

Entrepreneur takes advertising into future

By RENA GALANIS
Advertising Features

A company's sharp, clear-cut image coupled with a message which echoes who they are is the name of the game in advertising.

When it comes to the field, Larry Hopwood, president of Hopwood Creative Communications, knows of what he speaks. Hopwood built a career working the other side, as marketing director for Safeway Foods, before blasting into the

advertising scene, creating image through print, radio and television campaigns 15 years ago.

With clients across Canada and the U.S. such as Maxell Canada, Warner Music Canada, Tip Top Tailors, Collegiate Sports, Thrifty's, Bloomingdale's and Le Chateau amongst many others, the firm has "created category leadership with most of our clients," Hopwood says. "In other words, whether they're a small, medium or large company, our goal is to take them to

number one in their category."

The company's motto - "If you don't stand out, you don't stand a chance" bespeaks the aggressive stance they take with each client and that's primarily out of necessity, he adds. Markets are competitive and often over-saturated with similar products and what makes one retailer champion a competitor often comes down to media message and not just product.

"Advertising is often looked at as an expense but

without advertising and marketing properly positioned, nothing else works," Hopwood stresses.

It's a delicate balance between actual product, presentation, store design, staff, signage and price points. Once these disparate parts are analyzed in terms of a company's target market and goals, and are altered to resonate within the overall plan, the next step is to devise an advertising campaign via direct mail, print, radio or television or all mediums - to further entice the consumer.

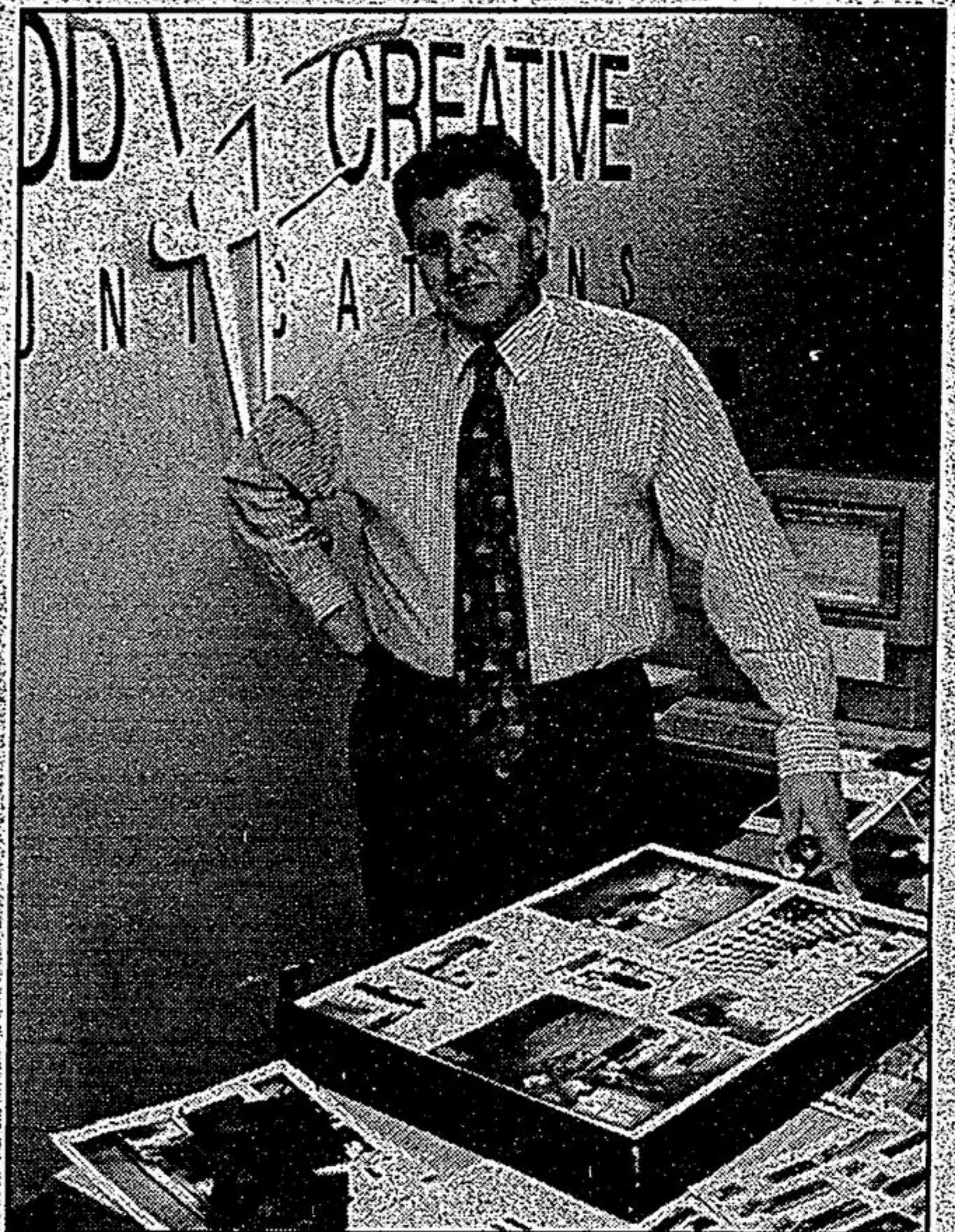
"We have to be progressive in terms of the way we think of merchandise and where it fits in the mind of the marketplace and then how to sell to that marketplace," Hopwood says.

"And foremost we are a transaction-based agency and do whatever it takes to drive our clients' cash register."

The 17-member "creative think tank" which makes

up the team at the firm emphasizes it's an ever-keep on top of trends in the industry through their own research and Hopwood

emphasizes it's an ever-evolving scene and one to which retailers must be hyper-sensitive in order to



Larry Hopwood, president of Hopwood Creative Communications, looks over photographs from a recent client's ad campaign.

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INVESTMENT INSIGHT

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I. Reyes, Markham

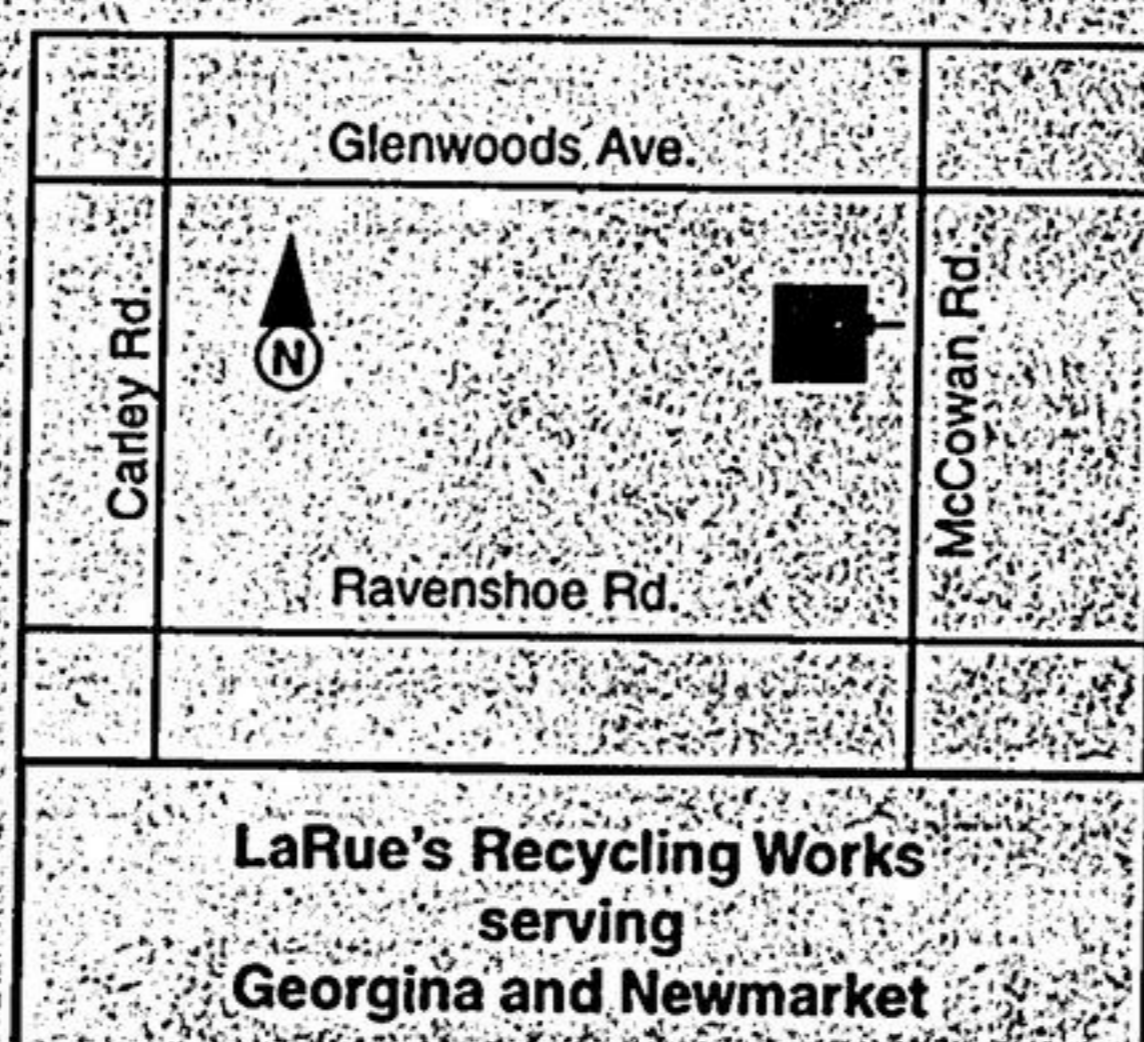
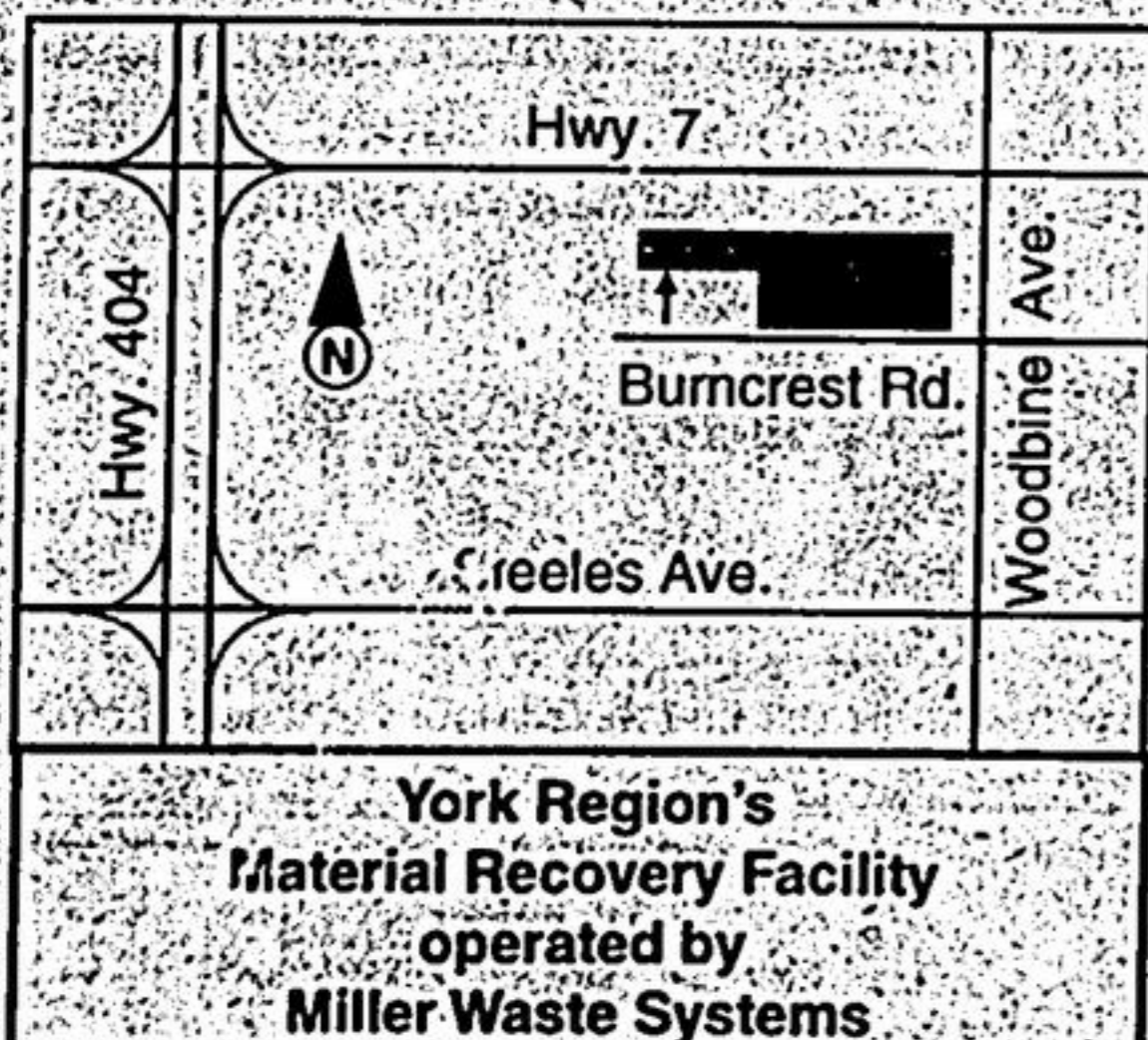
A: Due to the popularity of these lucrative tax assisted LSIF's, a number of changes were made affecting many shareholders. First of all, the successful Working Ventures Fund has temporarily halted new sales, meaning you have to find a different LSIF. Secondly, after redeeming your shares, you are ineligible to repurchase an LSIF and receive tax credits for a period of 3 years. Therefore, it is advisable that you purchase any new shares in 1996 and redeem existing units in 1997.

* If you would like a copy of the recent LSIF changes, please call Dan or John at 294-1200.

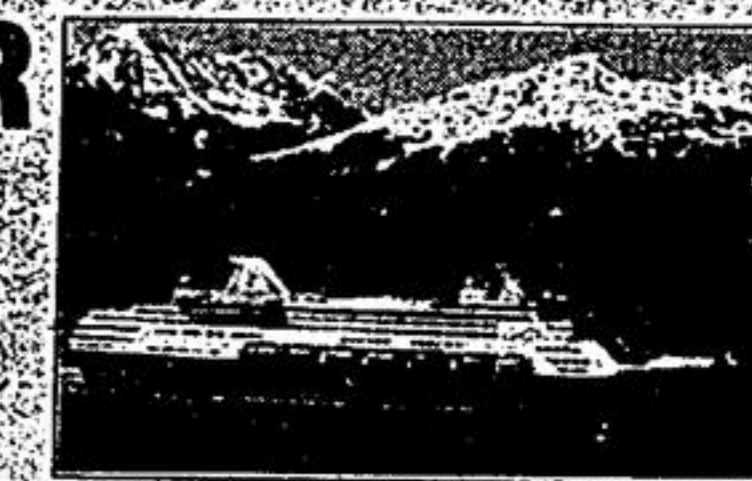
Investment Insight is provided by Dan Galszechy & John Niekraszewicz of Fortune Financial Corp. Markham.

WASTE REDUCTION WEEK OPEN HOUSE NOVEMBER 9, 1996

The annual Waste Reduction Week for the Province of Ontario will be held November 4 to 10, 1996. In recognition of this event, a public Open House will be held at the following waste management facilities on Saturday, November 9, 1996 from 9 a.m. to 4 p.m.



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survive. What they offer is a potent combination of media savvy and intimate knowledge of the retail marketplace. Projecting five years (or more) into the future is a common element of the job in order to determine what a company can become. Keeping ahead of the game is a tough grind, he admits, but the challenge and the drive puts him on a "high" all the time. Every day is an adventure and no two days are exactly the same. Plus around here, the creative juices flow so aggressively, it's electric. There's no other business I'd rather be in.

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45	\$255	\$440	\$810	\$590	\$1,110	\$2,150
50	\$358	\$645	\$1,220	\$815	\$1,560	\$3,050
55	\$498	\$925	\$1,780	\$1,185	\$2,300	\$4,530
60	\$780	\$1,490	\$2,910	\$1,798	\$3,465	\$6,725
65	\$1,435	\$2,690	\$5,115	\$2,555	\$4,775	\$9,035
70	\$2,593	\$5,115	\$10,160	\$5,913	\$11,725	\$23,350

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