

INSIDE: Beckham's lost dialtone, E3 ■ New twist on tall, E6 ■ Big Blue's new mainframe, E8

BUSINESS

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WEDNESDAY, JULY 27, 2005

THE OTTAWA CITIZEN

SECTION E

NO, THIS ISN'T ANOTHER 'GUY THING'

Provocative ads target female consumers

BY MISTY HARRIS

Never underestimate the power of a half-naked woman, especially when appealing to other women.

Such is the mantra of today's advertising world, where marketers promoting female-oriented products aren't getting inside a woman's psyche but rather into her lingerie drawer.

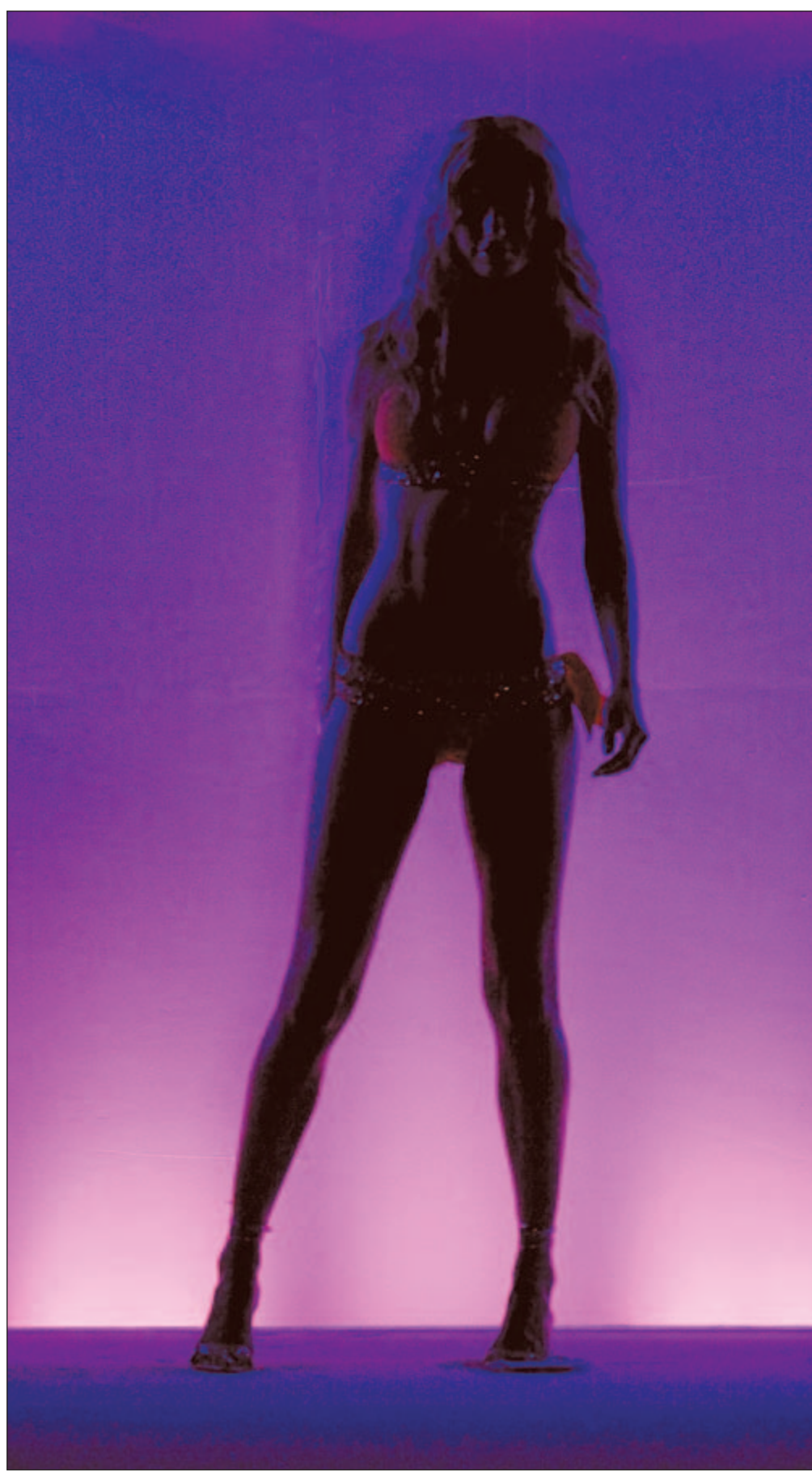
Over the past month, companies as diverse as Victoria's Secret, Gap and Dove have launched Internet and television campaigns featuring women in various stages of undress. While the efforts are disparate in both direction and purpose, each uses some form of boobvertising to catch the female consumer's attention.

"It's not surprising that sexual appeals have an impact in attracting our attention the way they do with men," says Ontario author Shari Graydon, who wrote *In Your Face: The Culture of Beauty and You*. "But obviously, (a woman's) relationship with those images is much more complicated."

This month, Victoria's Secret debuted pinkpantypoker.com, a test-marketing site — which means it isn't always live — on which potential customers play virtual strip-poker with supermodel Alessandra Ambrosio and her friends. The campy game, to promote the company's Pink line of lingerie, ends once someone is down to her underwear.

Scott Linnen, creative co-director of the Victoria's Secret project, told the advertising and marketing site Adverblog the virtual game is intended to mimic a woman's Tupperware party, "but for thongs."

"Young women like to have an interactive site where they can do something, and I think pinkpantypoker proba-



MARC SEROTA, REUTERS

While Victoria's Secret and Sports Illustrated supermodel Marisa Miller shows INCA swimwear in Miami Beach this month, the women's lingerie giant is promoting its Pink line with an online test site creative co-director Scott Linnen calls a Tupperware party, 'but for thongs.'

bly is a lot of fun for them," says Yvonne DiVita, an expert on marketing to women online. "I don't know that they're as offended by it as women who went through the burn-your-bra stage."

Last week, Gap launched its own website, watchmechange.com. On it, female shoppers tweak a virtual fashionista to their own body measurements, then watch her bust into a farcical

striptease — think *Showgirls* meets *Napoleon Dynamite* — peeling down to her underwear before getting dressed again.

See PROVOCATIVE on PAGE E2

Young buyers prefer new homes, condos

Survey shows first-timers want time for careers, living, not renovations

BY DARCY KEITH

Younger Canadians are shunning fixer-uppers in favour of newer detached homes or condos as their first real-estate purchase, preferring to focus their time on career advancement and recreation instead of home improvements, a survey says.

And with today's high home prices, first-time buyers can't afford the upgrades and renovations associated with an older house, said an analysis of the survey by Century 21 Canada.

"Traditionally, first-time buyers have purchased older homes with the intention of fixing them up. Now, because prices are so much higher in most markets, first-timers simply can't afford an older home because they can't afford repairs or renovations," said Don Lawby, president and chief operating officer of Century 21 Canada. "Instead they stretch for new condos or townhouses."

But even when they can afford to buy and renovate an older large home, many of today's first-timers are opting for newer detached homes or con-

dos because their priorities lie in building their careers and recreational pursuits, he said.

"Many first-timers today want to be skiing or golfing, not dry-walling and painting," Mr. Lawby said in the analysis.

The survey of Century 21 Canada brokers across Canada indicated first-timers also want more features in their homes.

Markets are toughest for first-time buyers this summer in the largest cities, such as Toronto, Vancouver, Montreal and Calgary. The most accessible markets for first-timers are in Saskatchewan, Manitoba, Atlantic Canada and smaller cities of Ontario and Quebec.

But even though prices are much higher than 10 years ago in most centres, first-time buyers today have advantages.

A change in financing rules gives them the ability to buy homes with zero- to five-per-cent down payments. Ten years ago, a 10-per-cent down payment was required. Also, interest rates are at near-record lows. The posted five-year rate today is near 4.64 per cent, compared with 9.16 per cent in 1995.

IKEA tries big price cut to boost retail profits

BY BERT HILL

IKEA announced big price cuts yesterday that could take traffic congestion around its west-end store to new levels.

There still are no specific plans or timetables for expanding the store, though the Swedish retailing giant said it is still working on ideas. At 100,000 square feet, the Pinecrest store is among the top Canadian stores in terms of sales per square foot, according to store manager Joanne Mutter.

But it's also the smallest store

of the 11 in Canada. Some of the newer ones boast 300,000 square feet. The result is that some shoppers probably feel as comfortable in the Ottawa store as their kids do in the ball room. But that doesn't seem to stop shoppers from coming.

IKEA developed plans in 2003 to expand to 300,000 square feet in the same Pinecrest mall it has owned for 12 years. But it withdrew those plans last fall because they needed more work.

See IKEA on PAGE E2

One smart cookie finds her recipe for success

Septuagenarian Esther Waring has taken her idea from an Old Chelsea church to the international marketplace, writes IRIS WINSTON.

When her great-aunt's cookie recipe nearly caused genteel fist-cuffs among guests at a post-concert reception, Esther Waring saw the potential for a home-based business.

"There isn't another cookie on the market today that tastes like the cookies your grandmother used to make," says Ms. Waring, now nearly 80. "But I grew up with my great-aunt Lizzie's recipe and kept it in my recipe box."

This is the recipe Ms. Waring, who was women's editor at the *Citizen* from 1948 to 1952, used at a church in Old Chelsea in 1995. The enthusiastic reaction was "a little embarrassing," she says. "People were really elbowing each other out of the way to get to them."

One guest asked for the recipe, but Ms. Waring "decided not to give it out but to do something with it instead."

At that point in her life, Ms. Waring, a widow with four adult children, says, she "needed to do something. After all,



WAYNE CUDDINGTON, THE OTTAWA CITIZEN

Esther Waring, 79, has taken her Aunt Lizzie's cookie recipe from her own kitchen, baked one sheet at a time, to major retailers' shelves and into the U.S. market.

you can only do so much needlepoint and gardening."

She began by packaging fresh batches of cookies in inexpensive generic containers and summoning the courage to approach store owners by "walking up and down the street outside, finally going in and selling some boxes."

Later, Ms. Waring's children, who live in Toronto, took samples of her Aunt Lizzie's cook-

ies, which retail for \$4 to \$8, to the prestigious Pusateri's store there. That led immediately to a large regular order.

With repeat orders from the Toronto store and several Ottawa-area food stores, the business soon outgrew Ms. Waring's practice of baking the cookies one sheet at a time in her own government-inspected kitchen. She rented space in the Swiss Pastry bakery during the

afternoons — the company's quiet time — and taught herself to use the commercial equipment. "That was scary at first."

With the help of a friend, she was able to fill all the orders.

When Ms. Waring asked Swiss Pastry's head baker Willy Suter for the name of a baker to help her, he suggested that his wife, Heidi, might be interested.

See COOKIE on PAGE E2

Motorola unveils e-mail device to challenge BlackBerry

ROSEMONT, Illinois — Cellphone giant Motorola Inc. plans to sell a wireless handset that sends e-mail, creating a competitor to Research In Motion Ltd.'s BlackBerry pager.

The keyboard-equipped handset, dubbed Q, will go on sale in the first quarter of next year, the Schaumburg, Illinois, company said yesterday. Motorola also plans to ship a music-playing phone made with Apple Computer Inc. in the next two months, chief executive Ed Zander said.

Mr. Zander is stepping up the introduction of high-priced, multifeature phones to challenge market leader Nokia Oyj and to meet a goal of widening the company's profit margin. Motorola's Q phone would add to pressure facing Research In Motion of Waterloo, Ont., which is adding fewer subscribers than analysts expected.

At less than a 12 millimetres thick, Motorola's Q is thinner than the popular Razer, which helped boost second-quarter sales at the fastest pace in three periods.

The Q uses Microsoft's Windows Mobile software.

BLOOMBERG NEWS

INSIDE



Radio sex-show personality Sue McGarvie's Love and Romance store is suddenly no more. **STORY PAGE E2.**

MARKETS

MARKETS/STOCKS: LISTINGS, E4

Citizen High-Tech	979.77	+15.33
S&P 500	10,367.89	+5.34
S&P 600	583.19	+1.03
Dow Jones	10,579.77	-16.71
S&P 500	1,231.16	+2.13
Nasdaq	2,175.99	+9.25
TSX-VE	1,765.55	-7.34
Nasdaq Canada	469.33	+3.11
Tokyo	11,737.96	-24.69
London	5,256.2	-14.5
Hong Kong	14,769.93	-24.10
Dollar (U.S. ¢)	81.33	-0.72¢
Euro Currency	\$1.4775	+0.64¢
Oil (W.Texas Int)	\$59.21	+\$3.20
Gold (U.S. \$)	\$423.40	-\$2.30
Silver (U.S. \$)	\$7.113	Unch.

TSX: Rose slightly after a wave of earnings reports.

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