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NEWS RELEASE

Proximity Canada appoints Collin Douma as Vice-President, Social Media

Douma to direct and expand social media strategies for the agency and build clients' brand voice in the space

TORONTO, March 19, 2009 – Collin Douma is joining Proximity Canada's interactive team as Vice-President, Social Media. In this newly created role, Douma will identify new opportunities to expand Proximity Canada's current social media offering while assisting its clients in building their brand voice in the evolving digital space. He will work primarily with the Gillette global and Mitsubishi Motors of Canada accounts and will begin his new role on March 23, 2009.

"Social media is a natural extension of Proximity's strong digital capabilities and our direct and CRM heritage that helps brands stay closer to their consumers," says Andrew Bailey, President and CEO, Proximity Canada. "Collin's experience in the social media space combined with our discipline in insights and measurement will help our clients extend their marketing efforts beyond the campaign into everyday conversations with consumers. We're very pleased to have him on board."

Widely regarded as one of Canada's leading digital and social media experts, Douma has over 14 years of experience developing online properties and digital advertising programs for world-class brands and agencies. Most recently, he was Senior Strategic Counselor at Hill & Knowlton Canada, providing counsel and strategy on social media and digital programs for several clients including: WarChild Canada, Motorola, Hewlett Packard, Intel, and the Government of Ontario.

Prior to Hill & Knowlton, Douma was the lead strategist and account planner at Social Media Group working on the Ford Motor Company Global Communications account. There, he developed social media programs that included social media press releases (SMPRs), blogger outreach initiatives, enthusiast activation programs, social network programs and crisis management procedures.

Douma also spent four years at MacLaren McCann where he was the Group Creative Director and digital creative lead on accounts including: Pontiac, Buick, GMC, General Motors

Corporate/Retail, Coca-Cola, and Ripley's Entertainment. He was involved in many successful programs including the launch of iCoke.ca.

Douma also has his own consultancy, established in 2006, that focuses on social media strategy, planning, program execution, training, research, measurement and policy development.

Since the mid-1990's Douma has made it his objective to stay abreast of the digital space as it continually evolves and expands – from early CDROMs to brochureware, e-commerce to web advertising and now social media. Some of Douma's notable projects include: the Canadian World Encyclopedia CDROM; creative and web properties for Sears Canada's e-commerce platform; early iterations of Chapters.ca and TDCanada Trust's Easy Web; and social media strategy for the Ford Motor Company.

A frequent presenter on the principles of social media and online brand building, Douma was most recently invited to be a keynote speaker for PricewaterhouseCoopers and the Canadian Women in Communications. He also presented at PodCamp Toronto; the Government of Ontario's Learning Comm: Social Media Training conference; the Social Media Marketing Conference; Marketing to Moms; and the Consumer 2.0 Conference. Douma has also guest lectured at the University of Toronto, Ryerson University, the University of Ontario, Durham College and Centennial College.

Douma's blog www.radicaltrust.ca is listed in Advertising Age's Power Bloggers and ranks in the Top 16 most influential marketing blogs by Joseph Jaffe. His blog is also referenced on the syllabus at Emily Carr University's studies in Social Science.

About Proximity Canada

Proximity Canada (www.proximity.ca) is a leading interactive, relationship and direct marketing services agency. Proximity's four core marketing disciplines are Interactive, Direct, Promotions/Event marketing and Data Analytics. Proximity Canada is a wholly-owned division of BBDO Canada, part of BBDO Worldwide, the most awarded agency network in the world according to The Gunn Report and the first ever Network of the Year at Cannes.

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