



Press Release

FOR IMMEDIATE RELEASE

Parody pushes tires in new Midas TV campaign
DDB Canada creates first original Canadian ads for Midas

Date October 9, 2008

Location Vancouver

Spoofing a breaking news report, the new national Midas television spot “Chase” humorously conveys the need for winter tires and the importance of winter car maintenance. Developed by DDB Canada’s Vancouver office, the new spot marks Midas’ first original Canadian broadcast campaign in almost 10 years, as well as their first national marketing activity specifically for their tire products and services.

“Seasonal tire changes are a ritual for Canadian drivers,” says Glenn Root, vice president, Canadian operations, Midas. “In Canada to prepare for the ice and snow it’s safer to have a car fitted with winter tires and have proper winter maintenance done. Using a surprise and smile, the new campaign humorously reminds and encourages viewers to get ready for winter by visiting their Midas dealer.”

Launching this week, 15- and 30-second versions of the TV spot depict news coverage of a Canadian police chase shot from a news helicopter. Through a blizzard, the camera reveals both the suspects’ vehicle and a police car are stuck on a snow-covered street. Instead of the chase continuing on foot, both a suspect and a police officer race to the back of their vehicles and start pushing.

“Winter driving unites all Canadians. While not everyone will appreciate what it’s like to be chased by the police, drivers certainly understand and share the frustrations of winter conditions,” says Alan Russell, chief creative officer, DDB Canada. “The campaign’s humorous approach stands out in a snowstorm of automotive service ads by encouraging people to ensure their tires are ready for when they need them the most. The Midas message is totally about winter safety and the importance of maintenance, but it’s delivered in a much more entertaining, memorable way.”

The new campaign also communicates a special offer, when customers purchase and install a set of four tires they will receive a free *Winter Maintenance Package* that includes oil change, tire rotation, battery check, brake check and more.



The national TV campaign is supported by in-store activation elements and radio campaigns in select markets. DDB Canada has been Midas' agency of record in Canada since 2005.

About Midas

Midas (www.midas.ca) is one of the world's largest providers of automotive service, offering brake, maintenance, tires, exhaust, steering and suspension services at more than 2,500 franchised, licensed and company-owned Midas shops in 17 countries, including more than 1,700 in the United States and Canada.

About DDB Canada

DDB Canada (www.ddbcanada.com) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Known for advertising that generates significant results for clients, DDB Canada is *Strategy* magazine's 2007 Agency of the Year, and was named one of the "Best Small and Medium Employers in Canada" in 2007 by the Queen's University School of Business. A "total communications company," DDB believes creativity is the strongest business tool. DDB Canada has offices in Victoria, Vancouver, Edmonton, Toronto and Montreal. The agency's integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, Rapp Collins (direct), Radar DDB (social media marketing) and DDB Echology (corporate social responsibility).

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