



## SHOWCASE 2015 REBRAND MESSAGING AND Q&A

### KEY MESSAGES

- **Brand Refresh Launch Date:** Monday, March 30, 2015.
- **Showcase's** brand refresh sets the stage for a new look and voice infused with colourful creative elements highlighting the network's famed character-driven dramas and blockbuster movies.
- 2015 marks the 20<sup>th</sup> anniversary of **Showcase**. Throughout its evolution, **Showcase** has become Canada's premiere destination for premium drama with extraordinary stories and characters.
- Viewers travel to **Showcase** to escape ordinary programming and explore its dynamic offering of Hollywood hits and critically acclaimed drama series in the police procedural and sci-fi genres.
- With its mass-appealing, quality content, audiences connect with **Showcase's** stories and characters on an emotional level that moves and motivates them to explore other programs on the network.
- **Showcase's** new look complements its Spring 2015 Canadian premieres of extraordinary series like:
  1. **Outlander** (Season 1B premieres April 5)
  2. **The Musketeers** (Season 2 premieres April 17)
  3. **Beauty and the Beast** (Season 3 premieres May 2015)

### Q&A

#### When will Showcase's brand refresh launch?

- Monday, March 30, 2015.

#### What was the reason for Shaw Media to refresh the brand?

- **Showcase** is one of Shaw Media's most-watched specialty channels. As the channel celebrates its 20<sup>th</sup> anniversary, we saw an opportunity to evolve **Showcase's** image in a way that complements its high-octane dramas with a dynamic creative look that encapsulates the emotions of our stories and characters.

#### What is the Showcase website?

- [www.showcase.ca](http://www.showcase.ca)

#### Who can I direct my questions and comments to about the brand refresh?

- Viewers can direct their questions and comments to [feedback@showcase.ca](mailto:feedback@showcase.ca) or by calling 1-866-977-3663.