

Get to know your **NEIGHBOUR** **Contest**



Support Your Neighbourhood Businesses
Think Big • Buy Local

Get to know your **NEIGHBOUR**

Contest

To All BIAs,

Because of the phenomenal response from the local community to the "Think Big, Buy Local" Bus Shelter/Subway campaign (see attached), TABIA (Toronto Association of Business Improvement Areas) decided to leverage this success into a contest which will re-launch the campaign April 2010.

The contest will involve the local community by asking people to nominate their favorite business, amongst the 27,000 independent BIA businesses, by writing a "catchy" headline as we had done in late Fall 2009. TABIA received hundreds of suggestions from Toronto residents during the campaign as well as from all over the world. (Note that the initial campaign generated over \$800,000 worth of free publicity on over 24 internet sites providing 13 million media impressions.)

Twenty winning submissions will be chosen from entrants to be published and the top 3 will also win "Key to the City" prize packages.

The two lead sponsors (Scotiabank and Remax) will be featured in all Advertising, Communication and Public Relations for the campaign to include the following exposure:


- 1) Press Release (see attached) will be distributed throughout local community, regional and national newspapers, magazines, TV and radio stations. (Extensive coverage in all traditional media.)
- 2) Various local, national and international internet sites/social medias (including those that covered our initial campaign) will be contacted and given details.
- 3) There will be a minimum of over 200 "facings" on Bus Shelters/Outdoor delivering maximum impressions over a one month period in March/April 2010.
- 4) City TV/Breakfast TV will be involved in providing exposure to the contest.
- 5) Sponsor Logo will be featured prominently on Bus Shelter posters as well as on all communication during the promotion and duration of the contest.
- 6) BIA's will have the opportunity to promote the contest within their individual business neighbourhoods.

David West
The Backroom
416 214 9147
david@thebackroomagency.com

Get to know your **NEIGHBOUR** Contest

Original Teaser Campaign Launched September 2009

**My Neighbour
Jerks My Chicken**



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otabilia Toronto Association of Business Improvement Areas TORONTO


**My Neighbour
Says Size Matters**



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**My Neighbour
Gets On My Nerves**



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**My Neighbour
Trims My Fat**



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**My Neighbour
Neutered My Dog**



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**My Neighbour
Is All Tock**



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**My Neighbour
Saved My Marriage**



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**My Neighbour
Scooped My Girl**



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**My Neighbour
Sells Home Grown**



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Get to know your **NEIGHBOUR**

Contest

TABIA AND THE BACKROOM INVITE YOU TO ENTER THE “GET TO KNOW YOUR NEIGHBOUR” CONTEST

Be Creative, Help Promote Your Neighbourhood Businesses,
Win Fabulous **Key to the City** Prizes!

Contest runs from **February, 2010** to **May, 2010**

(Toronto, Ontario) – February, 2010: Put your creativity to work! **TABIA (Toronto Association of Business Improvement Areas)** wants you to talk up your neighbours and take part in the **GET TO KNOW YOUR NEIGHBOUR** contest sponsored by **Scotiabank** and **Remax** for your chance to win great **Key to the City** prizes!

TABIA, encouraging people to THINK BIG, BUY LOCAL initiated an exciting advertising campaign with their Agency-of-Record, **The Backroom Agency**. The campaign features local business owners coupled with provocative headlines such as “My Neighbour Jerks My Chicken” and “My Neighbour Neutered My Dog”. The nine initial ads have been rolled out in bus shelters as well as in the subway with the intent to stimulate support for local neighbourhood businesses. Now, we want you to think of your own headlines to support your neighbourhood businesses!

TABIA's THINK BIG, BUY LOCAL campaign has caused quite a stir around the world through viral marketing. The ads have become a hot topic on the internet with over 25,000 hits a day via articles, blogs, forums and discussion boards. The award-winning **Backroom Agency** conceived and produced these messages (with real store owners) to perpetuate the mandate of **TABIA**. **TABIA** is a non-profit umbrella organization representing 71 different BIA's (Business Improvement Areas) and over 27,000 businesses and property owners in the GTA. The success of the campaign has so far resulted in 13,046,932 media impressions translating into over \$800,000 worth of free exposure and, more importantly, has increased sales for local businesses.

YOUR NEIGHBOUR CONTEST – CALL FOR ENTRIES

It's time to get creative and win incredible **Key to the City** prizes! **TABIA** and contest sponsors **Scotiabank** and **Remax** want participants to write headlines about local businesses in their neighbourhoods.

The headlines need to begin with “My Neighbour...” and explain in a creative way what their local neighbourhood business offers (i.e: “size does matter” - tailor, “jerks my chicken” - restaurant, etc). By visiting www.yourgoodneighbours.com, participants can review all nine ads of the initial THINK BIG, BUY LOCAL campaign as examples to create their own “catchy” headlines. It's very easy to enter!

Get to know your **NEIGHBOUR**

Contest

The **GET TO KNOW YOUR NEIGHBOUR** contest opens **February, 2010** and ends **May, 2010**. Post your entry on www.yourgoodneighbours.com for your chance to win great **Key to the City** prizes!

Twenty of the best headlines will be chosen and published. From the twenty contest winners, three grand prize winners will be selected and awarded **Key to the City** prize experiences (including accommodations, entertainment and dinner in one of Toronto's exciting and diverse neighbourhoods).

Local business owners will be photographed based on the business category of the winning lines. The photography and headlines will be transformed into ads that will be posted in Bus Shelters and Posters in late **April/early May 2010**. The contest will also be promoted through the 27,000 Toronto BIA businesses. The Contest will be open to the public on **February, 2010** by visiting www.yourgoodneighbours.com.

The **Good Neighbour** Website, the site which will host the contest, is part of a larger community project called **Get To Know Your Neighbour**. Developed by **The Backroom Agency**, this project plans to increase awareness and support for local neighbourhood businesses in Toronto. The project is set to launch **Spring 2010**. (TABIA's 40th Anniversary, April 17th, 2010)

ABOUT TABIA

The Toronto Association of Business Improvement Areas (TABIA) is a non-profit umbrella organization representing the City of Toronto's 71 Business Improvement Areas who in turn represent more than 27,000 businesses & property owners. TABIA's mission is to promote strong, effective and successful BIA's through lobbying with all levels of government, institutions, agencies and other organizations to facilitate the relationships between consumers and businesses throughout the GTA. For more information, visit www.toronto-bia.com.

ABOUT THE BACKROOM AGENCY

The Backroom Agency opened its doors in 1998 and continues to evolve as a full-service marketing and communications company known for its international reputation and award-winning "get noticed" creative. Services include web design, strategic and creative consultation, planning, negotiation, buying and execution in all forms of media. The Backroom understands that leveraging budgets is the prime objective for its clients.

CONTACT

David West
The Backroom
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david@thebackroomagency.com

Get to know your **NEIGHBOUR** Contest

Example of how final Bus Shelters will appear.

My Neighbour Jerks My Chicken



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Get to know your NEIGHBOUR Contest

Please visit the website at www.yourgoodneighbours.com

GOOD NEIGHBOUR

GOOD NEIGHBOUR


Toronto Association of Business Improvement Areas

Deals



Get to know your NEIGHBOUR Contest

Write a headline for your Neighbour & you could

WIN

Key to the City Prizes!

Tell us what your neighbour does and your line could be published into it's own billboard!

Home
About Contest
Prizes
Who is Your Neighbour?
View Posters
ENTER NOW

How it works



Step 1: See the Ads
Click below to see all the ads

Facilisis porttitor nunc, non tempus orci ultricies quis. Phasellus ultricies egestas risus, quis mattis risus

Read More >>



Step 2: Write a headline
Over 27,000 neighbours to write for

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus nisi turpis, bibendum rutrum malesuada ac, boreet in diti mattis. Nunc cursus, urna sed.

Read More >>



Step 3: Submit to win!
Send us your line & you could win!

Facilisis porttitor nunc, non tempus orci ultricies quis. Phasellus ultricies egestas risus, quis mattis risus varius

Read More >>

Toronto Businesses

Select a Neighbourhood

Fine Dining

The Keg
1357 Dundas Street
416-538-3295
www.onetn.com

Jack Astors
1509 Dundas Street
416-534-7567
www.pasaccounting.org

Fast Food

McDonalds
1410 Dundas Street
416-516-8859

Subway Sandwiches
1450, Dundas Street
416-537-3125
www.jarprojects.com

Sponsored By:


Toronto Association of Business Improvement Areas


Toronto Association of Business Improvement Areas

Advertisement

Just some of our **Key to the City** Prize Package Contributors - More info coming soon





















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Get to know your **NEIGHBOUR** Contest

THE GET TO KNOW YOUR NEIGHBOUR CONTEST NEEDS YOUR HELP

In order to make this contest truly successful, memorable and ensure the local neighbourhood communities get involved, there are **2 CRITICAL ELEMENTS** needed from each BIA.

WHAT WE NEED

- 1) Business Listings for each BIA: Contestants need to locate their good neighbour businesses – no listing, no new customers. (Word or txt document preferred)
- 2) We need prizes donated from all BIA neighbourhoods to make the “Key To The City” Prizes truly spectacular. Each 20 finalists (from which the three Grand Prize winners will be chosen) will also get a prize from their local BIA neighbourhood. The contest committee will organize all donated prizes into the 3 grand “Key To The City” Prizes.

WHAT YOU GET

- 1) All business listings from each BIA will ensure local communities (contestants) will be able to locate their businesses. No listing, no added customers.
- 2) Each BIA business donating a prize will have their details and logo posted on the contest website www.yourgoodneighbours.com for the duration of the contest.

For any questions or details about prizing, business listings or how you can further get involved with this contest; please contact:

David West
Senior Partner
The Backroom
(416) 214-9147
david@thebackroomagency.com