

Who's Who in Social Media Report - Nov. 2007
by Profectio.com

Chart 1 - Social Media Vendors

Name of Company	Proximity Canada	Helix Commerce International Inc.
Office Location(s)	Toronto, + 25 locations worldwide	Toronto
URL	www.proximity.ca	www.helixcommerce.com
Name of Social Media Practice	Proximity Canada	
Head of Practice	Matt Di Paola	Dr. Cindy Gordon
Launch date of practice	2006	2004
Url	http://www.proximitylab.com/	www.helixcommerce.com
Your firm provides work for clients in which cities?	North America	North America
Blog		http://www.blog.helixcommerce.com/
Podcast		No
Social Media Service Offering:		
Blogs	Yes	Yes
Wikis	Yes	Yes
Podcasts	Yes	Yes
Videoblogs	Yes	Yes
Social Networks (Facebook, MySpace)	Yes	Yes
User-Generated Content	Yes	Yes
Sharing	Yes	N/A

Name of Company	Twist Image	DDB Canada
Office Location(s)	Montreal	Toronto & Vancouver
URL	http://www.twistimage.com	http://www.ddbcanada.com
Name of Social Media Practice	Twist Image	Radar DDB
Head of Practice	Mitch Joel - President	Yvonne van Dinther
Launch date of practice	2000	Aug-07
Url	http://www.twistimage.com	www.radarddb.com
Your firm provides work for clients in which cities?	Global	Global
Blog	http://www.twistimage.com/blog	http://www.radarddb.wordpress.com/
Podcast	Six Pixels of Separation	No
Social Media Service Offering:		
Blogs	Yes	Yes
Wikis	Yes	Yes
Podcasts	Yes	Yes
Videoblogs	Yes	Yes
Social Networks (Facebook, MySpace)	Yes	Yes
User-Generated Content	Yes	Yes
Sharing	Yes	Yes

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Chart 2 - Social Media Vendors' Client Work

Name of Company	Proximity Canada	Helix Commerce International Inc.
# of completed campaigns	Toronto - 10+	N/A
Best Success Story/ Case Study - 1	Campbell's Nourish the Nation * reached 100,000 people within 30 days * leveraged Facebook, Craigslist, Kijiji * Led to Campbell's donating 150,000 servings of soup to Canadian Foodbanks * http://www.nourishthenation.com	N/A
Best Success Story/ Case Study - 2	RBC Campus Connection * currently in-market http://www.facebook.com/group.php?gid=2467656704 M&M's Pass the Pink * currently in-market http://www.pinkmms.ca/eng/flash.html	N/A
Client Testimonial	N/A	N/A
Awards the practice or client work has won	N/A	N/A
Name of Company	Twist Image	DDB Canada
# of completed campaigns	10	N/A N/A
Best Success Story/ Case Study - 1	www.CanadianMarketingBlog.com	
Best Success Story/ Case Study - 2	http://themoneyclip.scotiabank.com/	N/A
Client Testimonial	N/A	N/A
Awards the practice or client work has won	Voted one of the most influential authorities in the world on "Blog Marketing" - Onlaytica - UK - 2006 Marketing Magazine - 2007 - "Canada's Rock Star of Digital Marketing." CMA - Canadian Marketing Association Annual Awards - 2006 - Gold and Silver for New Media AdAge Power 150 - Top Media And Marketing Blogs - #66 in the world Hue Agency Ranks Most Influential Blogs In Quebec - Twist Image is #4	

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Chart 3 - Score Card

	Proximity Canada	Helix Commerce Int.
Client Work	2	0
Use of Social Media	1	1
Score	3	1

	Twist Image	DDB Canada
Client Work	3	0
Use of Social Media	5	3
Score	8	3

- * Client Work - is based on a rating system using # of completed campaigns, client testimonials and awards
- * Use of Social Media - is based on a rating system analysing an agency's usage of social media tools



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Founded in 2006, Profectio is a online media publication reporting on Canada's "connected community" which includes advertising, marketi
Profectio also plays host to a number of events throughout the course the year such our "Social Media – Sex & Sizzle" "As the World Search
We have recently expanded our network of business-focused publications with the lauch of PR In Canada (<http://www.princanada.com>)
the only online publication dedicated to the public relations industry in Canada

Profectio

Connecting Canada's Communities