



**NORTHERN LIGHTS
DIRECT RESPONSE TELEVISION**

PRESS RELEASE

FOR IMMEDIATE RELEASE
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NORTHERN LIGHTS CREATES DEBUT DRTV CAMPAIGN FOR SANTAS CHOICE

TORONTO: Just in time for the festive season, Northern Lights Direct Response Television has completed the debut direct response television (DRTV) campaign for Santas Choice. Media buying will also be handled by Northern Lights.

The 60-second DRTV commercial promotes the Santas Choice Christmas Hamper Program. The hampers, which are filled with brand name products, including groceries, are delivered to each customer's door in time for Christmas.

Therese Saenz-Saldana, Managing Director for Santas Choice, is excited to be partnering with Northern Lights. "We wanted a DRTV agency with extensive experience in production and media management, and we knew we would be in good hands with Northern Lights," says Saenz-Saldana.

"Santas Choice Christmas hampers are the answer for many of us who know how time-consuming and stressful holiday shopping can be," says Ian French, President and Executive Creative Director of Northern Lights. "DRTV will bring the Santas Choice brand into family homes and give viewers the opportunity to take advantage of the program to plan ahead for the holidays next year."

The campaign will roll out December 18th.

Northern Lights Direct Response Television is a leading brand-based DRTV agency in North America, providing strategy, media buying, creative and production services. Clients include **ING DIRECT, Sports Illustrated, BMG Columbia House, Lavalife, Bell, Manulife Financial, TD Bank Financial Group, DIRECTV, Scholastic and Yves Rocher.**

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