



# XBOX GiD

## Viral Game

### The Challenge

To gain greater insight into the Gamer Profile

### The Insight

Every gamer is unique. Every gamer has a handle that identifies them in the online or 'LIVE' world of games.

### Target

Online Games

### The Concept

GiD – Gamer Identification Tag

### The Solution

A deeply engaging, viral experience that recognizes and rewards Gamers for creating their profile. As unique as their DNA, the GiD tells the world what type of gamer they are. The viral component enables the gamer to email the site to friends so that they can enjoy the same experience. Gamers who created a GiD were able to personalize it by using the painting tool application.

To thank gamers for creating their GiD, they were encouraged to request free stickers of their GiD, turn their GiD into wallpaper or into an MSN Buddy Icon.

### Accolades

Recognized by the Chief Operating Officer of WPP as a standard in Creative Excellence. See PDF of letter attached.





# Dungeon Siege II

Viral Game

## The Challenge

To create excitement around the launch of Dungeon Siegel

## Target

Online Games

## The Insight

Gamers like to try before they buy. They read up on everything they can before they buy into a game. They are part of an extensive community of games – they're hard core about the genre of games they play.

Dungeon Siege was not such a great success due in large part to the lack of story telling, graphics, sound, animation. Inform gamers that Dungeon Siegel is better than ever – and that they can experience a whole new level of blood, gore and bone-chilling drama.

## The Concept

Challenge – Do you have what it takes to be the next hero of Aranna?

## The Solution

A two pronged approach was developed that included a viral component.

1. Website experience where gamers could sign up to create a battle party or sign up to play on their own.
2. An online game that closely paralleled the not-yet released Dungeon Siegel

In order to get in the game, prospects would have to give up their personal information. Gamers were encouraged to create Battle Parties (teams) of 6 to simulate the Xbox LIVE experience. They all played for prizes such as electronics, XBOX 360 consoles as well as a pre-released copy of Dungeon Siegel.





## MSN Search Challenge

### Viral Game

#### The Challenge

To gain greater insight into the Gamer Profile

#### Target

C-level Media Executives

#### The Insight

Media Executives are charged with creating media plans that target, reach and engage the desired response from consumers. They need to deliver results for marketing programs and are looking for properties that can make it happen. They see themselves as visionaries.

#### The Concept

Visionary

#### The Solution

An integrated campaign that included a face-to-face meeting and an online gaming component that was built on a challenge: Will you be the next MSN Visionary? Media Executives were encouraged to get in the trivia game for their chance to win prizes. We used this pretext to profile Media Executives and gain greater understanding of their needs and challenges. A viral component was also included.

#### Accolades

A write-up in Marketing Magazine



# MSN – asksanta.com

## CRM Experience

### The Challenge

To bring MSN top of mind among families as a good corporate citizen that can provide a safe and secure environment in which children can communicate, learn and grow.

### Target

Families with children who want to email Santa

### The Insight

Children are extremely internet savvy and view the computer as their gateway to discovering new things. It's as natural for children to be online today as playing tag in the school yard was years ago. Children are a captive audience.

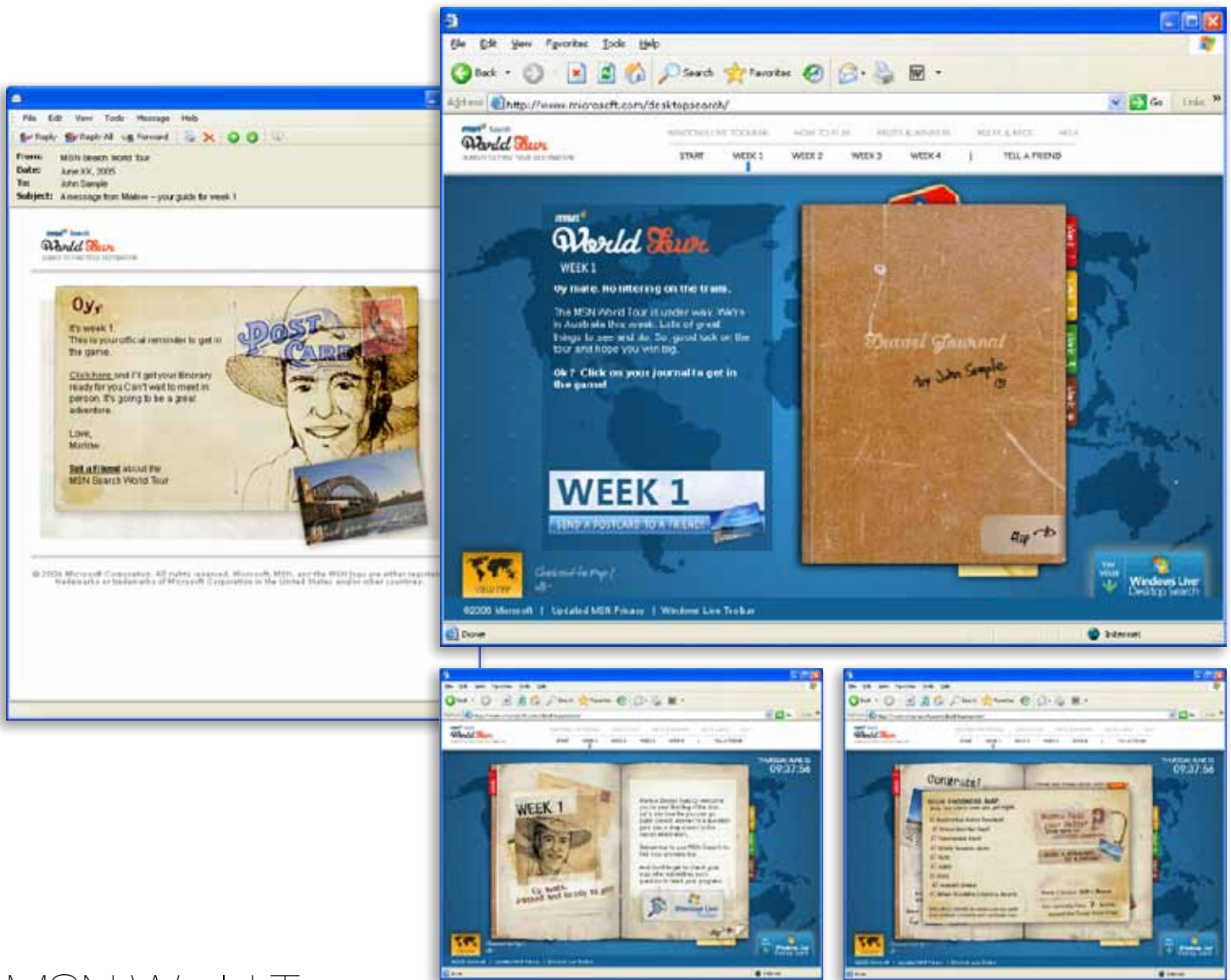
### The Concept

Santa's Village

### The Solution

An online experience where children and parents could come together to email Santa their wish list, make Santa's favourite recipes, create their own gift tags and download desktop wallpapers.





# MSN World Tour

## CRM Experience

### The Challenge

To increase support the launch of MSN Desktop Search Tool and leverage it as a viable alternative to GOOGLE.

### Target

Business and Consumers

### The Insight

We want it all and want it now and we want it to be RELEVANT.

### The Concept

MSN World Tour

### The Solution

MSN World Tour is an online trivia game that simulates the lightning-fast and relevant search functionality that has been built into the new MSN Desktop Search Tool. The site is 160 pages deep and takes the user on a journey all over the world. The user must sign up which enables us to pre-qualify them in our database. While seeing the search functionality come to life, the user charges on from one question to the next with the ultimate goal winning a trip for two to a mystery destination. In addition to this grand prize valued at more than \$15,000, participants have the opportunity to win weekly prizes including cash, luggage, electronics and more.

### Accolades

Global Roll-out



# Kraft Foodservice

## Integrated CRM Experience

### The Challenge

To increase share of market and build affinity with existing members and prospects

### Target

Canadian Foodservice Operators

### The Insight

Foodservice operators are time-starved but hungry for a partner who can deliver solutions that can help them build their business. They understand that while their end product is food, being up on current dining experiences, innovative products, on-trend recipes, and customer satisfaction are just as important.

### The Concept

Kraft Works

### The Solution

An integrated approach to customer relationship management. Integrating both offline and online (web and email) components to enrich the experience and create affinity between Kraft Foodservice and Operators and mitigate the share of market threatened by generic foodservice companies such as Gordon Foodservice. Operators are encouraged to join the Kraft Works program to receive special offers, business building tools and expert advice from like-minded chefs.

### Accolades

Silver RSVP 2006

Strategy and design is now being rolled out to the United States Market





# Diageo

## CRM

### The Challenge

To increase share of throat by pre-qualifying prospects and existing program members.

### Target

Existing Diageo Database

### The Insight

When it comes to share of throat – loyalty runs high amongst adorners. There is an incredible sense of community among drinkers that is directly related to the type of alcohol they consume. For Guinness it's being a man's man, for Johnnie Walker it's status and for Crown Royal it's family. Tapping into to the emotion tied with the brand, facilitates a more deeply engaged consumer – and one that spends more.

### The Concept

The Guinness Perfect Match Rugby Tour  
The Johnnie Walker Book of Toasts  
The Crown Royal Gift Pack

### The Solution

To re-qualify the database to gain greater insight to drinking habits and lifestyle choices in order to create greater affinity with the brand.



**Your Wireless World**  
September 2006

Hey <First Name>!

It's all magazine - FREE, exclusively for YOU!

Win a trip to the Billboard™ Music Awards in Vegas!

Autobit in da house - and on ur phone!

Did I know?

Ready to save big?

Text ur 2 cents 2 win a cool prize!

Over to you!

Text friends around the world!

Canada's Clearest Wireless Network

**YOU** UNLIMITED

Rogers Wireless eNewsletter - November 2006

Dear Customer,

Canada's leader in special data coverage

3 NEW Devices - exclusively from Rogers Wireless

Did you know?

Over to you!

Enjoy unlimited

Introducing Intelligent Connection Manager

Canada's Clearest Wireless Network\*

Add Rogers Home Phone to your business plan

**Your Wireless World**  
August 2006

Hey <First Name>!

Let the Games - and Deals - Begin!

The \$100,000 Mega Music Giveaway!

Free Browsing

The New Polaris Music Awards

MP3 Player Phones - now with MEGA Memory!

ROGERS  
Your World Right Now

# Rogers Wireless CRM

The Challenge  
To mitigate attrition

Target  
Rogers Wireless Customers - Youth, Family, SOHOS

The Insight  
Rogers Wireless Customers want to be valued, recognized and rewarded. In their world - life happens online. They rely heavily on being connected and see themselves on the cutting edge of new and emerging technologies. If there's a new gadget - they want to be the first to know about it and will most likely be the first to adapt it.

The Concept  
The Rogers Wireless E-Newsletter

The Solution  
A monthly e-newsletter packed with information, offers and news that is customized based on the consumers needs.



# British Petroleum

CRM/Anti-attribution – Integrated Program

## The Challenge

To sustain and grow the database and create brand affinity with British Petroleum – a premium brand of fuel.

## Target

Business and Consumers

## The Insight

Americans love their cars, love to drive, worship their mechanics and are loyal to BP because only the best will do. In other words, BP – a premium fuel – has a very captive, environmentally conscious customer base who believes they get what they pay for. With the rising cost of gas in the US we wanted to sustain consumer loyalty and remind consumers of the reasons why they chose BP in the first place.

## The Concept

BP Ultimate Road Tour

## The Solution

The BP Ultimate Road Tour is an online gaming experience that takes prospects on a scenic tour of the United States. There are three journeys they can choose from, each with three legs. Along the way, they learn about the regions, pick up fuel facts and learn about BP fuels. The ultimate prize is a trip for two to one of five destinations – a prize valued at \$10,000.

## Accolades

National Roll-out



## the fixer

Foresight. Action. Solutions.

I've been nicknamed 'The Fixer'. I think that's due in large part to my keen ability to see the big picture, take action and come up with strategic solutions that work. And all of this, under extremely tight timelines and budgets. Dungeon Siege II, The BP Ultimate Road Tour and MSN World Tour were all literally 'turned around' in 48 hours under my leadership and the latter of the two have been rolled out nationally across the US and globally, respectively. All of which has helped me to earn the respect of my colleagues and clients.

I've enjoyed many firsts including the first integrated program for Robinhood (Aurora Foods) which included their first website and their first DRTV spot that won a Gold RSVP. I also created the first website for Duncan Hines, Dubble Bubble and Nestle Foodservices.

nestlefoodservice.com was such a tremendous success the client decided to roll it out globally including markets such as the US, Malaysia, Germany, England, Switzerland – just to name a few. I also recently created an Integrated Migration Strategy (yes, I'm part account person) for Kraft Foodservices.

I approach every project, no matter how big or small in scope or budget – strategically. I believe that strategy is the cornerstone of smart conceptual work. Or at least the kind of work that wins awards and gets recognized.

The best part? I can't imagine doing anything else.

## History of Employment

### **Helen Prokos Writes Inc.**

September 2012 – present

Principle

All Aspects of Interactive & DM

### **Wunderman**

September 2003 – 2012

e-Creative Group Head

Manage Interactive and DM Teams

All Aspects of Interactive & DM

Kraft Consumer Canada & US, Citibank, Ford, IBM, Wyeth Consumer HealthCare (ADVIL), Kraft Foodservices Canada & US, Diners Club Canada & US, Tribute Homes, Microsoft, Jaguar, Land Rover, The Royal Canadian Mint, Rogers, Diageo (Crown Royal, Johnnie Walker, Guinness), BP (British Petroleum), MSN Hotmail

### **OgilvyOne/OgilvyInteractive**

1999 - March 2003

Co-Creative Director Interactive

Creative Group Head OgilvyOne Worldwide

Manage Interactive Creative Teams

Ensure Brand Equity is respected

360 Degree Brand Stewardship

All aspects of Direct Mail, Radio, DRTV, Interactive Websites, Banners, Interstitials etc.

Clients Include: American Express, Export Development Canada, FedEx, Nestle Global, Nestle FoodServices USA, Nestle Canada, Sears, Norelco, Robinhood, IBM, OHEC (Ontario Hydro Energy Corporation), The Hudson's Bay Company, Pitney Bowes, Kodak, Ameritrade, Jaguar, Kraft, Bell Mobility, Cumis, Ogilvy & Mather Christmas Card, Dubble Bubble, Enron, Duncan Hines, Virginia Settlement Tobacco Federation, Norwich Union/AIG

Major Accomplishments: Cumis, Nestle Global, Nestle Canada

New Business Pitches

Gold RSVPs

London Show

**Vickers & Benson Advertising**

1998-1999

Senior Copywriter

All aspect of direct mail

Clients Included: Lennox Heating & Cooling, Canada Tourism, Bank of Montreal, mbanx, Mastercard, Harris Bank

Major Accomplishments: Lennox Heating & Cooling New Business Pitch Gold RSVP for Canada Tourism

**OgilvyOne Worldwide**

1996-1998

Copywriter

All aspects of direct mail including DRTV, Radio, Print,

Clients: American Express, FedEx, Glaxo, Robinhood, IBM, Eaton's, The Hudson's Bay Company, Pitney Bowes, Dupont, Jaguar, Kodak, Kraft, Cantel, Export Development Canada, Norwich Union

**Saatchi & Saatchi**

1995 – 1996

Copywriter

All aspects of Direct Mail

Clients Include: Kodak, Prudential, Good Morning America, Dupont

**TBWA Chiat/Day**

1992- 1995

Proofreader/Copywriter

All aspects of Direct Mail, Radio, Print

Clients Include: Petro Canada, Microsoft, Shoppers Drugmart, Pharmaceutical Manufacturer's Association of Canada, Nissan, Infiniti

**ESCADA Canada**

1990 – 1992

National Marketing Assistant

Responsible for coordinating fashion & trunk shows across Canada

Assist merchandisers with buyer requests

Co-ordinate ad placements for both Newspaper & Magazines nationally Dealt directly with Fashion Stylists

Approved sales and marketing collateral

Assisted with the development and implementation of ESCADA's points program

## History of Education

**University of Oxford**

Oxford, England

1989-1990

British Literature & Poetry

Summer Program

**McGill University**

Montreal, Quebec

1985-1989

Honours Degree French Literature

Women's Studies (Minor)

**Oakwood Collegiate**

Toronto, Ontario

1980-1985

Honours Student