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Laurier radio commercial  
captures national prize

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A Wilfrid Laurier University radio commercial, which incorporated a toe-tapping jingle, has won first prize in a national competition sponsored by the Canadian Association for University Continuing Education.

Barry Lyon, Laurier's publications manager, will receive the award at the association's annual meeting June 13 in London, Ont.

Lyon, in consultation with Marian Croft of Laurier's part-time studies office, wanted a commercial that would "have an easily remembered, catchy tune," and one that could be used for part-time and full-time recruitment among people of various ages.

He worked with Greg Johnstone of Signatures, a Kitchener advertising agency, and they developed a variety of commercials using the same jingle, in 30-second and 60-second versions. It was recorded with orchestra and chorus in Hamilton.

The final product was broadcast on a number of stations for the first time in the summer of 1983 and brought phoned congratulations from senior advertising executives at several radio stations. It will be aired again in August.