




Get a jump on life.



the future is friendly®

Snap and win.

You win a TELUS Bag.

You win a BlackBerry® Tour.™



Get a jump on life.



the future is friendly®

You win a TELUS Bag and Motorola Game Cards.

Accessorize in style.

Go handsfree and talk smart while driving and on-the-go with a stylish Bluetooth® headset. Visit one of these TELUS stores to get up to \$50 off a Bluetooth headset or other great TELUS accessories.

**\$50 off\***

\*Up to \$50 off an accessory with a new activation of any TELUS data or PCS phone on a 2 or 3 year term. Participating stores located at Richmond Centre (Aug. 13 - 16), Yorkdale (Aug. 20 - 23), Guildford Town Centre (Aug. 20 - 23), Square One (Aug. 27 - 30), Scarborough Town Centre (Sept. 1 - 6), West Edmonton Mall (Sept. 3 to 6), Toronto Eaton Centre (Sept. 1 - 7), Cross Iron Mills (Sept. 10 - 13), Upper Canada Mall (Sept. 10 - 13). Coupon must be presented. Cannot be combined with any other offers. One coupon per customer. © 2009 Bluetooth SIG, Inc. All rights reserved.

Snap Contest Details: No purchase necessary. Contest runs from August 13th to September 14th, 2009. Full contest rules available at [www.telusmobility.com/snapcontest](http://www.telusmobility.com/snapcontest). © 2009 TELUS.

**Coupon Code: BTS09**

Challenge:  
How to drive traffic to retail?

snapNwin™ Solution:  
The snapNwin™ superCard was designed as an instant win card to support TELUS' 2009 Back to School promotion. TELUS marketing teams distributed snapNwin™ cards at major shopping malls across Canada and card recipients were directed to the participating shopping malls' TELUS retail stores to reveal their hidden message and claim their unique prizes. The card featured an additional retail offer for the card holder.

**RETAIL PROMOTION**  
**TELUS**



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