

# MARKETING

## Air Miles Takes My Planet In-Store

By Jeromy Lloyd

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Air Miles launched its first mass advertising for its "My Planet" program today, marking the program's move to stores and point of purchase.

The national campaign, created by Publicis, features animals showing gratitude for consumers who buy eco-friendly products. The television execution, which runs until Oct. 18, shows animals "clapping" for their environmental heroes.

Print ads are set to run in *Maclean's* and *L'Actualite* magazines, and in *Metro* daily newspapers.

ZenithOptimedia handled media buying for the campaign.

The first phases of My Planet launched in April when a number of green products and services were added to the list of Air Miles rewards. Loyalty One, which owns the Air Miles program, partnered with TerraChoice, an environmental marketing firm, to identify which of its partner companies' products were eco-friendly.

As of today, green products will be marked at point of purchase by a unique My Planet logo instead of the traditional Air Miles logo. Ove Design and Marketing designed the new marque.

"What we're trying to do is teach people which products are green choices," said Neil Everett, senior vice-president and chief marketing officer. "Next week those products might not be on bonus, but [consumers] will have learned by making that choice that its a green product."

As of today eighteen retailers and program sponsors, including Rona, Bullfrog Power and Safeway, are taking part in My Planet.

Bryan Pearson, president of Loyalty One, which owns the Air Miles loyalty points program, said he expects more companies to join over the coming months.