



LXB Supporting Sacré-Coeur Hospital Foundation

As part of its community philanthropy activities, **LXB Communication-Marketing** has decided to throw its support behind the Montréal Sacré-Coeur Hospital Foundation.

With a major hospital fundraising campaign due to begin shortly, LXB Communication-Marketing has been working hard behind the scenes to gear up for the launch.

LXB's first task for the Foundation was to develop a new logo with a visual link to the existing logo of the hospital, as well as a corporate signature, "Give today...for a better tomorrow." LXB also orchestrated an in-house display campaign during the past year to raise hospital employee and visitor awareness about the Foundation's new image.

In addition to crafting the new image, LXB Communication-Marketing has also volunteered to handle production of all advertising materials for the fundraising campaign, as well as media planning and buying. The campaign, which will be officially launched in 2005, will include print and television ads, as well as billboards.

For more information, contact Paul Bergeron at (514) 284-3010, ext. 227.

Anderson DDB: Building on Partnership

Anderson DDB Santé. Vie. Esprit. is pleased to announce their growing partnership with Merck Frosst Canada Ltd. with the assignment to launch two new vaccines. This newest mandate builds upon the long-standing relationship between Merck Frosst Canada Ltd. and Anderson DDB, Montreal. This partnership also extends to the global level as the DDB network of agencies was recently awarded the worldwide responsibility for one of the new vaccine products.

For more information contact Joanne Belsito at (514) 844-9505 or Kevin Brady at (416) 960-3830.

LXB: Designing New Look for Galerie Place Ville-Marie

Since early January, visitors at Galerie Place Ville-Marie in Montreal have had the pleasure of discovering the mall's new look.

LXB Communication-Marketing recently designed the mall's new logo and signature, "Business Class Shopping." The creative platform and entire strategy were developed to attract the primary target clientele of Galerie Place Ville-Marie—those who work in the prestigious cross-shaped tower and downtown Montreal.

The new image is currently being advertised in a number of ways. The mix consists of signage inside Gallerie Place Ville-Marie, columns on rue Astral and the use of a horizontal Impact Media vehicle that travels the main downtown thoroughfares.

For more information, contact Marie-Ève Côté-Pallasci at (514) 284-3010, ext. 226. [CPM](#)