

Camp Ooch wins free media at Billy Bishop



6 hours ago by [Val Maloney](#)

MacLaren McCann and its client, Camp Oochigeas, have won the Billy Bishop Toronto City Airport Creative Competition, taking \$250,000 in free media space at the [soon-to-be-opened airport expansion](#).

[The contest](#) was looking for agencies to submit charity/NFP client work that best used the upcoming space at the Billy Bishop airport, including the passenger tunnel, passenger atrium and mobile app. The winner was announced last [Thursday at the CASSIES](#).

Gillian Edwards, account supervisor and competition administrator at agency Black, says that out of the 40 entries, the judges decided on MacLaren McCann's work because it ticked all the boxes in an impactful and fun way. Entries were judged based on creative, strategy, innovation, interactivity and emotional appeal.

It is not decided whether the winning work will go live this year or next, because the work is promoting its Sporting Life 10k run in support of Camp Oochigeas, which happens in May.

The winning entry simulates a mini-version of the charity run through the airport, starting outside and going through the tunnel, where the passengers are cheered on through to the Atrium on the island side. Travellers going through the tunnel will be encouraged to sign up for the Sporting Life 10k run in support of Camp Oochigeas.

Tags: [Billy Bishop Toronto City Airport Creative Competition](#), [MacLaren McCann](#)

