

# THE GLOBE AND MAIL

## The Globe and Mail Wins Five Awards at the 2009 Summit Creative Award Competition

Toronto – April 30, 2009 – The Globe and Mail's trade marketing *Hands* campaign is the recipient of three silver and two bronze awards from the 2009 Summit Creative Award competition, selected from among thousands of submissions from 26 countries.

The details of this year's win are:

Silver	Newspaper Advertising Campaign
Silver	B2B Trade Publication Full Page or Larger
Silver	Consumer Media Campaign
Bronze	Newspaper Fractional Page
Bronze	B2B Trade Publication Campaign

Since 2006, The Globe and Mail has garnered four gold, 13 silver and three bronze Summit awards for work in support of its trade marketing efforts.

"We're very proud that The Globe is consistently recognized for its outstanding creative by our industry peers in this international competition," said Andrew Saunders, Vice President, Advertising Sales, The Globe and Mail. "We're especially pleased that our *Hands* campaign reached both consumer and trade audiences, underscoring our ability to leverage the multi-platform environment we provide for clients and advertisers."

Launched in October 2008, the Globe's campaign is comprised of a series of striking black and white individual photographs featuring real life Globe and Mail newspaper, magazine and digital advertising clients, members of The Globe's editorial team and The Globe's advertising sales staff. The consistent visual element throughout the campaign is that all subjects display their bare hands printed with a key message. The visual device of hands is used to create a connection between clients' needs and Globe team members who have a passion for their roles at The Globe and stand apart from the crowd.

The advertising creative was planned and developed by Toronto ad agency BLACK, The Globe and Mail's Trade Marketing AOR, photography is by Curtis Lantinga Photography Ltd., media managed by Gaggi Media, and public relations by Envirionics Communications. The campaign is supported online at [www.GlobeLink.ca](http://www.GlobeLink.ca) The Globe's Trade Portal.

Summit International Awards (SIA) is dedicated to furthering excellence in the communications industry through three awards programs. Companies and individuals, from more than 50 countries and five continents participate in the SIA Awards. For more information please visit: <http://www.summitawards.com>

The Globe and Mail, Canada's National Newspaper, is a division of CTVglobemedia, a dynamic multimedia company, which also owns CTV Inc., Canada's number-one private broadcaster.

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