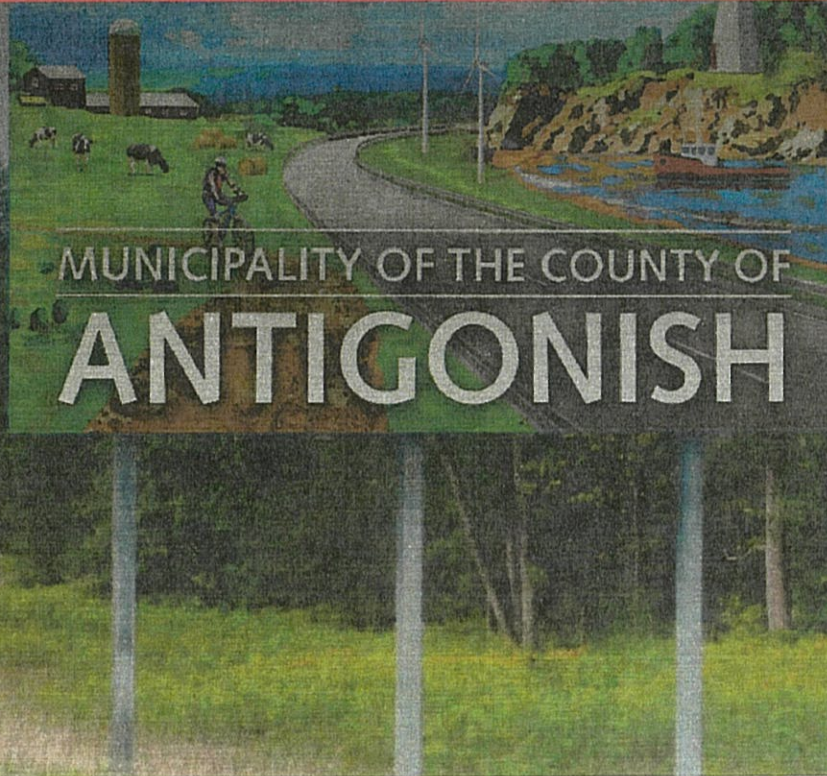


PORTFOLIO

CASE STUDY: THE COUNTY OF ANTIGONISH



DISCOVER ANTIGONISH

We take the development of an identity very seriously as it is a balance of the vision of those that live within it and those that they would like to attract to it. We have within the process, solicited thoughts and ideas via social media, as well as engaged in disseminating a survey we developed, far and wide. In addition, our team had spent quite a bit of time in Antigonish and have taken in the sights from the extreme east to the west, exploring the unique cultural nuances, sights, icons, as well as the natural beauty all around.

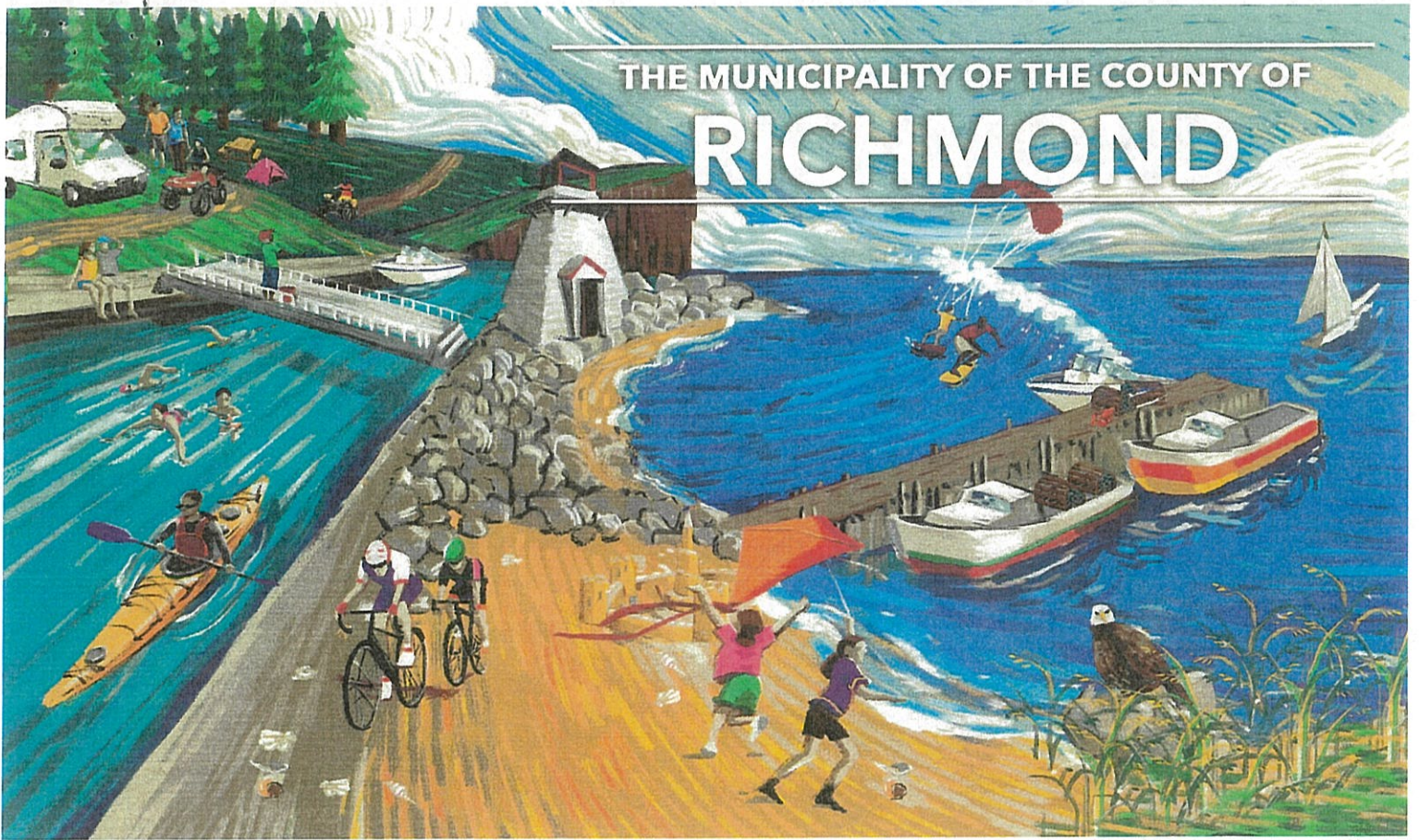
We used illustrative artistic design elements to highlight unique features that would present points of curiosity & intrigue increasing local, national & international traffic of visitors to the various spots.

A multitude of executions were explored for use and exposure across various points of interaction, some of which are presented here.

1. RIDE ON

In looking at the future of sustainability, buying local, the farm to table movement, to organic growth & ride on places, the road in the middle of natural vistas can be enjoyed by those even riding through the Municipality.

A marriage between recreation, economy, tourism, and sustainability. This presents a balance of openness and unrestricted access & views creating a sense of an open invitation to those that want to experience it in their own way. Recreation, coupled with the health conscious and sustainable minds brings to bear a new age view to the discerning traveler.



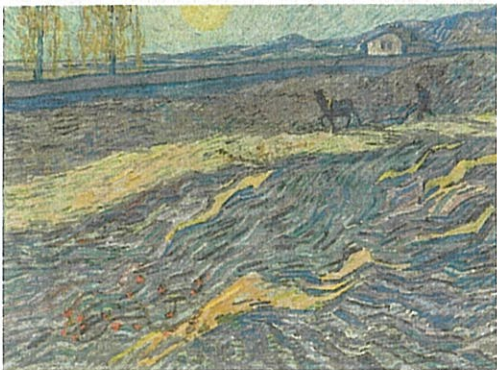
THE MUNICIPALITY OF THE COUNTY OF RICHMOND



CASE STUDY MUNICIPALITY OF THE COUNTY OF RICHMOND

Van Gogh was and is by far one of the most recognizable modern artists in the world today whose pieces are adorned in Galleries, personal collections and in prints the world over. We also have his pieces adorned in our Augmented Reality wall in our studio as we respect the movements and the stylings brought forward by maestros like him over the past decades and in some cases centuries prior.

The art style was inspired by his masterpieces which we have provided within this document for your reference. The unique stroke from his paintings has a special feeling of fluency and romance, which is perfect for describing the beautiful coastline and natural landscapes that Richmond County boasts. The seashore, the magnificent vistas of the open waters, along with the experiences that one can be part of within them are the unique aspects that are well reflected in this style both subtly and obviously as it comes out in the stylings within our concept. With the bold colours and the smooth curves created by the strokes, the charm of the community stands out from the other areas while also respecting the heritage that makes the historical construct ever so important. With a proper transition between the colour and the lines, this tough differential between the present and the past naturally co-exist on the canvas quite beautifully as a singular masterpiece.



PORTFOLIO

CASE STUDY: GOVERNMENT OF CANADA

Global Affairs Canada (Department of Foreign Affairs and International Trade) with the Government of Canada came to us after a decade long relationship with the top public relations agency in the world. Run by the Embassy out of Washington, DC, Connect 2 Canada is an initiative to keep Canadians in the United States connected with Canada.

A marketing campaign at its core, and run through the embassies within the United States, this platform provides for a communication vehicle that informs individuals who sign up to receive the same, content specific to various industries, sectors, policies and programs, etc.

▽ With over 250,000 subscribers to our Engagement 101 platform the Department uses to communicate as well as the English and French websites, content is managed and maintained quite easily by the Department without need for intervention or support, post our initial design and development phases for the same.

Designing templates for communication through the Engagement platform for both languages was also led by our team to bring forward similar yet unique interface possibilities of communication for the various consumers of the same.

Through design and development of the various properties, we have brought together what was once disparate systems that had been put together over the years, with nary a care for future development, maintenance and upkeep.

With users across the US now accessing materials delivered through our Engagement platform that is uniquely tied to content within the website as well as the social networking accounts for the Department, there is a cohesive approach to information creation, dissemination and consumption using sound knowledge management and translation methodologies.

With a multi-year contract, we will be supporting the Department for the next few years in ensuring this communication vehicle both through the web as well as through direct outreach/marketing is both what users expect and can access. We future proof our solutions, but at the same time, ensure we are leading the curve technologically and creatively without leaving behind users that cannot access the same. Using a Mobile and Accessible first approach, our visuals, technologies and platforms respect the need to ensure continued uninterrupted access for all from where they want, on whatever platform of their choice, when they want to do so.

Most recently we have put together the campaign microsite for the department for Canada Day celebrations across the United States by Canadians and others alike. This microsite will serve as a model for the 150th year of Confederation website for 2017 and will serve as a mechanism to rally Canadians across North America not residing in Canada.

PORTFOLIO

CANADA 150

Canada does not have a 150th birthday every year and last year, we were asked to come up with something unique that could be presented to Prime Minister Justin Trudeau. The Canada 150 campaign brought to bear the four seasons of memories for individuals to share from all across the US and the globe to be able to recall their fondest memories of being in Canada.

The Canada 150 campaign brought to bear an animated, interactive platform for individuals to share their unique Canadian experiences, resulting in pictures, messages and videos of their fondest memories in Canada. This was also captured in print for those that could not submit the same digitally with the final result bring made available for presentation to the Prime Minister.

- ▽ The campaign of fond voices was recognized globally for being a unique campaign. From our work on social media, there has been a 370% increase in mentions during our campaigns, with a resulting 108% increase in impressions, just on Twitter. With a 335% increase in reach and a 417% increase in engagement, Facebook saw an increase in organic reach to 48% women and 54% men that were not previously followers. This, along with over 250,000 subscribers to the newsletters through our Engagement 101 platform, is a testament to our work.



PORTFOLIO

CASE STUDY: GOVERNMENT OF JAMAICA

Jamaica is known as a Tourism destination. What it lacks is an awareness of it being a rich and vital business and export market that has both the right mix for foreign investments and goods worth exporting in a competitive marketplace globally. We were brought in to not just look at what the current climate was for a country to present themselves to the world, but also position Jamaica as an equally rich business destination that provides the right climate (pun intended) to conduct commerce on a global stage.

Jamaica is positioned not just as a choice destination in the Caribbean marketplace, but also one that is positioned well for global export and investments on the island. With activities now including the reopening of their offices in New York to multi-million dollar investments coming through in agribusiness with a continued push through to the talent and infrastructure available, Jamaica is poised as a hub for global operations for MNCs.

Jamaica provides the right lifestyle and economic climate for aspiring businesses and MNCs looking to setup shop on this beautiful island, not just for the local clientele they could access in Jamaica and across the Caribbean but also serve as a hub to serve clients globally. Sharing timezones with most of North America also tends to be a huge plus that Jamaica offers in having back office operations supporting front-end clients.

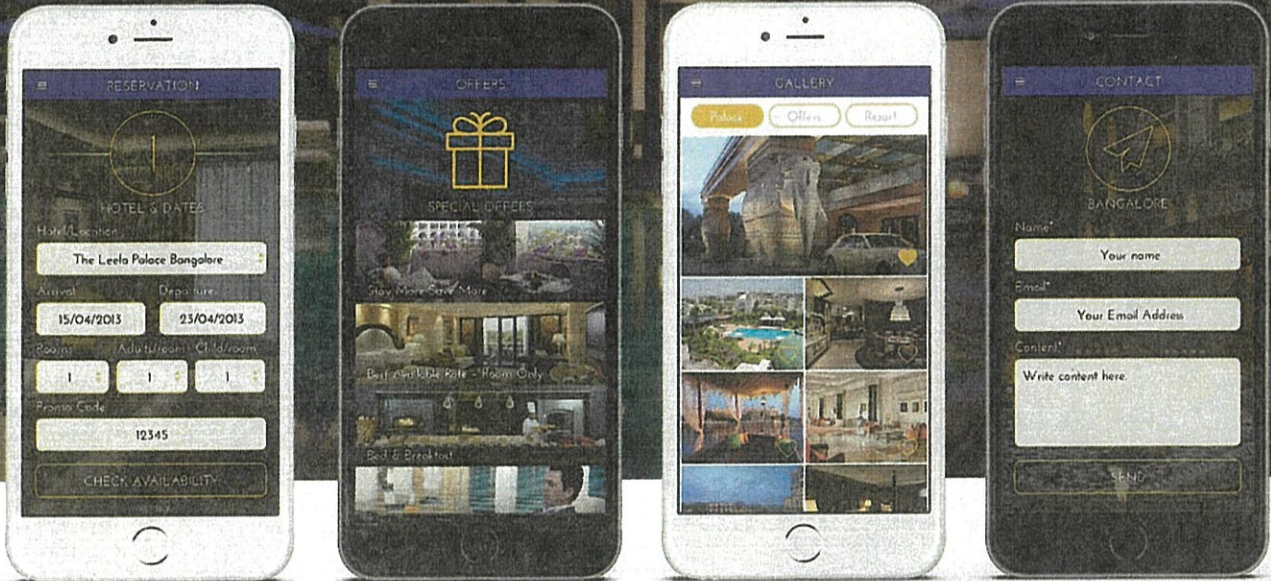
Working with Jamaica allowed us to get them to rethink about the possibilities beyond the single industry economic model it has been so heavily reliant on. Our relationship with Jamaica continues and we hope to have more showcased over the years through this phenomenal partnership.



PROJECT SAMPLES



THE LEELA PALACE

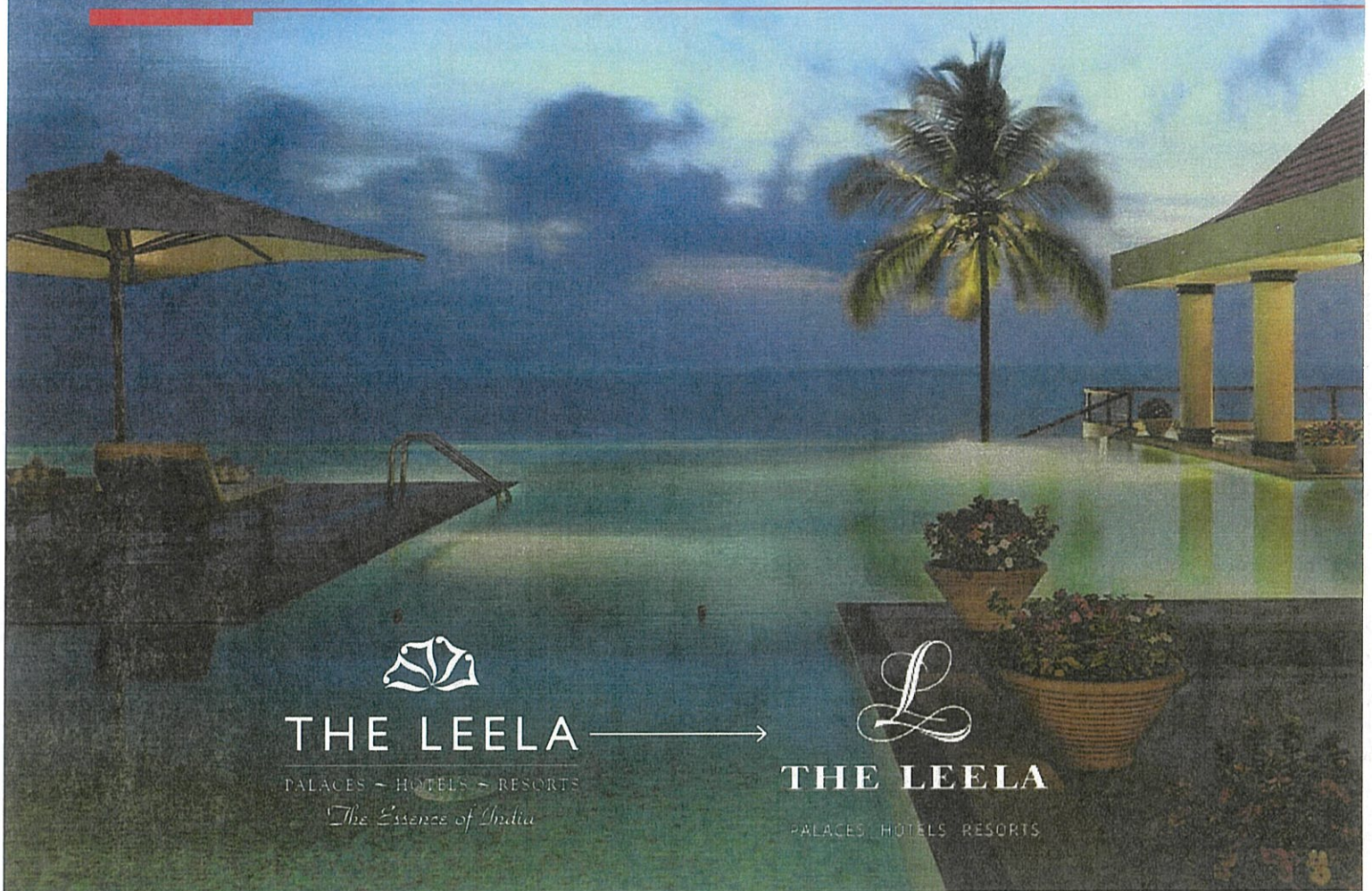


MOBILE & WEB APPLICATION

The Leela Group of Hotels of The Kempinski Group engaged us to develop a real time live digital stream of their Audio Visual capabilities to approximately 250 rooms across 8 properties across various states in India. Post the deployment of the solution, delivered in conjunction with Sony USA, we were asked to tie this into a backend ERP for real time room & resource allocation along with a front end web interface that served as their reservations and marketing property for the Group. Finally, we were asked to bring this together for a mobile platform unique to the guests and customers of The Leela Group of Palaces & Resorts for room reservations, notifications of special offers across properties and purchases for food & beverage outlets as well as unique items from their gift shop.

Unlike most other 7 star diamond properties in the world, The Leela is customizing this experience for their guests creating a sense of loyalty and ownership, across all their brands, now to be expanded across countries in the Middle East.

PROJECT SAMPLES



REBRANDING

A rebranding exercise was undertaken to reposition the entire chain, as one that promotes Palaces, Resorts & Hotels rather than simply hotels in-line with The Kempinski brand across all the properties, from the moment engagement began on social or digital media, broadcast media or on print to when guests entered one of the properties right up to and including the extension of that experience in the lobby to the ballrooms, to the washrooms and the restaurants as well as guest rooms, including the complimentary services such as the spas, clubs and pools reforming not just the signage, stationary, linens, clothing, beddings and packaging, but also every interface interacted with by an individual, with the brand.

In conjunction with The Ministry of Tourism, a video was developed across the country and in conjunction with the brand to design, film, develop and broadcast shorts across internationally as well as within the various interaction points including the luxurious vehicles, common spaces, including the guest rooms right up to and including the in-mirror televisions in washrooms across all 8 properties.

Our extension of The Leela brand in line with that of The Kempinski, along with its positioning in the international market has driven bottom line business figures well past industry standards in the region.

PROJECT SAMPLES

