

Joanna Barrs

Copywriter



SEX AND THE CITY

Proud sponsor of the Sex and the City premiere.



Client: Fido
Print Campaign

Down boy

Proud sponsor of the Sex and the City premiere.

See the movie everyone's talking about before it opens. And in select cities, you can also attend a premiere cocktail party before the show. For your chance to attend a screening and win a trip to New York City visit fidostyle.ca

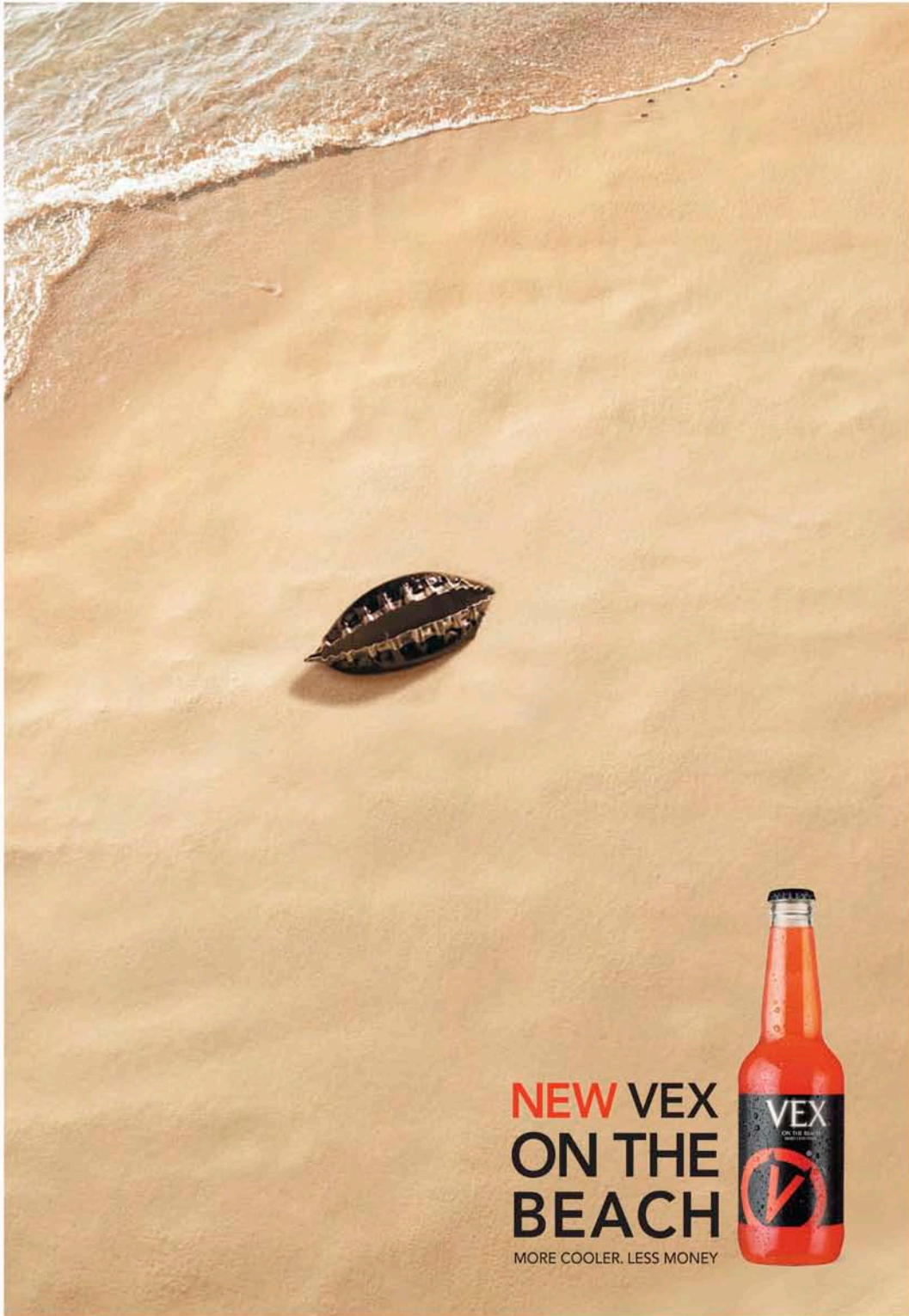


Client: Fido
Print Campaign



NEW VEX ON THE BEACH

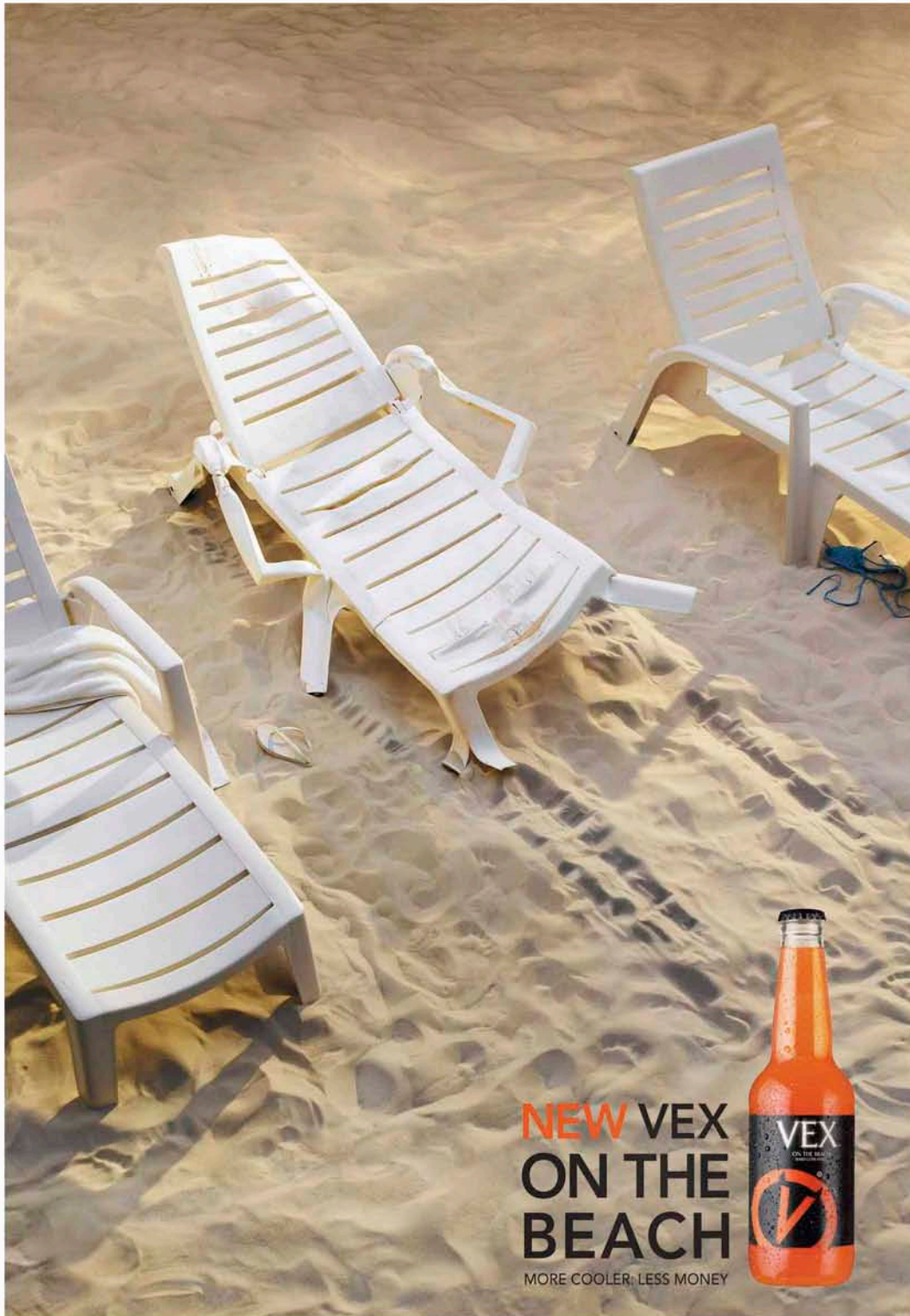
Client: Vex
Print & OOH



NEW VEX
ON THE
BEACH
MORE COOLER. LESS MONEY



Client: Vex
Print & OOH



Client: Vex
Print & OOH

Made for Each Other. No two herbicides pair as well together to eliminate grass and broadleaf weeds in a single pass. For more information, call Syngenta Customer Resource Services at 1-87-SYNGENTA (1-877-964-3682) or visit www.Syngenta.ca.

syngenta Always read and follow label directions. ® HORIZON, TARGET, and the Syngenta logo are registered trademarks of a Syngenta Group Company. © 2008.

Client: Syngenta
Product: Horizon & Target
Print Single

DO YOU THINK THAT THE DAY KNOWS IT'S JUST A MEANS TO AN END?

The excitement always begins once the sun goes down. That's why it's the perfect time to enjoy Jackson-Triggs and create some new beginnings at the end of the day.



Bring on the night.

Client: Vincor

Product: Jackson-Triggs

"Bring on the night" Print

NIGHT IS NATURE'S WAY OF SETTING THE MOOD.

Life's greatest moments happen at night. That's why it's the perfect time to enjoy Jackson-Triggs and create some new beginnings at the end of the day.



Bring on the night.



Client: Vincor
Product: Jackson-Triggs
"Bring on the night" Print



We have more than grapes growing from our vines.

Jackson-Triggs is honoured to be named the Best Canadian Winery internationally an unprecedented seventeen times over the last nine years. We will strive to maintain this gold standard, making our awards your rewards every time you open a bottle.

Bring on the night.

Client: Vincor

Product: Jackson-Triggs

"Bring on the night" Print



Don't be afraid of dinner. Now you can create delicious and affordable meals in minutes without the frightening tasks of grocery shopping, preparing or cleaning. Make your home or cottage cooking easier with 16 nutritious meal choices every month. To find out more, visit 610 Ford Drive (at Cornwall) or justaddheat.ca



just add heat

Client: Just Add Heat
Print & OOH Campaign



Don't be afraid of dinner. Now you can create delicious and affordable meals in minutes without the frightening tasks of grocery shopping, preparing or cleaning. Make your home or cottage cooking easier with 16 nutritious meal choices every month. To find out more, visit 610 Ford Drive (at Cornwall) or justaddheat.ca



just add heat

Client: Just Add Heat
"Don't be afraid of dinner" Print & OOH



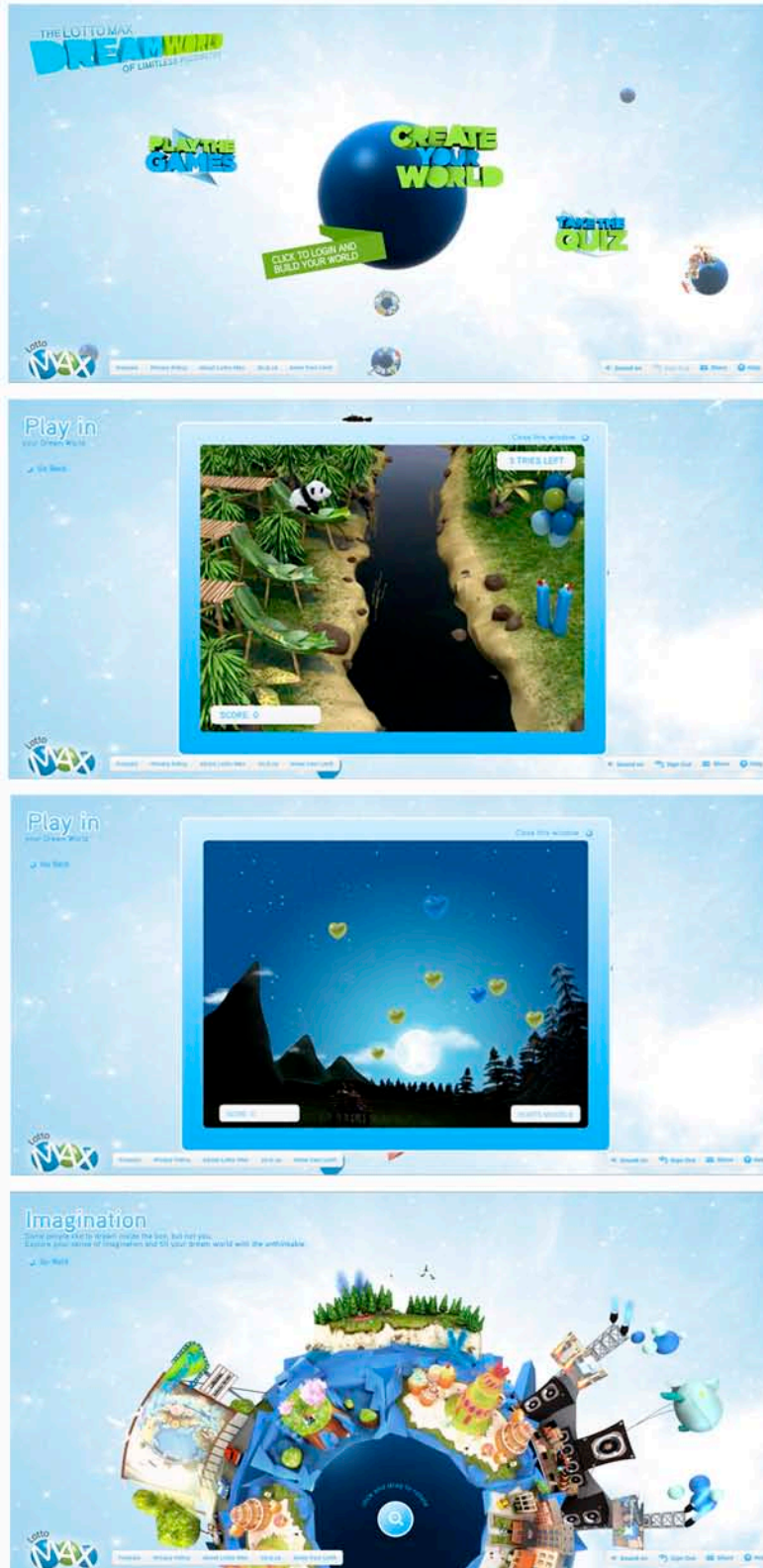
Client: Syngenta
 Product: Touchdown Total
 "Touchdown Sticks" Print campaign

DONATION

YOUR SUPPORT IS NEEDED NOW MORE THAN EVER. Doctors Without Borders is a non-profit organization delivering medical assistance to distressed populations around the world. Your contribution makes saving lives and alleviating global suffering possible. Join fellow Canadians and visit msf.ca to donate today.



Client: Doctors Without Borders
Print Single

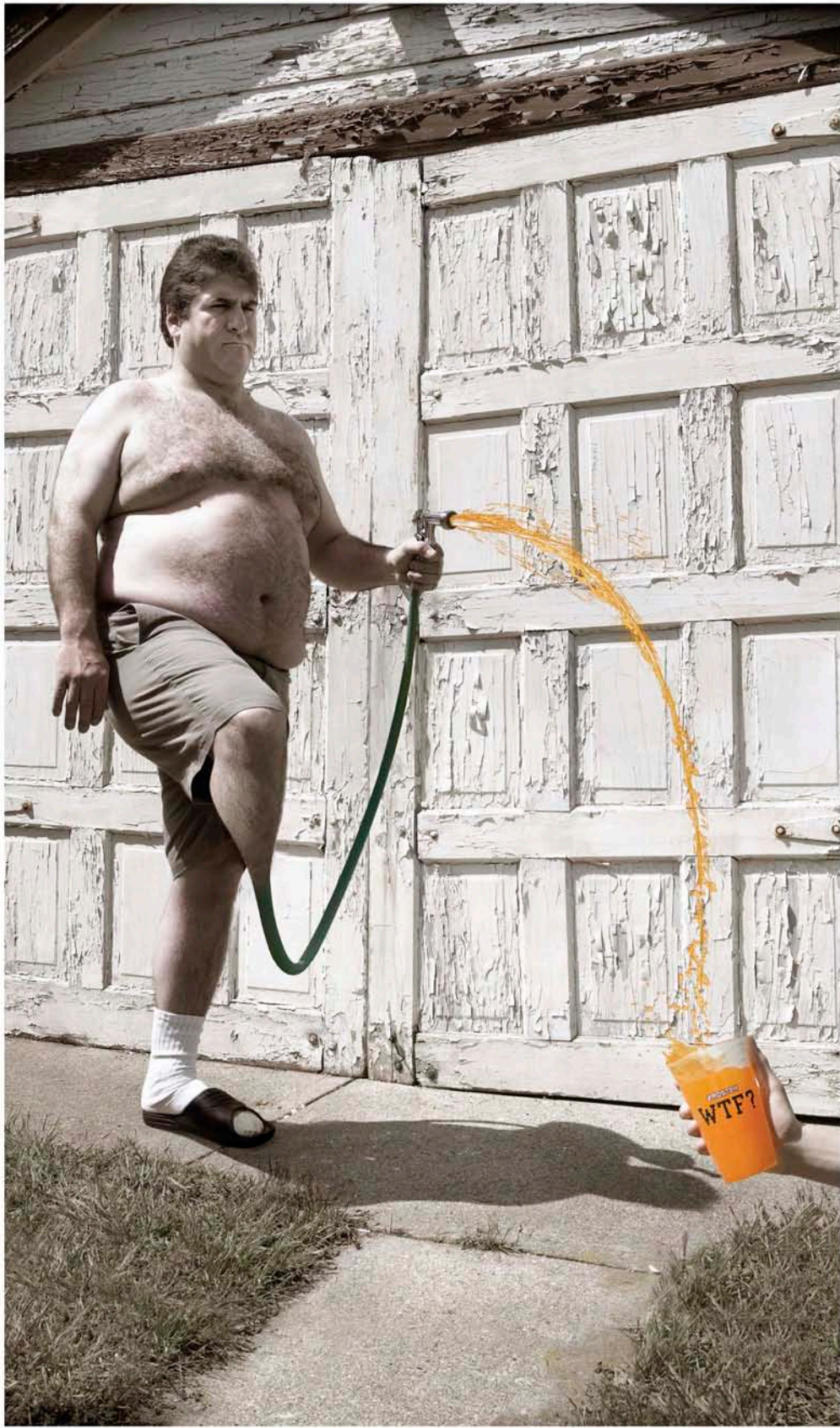


Client: OLG
 Lotto Max Integrated Campaign

Startdreaming.ca was created to promote the launch of Canada's biggest lottery Lotto Max. The site is intended to get users to imagine the limitless possibilities that would come with winning \$50 million and to start dreaming about what their world would hold if they won.



Client: OLG
Lotto Max Integrated Campaign



Client: Mac's Milk
WTF Froster Campaign - In store poster

Joanna Barrs

Copywriter

Experience

2006 - Current

Bos | Copywriter

Carstar, Fido, HomeSense, Mac's, Vincor, OLG, Honda, Sport Chek, National Bank, Smart Set

2006

Cossette Communications | Copywriter

Bell Canada, BMO, Coca-Cola, GM, McDonald's, OLG

Education

2006

Humber College

Post Graduate Diploma, Media Copywriting

2002 - 2005

University of Western Ontario

B.A., Media Information & Technoculture

Recognition

NAMA's 2010:

Merit National- Broadband "Teen Lingo" and "Fancy Coffee" -
Syngenta Crop Protection

Applied Arts Annual 2010:

Interactive Single- startdreaming.ca

NAMA's 2009:

Finalist: Radio series

Bessies 2008:

Gold Single
Gold Campaign
Finalist Online Single
Finalist Online Campaign
Craft Award

NAMA 2008:

Gold Radio Single
Gold Radio Series
Multi-Media Campaign
Original Spread
Unique Print

Cassies 2008:

Best use of media
Business to Business

Applied Arts Interactive Awards 2008:

Gold Integrated Campaign

Digital marketing Awards 2008:

Gold Integrated Campaign

ADCC 2008: Gold Viral Campaign

CAMA's 2008:
Silver: Total Campaign under \$500,000
Radio Series
Web Design
French Language Marketing

MIA's 2008: Certificate Youth Category

CAMA's 2007: Best of Show
Gold:
Print Ad Single
Print Ad Series
Total Campaign \$100, 000 or less
Radio Commercial Single
Radio Commercial Series
Certificates:
Radio Commercial Single
French Language Marketing, Print
Finalists:
French Language Marketing, Sales Support
Radio Commercial Single
Print Ad Single
Media Relations

Applied Arts Annual 2007:
Complete Advertising Campaign and Non-Traditional Advertising

Best Ads on TV: Best Ad of the week, October 24 2007

Marketing Awards 2007:
Silver Integrated Campaign

Lurzer's Int'l Archive:
Beverages Non Alcoholic