

Miltonian named woman entrepreneur of the year

Munford recognized for her development of Creative Bube Tube

By **Kathy Yanchus**
CANADIAN CHAMPION STAFF

With a name like Creative Bube Tube, Jenny Munford's company gets noticed.

"It gets us in the door," smiled the dynamic CEO of the aptly named Milton-based company, which employs an assortment of 18 savvy media experts.

Bube is the oldest spoken African language, said Munford whose husband's family are descendents from Africa.

"And it's exactly what I do," she said referring to the art of communicating.

Munford was recently handed an RBC Canadian Women Entrepreneur of the Year Award. She was nominated for the Deloitte Start-Up Award presented to entrepreneurs whose innovative, high-performing new companies are worth watching.

This year alone, Creative Bube Tube has 26 industry awards to its credit and continues to expand and impress.

The company has grown from a one woman operation based out of Munford's Milton home, to a 24-person company with offices in Vancouver and Calgary, and a goal of 14 worldwide locations by 2020.

The company's mantra is to make TV advertising accessible to small and medi-

um-sized companies; they don't target the Nikes or the Cokes, said Munford. "The biggest misconception is that TV advertising is not accessible for them."

What Creative Bube Tube offers is an energetic cohesive young team of creative and media strategists who provide results to clients," she said.

"The medium (TV) is very powerful. Television advertising is a very powerful selling tool," said Munford.

Once you get a taste of it you see the amount of exposure and brand awareness you can produce, said Munford, who has more than 20 years of experience in business development, marketing and advertising.

A lot of her competitors don't want to look at alternative operating methods, whereas her company is meticulously wired to produce no frills, high-end affordable advertising for the client with a small marketing budget.

"We are not cheap, but affordable," she said.

Fine-tuning the entire process from cameras to pre-production is key. Shoots are scripted and storyboarded before crews go on location, there are no excess personnel "hanging around shoots" and no overtime.

"There has never been a crew that has worked overtime," she said.

Their TV commercial campaign for CarProof, for example, not only gleaned numerous awards for Creative Bube Tube, but increased their client's retail exposure by 150 per cent, cited Munford.

When a company is strapped for good marketing dollars, Creative Bube Tube's challenge is to create a "really cool, really creative way" to bring the client a lucrative return on their investment, said Munford.

Munford shares her success with her hand-picked creative team. "The growth has happened through this incredible team that's here."

She prefers to call them co-entrepreneurs, employees who bring ideas to the table to help the company grow, and share a sense of ownership, enjoying the ups and downs along the way.

One of three finalists for the award, Munford didn't know she had won until the evening of the awards gala. "It not only brings recognition to the Creative Bube Tube team but also the clients who have believed in us and helped us grow."

Kathy Yanchus can be reached at kyanchus@miltoncanadianchampion.com.

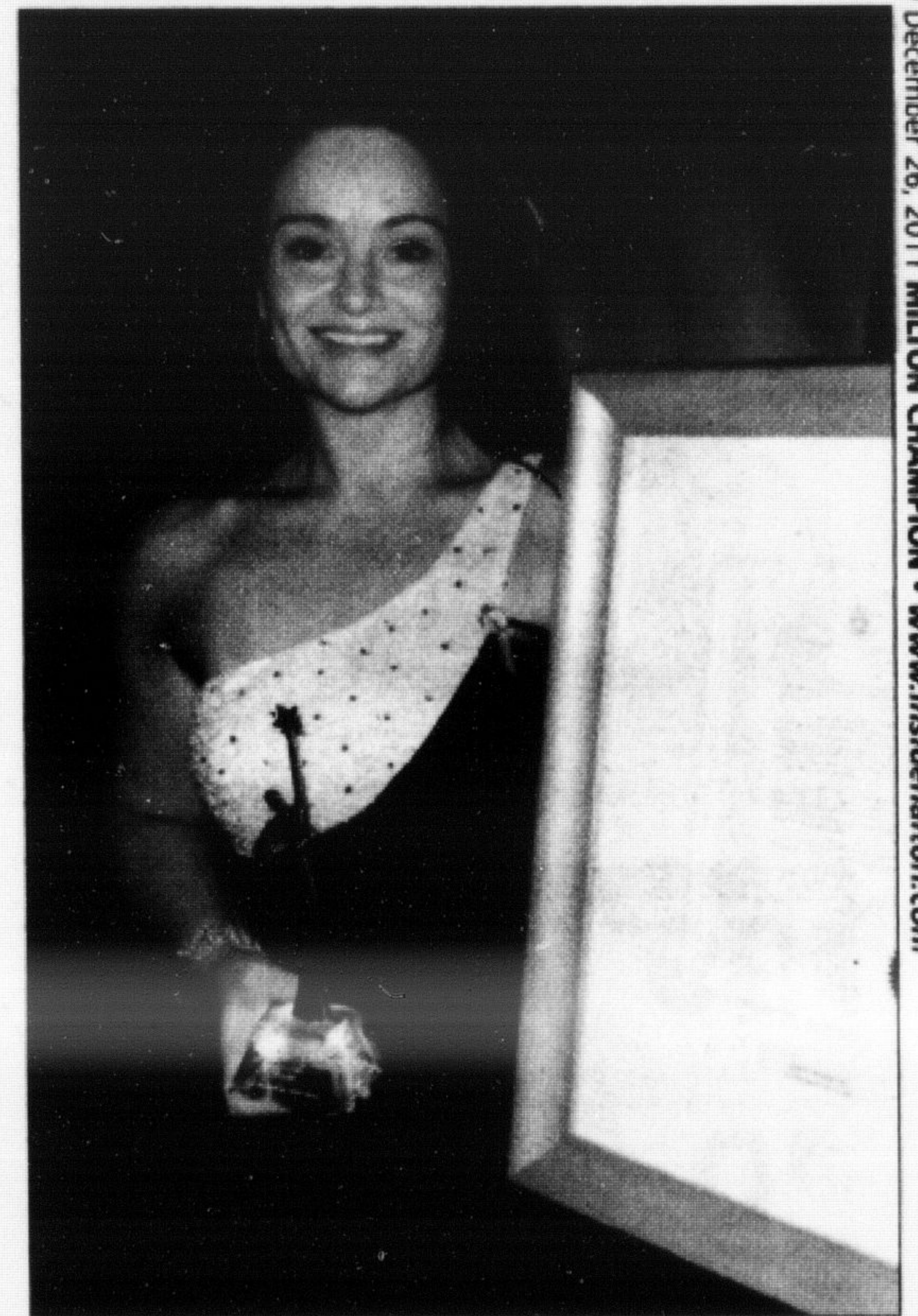


PHOTO COURTESY OF TOM SANDLER
Jenny Munford proudly displays her entrepreneur award.

**WE'RE OPEN
BOXING DAY**

SUNDAY, DEC 26, 2011
11AM - 2AM

**BIG 70"
SCREEN TV!**

**CATCH
WORLD
JUNIOR
HOCKEY**

**NEW YEAR'S
EVE BASH!**

SATURDAY, DEC 31, 2011

Noon - 2am • No Cover Charge!

Thank You Milton

For voting us one of Milton's favourite:



- Roadhouse
- Outdoor Patio
- Prime Rib
- Karaoke Bar



- Wings
- Chicken
- Brunch
- Local Chef



- Live Entertainment
- Pub
- Steak

FREE
ROOM AVAILABLE
FOR PARTIES & MEETINGS!

**Come & Enjoy Our
DAILY SPECIALS...**

**\$6.95
LUNCH
MENU!**



201 Main Street
Downtown Milton
905-876-4899

Locally Owned
& Operated