

HBS wins award from American Association of Museums

Poster for Afghanistan exhibition receives recognition in prestigious competition



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OTTAWA, CANADA –**

HBS Marketing today announced that its work for the Canadian War Museum's *Afghanistan: A Glimpse of War/Afghanistan – Chroniques d'une guerre* exhibition was recently recognized with an award from the American Association of Museums (AAM). The annual AAM Museum Publications Design Competition acknowledges excellence in the graphic design of museum publications, and the Canadian War Museum received an honorable mention for the exhibition poster.

The exhibition, which opened in February 2007, looks at Canada's participation in the international security mission in Afghanistan – one of Canada's most visible, dangerous and significant military actions since the Korean War. This exhibition shows first-account Canadian involvement in Afghanistan through close up and personal stories of the war by those who have seen and experienced it.

HBS was engaged by the Canadian War Museum in 2006 to handle strategy and creative to promote the exhibition, key to which was enticing visitors to attend while managing their expectations in terms of the exhibition's content. This is the largest contemporary exhibition prepared in-house by the Museum since opening at its new location in May 2005. It provides a glimpse of the human experience of war through powerful and moving personal stories as captured in the photography, film, and written accounts of two Canadian journalists: Stephen Thorne and Garth Pritchard.

"Afghanistan: A Glimpse of War presents the personal stories of war and encourages visitors to respond creatively and critically to our exploration of the subject by adding their voices, memories or thoughts," said J. (Joe) Geurts, Director and CEO of the Canadian War Museum. "The HBS team was able to effectively brand the exhibition with a compelling poster and advertising campaign that positions us as a leader and innovator. We are pleased to have been recognized by the AAM for our marketing efforts."

The campaign included the award-winning poster as well as the invitation to the opening, kit folder, print advertising, interior bus cards, web banners, bus boards and event signage.

"Winning this award from the AAM is evidence of how our team addresses marketing challenges head-on with creative driven by business strategy," said Don Hewson, President, HBS Marketing. "The Afghanistan exhibition is an important one, and HBS appreciates having had the opportunity to work with the Canadian War Museum to announce it to the Canadian public."

The AAM competition is the only national, juried event involving publications produced by museums of all kinds and sizes. This year's awards, the 27th annual, drew more than 1,000 entries, with less than 100 awards presented.

ABOUT THE CANADIAN WAR MUSEUM

The Canadian War Museum is the national museum of military history, and the second most visited museum in the Nation's Capital. It attempts to help all Canadians better understand their country's military history in its personal, national and international dimensions. The Museum emphasizes the human experience of war to explain the impact of organized human conflict on Canada and Canadians, and how, through war, conflict and peace support operations, Canadians have affected, and been affected by, the world around them. Special exhibitions and programs also explore non-Canadian and general themes related to the human experience of war and the subject of armed conflict, past and present.

ABOUT HBS MARKETING

HBS Marketing is an award-winning full-service marketing communications agency serving private and public sector organizations across North America. Since 1976, the company has offered a complete range of strategic services, including positioning and brand-building, corporate identity programs and powerful, compelling marketing communications across all media. HBS Marketing's expertise is organized into such practice areas as Public Sector Marketing, Social Marketing, Technology Marketing and Consumer Marketing.

For more information, please visit www.hbsmarketing.com.

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