



Certificate

Fully Loaded
Saturn

Saturn is always looking to break through and be at the top of the shopping list. By partnering with Q107 to create a CD with awesome driving tunes, that mission was accomplished this past summer. The fully-loaded CD adhered perfectly to the Saturn fully-loaded advertising campaign in the market. Q107 DJs would play classic songs off the CD and then tell listeners how to get it—only by visiting a Saturn retailer. Three thousand CDs were sold, guaranteeing 3,000 visits.

Title: Fully Loaded

Advertiser: Saturn/SAAB—General Motors of Canada, Oshawa, Ont.

Agency: Cossette Media, Toronto

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