

Creative Bube Tube launches Television Advertising Campaign for The Commons Institute

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MILTON, ONTARIO ([RPRN](#))

05/17/13 — Great possibilities can be harnessed when voices come together; bold ideas are shared, new strategies formed, and challenging objectives achieved. Ideas are like seeds, planted when collaborating voices come together as a group. These ideas can grow into their potential

Re-Engineering Aboriginal Pathways

reality, like a great tree representing the goals and dreams of the community who formed them. [The Commons Institute](#) is a fertile ground, a foundation welcoming and encouraging these seeds to be planted. They are committed to the fostering of ideas with an end goal to make a difference and help community thrive.

Understanding this idea growth process [Creative Bube Tube](#) collaborates on creative projects to bring the best ideas to light. The two agencies shared common ground when The Commons Institute approached Creative Bube Tube to advertise their forum on key Aboriginal issues this June.

As an outside party to the Aboriginal community, The Commons Institute accepts that Aboriginal issues are myriad and complex, and believes strongly that Aboriginal matters are increasingly capturing and holding the national imagination. As part of a mandate to help this community address

key issues for Aboriginals within Canada, The Commons Institute is holding this [open conference](#) to launch a general discussion around treaty issues, governance and financial management, business and resource partnerships, innovative approaches to tackling social ills, and the advancement of tangible self-determination. The Commons Institute believes that every individual has a role to play and that every voice deserves to be heard.

Jidé Afolabi, Chair of the Commons Institute realized that the first step in launching this successfully progressive conference would be to sincerely reach out to the Aboriginal community with a mandate to promote a collaborative dialogue around key issues. He contacted Creative Bube Tube, a top television advertisement company known for their impactful work with humanitarian focused organizations. Creative Bube Tube devised a plan to strategically combine both television and social media platforms in a carefully measured ratio to build momentum for the campaign. This included an impactful yet affordable television commercial to build the Commons Institute's Facebook and Twitter communities, and drive ticket sales for the conference. "We're really excited to be working with the Commons Institute to help promote this discussion forum for the Aboriginal community. It's a perfect opportunity to leverage many of the best practices we've learned in both social media and television through campaigns we've done for some of our top clients." stated Jenny Munford, agency founder, CCO and CEO. "It's a great feeling to be working with the Commons Institute in their mandate to help the Aboriginal community in Canada."

The television commercial will be airing on May 27th through June 15th on CBC Toronto and APTN (Aboriginal People's Television Network). The commercial will drive viewers to The Commons Institute on Facebook and also to their twitter page at @TheCommonsInst where more information about the conference is available. Those attendees who purchase tickets before June 3rd will receive 30% off for Early Bird pricing.

With representation from east to west in both the United States and Canada, Creative Bube Tube is a [television and social media agency](#) serving medium

to large clients from across the globe in sports, pharmaceutical, health and lifestyle, food and beverage, automotive, and other industries. From creative ideation to results, they have produced over 400 television campaigns since opening in 2006. To learn more about the power of TV advertising and how Creative Bube Tube can help your business grow, email jenny@creativebubetube.com or call 1-855-282-3882 today.

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