

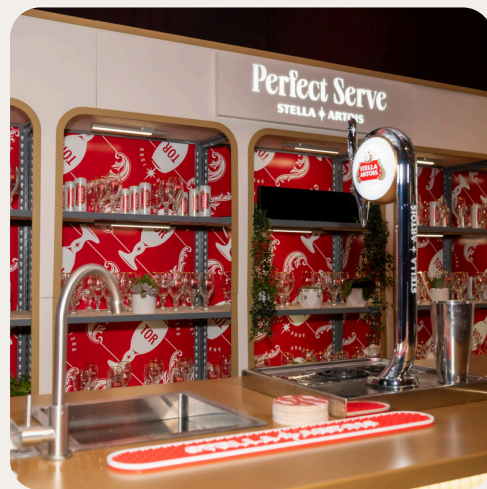
## PERFECT SERVE AWARDS

for *Best Integrated Branded Campaign*

### Campaign Overview:

To relaunch a dormant premium brand property, Stella Artois partnered with *Toronto Life* to embed the Perfect Serve Awards within the city's most authoritative food and drink platform. The awards were reintroduced as an exclusive VIP experience within *Toronto Life's* annual Best Restaurants event, celebrating excellence in beer service among Canada's top hospitality professionals.

Editorial coverage, video and multi-platform amplification extended the live experience beyond the event, aligning the Perfect Serve Awards with the food and drink culture *Toronto Life* is renowned for while reinforcing Stella Artois' craftsmanship and premium positioning.



### Execution:

- Event: VIP Perfect Serve Awards inside TL Best Restaurants
- Digital destination
- Editorial coverage
- Custom video
- Social amplification



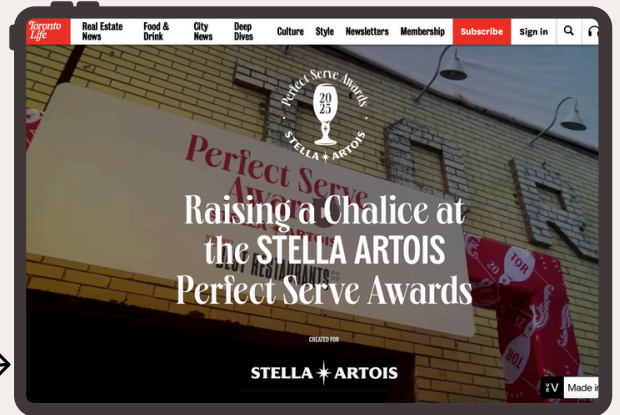
watch the campaign video

## Magazine's Role:

Leveraging its authority and long-standing influence within Toronto's food and drink scene, *Toronto Life* served as curator, host, storyteller and amplifier, using its editorial credibility to embed Stella Artois naturally within the city's dining culture.



see [event highlights](#)



see [microsite here](#)

## Performance / Impact:

The campaign delivered more than **25×** planned impressions, with video content exceeding targets by over **7×**. Editorial content surpassed traffic goals by nearly **60%**, while social amplification drove over **20%** incremental reach. Print extensions added meaningful audience reach, reinforcing the impact of the integrated approach.

## Client Quote:

"More and more we see that consumers value experiences, and by working together, we were able to provide an unforgettable evening for consumers from Toronto and celebrate the highlights of the night by sharing them across a variety of unique mediums like print, social and a dedicated web page."

- **Michael D'agostini, Head of Premium Brands, Stella Artois**