



CATEGORY	SPONSOR	BRAND
Interactive	Sympatico.ca	Sympatico.ca
TARGET Canadians who are daily users of the Internet at home and/or at the office. These are people who turn to the Internet regularly to be entertained and for information on current events, sports, lifestyle, etc.		
PURPOSE Drive adoption of Sympatico.ca's various assets by convincing our target audience to make Sympatico.ca or one of its sister sites, like Best Health or Auto, their homepage. The site is currently competing with U.S. and international sites like MSN and Yahoo.		
INSIGHT Sympatico.ca is a true Canadian original. It was the first-ever Canadian portal, and should be the portal/homepage of choice for those looking to support a homegrown business while enjoying their time spent online.		
KEY MESSAGE Enhance your personal online experience by making Sympatico.ca your homepage.		
PROOF Since its launch in 1995, Sympatico.ca has evolved to meet the interests and needs of Canadians. Sympatico.ca provides an informative, accessible starting point for internet users and helps them navigate the topics that interest them most by offering exclusive content from Reader's Digest's Best Health magazine as well as themed sister sites covering Lifestyle, Auto, Entertainment, Sports, Tech and more.		
MEDIUM Online solution should be executed through a social media campaign (apps, blogs, widgets, videos) as well as elements of traditional online channels (big box, banners, etc.) It does not matter what day or time it is - connect with members of the target audience whenever and wherever they are already engaged online.		
BRAND Sympatico.ca is a homegrown, reliable brand that Canadians can trust; and it has the history, experience, knowledge and connections to deliver the information they need and want. Tone should be engaging and trustworthy and free of Internet tech jargon that can intimidate users.		
MANDATORIES New Sympatico.ca logo must appear; optional tagline 'The trusted home of Canadians' Logos for Sympatico.ca sister sites may also be used (Best Health, CelebEdge, Fashionism, etc.)		