

For Immediate Release
December 19, 2007

**Colour launches social media practice and
strategic partnership with Radian6**
Agency takes clients into the online world for real world results

Atlantic Canadian communications and marketing agency Colour has announced the launch of its new social media practice – the first of its kind in the region.

The announcement comes at a time when online social media is growing at a rapid pace and Canadians are flocking to networking sites such as Facebook, which now counts 1 in 4 Canadians among its members.

“Whether or not you’re aware of it, people are talking about you. And, more often than not, they’re doing it online,” said Carman Pirie, principal at Colour and the lead on the new practice. “Whether it’s in personal blogs, networking sites like Facebook, user-generated sites like Wikipedia, video sharing sites such as YouTube or simply through comments placed on news aggregate sites like Digg, there are conversations being had that could seriously impact your organization. More than ever, it’s important to not only be aware of those conversations but to also contribute to them.”

In conjunction with the social media practice launch, Colour has announced a strategic partnership with New Brunswick-based Radian6. The company is a leading developer of social media monitoring technology, providing real-time results to its clients. Together with Colour’s social media practice, clients are provided with three areas of expertise: public relations, marketing and internal communications.

Social media public relations manages reputations online, engaging online media and key influencers in way that allows clients to share their side of the story, and monitoring all forms of social media through the use of the innovative Radian6 technology, which continually monitors and analyzes online conversations about a client’s brand.

Social media marketing leverages social media to ignite brand-building conversations online by combining the right strategy with the right tools, then monitoring results through new technologies like Radian6.

Social media internal communications helps organizations make sense of the impact social media use by their employees is having on their business while developing guidelines around their use of the technology.

Already, Colour has generated notable online success for two of its clients, including Office Interiors and its lovethewayyouwork.ca campaign, and Killam Properties' Landlord Lou campaign. The Landlord Lou campaign included a combination of guerrilla marketing that involved a scavenger hunt of Killam Properties' branded plungers in exchange for free rent, a landlordlou.ca website that included humorous video vignettes, and online social marketing through Facebook.

"Over the past year, we've worked with Colour on our two major campaigns," explained Jeremy Jackson, vice president of marketing for Killam Properties. "In both cases, they developed breakthrough ideas that have delivered results and generated interest in Killam's apartments without having to rely on traditional advertising. By integrating social media strategy into our campaigns, our target audience is taking it upon themselves to spread the word about Killam using social websites like Facebook and others."

The launch of the practice and partnership with Radianó represents the next step in the evolution of Colour's 'closer to the customer' approach, allowing clients to tap into and participate in online conversations.

"It's no longer enough to claim ignorance of the conversations revolving around your company," said Pirie. "Whether its dissatisfied customers, online journalists, loyal fans or your own staff, your success depends on being aware of what's being said and, more importantly, engaging in those conversations. Our new social media practice and Radianó partnership gives our clients that ability and we're thrilled to be the first to do so in Atlantic Canada."

About

Colour

With offices in Halifax, Moncton and St. John's, Colour helps clients get closer to their customers in a way that will get noticed, focusing on people and making meaningful connections. Their work has helped to build such brands as Medavie Blue Cross, City of Moncton, Major Drilling, Stewart McKelvey, Killam Properties, Canada Millennium Scholarship Foundation, Sobeys, Alexander Keith's, Fortis Inc., Dairy Farmers of Canada, Petro Canada, The Chronicle Herald, Exxon Mobil Canada, Nova Scotia Tourism, Nova Scotia Community College, Husky, SAP, Enbridge Gas New Brunswick, and Concorde Developments.

Radian6 Technologies Inc.

Radian6 provides the social media monitoring solution for PR and advertising professionals. The company's flexible dashboard enables monitoring all forms of social media with results appearing in real-time as discovered. Various analysis tools give users the ability to uncover the top influencers and which conversations are having an impact online. Visit www.radian6.com for more information.

-30-

For more information, visit colour.ca/socialmedialaunch or contact:

Carman Pirie
Principal
Colour
902.229.2975
carman@colour.ca