanied in the city by a Trivision billboard at Yonge and Bloor, TSAs, digi boards, traditional boards, and a wrapped streetcar featuring messaging inside and out.



On Tuesday, OWN cover wraps graced the covers of *Metro Toronto* and *Metro Vancouver* and gatefolds were featured in the *Toronto Star*, *Calgary Herald* and *Vancouver Sun*, and 60-second in-cinema ads featuring US creative (and a will.i.am song) are also set to run in theatres nationally. The print ads feature a QR code, created by Toronto's Crucial Interactive, which takes users to a mobile site featuring teasers from OWN programming.

Corus is also utilizing its own media properties, running 30-second radio spots across its network, 30-second spots on Corus channels and other networks' US avals.

Finally, the campaign is reaching out to the online world as well, with rich-media video ads on Canadian portals and homepage takeovers on [People.com](#), [US.com](#) and [TVGuide.ca](#), featuring a combination of editorial and video. As well, [Facebook fans](#) of the brand are being geo-targeted with Canada-specific messaging, updates and channel information.



"Working on this campaign has been a marketer's dream," Shelley Findlay, VP marketing, women's networks, Corus Entertainment, tells *MIC*. "We know Canadian women feel strongly about and are very loyal to Oprah, and we couldn't be more thrilled to get this campaign to market."

The launch of OWN has garnered tons of hype both in Canada and in the US, where it debuted in January. It is available to over six million homes in Canada through Corus and takes the place of the broadcaster's previous women-focused property, Viva.

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