

CREA LAUNCHES NEW FALL ADVERTISING CAMPAIGN

OTTAWA (August 23, 2010) – The Canadian Real Estate Association (CREA) debuts a new national television commercial today featuring production and editing techniques developed specifically for this project and never before used in Canadian television advertising.

Shot in HD, the new commercial is called “Faces”, and it highlights the value REALTORS® bring to one of life’s biggest financial decisions – home buying and selling.

“REALTORS® help meet the unique needs of people who are buying or selling their home,” says CREA President Georges Pahud. “Just as peoples’ requirements are diverse, so too is the knowledge, expertise and services of the REALTOR® working to meet them. Whatever your needs, a REALTOR® can help.”

In the 30 second ad, viewers see and hear testimonials from several individuals about their experience with their REALTOR®. Women and men representing people from all walks of life talk about their unique needs when buying and selling a home. While they talk, their faces continually change, eventually becoming another person with another positive story. The commercial was created for CREA by Toronto ad agency CP+B Canada and uses special effects to bring traditional portraiture to life. The end result is a memorable and visually arresting spot for the digital age.

The television commercial is part of CREA’s 2010 fall advertising campaign, which runs from August 23rd through the week of October 18th.

CREA’s national ad campaign program started in 2006 and runs twice a year, in the spring and fall. Last fall’s ad, entitled “Never-ending Negotiations”, won a bronze award at this year’s national Marketing Awards.

To view CREA’s latest television commercial, please visit howrealtorshelp.ca.

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