

Pourquoi devrais-je m'en soucier?

Marques avec une pertinence sociale

Sharon MacLeod
Directrice, édification de marque
Unilever Canada





**Vous et votre
équipe vous
souciez de ce
que vous
faites? (sans
blague)**

**Vous êtes fière
de dire aux
autres gens ce
que vous
faites?**



**Est-ce facile
d'attirer les
gens dans ce
que vous
faites?**



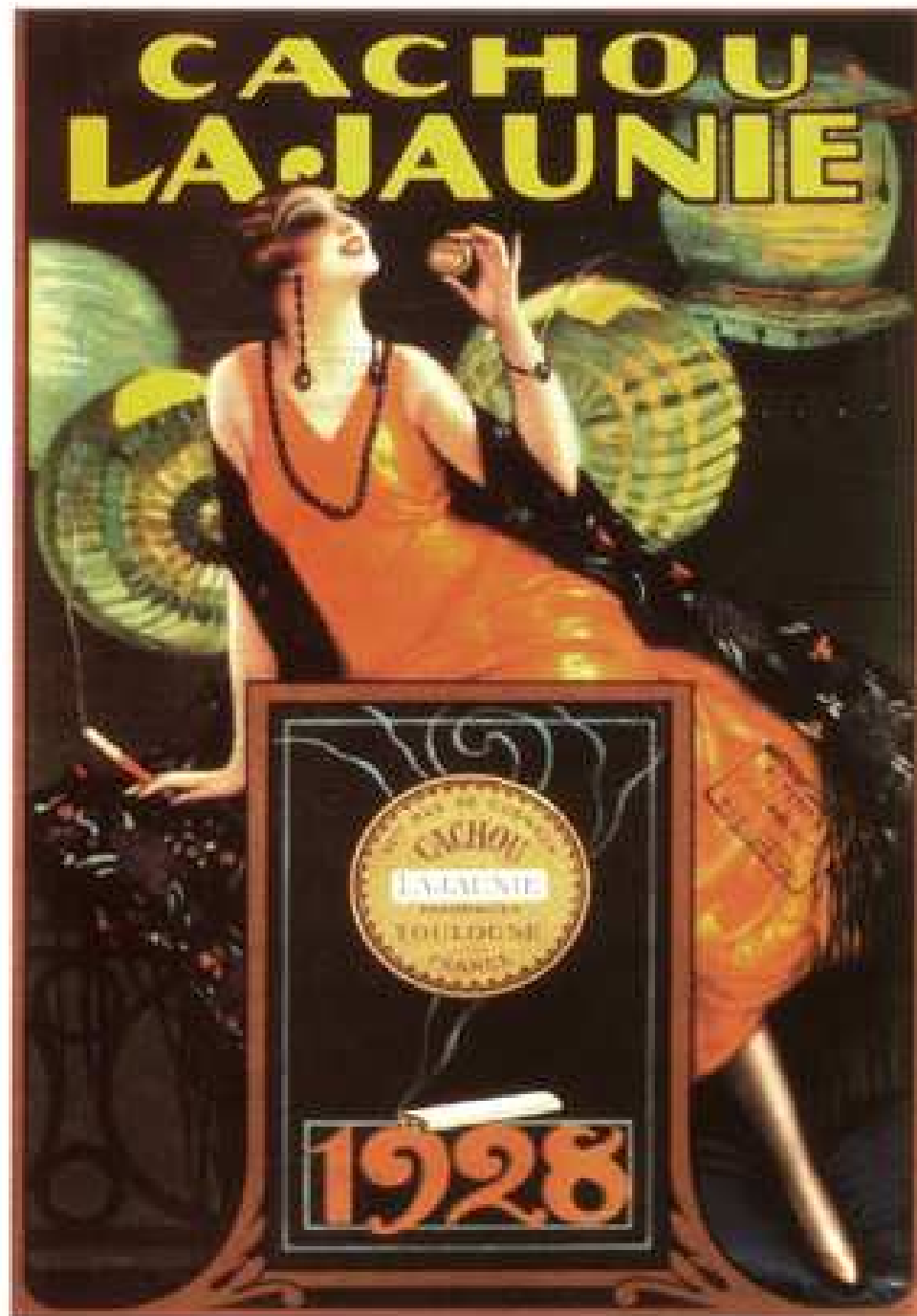


Le marketing fait une différence



Pas toujours une bonne différence





Camels

*They Taste
so
Good!*



COSTLIER TOBACCOS

Model **ARLENE DAHL**

"I love to see a man smoke a Cigarillo"

and my husband, LEO KATZ, says:

"Cigarillos have just what it takes
to please me... Full delicious tobacco
taste, yet mild... Smooth, creamy smoke
and lighter enjoyment... And they
are done in an exciting way."



Robt. Burns
Cigarillos 5¢





You'll want everyone to know...



*The shrewd Mrs. Hart has just completed a fascinating mission behind the cigarette curtain.
And now she knows why so many Parliaments smokers want to know their cigarette is special. Yes, too, all appreciate the
uncompromising cigarette taste... the smooth selection... the luxurious flavor... and above all, the exclusive
Filter Mouldings that keep the filter deeply recessed as it takes your lips. With Parliaments... only the finest touches your lips!*

You're so smart to smoke



Parliaments

New Philip Morris "Snap-Open" Pack
opens in a jiffy... closes tight to keep flavor in!



You get all the rich flavor and fine aroma of
 more rare vintage tobacco—King Size or Regular!

See for yourself what vintage tobacco means to a man,
 taste, smoothness and enjoyment. Try PHILIP MORRIS,
 the cigarette that contains more rare vintage tobacco
 than other leading brands. And remember, you get...

ZIP the top... SNAP it open... PRESTO it closes!
 What a convenient pack for America's finest cigarette!

CALL FOR PHILIP MORRIS KING SIZE or REGULAR



SWEET CAPORAL
 add to the enjoyment

FRESHER... MILDER... THEY'RE TODAY'S CIGARETTE

CAMEL

PLEASURE
To
BURN



World's General's WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.


SINCE 1905



CAMEL

CLARENCE G. BENTLEY, BARRING, Co. Inc.
Tobacco Company, Carbon Monoxide

Camel

Camel

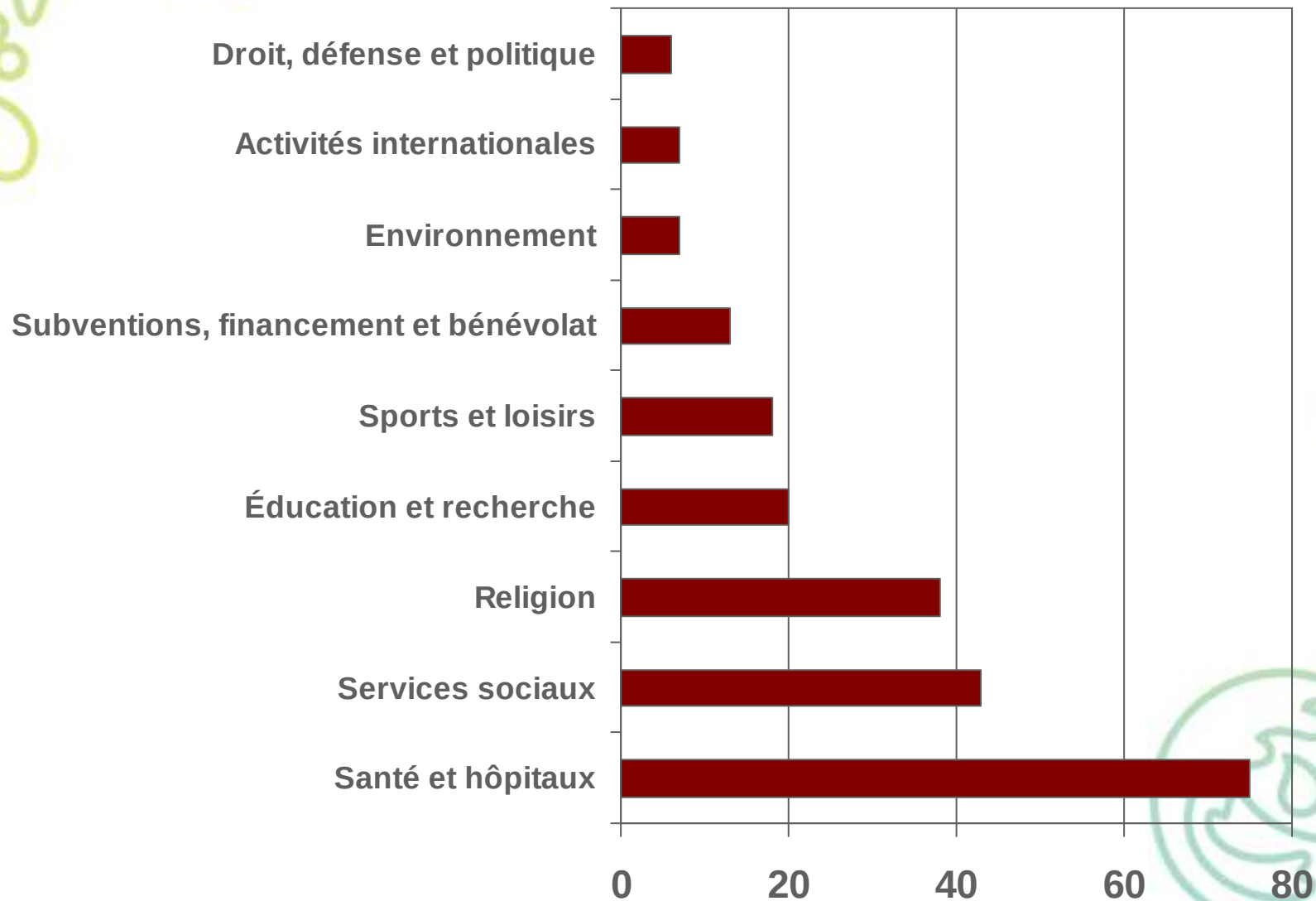




Il est temps de bien faire



Préoccupations des Canadiennes





Créez une contre-culture



Créez une contre-culture

Changez la réalité

Créez une nouvelle possibilité





Ce n'est pas facile





Arianne Aymerich

8 years old



Wishes she had a flatter stomach



Il suffit d'un champion







**17 millions de personnes
meurent chaque année de
maladies cardiovasculaires**





**En 2007, les femmes ont rattrapé
les hommes au niveau du nombre
de décès causés par les maladies
cardiovasculaires**





**La transition du beurre à Becel
peut aider à réduire le cholestérol
et le risque de maladies du cœur**





Pour une meilleure santé
du cœur dans le monde



Des glands de toutes tailles

Pour un enfant de quatre ans, la vie est remplie de choses merveilleuses. Mais pour nous, c'est autre. Et Aïdan qui nous étonne. Même s'il est réveillé de multiples occasions chaque jour, cela n'empêche pas Aïdan de mener une vie simple et active. Lorsqu'il n'est pas dans la voiture à explorer son monde, Aïdan retourne aux autres familles dans les hôpitaux qu'il aime une vie normale pour un enfant comme lui. Pas étonnant que Aïdan soit au cœur de la vie des personnes qu'il rencontre.



AIME
TON
CŒUR

Rejoindre vos idées et vos idées à www.becel.com ou par courrier à votre -le bureau de votre -et votre bureau pour votre idée publiée dans le Journal d'histoire de l'Unité de recherche.

becel est un
compromis de la



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Mobilisez les gens





Heart & Stroke
RIDE
for
HEART

Becel Heart & Stroke Ride for Heart



Come along on Sunday, June 4.



OGILVY

UNILEVER

BECEL

"BROKEN ESCALATOR" :30F

UB6-023-30F

:30 SECONDS FRENCH

JAN.23.2006



Escalier mécanique brisé



**IL
VOUS
DONNE
LE** ET LA
FORGE DE
LA TERMINER
**DÉSIR
D'ENTREPRENDRE
UNE TÂCHE**

www.becel.co

Becel
**AIME
TON
CŒUR**

TON CŒUR TE FAIT TENIR LE COUP

QUAND
PERSONNE
NE LE SAURAIT
SI TU EN ONÇAIS

www.becel.ca



Marque de commerce déposée et
utilisée sous licence par Unilever Canada





Jogger

Plus que la margarine





www.becelcanada.com

Ressources à l'intention des patients



Facts about diabetes and your heart

Diabetes is a life-long condition that currently affects over two million Canadians. In the case of type 1 diabetes, the body stops producing insulin, an important hormone needed to control blood glucose levels. In type 2 diabetes, the body doesn't make enough insulin and/or can't properly use the insulin that is produced. In people with either type of diabetes, the levels of blood glucose stay higher than normal. Over time, high levels of blood glucose can lead to serious complications, such as heart disease.

What's the connection between diabetes and heart disease?

Diabetes is itself a major risk factor for heart disease.

In addition, people with diabetes often have other risk factors for heart disease such as obesity, high blood pressure, high cholesterol and high triglyceride levels.

- **Obesity:** About 80%–90% of people with type 2 diabetes are overweight or obese. When you carry extra weight, especially around your abdomen, you raise your chances of developing high blood pressure and high cholesterol.
- **High blood pressure:** More than two out of three adults with diabetes have high blood pressure. Having high blood pressure means that your heart needs to work harder to pump blood through your body.
- **Abnormal blood cholesterol levels:** In most people with diabetes, the good (HDL) and bad (LDL) cholesterol levels are out of balance.

Common risk factors for diabetes:

- Family history
- Member of high-risk group (Aboriginal, Hispanic, Asian, South Asian or African descent)
- High blood pressure
- High blood cholesterol
- Overweight
- Have given birth to a baby who weighed more than 9 lbs



Have your blood pressure checked regularly and at every diabetes-related visit to your doctor.

For a healthy heart, HDL cholesterol levels should be high, and LDL cholesterol levels should be low. But when you have diabetes, your HDL cholesterol levels are lower than normal, and your LDL cholesterol levels are either normal or slightly high. People with diabetes also tend to have smaller, stickier types of LDL that damage blood vessels more easily and can lead to heart disease.

- **High triglyceride levels:** People with diabetes often have high levels of triglycerides (another kind of fat found in the blood), which further raise the risk for heart disease.

What's the concern?

Heart disease is the leading cause of death in people with diabetes. Having diabetes automatically raises your chances of having a heart attack or stroke. People with diabetes are two to four times more likely to develop heart disease compared to individuals without diabetes. A person with diabetes and no history of heart disease has the same chance of having a heart attack as someone who has already had a heart attack. Women with diabetes seem to be at higher risk for developing heart disease than men with diabetes.



www.becel.ca

Ressources à l'intention des patients

The heart healthy shopper

How you can make smart choices at the grocery store



Building a heart healthy diet

Interpreting the supermarket

Understanding food labels



保健飲食

如何在超級市場作選擇



為心臟健康儲糧

齊來逛超市

剖析食品標籤



ਤੰਦਰੁਸਤ ਦਿਲ ਵਾਲੇ ਖ਼ੀਦਦਾਰ

ਤੁਸੀਂ ਰਾਸ਼ਨ ਦੀ ਦੁਕਾਨ ਤੋਂ ਹੁਸ਼ਿਆਰੀ ਨਾਲ ਚੋਣਾਂ ਕਿਵੇਂ ਕਰ ਸਕਦੇ ਹੋ।



ਤੰਦਰੁਸਤ ਦਿਲ ਲਈ ਰਸੋਈ ਦਾ ਸਮਾਨ ਇਕੱਠਾ ਕਰਨਾ।

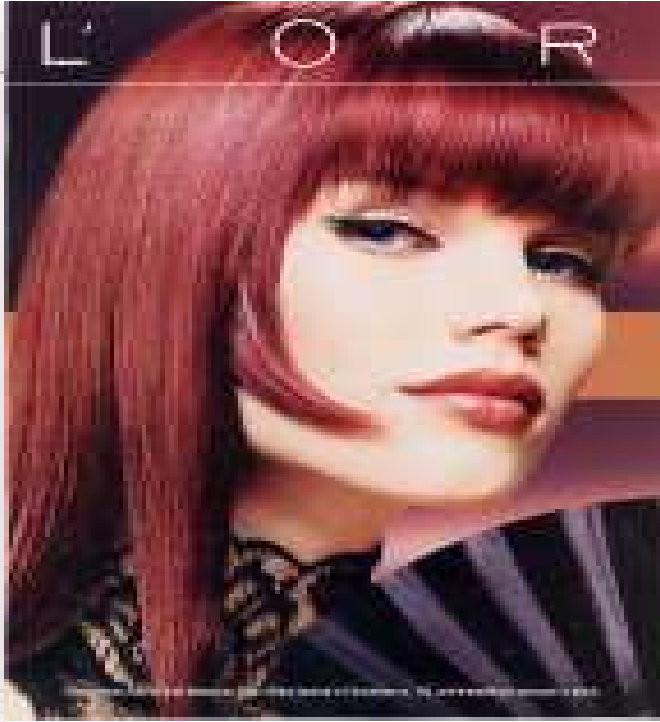
ਸੁਪਰਮਾਰਕੀਟ ਦਾ ਜਾਇਜ਼ਾ ਲੈਣਾ।

ਭੋਜਨ ਚੋਪੀਆਂ/ਲੇਬਲਾਂ ਨੂੰ ਸਮਝਣਾ।



Initiative de vraie beauté Dove





PANTENE 

So healthy, you'll love your hair.



STRONG SHINY LESS FRIZZ SOFT SILKY BODY

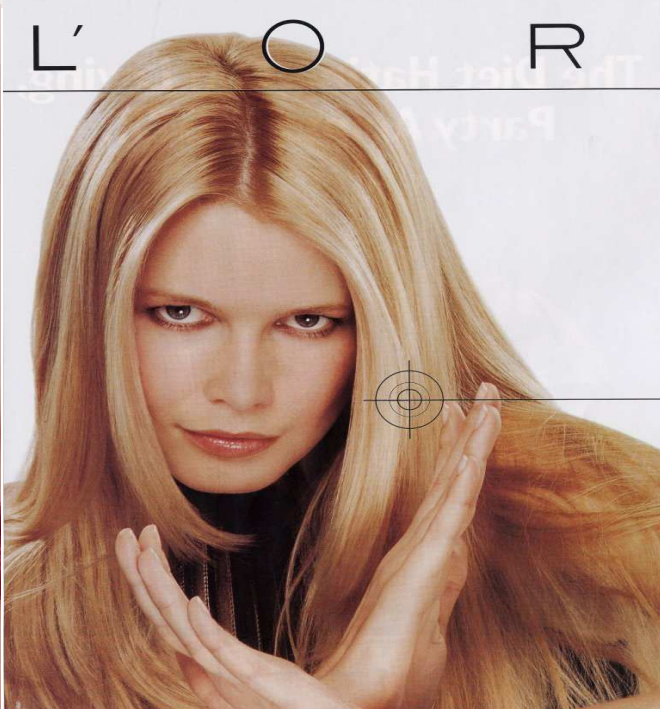
6 Signs of greatness

Discover Pantene® Pro-V® Complete Therapy Conditioners. A complete breakthrough for 6 signs of healthy hair: an exclusive Pro-V complex infuses every strand. So weak hair becomes stronger against damage, dull hair becomes shiny... and more. Can your conditioner do all that?



L' O R

CAN WE SMOOTHEN LAST
8 HOURS
WITHOUT TIGHTENING YOUR LIPS?
NOW IT'S ALL IN THE PERFECT SEAL.




Smooth just got smooth

The Pantene Pro-V® Smooth & Sleek collection leaves your hair healthier* and is guaranteed to keep hair straight.

Smooth & Sleek.

One of five new collections from Pantene Pro-V®

For the healthy look you love your hair

PANTENE PRO-V

*Up to 6x more protection from damage versus shampoo.

DOUBLER VOTRE ACTION
CONTRE LES RIDES

Nivea

Q10 POUR
HYDRATER

NIVEA
HYDRATANT

STRAFFER
STRAFFER Q10

MIT BLAUERZINNOBER
COENZYME Q10 –
STÄRKTE HAUTFESTIGKEIT
BEI HAUTLOCKERUNG

[illegible]

NIVEA SUN.
 FOR WHEN
 THERE
 ISN'T ANY.

NIVEA SUN. **SPRAY** **PROTECTANT** **SUNSCREEN** **SF 50**

NIVEA SUN. **SPRAY** **PROTECTANT** **SUNSCREEN** **SF 50**

A woman with blonde hair, smiling, wearing a dark blue one-piece swimsuit. She is posing with her legs crossed, sitting on a light-colored surface against a blue background.



CHANGING LA VIE
POUR VOTRE PEAU
A JAVES GARANTIS

NIVEA
BODY

LA VIE CHANGE POUR VOTRE PEAU
A JAVES GARANTIS

Olay

total effects moisture

I'M OLD ENOUGH TO KNOW
THE BEST WAY TO LOOK YOUNG.

OLAY

total effects

Time is
on your
side.

OLAY

total effects moisture

OLAY

total effects moisture

OLAY

touch

BEAUTY YOU CAN FEEL

FOR A TRUE REFLECTION OF YOUR SKIN'S HEALTH AND BEAUTY
LOOK BEYOND THE MIRROR. TOUCH.

Olay Touch Sensory Moisturiser. With a state-of-the-art HydraVitamin
system that continually refines your skin.
So it's silkier, softer, more touchably beautiful in just 5 days.
Don't just see the transformation. Feel it.

For your free sample, visit www.olay.com/white-stocks-test.

OLAY

Love the skin you're in

complete

OLAY

Maximum skin care that TRANSFORMS YOUR SKIN.

Neutrogena

BEAUTIFUL & BENEFICIAL

Neutrogena

Neutrogena

BEAUTIFUL

Maximum skin care that TRANSFORMS YOUR SKIN.

Neutrogena

BEAUTIFUL & BENEFICIAL

Neutrogena

Neutrogena

Pantene

THINK YOUR HAIR WON'T GET
SLEEKER? DON'T WASH WITH PANTENE
SMOOTH & SLEEK SHAMPOO.

PANTENE
SMOOTH & SLEEK

PANTENE

So healthy, you'll love your hair.

STRONG SHINY LESS FRIZZ SOFT SILKY BODY

6 Signs of greatness

Discover Pantene® Pro-V® Complete Therapy Conditioners. A complete breakthrough for 6 signs of healthy hair: an exclusive Pro-V complex infuses every strand. So weak hair becomes stronger against damage, dull hair becomes shiny...and more. Can your conditioner do all that?

©2001 Pantene, Inc.

USED TO BE AN OILY HAIR
DULL AND SMOOTHED THOSE DAYS
PANTENE PRO-V SHAMPOO
ALL ABOUT
PANTENE PRO-V SHAMPOO

PANTENE
PRO-V

Straight since 1977.
Sleek since January 2001.

Smooth just got smoother.
The Pantene Pro-V Smooth & Sleek collection leaves your hair up to 60% healthier,* and is guaranteed to keep hair straight.

Smooth & Sleek.
One of five new collections from Pantene Pro-V.

For the healthy look you want,
love your hair.

PANTENE

*Up to 60% more protection from damage versus shampoo alone.
www.pantene.com

Healthy hair
Stronger hair
More hair

For those who want
healthy hair that
looks beautiful
and feels great
the Pantene Pro-V
Complete Therapy
Conditioner is the
answer.

For those who want
stronger hair that
resists breakage
the Pantene Pro-V
Complete Therapy
Conditioner is the
answer.

For those who want
more hair that
looks beautiful
and feels great
the Pantene Pro-V
Complete Therapy
Conditioner is the
answer.

PANTENE

©2001 Pantene, Inc.

Does your shampoo leave you dry?

Immerse yourself in
Pantene Pro-V Shampoo
with 2x the moisturizers*

Enriched Pro-Vitamin formula.
Gently cleanses every strand.
For life, shine and manageability.

moisturizers

So healthy, you'll love your hair.

PANTENE

www.pantene.com
*vs. non-conditioning shampoo

L' O R É A L PARIS

DERMO-EXPERTISE

Eyelids starting to sag?
Here's an eye-opener!

AGE PERFECT EYE

Age Perfect Eye, with natural Marine Collagen
and Dermo-Peptide technology.

- 1 Helps tighten skin's network*
to boost strength and resiliency.
- 2 Deep, long-lasting re-hydrating action.
- 3 Skin around the eyes is brighter and more resilient.

DERMO-EXPERTISE.
FROM RESEARCH TO BEAUTY.

BECAUSE YOU'RE WORTH IT.

*Upper layers of the skin. ©2005 L'Oréal Canada



**Seulement 2 % des femmes se sentent
à l'aise de dire qu'elles sont belles.**





**Avant la diffusion du commercial télévisé
aux îles Fidji, la boulimie n'existait pas.
Trois ans après la diffusion du commercial,
c'est devenu un important problème de santé.**



**1 femme sur 4 dans les collèges
souffre d'un trouble de l'alimentation.**



Soyez au-dessus de la mêlée





**Depuis trop longtemps,
la beauté est définie par des stéréotypes étroits et
oppressants.**

Vous nous avez dit qu'il était temps de changer.

Nous sommes d'accord.

**Parce que nous croyons que la beauté réside dans
toutes les formes, toutes les tailles et tous les âges.
C'est pourquoi nous avons lancé l'initiative de vraie
beauté.**

Nous espérons que vous y participerez.

Mobilisez les gens





%

fat?



%

fab?

vote at 1-888-342-dove
campaignforrealbeauty.ca



| Dove





☐ bald?
☐ beautiful?



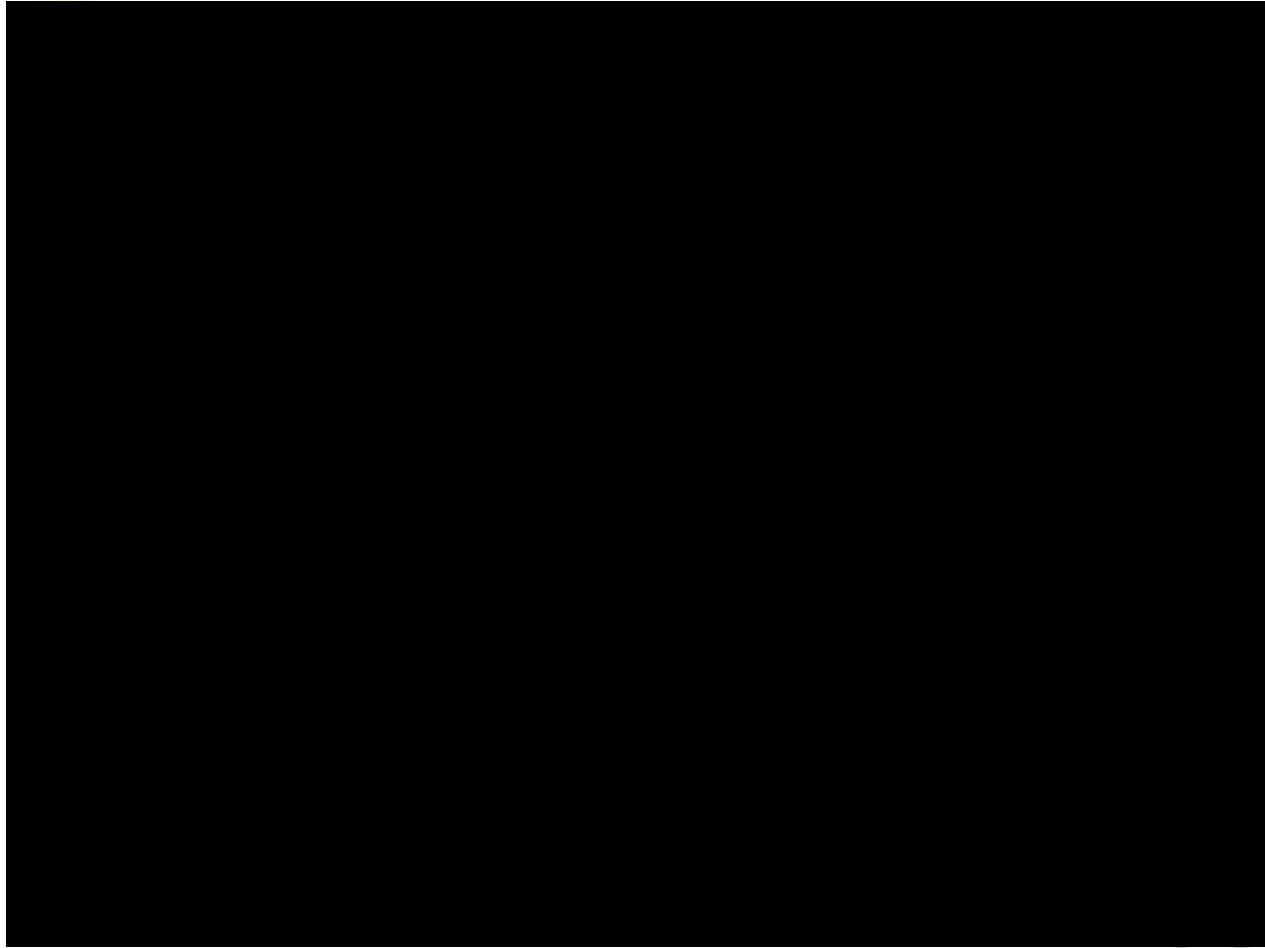
☐ fat?
☐ fab?



☐ ugly spots?
☐ beauty spots?



☐ withered?
☐ wonderful?



Oprah



**Ne pénètre pas la peau
en profondeur**





**the dove
self-esteem
fund**





Publicité télévisée «Petites filles»



nedic



Rebâtir le fondement des croyances sur la beauté

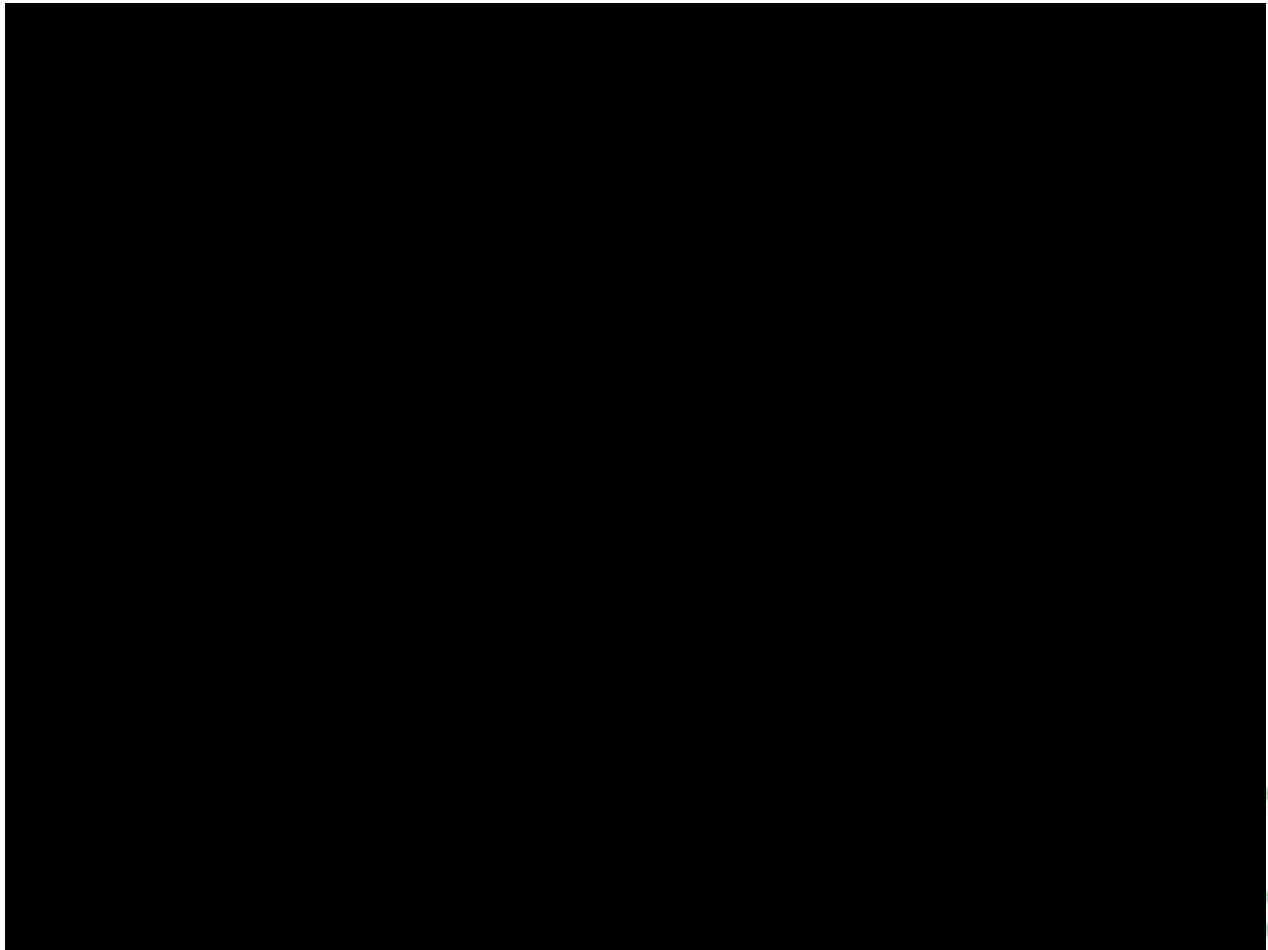


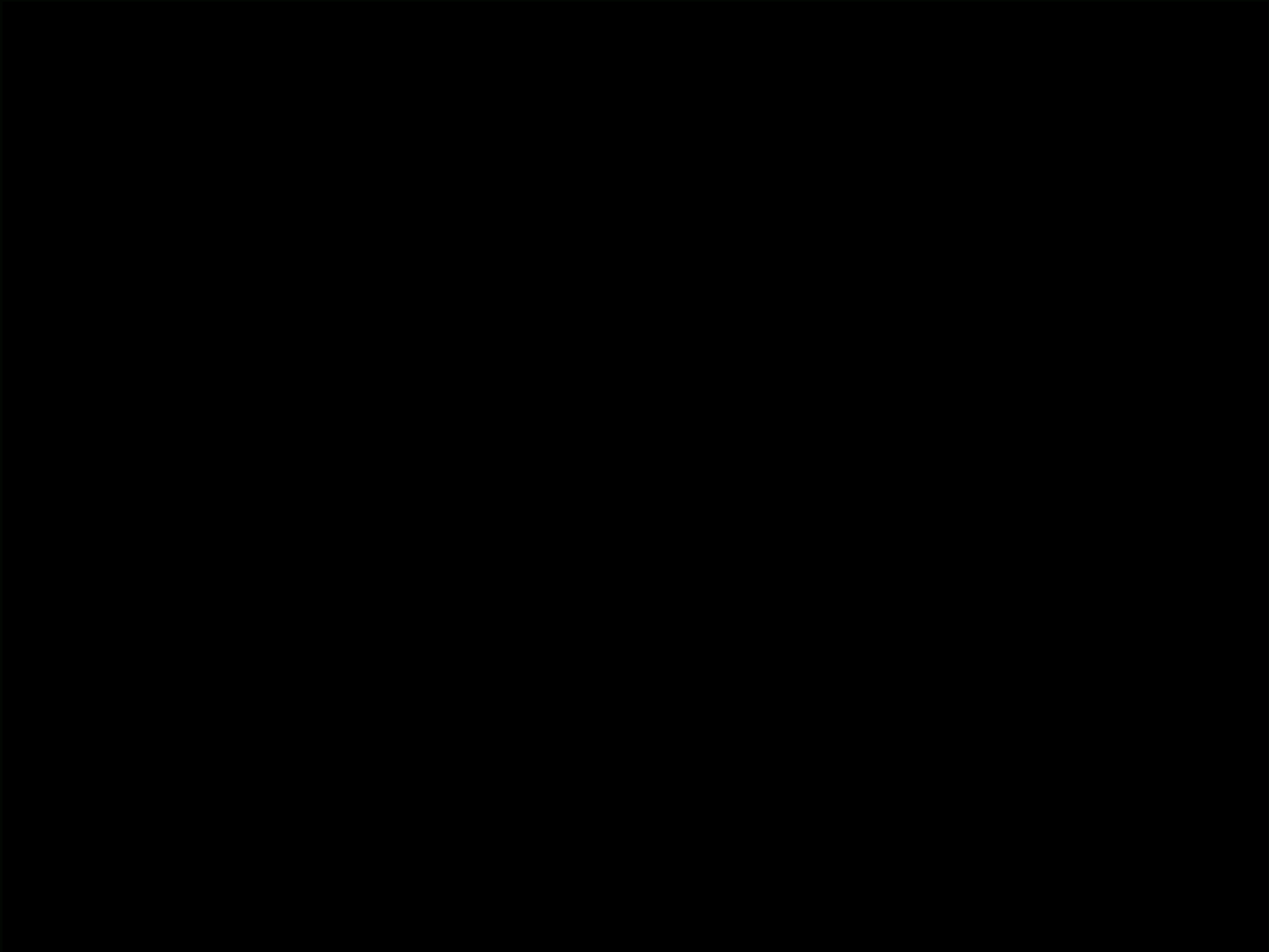
Vidéo

Ateliers de vraie beauté pour les filles



Évolution





Pour les femmes et les filles
Par des femmes et des filles





Pourquoi ne pas le faire?

Ce n'est pas facile

Il faut de la persévérance

Vous devez y croire





**Vous et votre
équipe vous
souciez de ce
que vous
faites?**

Passionnément

**Vous êtes fière
de dire aux
autres gens ce
que vous
faites?**

Incroyablement

**Est-ce facile
d'attirer les
gens dans ce
que vous
faites?**

**Comme offrir
un brownie
Two Bite**



Pourquoi?

Parce que votre vie en vaut la peine

