

## SO.DA CONFIRMED AS SOCIAL MEDIA AGENCY FOR JOHN FRIEDA®

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### For Immediate Release

**TORONTO, January 7, 2019** – so.da, one of Canada’s leading social digital agencies, announced today that it has been engaged by Kao Canada Inc. as the social media agency for its John Frieda® haircare brand. Owned by Corus Entertainment, so.da will support the John Frieda brand with its social media strategy, analytics, community management and content production across paid, owned, and earned channels.

“We are thrilled to have so.da work with us in our social marketing efforts,” said Lori Bianchi, Senior Brand Manager, Kao Canada for John Frieda. “They presented strong competencies in all facets of social marketing which, along with their passion and expertise in the beauty category, sealed the partnership for us.”

Taking a data-driven approach to strategy and creative, so.da will tap its in-house social production studio to create original content on a 52-week basis to build reach, awareness, engagement, and develop a long-term relationship with consumers.

“so.da not only brings deep expertise in social strategy and content creation, but extensive understanding of the beauty category. We couldn’t be more thrilled to support the John Frieda haircare brand in Canada,” said Dervla Kelly, Senior Vice President of Marketing and Social Digital Agency. “Our approach is to focus on creating authentic content that doesn’t interrupt the content experience for consumers on social, but instead becomes the content that they seek out and engage with on these channels. Kao Canada’s John Frieda marketing team is completely on board with this approach and recognizes the value of building an engaged community for the brand – we’re very excited to become a part of their extended team.”

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### About so.da

so.da is a full-service, specialized social digital agency offering strategy, community management, content production, analytics and social listening, talent and influencer integration. In addition to managing Corus’ vast portfolio of brands in the social space, including *Food Network Canada*, *HGTV*, *Global TV*, *Slice* and *W Network*, so.da works with many of Canada’s leading brands to support their social strategy and content production. The agency’s deep understanding of the space has led to above average engagement rates, watch times and lower CPEs. Last year alone, so.da content was viewed over one billion times.

For more information about so.da and its services, visit: [soda.corusent.com](http://soda.corusent.com)

### About Corus Entertainment

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company’s portfolio of multimedia offerings encompasses 44 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children’s book publishing, animation software, technology and media services. Corus’ roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada,

HISTORY®, Showcase, National Geographic, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](http://www.corusent.com).

**About Kao Canada Inc.**

Kao Canada Inc. is a leading manufacturer of premium beauty care brands that are recognized around the world for their innovation and quality. The Kao Canada Inc. portfolio includes Jergens® and Curél® hand and body lotions, Bioré® facial care, and John Frieda® Frizz-Ease®, Luxurious Volume®, Sheer Blonde®, Brilliant Brunette®, and Radiant Red® professional hair care.

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