



**FOR IMMEDIATE RELEASE**

## **“Master Creative” set to take the world by storm in Masterfile campaign**

*Toronto, November 3, 2010* — Rethink Canada’s first campaign for premium stock photo agency Masterfile launched today by introducing the world to the “Master Creative” —the ancient, all-knowing, wise-cracking guru of the advertising and design industries.

The four-language initiative spanning North America and Europe is designed to highlight Masterfile’s image search platform, Endless Media, as the fastest way to find the right image.

“We’ve got the best image search interface of any stock house anywhere,” says Steve Pigeon, Masterfile’s Toronto-based CEO. “In under five minutes, the Master will teach art directors and designers how to save hundreds of hours over the course of their careers—in a fun, engaging way.”

An online hip-hop video introduces the Master and invites ad professionals to visit Masterfile.com, where they can test their creative kung-fu in a series of creative challenges to unlock their very own “wisdom beards,” ranging from Brown Beards for beginners to the coveted Diamond-Encrusted Wisdom Beard. Online ads featuring challenges like computer “mouse mastery” also drive players to the site.

The Master urges every “Creative-san” to: “Learn my ways to achieve true creative enlightenment and become a Master like me.” And adds, “If you don’t got the chops, I send you home crying, if you do, I give you sexy wisdom beard.”

“This is a very different approach than you’ve ever seen from a stock photo house,” says Dré Labre of Rethink Canada, the agency that developed the campaign. “Using outrageous humour, quirky industry insights and playing off of Creatives’ competitive nature will help keep us top of mind and encourage repeat visits.”

Though primarily housed online, the communication also extends to print, DM and trade-show material and is set to run through February.

*For an inside look visit [www.masterfile.com/press](http://www.masterfile.com/press)*



## **PRESS RELEASE**

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### **About Masterfile Corporation:**

Masterfile Corporation is a global visual content licensor, with an exceptional collection of rights-managed and royalty-free stock images by world-class artists. The images — covering a wide range of subjects — are stored digitally and showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. The company's reputation is built on personal service, fast picture research, and unique and helpful website features such as SimSearch®. Endless Media™ - Masterfile's revolutionary online search engine, released in December 2008 — has set a new industry standard, helping clients find the images they need faster than ever. Masterfile has its global headquarters in Toronto, European headquarters in Dusseldorf, sales offices in London, Milan and Paris, and independent agents in 100 countries across six continents. In 2010, it entered the microstock sector with the acquisition of Crestock.

**[www.masterfile.com](http://www.masterfile.com)**