

PROJECT PROPOSAL

CANADIAN TIRE - AD CAMPAIGN, SEPT 2025
(INSPIRED BY PUBLICIS CANADA, BIG RED SALE)

(PRESENTED BY)


HOUSE OF
AURORA

Company - Canadian Tire
Concept - Big Red Sale
September 2025

Concept credits - Publicis Canada



Company - Canadian Tire, Concept - Big Red Parking Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Family Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Cart Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Cup Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Parking Big Red Scanner,
September 2025



Company - Canadian Tire, Concept - Big Red Bag Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Sanitizer Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Receipt Big Red Sale, September 2025



Company - Canadian Tire, Concept - Big Red Receipt Big Red Sale, September 2025

HOUSE OF AURORA

LEGAL DISCLAIMER, CONFIDENTIALITY NOTICE, AND PROHIBITION OF UNAUTHORIZED USE

This presentation, including all concepts, ideas, designs, business models, methodologies, illustrations, written material, marketing strategies, creative works, technical frameworks, processes, know-how, trade secrets, and any other intellectual or proprietary material contained herein (collectively, the “Concept”), is and shall remain

the sole and exclusive property of House of Aurora (“HOA”). This Concept is provided solely for the limited purpose of review and internal consideration for a po... 1. Intellectual Property and Exclusive Rights: HOA

retains absolute and unrestricted ownership of all intellectual property rights, whether or not such rights are formally registered. This includes all derivative ideas, strategic frameworks, audience targeting methods, creative direction, execution plans, and all related assets. Viewing or discussing this Concept does not create any license or implied rights.

2. Confidentiality Obligation: You are legally bound to protect the confidentiality of the Concept, including from inadvertent disclosure. You must implement measures equal to those used to protect your own proprietary information but in no case less than reasonable care. Disclosure to any third party, including advisors, agencies, consultants, or affiliates, must be pre-approved in writing by HOA.

3. No Independent Development: You may not attempt to independently create a program, product, or campaign that replicates or is materially similar to this Concept. Any development of related projects without HOA’s explicit written permission constitutes misappropriation and will be treated as willful infringement under intellectual property law.

4. Proposal Nature: The Concept is an invitation for discussion and is not a binding offer, contract, partnership, or obligation. No reliance may be placed on this document for business or financial commitments. Any actual use must be formalized through a written agreement signed by authorized representatives.

5. Enforcement Rights: HOA reserves the right to take immediate and aggressive legal action to protect its intellectual property. This includes seeking injunctions, damages, punitive damages, legal fees, and any available equitable remedy. The recipient acknowledges that unauthorized use may result in irreparable harm to HOA.

6. Liability and Indemnity: You accept full responsibility for breaches by your employees, contractors, consultants, or representatives. You will indemnify and hold HOA harmless for any direct, indirect, incidental, special, or consequential damages, legal costs, expert witness fees, and enforcement expenses arising from misuse or unauthorized exploitation.

7. Jurisdiction: This Disclaimer shall be interpreted under the laws of Ontario, Canada, without regard to conflict of law rules. You consent to exclusive venue in Ontario courts and waive objections to jurisdiction or forum.

8. Automatic and Irrevocable Consent: By opening, reviewing, forwarding, or otherwise accessing this Concept, whether deliberately or accidentally, you acknowledge and agree that you are legally bound by all the terms contained herein. No signature, countersignature, or separate acknowledgment is required to make this binding. Your access alone constitutes enforceable consent.

9. Non-Derogation: You may not contest, dispute, or attempt to invalidate these terms retroactively. Your obligations survive termination of negotiations, project rejection, or discontinuation of discussions. This is a continuing obligation.

10. Non-Commercialization Without Consent: You may not use, test, pitch, display, or adapt this Concept in any public, private, or commercial forum without HOA’s express authorization. Any attempt to do so shall be considered willful and deliberate infringement.

11. Severability: If any clause herein is found unenforceable, the remaining clauses shall remain in full force and effect.

12. Entire Understanding: These terms represent the entire understanding between HOA and the recipient concerning the protection and permitted use of the Concept. They supersede all prior discussions, emails, or informal communications.

13. Acknowledgment of Risk: You understand that violation of these terms may expose you and your organization to claims for significant financial damages, reputational harm, and legal liability.

14. Continuing Effect: These obligations remain binding in perpetuity unless HOA expressly waives them in a signed legal instrument.

© 2025 HOUSE OF AURORA. ALL RIGHTS RESERVED.

UNAUTHORIZED USE WILL BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW.



HOUSE OF
AURORA