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**LAURENTIAN BANK'S MULTIMEDIA CAMPAIGN HONOURED  
AT THE MEDIA INNOVATION AWARDS**

**Montréal, December 13, 2011** – This past November, Laurentian Bank's *PickYourMoment.ca* multimedia campaign, whose strategy was developed by the *Touché! PHD* agency, received a Bronze prize during the Media Innovation Awards ceremony held in Toronto. The marketing offensive was recognized as one of the best three Canadian media strategies in the Financial Products and Services category.

The multimedia campaign was aimed at promoting the Bank's *Mortgage at Home* program, which features a non-conventional approach by inviting clients to meet with a mortgage expert at the time and place of their choice. Clients could make their appointment via the *PickYourMoment.ca* micro-site developed specifically for that purpose, and it was in one of 10 Smart cars bearing the Bank's colours that these mortgage experts arrived at their appointed rendezvous to offer their expert counsel. The campaign was also supported by ads in targeted media, on real estate Internet sites, in Montréal's bus and subway network, as well as in various public places in the metropolitan area.

"This highly creative campaign focused on the Bank's commitment to maintaining close relations with its clients was really distinguished by its originality," underlined Stéphane Gagnon, Senior Vice-President of Marketing and Product Management at Laurentian Bank. "As such, it generated a great deal of interest in the market and positioned us as an important player dedicated to making optimum use of its mobile force."

**About Laurentian Bank**

Laurentian Bank of Canada is a banking institution operating across Canada and offering its clients diversified financial services. Distinguishing itself through excellence in service, as well as through its simplicity and proximity, the Bank serves individual consumers and small and medium-sized businesses. The Bank also offers its products to a wide network of independent financial intermediaries through B2B Trust, as well as full-service brokerage solutions through Laurentian Bank Securities.

Laurentian Bank is well established in the Province of Québec, operating the third-largest retail branch network. Elsewhere throughout Canada, it operates in specific market segments where it holds an enviable position. Laurentian Bank of Canada has more than \$24 billion in balance sheet assets and more than \$35 billion in assets under administration. Founded in 1846, it has been selected as the Québec and Atlantic Canada regional winner of the Canada's 10 Most Admired Corporate Cultures™ program presented by Waterstone Human Capital. The Bank employs close to 3,700 people.

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Information:

**Mary-Claude Tardif**

Public Relations Advisor

514 284-4500, extension 4695

[mary-claude.tardif@banquelaurentienne.ca](mailto:mary-claude.tardif@banquelaurentienne.ca)