



## News Item

### WestGroupe begins Evatik out-of-home campaign

April 25, 2012

Quebec-based eyewear company **WestGroupe** has begun an out-of-home campaign for its Evatik Sunwear product line. The campaign consists of 327 billboards in Montreal, Quebec City, Toronto, Ottawa, London, Windsor and Edmonton. It was developed by **Precision** of Montreal, in association with **CBS** and **Astral**. The campaign features male models from Montreal agencies photographed on location at Pascan Aviation in St-Hubert, Quebec. The initiative also includes a contest component during which consumers can submit photographs of the billboards via the brand's Facebook page for a chance to win a pair of Evatik sunglasses.



WestGroupe Evatik campaign