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NEWS RELEASE

PJ DDB launches TELUS New Ventures BC Campaign

Marketing for Canada's largest venture competition targets BC tech business innovators

Vancouver, March 6, 2002 – For the second consecutive year, a multi-media campaign by Palmer Jarvis DDB is challenging entrepreneurs in British Columbia to enter Canada's newest and largest venture competition.

Under the banner "We're looking for new ideas" the campaign is launching across the province to promote the annual TELUS New Ventures BC Competition, a province-wide contest offering prizes totaling \$120,000.

"Our goal is to increase the number of start-up businesses involved in new technology within the province," says Don Calder, chairperson of the BC Ventures Society, the non-profit organization behind the contest. "By providing an entrepreneur-friendly business environment to nurture new ideas, we hope to help stimulate economic growth in the province."

PJ DDB, along with TELUS, the federal and provincial governments and Simon Fraser University, is a major sponsor of the TELUS New Ventures BC Competition, and has donated advertising, graphic design, corporate identity, and new media/interactive services.

"As a creative communications agency, PJ DDB knows how challenging it is for emerging technology companies to market new and innovative ideas," says Frank Palmer, president and CEO, of Palmer Jarvis DDB. "We're pleased to be involved again this year with the TELUS

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New Ventures BC Competition which embraces the entrepreneurial spirit and provides the environment and capital support to help stimulate viable new businesses in British Columbia."

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Consisting of print and radio advertising, as well as an Internet component, the marketing campaign will run until April 15, when registration for the contest closes. The campaign targets entrepreneurs across British Columbia – anyone who has an innovative business idea for a product or service linked to the new technology.

Media support for the advertising is being provided by *The Vancouver Sun*, *The Province*, as well as Vancouver radio stations CKNW and NW2. The ads are also available to other media across BC as public service announcements (PSAs) and through a comprehensive electronic mailing campaign supported by the competition's venture partners.

The print ad takes the cliché for a bright idea and inverts it – depicting instead a socket without the bulb. The visual effectively supports the slogan “We’re looking for new ideas.” Clear, concise copy highlights the contest, its \$120,000 in cash and services, and directs viewers to the Web site www.newventuresbc.com to get entry details.

“We jumped at the chance to help TELUS New Ventures BC with its multimedia campaign again this year,” says Rob Whittle, president and COO of PJ DDB Vancouver, and acting president of fuzekitchen, the division of PJ DDB that works with emerging technology companies. “Our aim this year is to drive even more interested entrepreneurs to visit the Web site and to help surpass the 173 business entries submitted last year.”

Two of the integrated divisions within PJ DDB who pooled their expertise to create www.newventuresbc.com are Tribal DDB, the media interactive business unit, and karacters design group, which created the corporate identity and logo for the Competition.

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Other sponsors of the TELUS New Ventures BC Competition include Bank of Montreal, Western Economic Diversification Canada, the Province of British Columbia, Ernst & Young, TAP Ventures, Campney & Murphy University of British Columbia, BC Gas, Vancouver Enterprise Forum, BC Biotech, British Columbia Institute of Technology and financialzoo.

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Contest winners will be announced at a Gala Wrap-up to be held on October 10th, 2002.

About the BC Ventures Society

The BC Ventures Society is a cooperative endeavor of business, academic and government partners, sponsors and contributors that have banded together to help stimulate a strong, healthy economy in British Columbia. The goal of the TELUS New Ventures BC Competition is to support British Columbia's emerging technology sector and to motivate researchers and developers to commercialize their ideas. By participating in the annual competition, entrepreneurs will build business skills and help to create a sustainable diversity in the province's investment community. Contest details and registration forms can be found at www.newventuresbc.com.

About Palmer Jarvis DDB: *Better Insights. Better Ideas. Better Results*

Palmer Jarvis DDB (www.pjddb.com) is Canada's top creative communications agency. Named Agency of the Year in 1999, 2000, and 2001 by *Strategy*, as well as by the *National Post* in 2000, PJ DDB is recognized for breakthrough, award-winning work that generates significant results for clients. Headquartered in Vancouver, PJ DDB has offices in Toronto and Edmonton, as well as a network of strategic alliances across Canada. The agency's integrated services include public relations; public affairs; market and social research; database marketing; graphic design; corporate identity; sales promotion; event marketing and sponsorship; new media/interactive services; and youth marketing. PJ DDB is part of DDB Group Canada, DDB Worldwide and Omnicom Canada.

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For more information, visual materials or interviews, please contact:

Robert MacLean / Debbie McDowell

Palmer Jarvis DDB

(416) 972-5831 / (416) 972-5832

Palmer Jarvis



Margaret Vandenberg
Associate Director, Advancement
SFU Business
(604) 291-3560 / (604) 351-8558