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## PayPal Canada launches Valentine's Day-themed promo

[Chris Daniels](#)

February 02, 2009

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TORONTO: PayPal Canada has published the results of an online poll, which shows that 30% of Canadian couples are fighting more about their finances because of the financial crisis.

The poll ultimately aims to drive purchase of special Valentine's Day offers available on a [microsite](#) from LUSH Cosmetics and Lasenza.com.

The survey was done by Ipsos, which also conducted similar polls for PayPal in other markets including the US. To encourage media coverage, PayPal Canada partnered with Edmonton-based personal finance expert Kelley Keehn to speak about the importance of healthy finances for a healthy relationship. Environics Communications handled PR.

Publicis Modem in Toronto is supporting the e-commerce site, which is also being promoted via e-mail, search, and display marketing. Visitors to the site can also send a Valentine's Day e-card that lets the sender select the appropriate level of romance, from "darling" to their "petit chou."

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