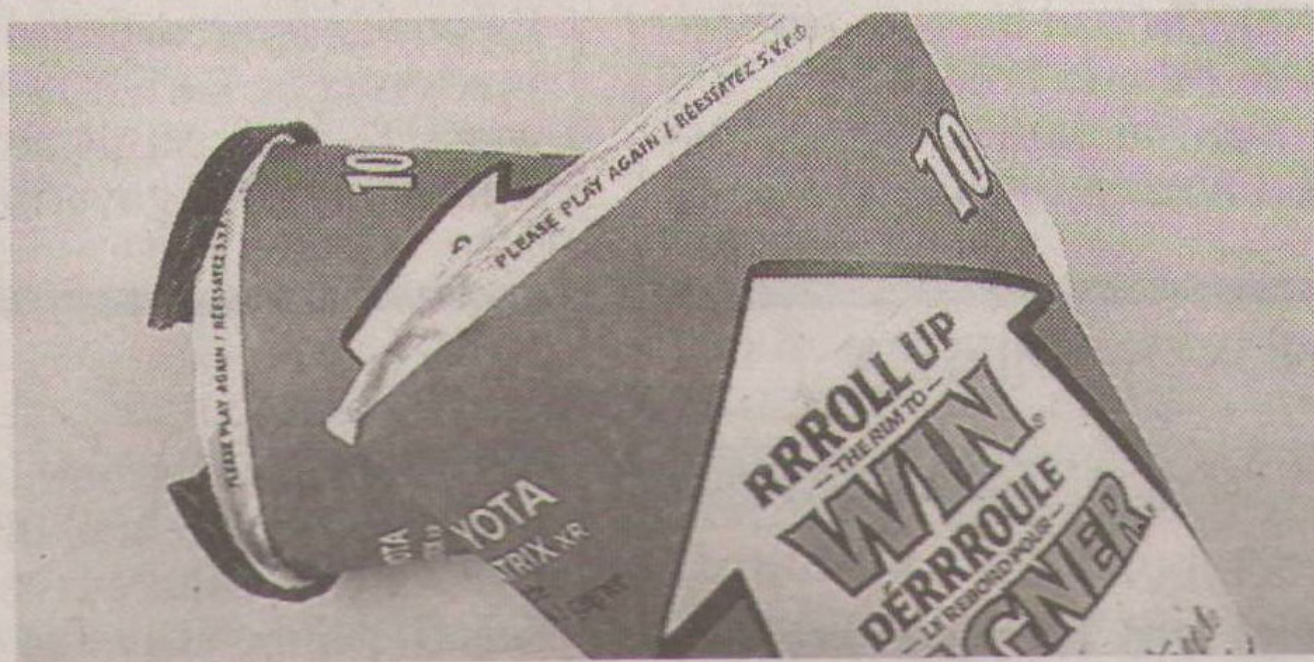


## NOTED » COFFEE OF THE PEOPLE?



In yet another sign that an election campaign is in full swing, Stephen Harper's website shows him in a coffee shop chatting with voters – no tie, open collar. And he's not drinking a soy macchiato, either. In an unexpected product placement for Tim Hortons, the cup near Mr. Harper displays the franchise's distinctive colours. The logo has been airbrushed out, but any double-double-swilling Canadian would recognize it. It's no accident that a Tim's cup was chosen, given the coffee-of-the-people association the brand has spent years fostering.

Indeed, it's been a busy week for Tim Hortons. The brand also made the leap to the red carpet when its Roll Up the Rim to Win contest emerged as a key plot device in homegrown director Michael McGowan's new movie, *One Week*, which made its debut at the Toronto International Film Festival on Monday. Though the script was crafted from the outset to include the Tim's cup, Toronto-based product-placement specialist FTWK Agency helped bring it to the big screen.

» Grant Robertson