

CATSA *Fly Dry* campaign designed and implemented by HBS Marketing

National campaign on liquid restrictions targets spring break travellers



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HBS Marketing today announced that the *Fly Dry* campaign it designed and implemented for the Canadian Air Transport Security Authority (CATSA) is currently being run on a national basis. The focus of the campaign is to educate travellers about liquid restrictions in carry-on luggage so as to prevent delays at security check-in and enhance the experience of travel.

The *Fly Dry* concept was developed by HBS with the goal of communicating an impactful and straightforward message to travellers. The creative focus of the campaign clearly communicates that liquid restrictions likewise apply to water bottles. The national advertising campaign ran from early February to March – the height of spring break travel – in daily newspapers, local commuter and weekly community papers across Canada.

CATSA's *Fly Dry* advertisements were placed in 48 print outlets nationwide.

"The *Fly Dry* message is an important one, as there's a clear relationship between delays and travellers simply not being aware of restrictions," said Sandra Markus, Vice-President, Client Services, HBS Marketing. "HBS's campaign for CATSA delivered clean, simple, instructional and credible advertising that equips travellers with the information they need to make the experience a positive one, and prompts them to visit CATSA's website for more info if necessary."

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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