

HBS selected to provide advertising services to Government of Canada



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OTTAWA, CANADA –**

HBS Marketing today announced that it has been selected to provide advertising services to the Federal Government of Canada through a supply arrangement with Public Works and Government Services Canada (PWGSC).

The supply arrangement is an agreement between PWGSC and a list of approved suppliers to provide a range of advertising and communications services. This “short list” acts as the pool from which PWGSC selects agencies for individual advertising campaigns with budgets greater than \$100,000.

“The selection of HBS is recognition of the agency’s leading creative and strategic capabilities, and places it in the company of such international brands as Ogilvy and Mather, Marketel/McCann-Erickson and Arnold Worldwide,” said Sandra Markus, HBS Vice-President, Client Services.

More important to HBS, however, is that the arrangement allows the agency to continue its award-winning work with a range of public sector clients. In recent months, HBS has executed high-profile national social marketing and communications campaigns for government departments including Public Safety Canada, Human Resources and Social Development Canada, Agriculture and Agri-Food Canada and Health Canada. The campaigns have met with great success – in particular HBS’s work for Public Safety Canada, which is now used by PWGSC as a model of effective marketing.

“We are of course pleased to be included as a preferred vendor for the Government of Canada,” said Sandra Markus. “But more than that, this enables us to continue our work on social marketing campaigns and to communicate with the public about key issues and services. It’s work that touches, and helps improve, the lives of Canadians. We believe strongly in its value.”

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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