

# Philter Communications is Honoured by Coupe Magazine

Philter Communications has been recognized by Coupe Magazine's International Design and Image Awards Annual in the category of Complete Book Design for their work, *Intersections: The Brand Expression of Canadian Tire Gas+*. The book was developed to help Canadian Tire Petroleum better understand and define their Canadian Tire Gas+ brand.



*Intersections* was the result of months of collaboration with the Canadian Tire Gas+ team as Philter was welcomed into the Canadian Tire Corporation's archives and was allowed to search through dozens of boxes of material to put this piece together. From old Polaroid pictures and slides stored in shoeboxes, to gas station holiday scrap books and regional promotions, it was a wealth of information. And by immersing themselves in this history Philter learned about the story of how the brand existed over the last 50 years while also gaining keen insight into how to go about mapping out the future of the brand for the next 50 years.

The book was given to all of Canadian Tire Petroleum's staff, their agents and the corporation's Board of Directors.

## About Philter

Philter Communications Inc. was founded in 2002 by Janine Flaccavento and Scott Reid. With backgrounds in publishing, advertising, and marketing, the partners started the company as a way of getting closer to clients. After years of enduring traditional agency life, they decided to create a company that is about getting everyone involved in the creative process. Philter is now a team of ten award-winning designers, writers, developers and strategic staff who work collaboratively, sharing experiences, anecdotes and knowledge to make every new project better than the last.

## Philter Contact

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