

FOR IMMEDIATE RELEASE

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Concrete Design helps Yorkdale tap into the stylish potential of their shoppers and use social media for astonishing results.

Yorkdale Shopping Centre's "**Yorkdale Is Me**" campaign was built around a contest designed to find 10 customers that personify the Yorkdale style and spirit. It began with an in-mall teaser campaign that informed shoppers about the contest and encouraged them to enter. Entries were managed entirely through a clever and engaging microsite - **YorkdaleIsMe.com**.

John Pylypczak, founding partner and creative director at Concrete explains: "After several seasons of evolving the current campaign look, Yorkdale's Fall 2009 campaign marks a dramatic departure from previous advertising. While past campaigns employed luxurious, high-end fashion photography to position Yorkdale as *the* fashion shopping centre destination in the GTA, Spring 2010 will instead focus on the Yorkdale customer."

The contest ran for 5 weeks and now 50 contestants have been short-listed. These contestants attended an in-mall casting photo shoot, which created an exciting atmosphere in the centre. The photos from this shoot are now posted on YorkdaleIsMe.com All voting happens either directly on the microsite or by texting votes via mobile phone, based on advertising featuring contestants that is posted throughout the shopping centre. The integral use of the web for this contest is designed to generate buzz through the use of social media.

The results are astonishing. In the first three days of voting, www.yorkdaleisme.com received 19,088 visits, 1,262,044 page views, and the top three candidates received an incredible amount of votes - Nelia, 30,476; Albi, 28,657; and Anh-Dao, 27,762. Nelia is still in the lead with close to 75,000 votes! The selected top 50 have been promoting themselves in every way possible - by word of mouth, on Twitter, and many have even created Facebook pages. Here is an example: <http://www.facebook.com/search/?q=yorkdale+is+me&init=quick>

Concrete's Managing Director highlighted the shift in Yorkdale's marketing plan: "After our first meeting with Claire Santamaria, Yorkdale's new Marketing Director, it was clear that we were aligned on where to take Yorkdale's relationship with their shoppers. We agreed to three new marketing goals, all of which have been achieved with this campaign. The first was to create a more in-depth conversation with Yorkdale shoppers, the second was to move into social media, and the third was to create new campaigns and tactics that could be leveraged in-mall to create buzz and excitement. We are all thrilled with the results to date."

CONCRETE

A panel of celebrity and industry judges has been assembled to select 9 winners, with one "Peoples Choice Award" to be chosen by the public. Judges include: Melissa Grelo, Co-host, *CP24 Breakfast*; Lisa Tant, Editor, *Flare*; Amy Verner, Style Reporter, *the Globe and Mail*; Chris Nicholls, fashion photographer; Diti Katona, Creative Director, Concrete Design Communications and Robin Keeler, Yorkdale's Fashion Director.

Each of the 10 winners will take part in a fashion photo shoot with celebrity photographer Chris Nicholls for the Spring 2010 *Yorkdale is Me* ad campaign. Winners will also receive a \$1,000 Yorkdale gift certificate, a two-hour wardrobe consultation with a member of the Yorkdale Dream Team, a Toronto Fashion Week sponsor prize package and VIP access to the spring 2010 collections during Toronto Fashion Week. In addition, the People's Choice winner will have exclusive use of a reserved parking spot for one year and the other nine finalists will receive free valet parking for one year.

Visit www.yorkdaleisme.com for further contest details.

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