

LAST QUESTION

Why did they win?

By the Marketing staff

“**O**f the Year” is more than a numbers game. There are no scorecards and no jury voting: the winners are determined after many long discussions and plenty of debate among *Marketing's* editorial team. But throughout the review process, numbers do matter: they help us decide who on each of the Top 10 shortlists deserves to be crowned Marketer of the Year, Agency of the Year and Media Player of the Year. From revenue, to staff hirings, to Facebook fans and campaign views, here's more evidence why Rogers, Maple Leaf Foods and Sid Lee were the best of the best in 2011.

4 MILLION

unique visitors to Rogers Digital Media properties in 2010



16.7 MILLION

unique visitors to Rogers Digital Media properties in 2011



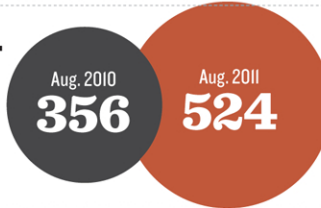
(thanks, in part, to Rogers' acquisition of BV! Media)

25 mobile and tablet apps launched for Rogers Media properties

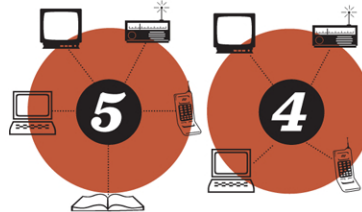
JOB POSTED ON AGENCY WEBSITES:



HEAD COUNT AT SID LEE



TWITTER FOLLOWERS



19.9 MILLION

Total views for the Adidas "All In" branding campaign, good for 9th spot on *Advertising Age's* 10 most-popular viral campaigns of 2011

50%

Sid Lee revenue generated outside of Canada



60%

Sid Lee's revenue increase between 2011 and 2010

10,000 Number of coupons redeemed within 24 hours on Facebook as part of Olivieri's "Poor Monday" campaign

Facebook Fans

400% increase in Facebook fans across Maple Leaf's branded pages

Maple Leaf Foods	55,975
Dempster's	95,683
Maple Leaf Prime	26,170
Olivieri	26,365
Schneiders	24,876

\$43 million

Maple Leaf's profitability in Q3 2011 compared to a \$19.9-million loss for the same period the previous year

30

Number of spots Maple Leaf Foods climbed on the 2011 *Marketing/Leger* Corporate Reputation survey

Number of spots Maple Leaf Foods fell in the 2009 *Marketing/Leger* Corporate Reputation survey

55