

# Dimytosh second in ad exec contest

By **LISATALLYN**  
Staff Writer

Georgetown native Emily Dimytosh and fellow Queen's University student Elizabeth Harris took second place honours in Canada's Next Top Ad Exec (CN-TAE) competition.

Dimytosh and Harris' team finished as second runner-up to McMaster University's Kailee Jaimeson and Ryan Moran who took home top spot in the competition. The McMaster teammates each won a 2013 Chevrolet Spark.

The competition was created in 2007 by the De-Groote School of Business to engage students through experiential learning and bridge the gap between universities and industry. With Chevrolet as the lead partner, the competition challenged teams to develop an integrated marketing communications strategy for the launch of the 2013 Chevrolet Spark in major Canadian urban centres.

Dimytosh and Harris, of Vancouver, received \$2,500 each in scholarship funds plus Sony tablets. Third place went to Christopher Laryant and Veronica Yeung of University of British Columbia who share \$2,000 courtesy of Chevrolet, and two Sony tablets.



**EMILY DIMYTOSH**

"I am thrilled," said Dimytosh, a fourth year Bachelor of Commerce student at Queen's School of Business. "We beat out 191 other applicants from across 32 universities nation-wide. Elizabeth and I are honored to have the opportunity to represent Queen's so well."

Dimytosh said she will be applying the scholarship funds to her entrepreneurial education with Whaddyathink, a start-up company she is currently running that delivers restaurants and retailers real-time guest feedback.

Dimytosh said she and Harris had three months to craft their marketing strategy for the new car.

"We had a fictitious \$5 million budget to spend and had to determine the best way to generate awareness for the car, encourage trial, and ease adoption of the vehicle. Ultimately, how do you get people's hands on the wheel?"

said Dimytosh.

"We re-engineered the buying process to make it easier for first-time car buyers to get behind the wheel. This involved extensive advertising on public transit, test drives in grocery stores, and a mobile application that does everything from tell you what that blinking light on your dashboard means to schedules your next lube, oil, and filter," said Dimytosh.

Oticon | Agil

Find new energy.



**Better Hearing Day** **GEORGETOWN**  
**Thursday April 26 8:30-5pm**

**1 Day Only!**  
**Spaces are limited.**  
**Call for your complimentary hearing test!**



**Hear more naturally, with less effort.**

When you lose your hearing, doing ordinary things takes more effort. You have to work harder to understand and to stay connected to the people and things that are a natural part of your world. You can regain your energy - and confidence - so you can move about your world, with Oticon Agil.

**Agil is the revolutionary new hearing device that helps you understand more with less effort. Research studies have shown that people fit with Agil hearing instruments report an amazing 86% Overall Satisfaction Rating and a 93% rating for Speech Clarity**

With Agil, you'll reconnect with the voices, music and sounds that enrich your world. Life will seem brighter and more fulfilling, because you're hearing better and understanding more.

**IF YOU HAVE NOT LISTENED TO THE NEW DIGITAL TECHNOLOGY RECENTLY, THIS IS AN OPPORTUNITY NOT TO BE MISSED!**

A manufacturer's representative will be present at our **Better Hearing Day** to demonstrate the impressive Agil automatic processing digital instrument. It is available in several different styles and price ranges. Hear your phone conversations with ease - even cell phones - with the automatic phone feature.

**Come and listen to the actual hearing aids. This is the best technology available today. Listen and judge for yourself!**

**CALL NOW 905-877-0099**

**HEARING SCIENCES**  
Audiology and Hearing Aid Centre

211 Guelph St., Suite 1 (In the M&M plaza, across from Winners)

ACTON



# Lily

Thai & Vietnamese Cuisine LLBO

## Spring Specials

until May 9/12

**TUESDAYS**  
**Vegetarian & Reg Spring Rolls (2pcs)** \$2.95  
Reg \$4.50-4.95

**WEDNESDAYS**  
**Thai Dumplings** \$4.95  
Reg \$6.95

**LUNCH SPECIALS: Tues-Fri. 11:30am - 3pm** \$7.95  
Entree served with Vegetarian Spring Roll & Soup

# 519.853.1688

10 Mill Street E., Acton (at Mill & Main)  
[www.lilythaiacton.com](http://www.lilythaiacton.com) 

Hours: Tues-Fri 11:30am-10pm. Sat & Sun 3pm-10pm  
Closed Mondays (except holidays)