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## **Bond girls and secret memory chips: corporate espionage rocks Montreal real estate market**

The Sun Life Financial Real Estate Group chose a novel way to launch—and recruit Secret Agents for—its latest project, the 23 million square foot Côte-de-Liesse Business Park in Montreal, Canada. They picked Origami Communication Design—a highly regarded marketing communications firm with heavyweight credentials and an international profile—to design and execute every detail of their business park launch and identity program.

Origami created an identity and marketing campaign that featured a 20-page, themed brochure and a 3D animated film of the development site. But the undoubted highlight of the campaign was the project launch itself. The challenge? Assist Sun Life in the recruiting of commercial real estate agents for this massive project.

Origami staged the James Bond-style launch event inside a 100,000 square foot warehouse on the development site. The evening began with guests entering through a black curtain, and a mysterious female secret agent clad in a black leather body suit welcoming them. Beautiful “Bond girls” escort guests to the lounge area for spy-themed Martinis and the buffet. A heavily guarded, fog-enveloped safe stands in the centre of the room. Each guest receives a top secret envelope, retrieved from the safe.

After a brief presentation and agent recruitment pitch, a Sun Life executive introduces Agent "Q." A blond female in a lab coat takes the podium. In a posh British accent, "Q" instructs the new recruits to open their top secret envelopes. Inside they find a brochure of the development and a silver pen. She explains, "Hidden inside this pen is a USB memory chip. It carries the same secret video animation you just witnessed. Now you can easily transport this classified information from assignment to assignment. It will quickly upload into any computer, ready to disseminate through the web or any other digital medium. I trust that you will all use your secret weapons wisely. Good-bye and good luck to you all."

The launch event was an intelligence triumph. Sun Life received leasing inquiries the very next day.

To learn more about opportunities at Côte-de-Liesse Business Park, contact Robert Giglio, Leasing Manager, **The Sun Life Financial Real Estate Group**: 514-393-8820.

***Origami Communication Design** is a multi-disciplinary design and marketing communication firm with an international orientation. They seek to surprise, provoke, move, and persuade your audience or market. Their highly versatile, multicultural team offers you a creatively unlimited vision. **Contact:** Michael Wou at 514-933-1222 or 1 877 ORIGAMI (674-4264). Visit [www.origami.qc.ca](http://www.origami.qc.ca)*