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MEDIA NEWS

[CLARK FINDS SWEETHOME AT SWEETSPOT]



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Online women's lifestyle publication SweetSpot.ca has hired **Heather Clark** as director of marketing.

Clark comes to SweetSpot, which is partially owned by **Rogers**, from her previous position as director of strategy at **Henderson Bas**. She will oversee marketing initiatives for the **SweetSpot.ca** website and newsletters, as well as its sister sites **SweetMama.ca** and the just-launched **SweetHome.ca**.

"I've always been a fan of SweetSpot and I think it's a brand with even more potential," said Clark. "I think it's going places and I wanted to be a part of it."

Clark has already helped SweetSpot with the launch of SweetHome.ca, which debuted in March and features content about home-related issues such as entertaining, food and decorating. One of Clark's first projects was the conception and execution of the Sweetest Giveaway Yet campaign.

The campaign's centrepiece is a giveaway of 500 mystery prizes to consumers who enter for a chance to win at **SweetSpot.ca/giveaway**. According to Clark, more than 27,000 people have entered the contest, which closes May 5.

SweetHome.ca is promoting the Sweetest Giveaway Yet with online ads and radio spots on Toronto's 97.3 EZ Rock. It also worked with guerrilla marketing agency **Smak** on a stunt this week that saw street teams place pillows decorated with the SweetSpot cherry logo in various public locations in Toronto. Each pillow included a tag that suggested holders "Make yourself comfortable"—the tag line for the site—and encouraged people to sign up for the contest at the site.

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