



WE US • THEM

An Award Winning Full Service Advertising Agency



Request for Proposals

PROFESSIONAL
SERVICES: 'Explore
Wilsonville'
Tourism Promotion
and
Destination
Marketing Services

Come Play with Us

Jessica Hoad, Project Manager

T: +1(902)407-8150 | E: partner@weusthem.com

Suite 402, 1791 Barrington Street, Halifax, NS, Canada B3J 3K9



W E • U S • T H E M

— "NOT JUST AN AGENCY." —

WE = US + THEM is not just a formula, it's an ethos that resonates and permeates everything we do.

TABLE OF CONTENTS

PART ONE.

Signed Cover Letter

Signed Cover Letter

1

Campaign Workflow

56

Design Workflow

57

Media Workflow

58

Writing Workflow

59

Detailed Timeline & Milestones

60

PART TWO

Firm Profile

Our Expertise in Tourism

3

Why WEUSTHEM?

4

Brands

6

WeUsThem is A SME/SMB/WBE/MBE

7

Sub Contractors

8

Case Studies

9

PART SIX

Cost Estimate

Proposed Detailed Line-Item Budget

63

PART SEVEN

Exceptions

Listing of any exceptions to the Professional

Services Agreement - Appendix B

65

PART THREE

Key Personnel

Key Personnel Resumes

32

PART EIGHT

Product Samples

Product Samples

67

PART FOUR

References

References

41

Appendix

Cultural Competence & Diversity Policy

I

Accessibility Policy

II

Sustainability Policy

III

PART FIVE

Work Plan

Scope of Work & Our Approach

43

Approach & Methodology

52

Account Management & Timelines

53

Project Management Approach

54

Marketing Workflow

55



WE
US
THEM

PART ONE

SIGNED COVER LETTER



402-1791 Barrington Street, Halifax, Nova Scotia
Canada, B3J 3K9

902-407-8150
weusthem.com

WeUsThem Inc.
partner@weusthem.com

@WeUsThemInc
@weustheminc

24/02/2025

The City of Wilsonville

RE: PROFESSIONAL SERVICES: Explore Wilsonville' Tourism Promotion and Destination Marketing Services

Dear Evaluation Committee,

Thank you for taking the time to review our proposal. We are WeUsThem, a full-service advertising agency with 14 years of global experience, who specialize in crafting authentic, community-centered visual identities, marketing and communications strategies that celebrate history while embracing modernity. As you will see throughout this proposal, WeUsThem has extensive experience in destination branding, tourism marketing, and economic development initiatives. We have helped municipalities, tourism boards, and government agencies redefine their identities, attract visitors, and drive sustainable growth through compelling narratives and strategic marketing.

Wilsonville's position as a gateway to the Portland metro area and Oregon's wine country presents a unique opportunity to enhance its tourism appeal. Our work with destinations like Antigonish, Nova Scotia, demonstrates how we develop creative branding strategies that balance local culture with tourism growth. In Jamaica, we are repositioning the country beyond tourism, showcasing its potential as a global business hub. For Global Affairs Canada's Connect2Canada initiative, we strengthened U.S.-Canada relations through digital engagement, large-scale campaigns, and accessible design. Our collaboration with reachAbility addressed the \$17.3 billion Disability Travel market by integrating accessibility-focused marketing solutions into tourism platforms. Additionally, our rebranding and digital transformation efforts for The Leela Group elevated its global recognition in luxury hospitality.

Each of these projects showcases our ability to craft impactful marketing strategies and implement technology-driven solutions to enhance tourism and economic growth. Wilsonville's goal of increasing overnight stays aligns perfectly with our expertise in destination promotion, digital marketing, and visitor engagement. WeUsThem is well-equipped to develop a compelling strategy that elevates Wilsonville's visibility, strengthens its tourism brand, and drives long-term success. We look forward to the opportunity to collaborate with the City of Wilsonville in achieving these goals.

Please note that I, Ashwin Kutty, declare that the proposal is in all respects fair and in good faith without collusion or fraud, as mentioned in the executive summary section as well, and I am legally authorized to negotiate and make commitments on behalf of WeUsThem Inc. The main point of contact for the purposes of this RFP is our Project Manager, Jessica Hoad. She may be reached via partner@weusthem.com or 902-407-8150. We encourage you to peruse our response to discover just why WeUsThem is the perfect partner for the work ahead for the City of Wilsonville. We look forward to meeting with you and your team and to further exploring this opportunity!

Sincerely,

Ashwin Kutty
President & CEO

WeUsThem Inc.
902-407-8150
partner@weusthem.com

Atlantic Top 50 CEO
ATLANTIC BUSINESS

Next Generation Executive
PETER BROIDE FOUNDATION

Business Person of the Year
CHAMBER OF COMMERCE

Next Generation Leader
GTEC



PART TWO.

FIRM PROFILE

OUR EXPERTISE IN TOURISM

A Proven Partner for Destination Marketing & Website Development

At WeUsThem, we understand that a city's website is more than just an online presence—it is the central hub for engaging residents, businesses, tourists, investors, and other key stakeholders. With deep expertise in Destination Management, Tourism, Hospitality, and Public Sector projects, we are uniquely positioned to develop a website for the City of Wilsonville that exceeds expectations, particularly in advancing tourism initiatives.



Global Success in Tourism & Economic Development

Our extensive experience in tourism marketing and digital transformation includes working with renowned clients like the Kempinski Group and The Leela Group of Palaces & Resorts. We created an integrated digital ecosystem for Kempinski's loyalty program and enhanced their ERP/CRM systems, ensuring seamless guest experiences. For The Leela Group, our strategic digital marketing efforts resulted in increased web traffic and an 89% occupancy rate across their properties. Our ongoing collaboration with the Government of Jamaica repositions the nation as a

leading business destination beyond tourism, redefining its digital presence and economic narrative. Similarly, our work with Global Affairs Canada focused on strengthening Canada's tourism brand in the U.S., executing campaigns that promoted year-round travel experiences across all provinces.

Expertise in Municipal Branding & Digital Strategy

WeUsThem has worked with multiple municipalities to enhance digital engagement, economic development, and investment attraction. Our projects with the City of Huron, St. Louis, Antigonish, and Richmond have refined our ability to create impactful, user-friendly municipal websites. In Whitehorse, we modernized the city's digital platform, improving usability and accessibility.

Our involvement in Halifax's Cogswell District included developing an interactive platform to engage residents and businesses, aligning with Wilsonville's vision for a dynamic and visitor-friendly online presence. In Nova Scotia, we are currently digitizing senior support services, reflecting our commitment to accessibility and inclusive digital experiences.

Leadership in Economic Growth & Accessibility

Our leadership team brings firsthand expertise in economic development and tourism promotion. Ashwin Kutty, our President & CEO, is leading Halifax's Vision 2030 initiative, shaping the city's future through strategic urban planning, placemaking, and tourism investments. Faten Alshazly, our Principal & Chief Creative Officer, has been instrumental in Halifax's economic growth through her leadership at the Chamber of Commerce. Additionally, our work with reachAbility is setting global standards for accessible tourism, developing a platform and multi-year campaign to support an often-overlooked segment of travelers.

Driving Wilsonville's Growth & Engagement

Our diverse portfolio and extensive experience in destination branding, tourism marketing, and digital transformation uniquely position us to create a website that amplifies Wilsonville's identity and drives economic prosperity. We are excited about the opportunity to collaborate with the City of Wilsonville to craft a digital experience that enhances visitor engagement, supports local businesses, and promotes long-term growth.

WHY WEUSTHEM?

We = Us + Them = Success

It may not look complex, but we know the inner workings of that formula and we are willing to share our not-so-secret strategy. Think of us as the “Service Tank on Retainer”, only we charge for the work we actually do. We are a think tank and a service provider wrapped in one.

WeUsThem is a full-service advertising agency with 14 years of global experience, delivering strategic, creative, and impactful campaigns that drive measurable results. We were founded in 2011 by Ashwin Kutty and Faten Alshazly, who remain our principals today. Based in Halifax, our team of 22 professionals comprises a diverse group of strategists, designers, developers, and project managers, who work collaboratively to craft marketing solutions that resonate deeply with target audiences. We take pride in delivering tailored strategies that address specific client needs, combining innovative storytelling, data-driven insights, and cutting-edge technology to achieve transformative outcomes.

Our approach combines bold creativity with deep strategic insight, allowing us to build brands and marketing strategies that resonate on every level. Whether it's through digital platforms, web design, app development, or dynamic multi-platform campaigns spanning TV, radio, mobile, OOH, OTT, and print, we are experts in bringing brands closer to their audiences in meaningful ways. From building a brand to managing its awareness and affinity with its audiences to its media presence both organic and paid along with targeted campaigns, our work adapts to the shifting needs of the brands we work with and their customers around the world.

WeUsThem is not just about creativity—it's about delivering solutions that drive measurable impact. Our team combines technical expertise with strategic marketing to build scalable, user-friendly digital platforms that enhance visitor engagement while ensuring brand narratives are compelling, clear, and effective. From website development and digital campaigns to public relations and social media strategies, we craft integrated solutions that elevate destinations and attract target audiences.

Our extensive experience in destination marketing and tourism branding has helped municipalities and organizations successfully position themselves for long-term growth. In Antigonish, Nova Scotia, we developed a place-based brand strategy that balanced local culture with tourism promotion, leveraging creative design and marketing initiatives



to boost engagement. Our work with Global Affairs Canada strengthened Canada's presence in the U.S. through digital engagement and strategic campaigns, while our partnership with reachAbility addressed accessibility in tourism, ensuring destinations are inclusive and welcoming to all visitors. Additionally, our collaboration with The Leela Group redefined luxury hospitality branding, reinforcing its status as a premier global destination.

For Wilsonville, our expertise in tourism branding, digital marketing, and destination promotion aligns perfectly with the city's goals of increasing overnight stays and positioning itself as a prime lodging base for regional exploration. Our proven methodologies, combined with a strong understanding of audience engagement, digital storytelling, and strategic outreach, make us an ideal partner to develop a compelling marketing strategy that maximizes Wilsonville's visibility and tourism potential. We look forward to the opportunity to collaborate with the City of Wilsonville and bring its vision to life.

COMPANY BACKGROUND & COMPETENCIES

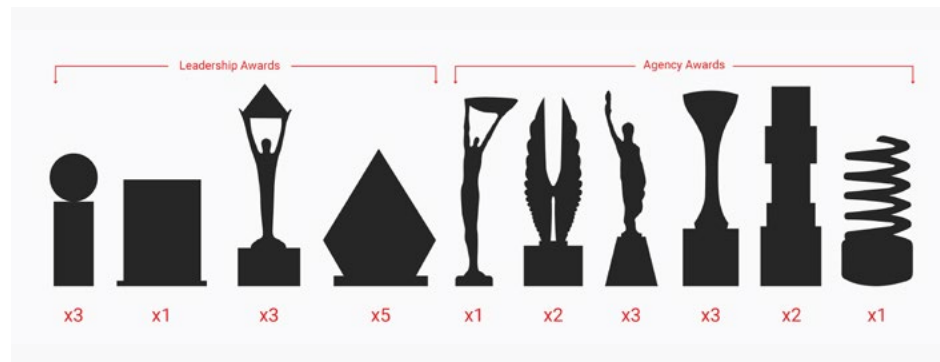
The consulting vertical of WeUsThem Inc. has been in existence for 13 years and the agency has been in operation for over 9 years under the leadership of Ashwin Kutty and Faten Alshazly.

WeUsThem is comprised of 22 individuals, not including our Principals. From our Account team to our Designers and Developers, we can do it all!

Agency Awards

Our commitment to excellence is exemplified by the numerous recognition and awards we've accumulate. One notable achievement is the Webby award we received for our exceptional work on TeenMentaHealth.org, a website created in collaboration with the IWK Health Centre and Dalhousie University which places us in the Top 20 percent of all websites globally. In addition to our Webby award, we've proudly earned two Gold Davey awards and two W3 awards for our outstanding Marketing Campaigns, Mobile Apps, and Web Applications developed in the past year.

Furthermore, our recognition extends international such as the CLIO award and acknowledgment as Canada's Most Remarkable Business by The Globe and Mail. We've also made our mark on the global stage, with nominations for the coveted CANNES Lions award and the Advertising Age for our exceptional campaigns and user interfaces



Industry Affiliations

We are also involved with industry and market trends by being members of AIGA, the Canadian Marketing Association, Graphic Designers of Canada, CATA Alliance and The



Chamber of Commerce. Not only do we keep up with the current trends, but compete with them to push their own image. We have also led discussions in business, marketing and communications, forward thinking education and medicine, receiving invitations to speak both nationally and internationally.



Leadership Awards

We have been industry leaders in the area of marketing and communications, with one of our principals, Ms. Faten Alshazly being named Canada's Top 100 Most Powerful Women two times now, the first in the East Coast for Arts & Communications and the second as a Trendsetter and Trailblazer. Faten has also been named the Female Executive of the Year by the Stevie Awards. In addition, Ashwin Kutty has recently been named a top 50 CEO for a second time now, on top of being awarded Canada's Next Generation Executive Leader by the Government of Canada and a Thinkers 50 internationally.

Ashwin has also been awarded two separate awards from the Government of Canada as a national leader in technology. Our team has also received awards for our forward thinking and strategic alignment from ICTC, COACH, the Mental Health Commission of Canada, The Al Ahram Foundation and the Nova Scotia Health Authority.

BRANDS

WeUsThem has extensive experience partnering with government agencies, municipalities, and organizations to develop accessible, user-centric digital platforms and strategic marketing initiatives that drive engagement and tourism growth. Our work with Global Affairs Canada strengthened Canada's presence in the U.S. through integrated bilingual campaigns and digital experiences that promoted Canadian tourism and culture. For the Province of Nova Scotia, we modernized a labor market information platform, improving accessibility, navigation, and real-time data visualization to support economic development. In the municipal sector, we have led website redesigns for cities like Whitehorse, enhancing

usability and engagement for residents and visitors. Our expertise extends to tourism-focused branding and website development, as seen in our work with Antigonish, where we crafted a destination marketing strategy that balanced local identity with visitor appeal. Additionally, our rebranding and digital strategy for reachAbility introduced a groundbreaking accessible tourism initiative, positioning the organization as a leader in inclusive travel experiences. With a strong track record of delivering intuitive, scalable, and accessible platforms, WeUsThem is well-positioned to support the City of Wilsonville's digital marketing and tourism promotion efforts, ensuring a seamless, engaging experience for all stakeholders.



WEUSTHEM IS A SME/SMB/WBE/MBE

WeUsThem is a **Small Business Enterprise**.
WeUsThem is a **Woman Owned Business Enterprise**.
WeUsThem is a **Minority Owned Business Enterprise**.



We don't just embrace diversity, we thrive on it. Our unwavering commitment to equity and inclusion is woven into the very fabric of our identity and culture. As a proud equal employment opportunity and affirmative action employer, we actively dismantle barriers that limit access to opportunities for women, minorities, individuals with disabilities, and community members from the regions we serve. We believe that a vibrant workplace is one that welcomes individuals from all backgrounds, harnessing the full spectrum of talent and experience available.

We are dedicated to providing equal employment opportunities to everyone, regardless of race, color, national origin, sex, religious belief, age, disability, socioeconomic status, medical condition, marital status, or sexual orientation. This commitment extends throughout every aspect of our employment practices—from recruitment and hiring to training, promotion, and benefits. By fostering a diverse workforce, we not only enrich our internal culture but also enhance the outcomes we deliver for our clients across both national and international landscapes.

Our ability to engage with diverse audiences enables us to create communications that truly resonate, ensuring we connect meaningfully with people from all walks of life. Our focus on diversity, equity, and inclusion (DEI) informs our creative processes, allowing for innovative ideas and authentic connections that benefit both our team and our clients' customers.

▽ We are honored to have been recognized as a Top Diverse Employer, a testament to our ongoing efforts to cultivate an inclusive and equitable environment. For more details on our initiatives and our certification as a Diverse Vendor by the **National Minority Supplier Development Council** in the United States, please see the attached policy and certificate in the Appendix of this proposal.

SUB CONTRACTORS

While we are a full-service advertising agency capable of satisfying the requirements of this RFP, we do engage subcontractors for the provision of original photography, videography, audio services and required official translations services. Do note that we do provide all creative direction, storyboarding and scripting, pre and post production of all collateral in house.

Below we have indicated some of the subcontractors that we regularly work with for these purposes. Should you prefer, however, we would be happy to work with subcontractors that are local to you.



Steve Jackson Videographer

<https://jackson-pro.com/>

We recently worked with Steve Jackson for videography and photography services on behalf of our project with State of Wyoming's Wyoming WIC Program.

Steve assisted with the production of two videos, one 30 second ad for broadcast and digital marketing, and another 15 second ad for use across digital and social advertising.



GOVERNMENT OF JAMAICA

ABOUT THE ENGAGEMENT

While Jamaica is widely recognized as a premier tourism destination, the country has yet to gain significant recognition as a vibrant and competitive business hub. Jamaica boasts not only a favourable climate for tourism but also a thriving environment for foreign investment and export opportunities. Jamaica also had a perception issue around its tourism potential with the level of crime (primarily petty theft) that was being targeted towards tourists and those interested in Jamaica as a destination for investment primarily around logistics and supply chain. WeUsThem was asked to reframe Jamaica's global perception, positioning the country as a lucrative destination for tourism, commerce, investment, and exports.

We were tasked with assessing Jamaica's current global image and developing a strategy to shift the focus from the negative perceptions, to a destination of choice for tourism, as well as highlighting the island's potential as a thriving business destination furthering their overall

OUR ROLE



Research



Design



Develop



Test



Engage



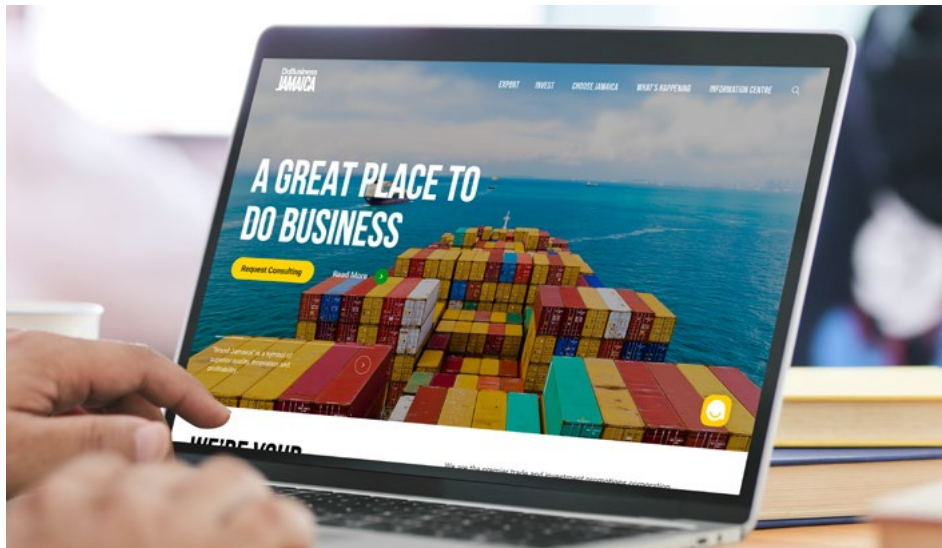
Strategy

DELIVERABLES

Branding | Research | Strategy | Design & Development | Photography
Production

Economic Development mandate. This involved showcasing Jamaica's competitive advantages, including its favourable business climate, proximity to the North American time zones, open harbours, and growing infrastructure, making it an ideal hub for multinational corporations (MNCs).

Since our work with the Government, key offices in New York, Toronto and London have since opened up and significant investments flowing into the agribusiness sector have begun. Jamaica is poised to become a key player in the global market not just in agribusiness but also building a shipping lane to North America, a tourism hub in the Caribbean and of course serve as a place for investments across a variety of



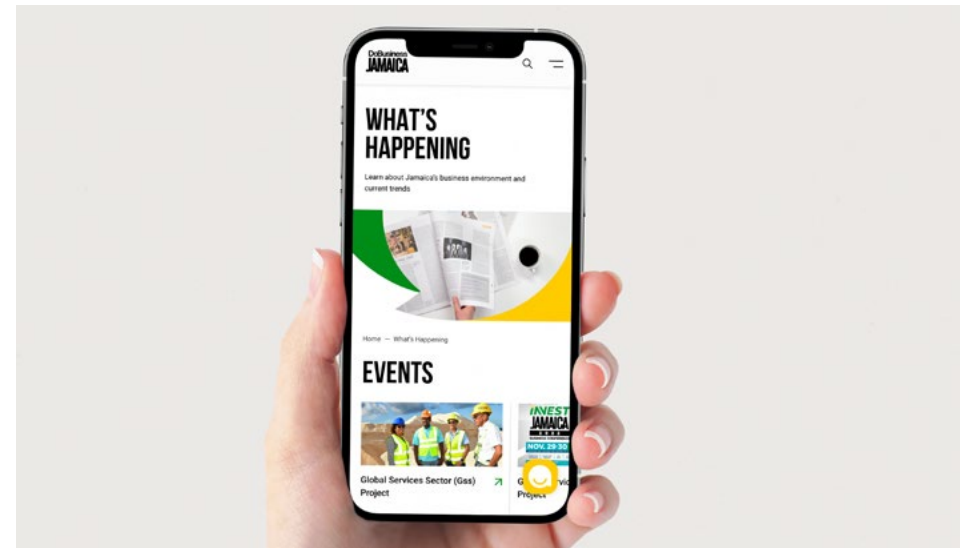
HOW WE DELIVERED

Our strategic approach involved rebranding Jamaica's image from a tourism-only country to a thriving business and export hub as well as a vibrant destination for tourism, residence and lifestyle. We developed a comprehensive strategy that emphasized Jamaica's advantages for safe tourism and its niches (ecotourism), foreign investments, including its infrastructure, talent pool, and ideal time zone alignment with North America.

Our team also designed and developed various creative and digital assets for marketing the destination, including a new website, to communicate Jamaica's enhanced positioning to a global audience, collateral that would be trafficked across various

other sectors including IT, Energy, Film, Manufacturing Mining, etc. Our work aimed to ensure that Jamaica is not just a Caribbean choice for tourism but also a hub for global operations, providing both the lifestyle and economic benefits that appeal to MNCs globally.

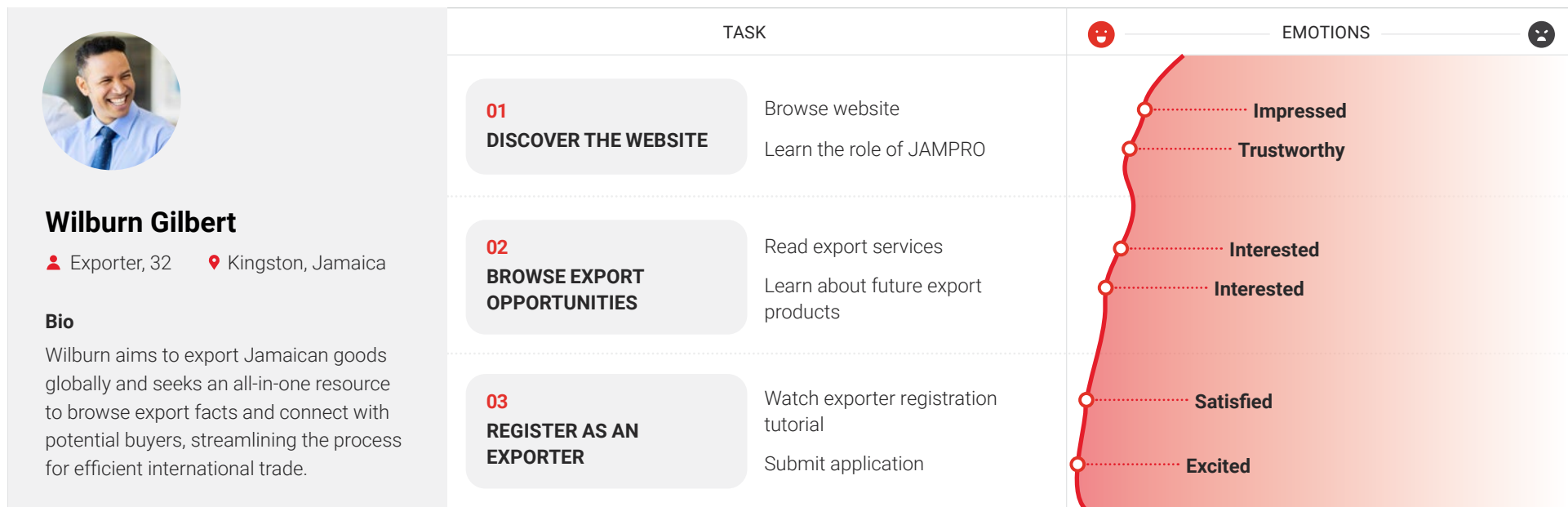
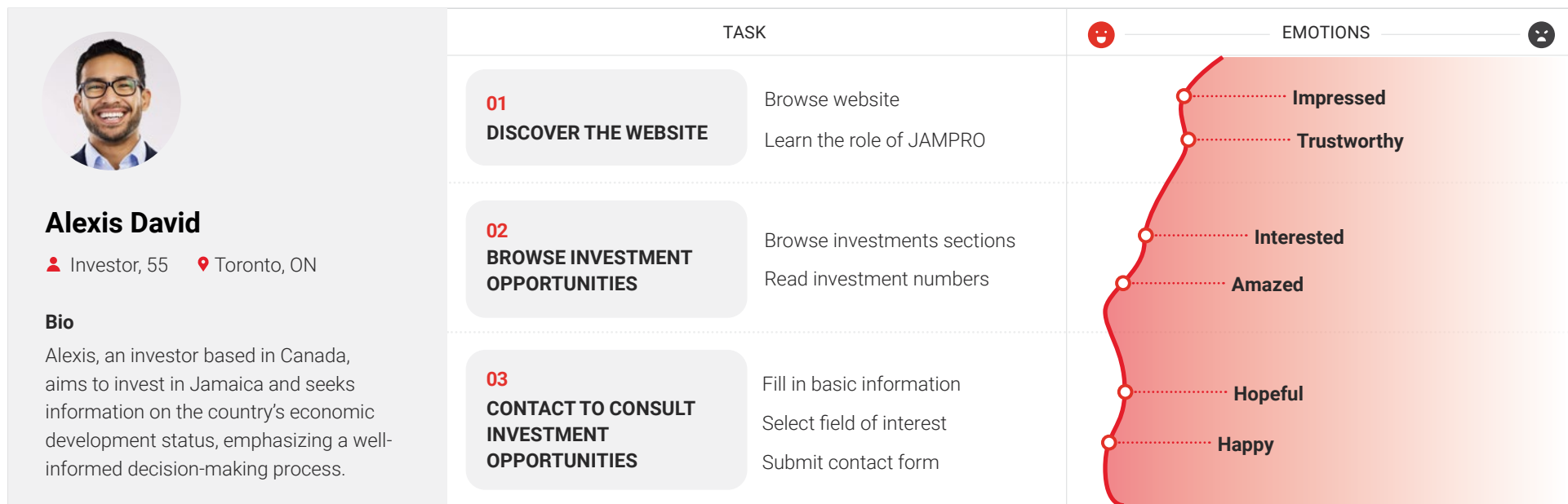
Through our collaboration, we helped Jamaica envision and embrace a future that transcends a single-industry economic model that was not sustainable. By positioning the island's potential as a center for back-office operations and a launchpad for global exports and a safe haven for tourism, we opened up new possibilities for Jamaica on the world stage.



channels, advertising assets that would solidify the new position, etc. In addition, we crafted messaging that appealed to businesses and investors, tourists and visitors both domestic and international, positioning the island as a destination for both lifestyle and economic growth.

With our continued partnership, Jamaica is poised for long-term success as a dual-force destination, attracting not only tourists but also investors and businesses eager to tap into its rich potential.

User Persona & Revamped User Journey Map





★ AGENCY OF RECORD

GLOBAL AFFAIRS CANADA

ABOUT THE ENGAGEMENT

Global Affairs Canada, formerly the Department of Foreign Affairs and International Trade, with the Government of Canada approached us after a decade-long partnership with one of the world's leading public relations agencies to take over as their Agency of Record for marketing Canada to the United States. Operating out of the Canadian Embassy in Washington, D.C., numerous campaigns including, Connect2Canada and LienCanada, Canada 150, Canada Day Across America, the US Presidential Inauguration along with content marketing through the CRM throughout the year were just some of the activities over our multi-year tenure with them. We were to ensure that Canadians living in the United States felt connected to Canada, while also engendering better relationships with Americans across the US as our largest trading partner. Diaspora analysis, segmentation by preference and geography, along with content development based on those identified niches ensured continued consumption and engagement with a diverse audience mix.

DELIVERABLES

Research | Brand Management & Brand Love | Annual Strategy | Campaign Design and Implementation | Experiential Activations | Photography & Videography Production | Website Design & Development | Public Relations & Communications | Crisis Communications | Media Buying

OUR ROLE



Research



Design



Develop



Test



Engage



Strategy



PR



Marketing

KEY RESULTS

370%

Increase in mentions during campaigns

108%

Increase in impressions Twitter alone

335%

Increase in reach

417%

Increase in engagement

375,000+

Increase in CRM subscribers

250,000+

Earned media

Hermes Creative Awards

01



AGENCY OF RECORD

Global Affairs required a consistent method of delivering content to interested Canadians and Americans across all 50 states on what was happening in Canada. They also wanted to build up an excitement around Canadiana and engender good relations between both countries. From an Economic Development standpoint and shifting landscapes with governments in the United States and a looming shift from the NAFTA agreement to CUSMA, Global Affairs needed a positive voice for their brand in the US.

We were asked to create a vehicle that would allow individuals to receive customized content per their unique needs and geographical specifications, but also bring forward celebratory events and activations that could be enjoyed by one and all at key dates important to all Canadians. This gave rise to numerous campaigns including Canada Day Across America, Connect 2 Canada, Lien Canada, Canada 150 (in the US), the Presidential Inauguration, etc.

With reviews and approvals from the Embassy in Washington, through to Global Affairs (Ottawa) and the Treasury Board, in both official languages, English and French, all campaigns and creative were fully vetted by all concerned prior to their trafficking across various channels. Previously fragmented systems were brought into a singular cohesive platform, ensuring future scalability, ease of maintenance, and integration across various properties as well as serving as a space to land to from the various campaigns that were run during our tenure. From campaigns to content marketing that is delivered throughout the year, all content is not streamlined through a singular platform delivered to citizens in the US based on their preferences. The number of the consuming audience through the campaigns and the dissection of content to its various categories, sub-categories and themes allowed for an increase of over 350,000+ users with it growing only further as we speak. With a technology arm in-house WeUsThem also delivered on the analytical dashboard to evaluate all incoming and outgoing content across various brand sentiments and measures we had identified, ensuring a clear view into what was working and what could be tweaked up or down to leverage various trends across the channels.

01 Connect2Canada & Lien Canada

Connect 2 Canada and Lien Canada are a multilingual platform designed specifically for the Canadian diaspora in the U.S., integrated fully with a CRM that identifies with user behaviours, preferences, geographical sensitivities, etc.. This platform enables the Canadian Embassy and its associated consulates to communicate through multiple channels such as email, fax, SMS, and social media— serving as a launchpad for all campaigns, events, and social initiatives targeting this demographic. Although primarily intended for Canadians and Americans identifying as U.S. residents, the platform's reach extends globally.



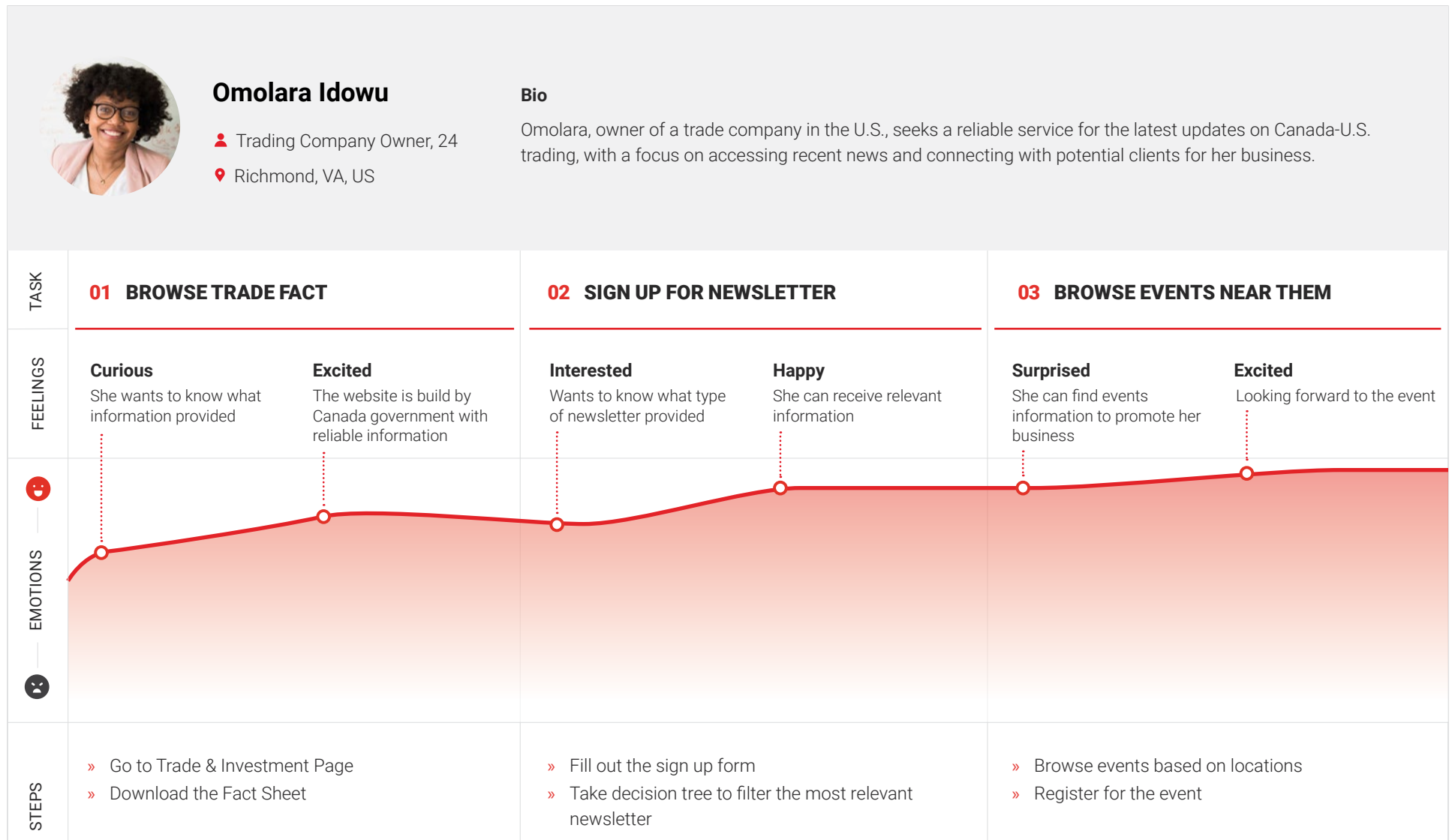
Tied to a Salesforce CRM, the platform uses multiple decision trees to guide user preferences, allowing for personalized content delivery in both official languages. This system provides a customized experience, ensuring that users receive relevant content based on their interests and engagement history.

In addition, the platform also serves as a home for the Canadian Embassy and its activities outside of its formal duties as an Embassy in a foreign country. This was

developed to become the home for all campaigns and the platform that Canadians and Americans could land on from all the campaigns or through organic search fueled by a SEM campaign that was run using robust SEO across all pages.

With its historical tie-in being to a Salesforce CRM with multiple decision tree frameworks leading user preferences in a variety of ways to gear content customization and delivery, the platform served as a mechanism to custom curate content that users wanted to consume based on their individual preferences across both language profiles.

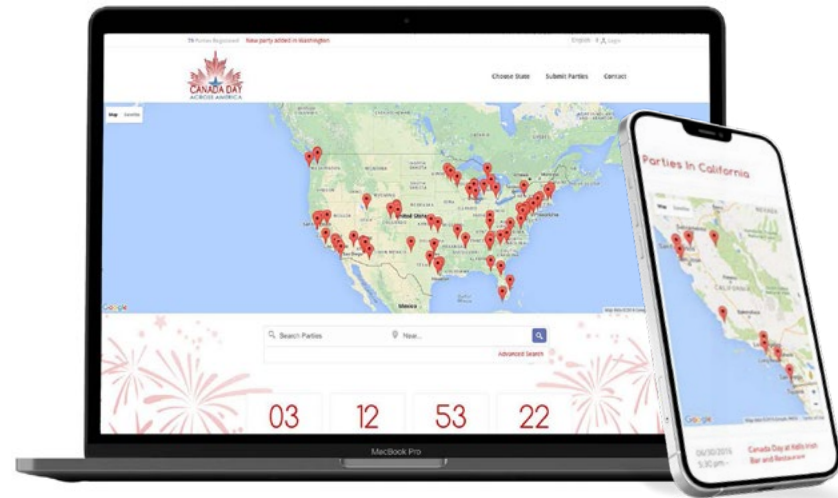
User Persona & Revamped User Journey Map



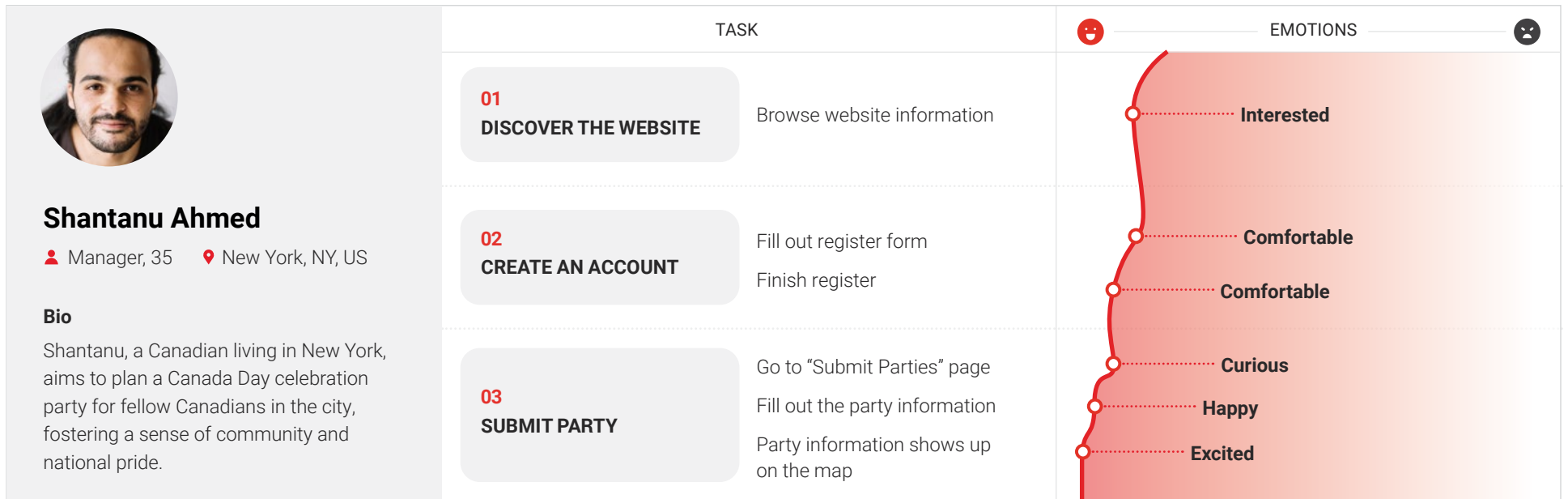
02 Canada Day Across America

Each year, we launched Canada Day Across America, a campaign designed to connect Canadians and party planners across the U.S to celebrate Canada Day. With a website serving as the landing page, with a GIS application integrated into the same, Canadians and Americans alike would be able to find out where all the parties were happening across the US to join in on the celebrations. A pre-campaign was run to invite individuals having parties on Canada Day and to the lead up to submit their information on the platform so others could benefit from searching where those parties were being held to partake in the celebrations. Those who provided their particulars for the various parties, could also identify if they were open to party goers to arrive and join the celebrations or not, building a camaraderie between Canadians and Americans alike. In partnership with various Canadian brands party hosts received goody bags with a lot of treats and swag to celebrate Canada Day in style.

A signature campaign and event each year, Canadians and Americans alike looked forward to the kick off of the campaign to get the celebrations started early in true Canadian spirit.



User Personas & Revamped User Journey Map



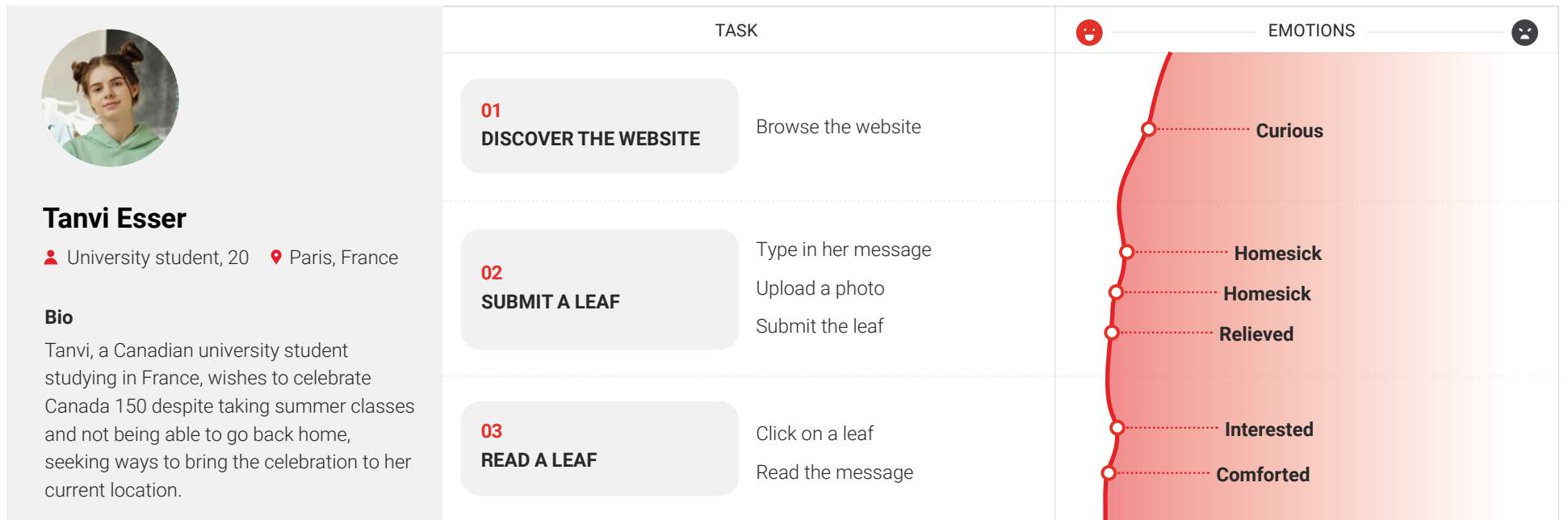


03 Canada 150 As Canada began its planning for the 150th year of confederation and the celebrations across the country and in Ottawa, Global Affairs wanted us to mark this unique point in time in Canadian history by having a campaign off of the Canadian version to have one specifically designed for the American audience.

The brief included creating something extraordinary to give to the Prime Minister and being able to celebrate the ongoing friendship between the two countries at this historic milestone.. The campaign to celebrate Canada 150 in the US became an earned media campaign, where a gamified birthday card was designed, built and marketed across channels to have Americans and Canadians alike provide pictures, videos and their well wishes to Canada on its 150th. With over 250,000 well wishes that included pictures and videos of Tim Hortons coffee, Beavertails, Hockey, Canadian Beer, Tartans, Bagpipes, etc. this animated and gamified platform served as a collection of memories of those who had visited Canada and those who just missed home.. From their fondest Canadian experiences to a virtual travelog the campaign delivered on one of the largest earned media campaigns ever undertaken by Canada in the US specifically. For those unable to participate digitally, a print version was also produced, which could be sent anywhere in the US with individuals being able to fill out that physical postcard and attach copies of their pictures to have it be received and included in the final collection.

This collection was presented to the Prime Minister, encapsulating the unique bond between Canada and its citizens abroad on Canada Day of the 150th year showcasing a tapestry across time.

User Personas & Revamped User Journey Map



04 2017 US Presidential Inauguration

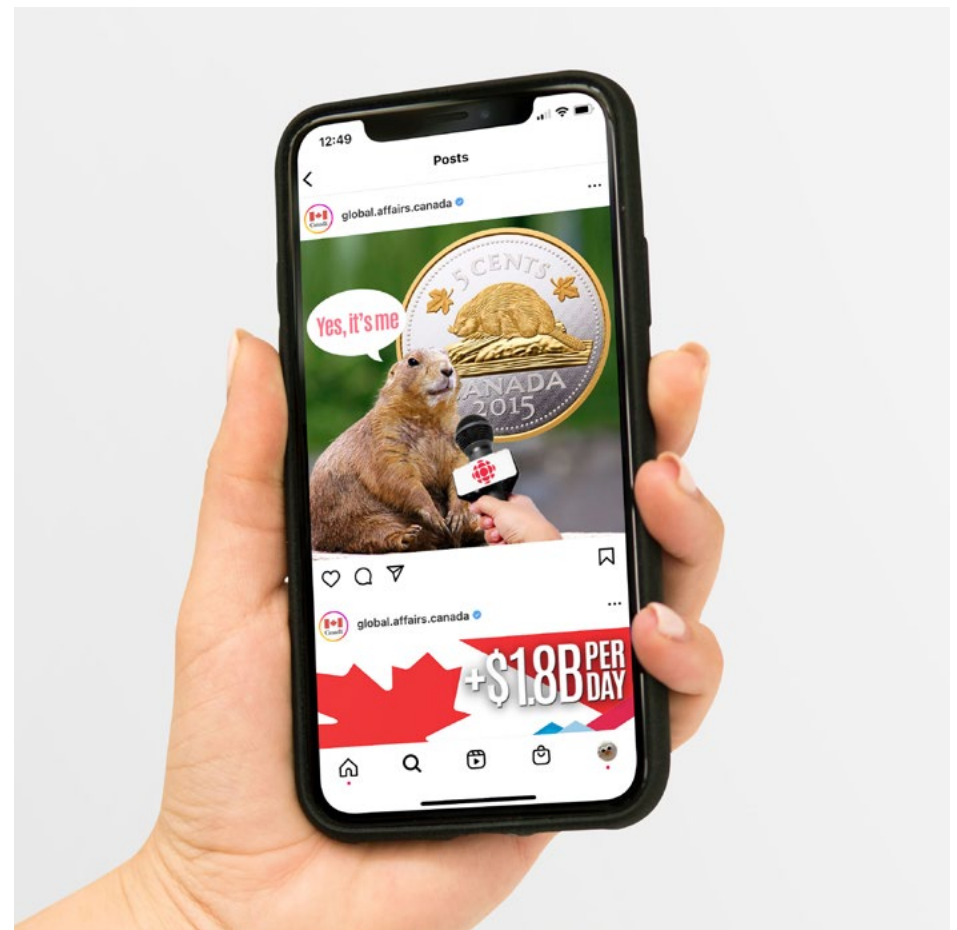
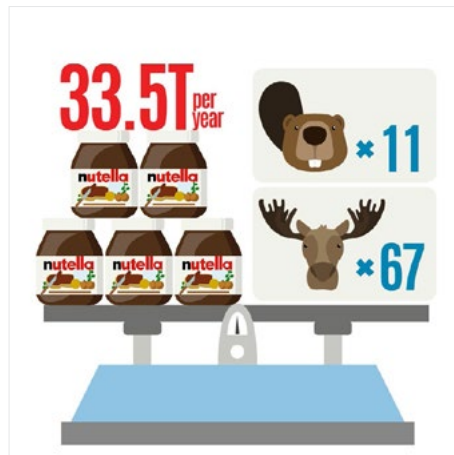
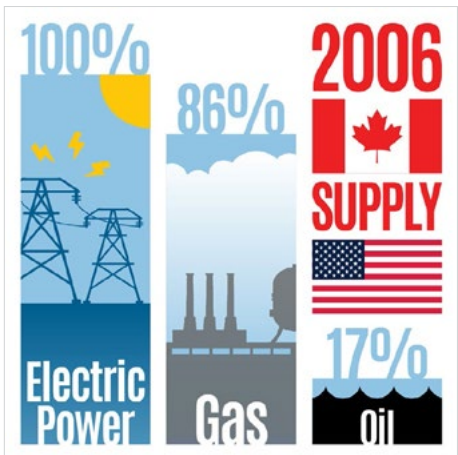
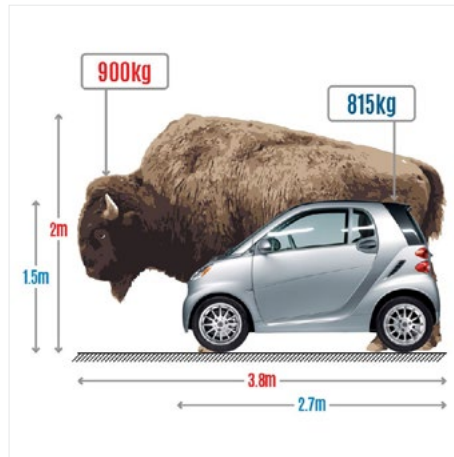
The Canadian Embassy is the only embassy on the official parade route during a presidential inauguration. We kicked off a multi-channel campaign and a local activation that included visiting dignitaries from across the United States, members of the Canadian cabinet, elected officials from the US such as Governors and Senators, along with international media.

Through partnerships with Tim Hortons, Beavertails, Jumbotron, Twitter (X), Photobooth, and suppliers for F&B, numerous photographers and videographers, the event was a massive success that included live sharing across channels of all the celebrations and activities while also continuing to identify the friendship that Canada shares with the US.

As the new leadership coming in had already identified their dissatisfaction in the current trade agreement, ensuring there was a continued bond between the 2 countries that could engender a favourable trade agreement for all was ever so important.

During the day of the inauguration, there was already some concern over certain media outlets receiving credentials or not, while also having protests across the city that included some property damage. As this was anticipated a crisis communications plan was developed and activated when we believed it necessary to do so.

The celebrations were a big success; Canada was seen as a good friend and partner of the United States across all media, while guests at the Embassy enjoyed every bit of Canadiana that they were presented with.





★ AGENCY OF RECORD

KEMPINSKI GROUP

ABOUT THE ENGAGEMENT

The Leela Group of Palaces, Hotels, and Resorts, a brand associated with and under The Kempinski Group, initially sought support for integrating their ERP and CRM systems with a live Digital A/V platform across their 8 distinct properties. New to the industry, this technological solution needed to be central to their value proposition to set them apart from competitors, which was actively being developed by SONY and Apple. WeUsThem was brought in as the client project manager to manage the development of the project, perform the QA and then launch the solution simultaneously across their 8 geographically dispersed properties.

Having worked with us for a few months, The Group also through Germany brought WeUsThem in to become their Agency of Record to manage all their advertising needs in the highly competitive luxury hospitality space, catering to both their corporate brand and sub-brands across multiple destinations and target markets both domestic and internationally based.

OUR ROLE



Research



Design



Develop



Test



Engage



Strategy

DELIVERABLES

Branding | Technology Design & Development | Photography & Videography
Production | Multi-Year Marketing Strategy | Advertising | Paid Media |
Partnership & B2B Strategy | Publishing | PR & Communications | Media Buying

KEY RESULTS

66%

Increase in unique traffic

71%

Increase in international traffic

48%

Increase in domestic traffic

89%

Average occupancy rate

38%

Conversion rate on digital file

90-100%

Occupancy rate in 3 of the 8 properties

Awards include: Top 10 destinations by Travel + Leisure, UNWTO, Conde Nast, and sustainability awards from the UN and local governments.



AGENCY OF RECORD (AOR)

WeUsThem was brought in at a critical juncture for the group looking to reposition themselves as a hotelier that served the needs of a discerning traveler looking for unique experiences in hotels, resorts and palaces. With luxury at its core and a value proposition that centered around Atithi Devo Bhava (Guest is God), WeUsThem was asked to spare no expense and provide a sense of luxury, style and opulence that would define their brand both to their domestic and international markets.

Over a 7 year stint with the Group, numerous campaigns, creative artifacts and digital products later, the results from the work we undertook are reflective in the business successes we delivered as identified in this case study. Industry standards for what one would expect were far surpassed, especially for a new brand entering the space. Some of the key deliverables that made up the multi-year engagement are noted in this case study for a view into the work that was done.

01 Domestic & International Campaigns

Over the 7 year period of our engagement with the Group, numerous campaigns were undertaken to promote the various destinations in partnership with the DMO's of each of the localles and the Federal Ministry of Tourism.

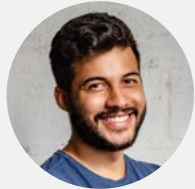
Domestic campaigns that included staycation packages, culinary delights, events, activities, F&B and their in property Galleria (Shopping Mall) across various regions and nationally culminated the various campaigns.

Paid media in various multi-channel campaigns in targeted destination markets such as those in Europe, North America, Middle East and Asia, as well as those in the domestic market were undertaken on a seasonal basis. Creative was developed for Print, Digital, Social, OOH, OTT and Broadcast while technology accompaniments were developed to support the same. Airline advertising with partners that were brought on board such as Lufthansa and Emirates brought campaign messaging to a global audience.



Local influencers and celebrities in target markets were brought on to further amplify the brand's reach, connecting with various demographics from those seeking luxury accommodations to those dining, visiting the spas, clubs or recreation areas, shopping at the Galleria or attending events at the properties.



User Persona & Revamped User Journey Map

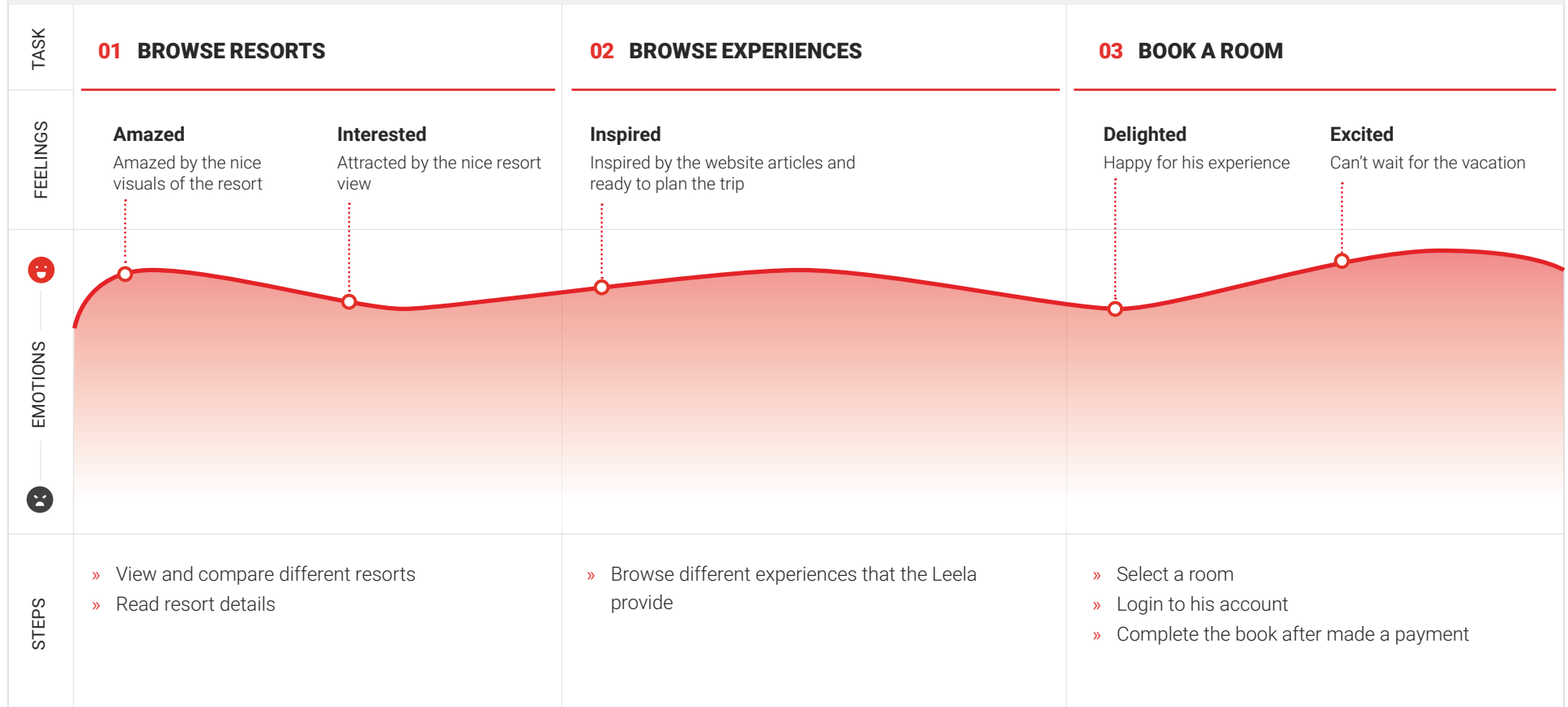


Venkata Sharma

-  Manager, 43
-  Amritsar, Punjab

Bio

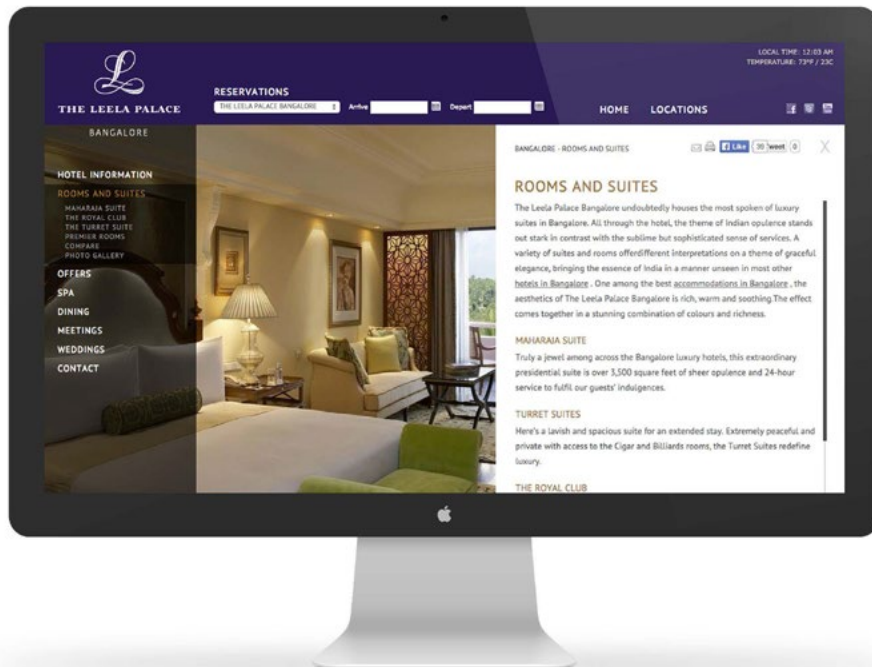
Venkata plans to book a luxury resort appointment before deciding on the vacation destination. He is seeking flexibility and options for an enjoyable family getaway.



02 Branding

WeUsThem came in at a time where there was a rethink on the investments being made in the Group. We handled the rebranding of the organization, positioning it across all channels and managing the creation and distribution of advertising across traditional and digital media. The rebranding extended to all aspects of the properties, from guest rooms and restaurants to the spas and ballrooms. Every touchpoint, from linens to packaging, was crafted to elevate the brand and align with its global luxury image.

From the parent brand, all the way through to their eateries from the exclusive Library Bar through to Jamavar, Le Cirque, Megu, the Qube, to the Cake Shop among numerous others, to The Spa, the Amritraj Tennis Courts, etc. all of the sub brands were also revamped in keeping with the elevation of the brand and the presentation of it in-line with its new value proposition.

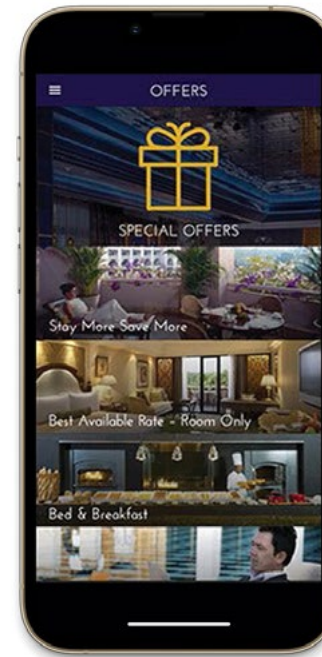
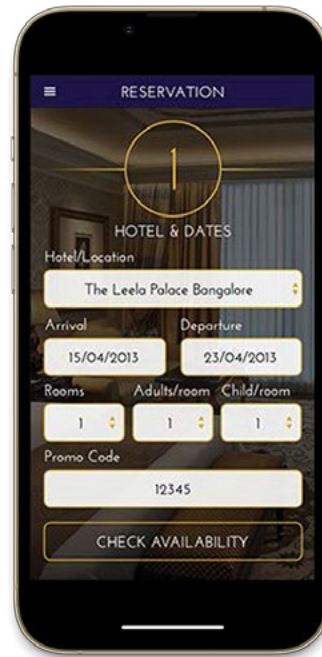


03 The Website

A multi-tiered website that showcased the beauty of the destinations, luxury, and elegance expected from five-star diamond properties was presented while integrating the booking engines, loyalty programs, the events and happenings, as well as dynamic mechanisms of how travelers could enjoy the various properties in a singular visit through a custom itinerary builder that included taking in the local sights and activities afforded through each of the properties.. The site offered a fully integrated experience, allowing for real-time resource allocation and personalized promotions based on unique client preferences across the globe, integrated fully through to their touch points in and off property..

04 Mobile Application

The mobile app was developed to support the Kempinski and Leela brands' loyalty programs, along with a unique experience across yet another interface that the clients would use. From digital keys, to managing all communications with their uniquely assigned butlers, to using the application as their mechanism to manage their experience at the property all the way through to managing check-in and check-out, it was seen as a corollary support to what you would expect when you were to walk in to any of the properties. It offered a personalized experience for clients, catering to both domestic and international markets.



05 Magazine

The Leela Magazine, which showcased the brand's style, opulence, and luxury became a staple in the properties as well as made available in most digital and bricks and mortar stores for the clients to subscribe to or pick up as they saw fit. From delving deep into the new delights at each property while attending to broader discussions on luxury, style, fashion, and lifestyle, *The Leela Magazine* enjoyed articles from fashion moguls from various fashion houses from Europe, Asia and the Middle East.



ACCESSIBLE TOURIST

ABOUT THE ENGAGEMENT

With two decades of expertise in accessibility, reachAbility is a leader in inclusivity. They are the go to resource for organizations across all three sectors for their accessibility needs accommodating their clients and customers locally, regionally, nationally and internationally.

Understanding the daily barriers faced by people with seen and unseen disabilities, reachAbility sought a partnership with WeUsThem to build a program that would educate, promote and make available information on how accessible tourism operators were to support the individual needs of the tourists. Accessible tourism is an untapped multi-billion dollar industry and here in Nova Scotia and across Canada with operators, governments and the community at large interested in ensuring that there is equity in access to enjoy our beautiful vistas, this was and is a huge opportunity in tourism.

OUR ROLE



Research



Design



Test



Engage



Strategy

DELIVERABLES

Branding | Public Relations & Communications | Photography & Videography Production | Program Design | Platform Design & Development | Strategy | Advertising | Media Buying

According to the Open Doors Organization, the disability travel market is valued at \$17.3 billion annually, highlighting its economic potential. In Canada, where one in three individuals reports a disability, and Nova Scotia has the highest per capita representation, legislative acts underscore the societal commitment to accessibility. There is a clear need for a new niche in tourism that goes beyond traditional categories like eco, medical, or culinary. As the world looks to find their unique niches, and bring forward a projected recovery to their individual destinations, Accessible Tourist offers a timely opportunity to redefine tourism, with domestic and international travelers looking to have their needs served.

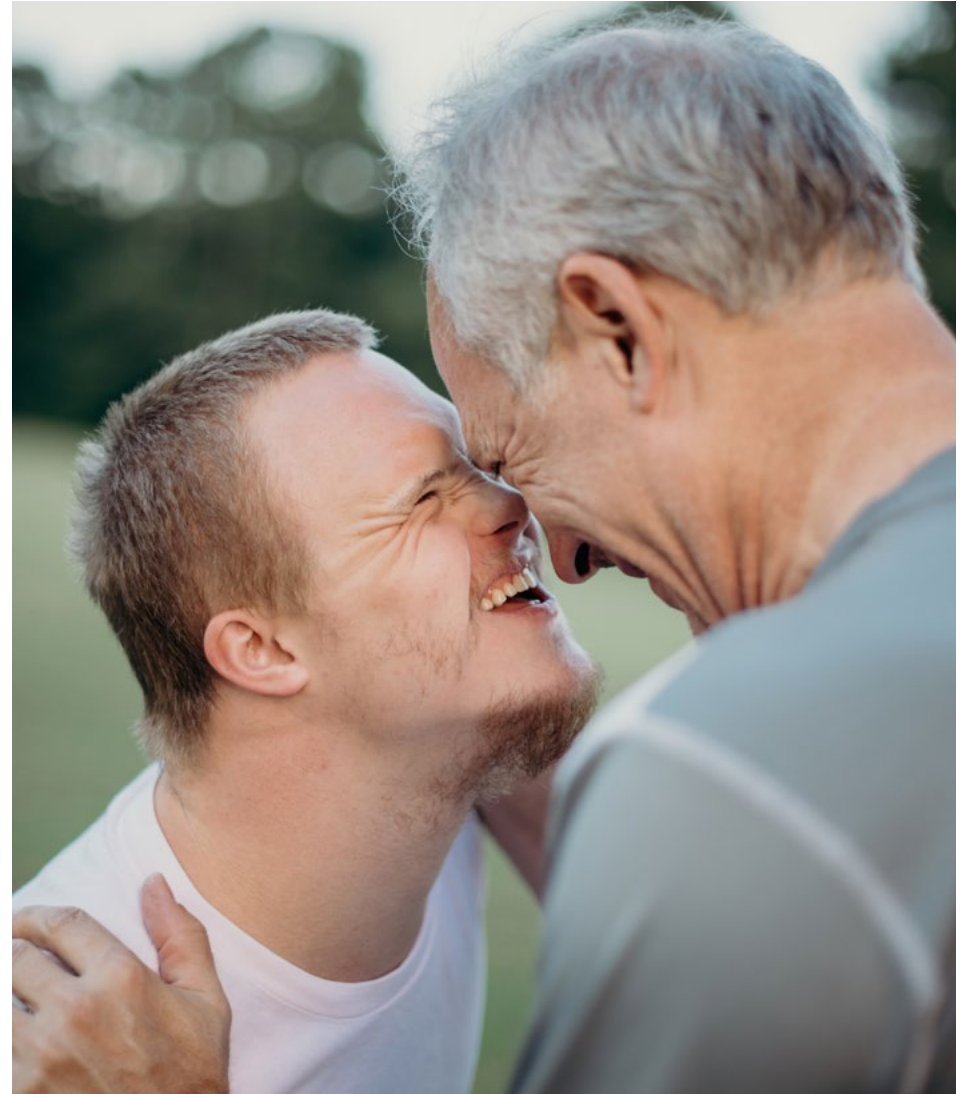
HOW WE DELIVERED

WeUsThem designed a program that included a tiered system to include all tourism operators, aligning the needs identified by tourists for themselves and their loved ones to accessibility needs identified by reachAbility. The program would be delivered by reachAbility experts in-person and remotely with a laddering capability for operators to be able to opt in at various levels and further showcase their commitment to accessibility and inclusion as a brand. Elements such as directed e-learning and evaluations ensure that our strategies are both broad-reaching and customized. The use of Conversion Rate Optimization (CRO) marketing and strategic influencers enhanced the effectiveness of our approach, providing a comprehensive strategy for accessibility promotion.

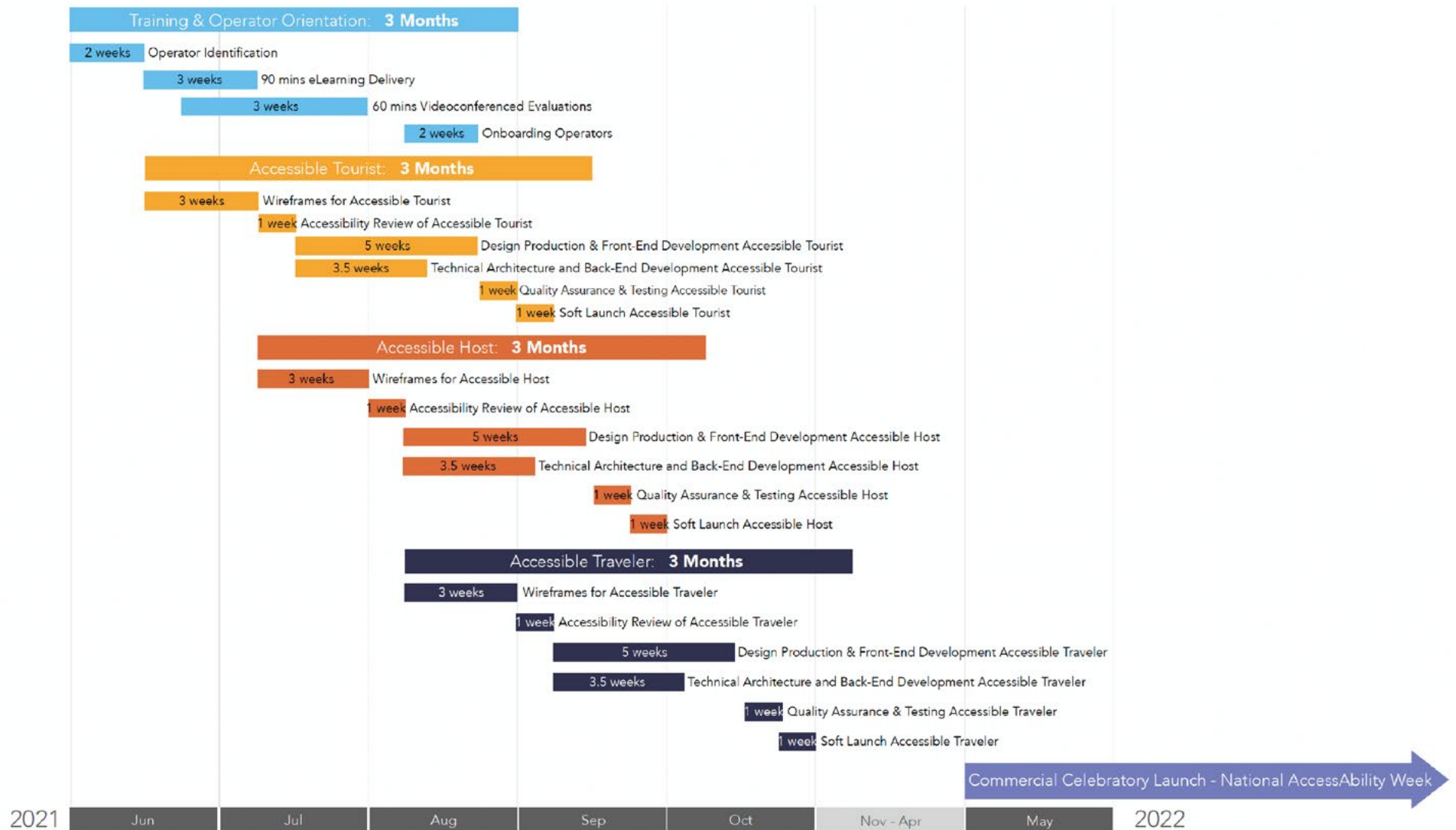


This in addition to a PR campaign targeted to various levels of government to bring them on-side through investment and policy was another aspect of the work we were involved in.

A multi-channel integrated campaign to bring on-board tourism operators, tourists as well as travelers (influencers) to the platform ensured there was a healthy mix of digital, traditional and social advertising governing the mix with paid media bought in select target geographies per the media strategy we put together.



Timeline





Partner Development

From the development of the initial programmatic aspect of Accessible Tourist, the next steps would be to identify key partners that could include hospitality chains, travel agencies (online and traditional), travel partners, tourism operators, governments, accessibility advocates, etc. that would become part of the partnership program that we would develop for reachAbility.

The partnership strategy would be very much steeped in the core values of accessibility and what is essential for the Accessible Tourist to be now and in the future, i.e. true to its audiences around supporting accessibility in travel, tourism and hospitality. With work WeUsThem has done with large hospitality chains globally such as that with Four Seasons and The Kempinski Group along with airlines such as Lufthansa and Emirates, these would be natural partners to kick off the Partnership Strategy. Preliminary discussions on this front have identified them to be very much supportive of and in alignment with the values of Accessible Tourist.

The Future

With aspirations for national and international reach, Accessible Tourist is poised to drive global accessibility. The integration of large corporate training and certifications has the potential to offer systemic change, embedding accessibility into organizational practices. Developing API interfaces for DMOs and UPMOs as well as third party organizations such as hospitality chains, travel sites, and online marketplaces for short-and-long-term homestays such as Airbnb positions the Accessible Tourist approach to be at the forefront of industry transformation. With booking platform integrations and itinerary builders, and integration into DMO platforms, a holistic approach to making travel more accessible is found in the future plans. This in addition to a fully integrated reporting dashboard and training platform, providing transparency and educational resources to support ongoing progress in accessibility for all three types of users, tourists, tourism operators and travelers will be the next iteration of what is to come.





MUNICIPALITY OF THE COUNTY OF ANTIGONISH

ABOUT THE ENGAGEMENT

Antigonish, once playfully referred to as “Antigonowhere,” is a small but vibrant town in rural Nova Scotia, home to around 50,000 permanent residents and St. Francis Xavier University. The town also hosts the oldest continuous Highland Games outside of Scotland. WeUsThem engaged with citizens across Antigonish, and specifically with the various communities including the Acadian, Irish, African Nova Scotian and Mi’kmaq communities that have added to the cultural fabric of Antigonish for centuries. The work was informed by conversations had across Antigonish, as well as with key stakeholders within the Municipality on the plans for the future and investments being made thereof.

Antigonish wanted to ensure that they had an identity that reflected both the makeup of the communities that reside in Antigonish and have made it their home, as well as an image they wanted to project to attract new tourists, visitors and businesses.

We began by engaging the community directly, utilizing social media and surveys to gather insights and opinions.

OUR ROLE



Research



Design



Engage



Strategy

DELIVERABLES

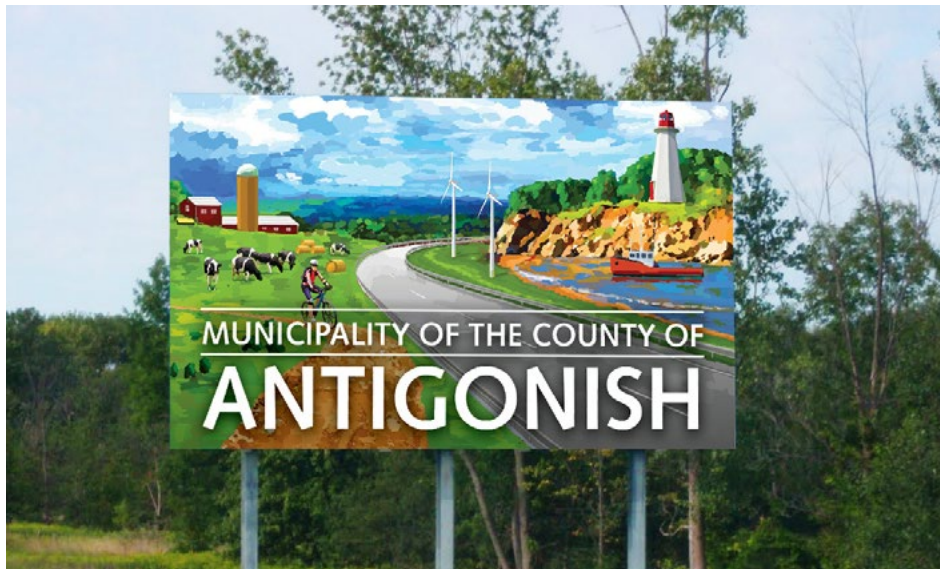
Research | Branding | Community Engagement | Marketing Strategy | OOH | Print

Additionally, our team spent significant time in Antigonish, immersing ourselves in the town's cultural landmarks, natural beauty, and local attractions. Through a strategic marketing approach, we incorporated these unique elements into a cohesive identity that sparks curiosity, drawing local, national, and international attention.

HOW WE DELIVERED

Using both Primary and Secondary Research, WeUsThem undertook a journey of developing three concepts of how Antigonish as a Municipality could be reflected. These concepts set the stage for how Antigonish identifies itself through its communities and its strategic plans for the future. These three concepts laid the ground work for what would be creative that would used in signage, OOH, wayfinding, advertising across mediums (digital, social, print, etc.).

01 Ride On Recognizing the increasing importance of sustainability and the local farm-to-table movement, we developed a concept and associated messaging that positioned Antigonish as a destination for eco-conscious travelers. We envisioned the town's natural beauty as an attraction for those seeking recreation, health-conscious experiences, and a sustainable lifestyle. This concept marries economic growth with tourism and sustainability, presenting Antigonish as a place where travelers can explore both open spaces and local culture in a seamless and inviting manner. The idea was to appeal to visitors who appreciate both nature and responsible tourism.



02 Natural Glory Antigonish's breathtaking landscapes offered an ideal foundation for showcasing the region. This concept brought attention to key tourist hotspots like the Cape George Lighthouse and Crystal Cliffs, blending them with the region's natural beauty and sustainability efforts. We aimed to create a familiar and relatable experience for visitors, presenting the area as both awe-inspiring and accessible. The visual narrative captured the region's environmental strengths and connected them to the paths visitors would take, offering a seamless blend of nature and culture.



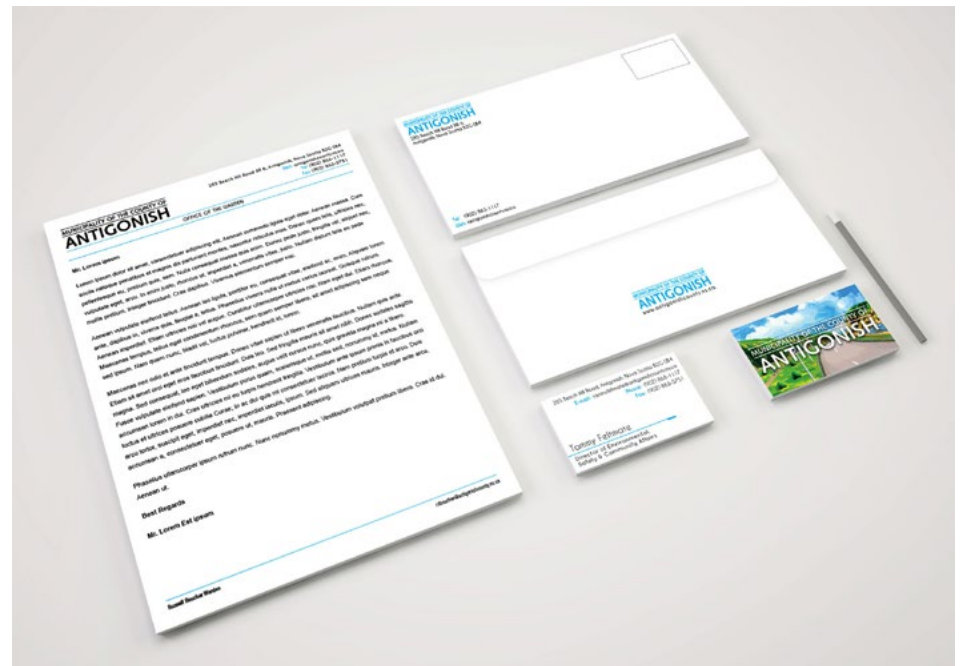
Youthful Fun

03 To highlight Antigonish's dynamic cultural attractions, we developed a vibrant and contemporary concept aimed at the younger, adventurous travelers which lent itself well to adventure tourism which was becoming a new niche at the time. Featuring key landmarks such as St. Francis Xavier University, the Highland Games, and the town's beautiful beaches, this creative was designed to evoke a sense of joy and discovery. The Pop Art-inspired design, with its bold colours and playful elements, was intended to attract attention and create a modern, energetic feel that invited people to experience Antigonish's unique blend of nature and culture firsthand.



Branding

04 As our collaboration deepened, we were tasked with creating a full branding package for the Municipality of the County of Antigonish. This included exterior signage for key facilities to vehicle decals, business collateral, wayfinding and marketing materials that would then be trafficked across channels. The goal was to establish a consistent and cohesive visual identity that represented Antigonish's evolving image as a vibrant, sustainable, and inviting community.



05 **Print**

We were also asked by the Municipality to enhance their county document. The objective was to ensure greater inclusivity and accessibility throughout the region, while ensuring the core elements of the document stayed true to the branding of the Municipality that was developed and a positioning that was in line with the tourism and municipal plan. Our team incorporated clear visual elements, icons, and locally captured photography to create an engaging and informative document. Designed in adherence to WCAG 2.0 guidelines, the document ensures that accessibility remains a priority while promoting the county's unique identity.

Through extensive community engagement, innovative marketing strategies, and thoughtful design, we helped the Municipality of Antigonish redefine its image, positioning the town as a dynamic, sustainable, and culturally rich destination for both residents and visitors.

Through extensive community engagement, innovative marketing strategies, and thoughtful design, we helped the Municipality of Antigonish redefine its image, positioning the municipality as a dynamic, sustainable, and culturally rich destination for both residents and visitors.





PART THREE

KEY PERSONNEL

KEY PERSONNEL RESUMES



Ashwin Kutty - Lead Consultant Account Director & Chief Strategist

BSc, MBA, EMM, IMM

Ashwin Kutty combines a dynamic blend of leadership, strategic vision, and community engagement nationally and internationally for all our client brands and their customers. With a background in marketing, business and the sciences, Ashwin has garnered extensive experience in steering building successful strategies for our clients across geographies, industries and sectors globally. His commitment to community involvement is evident through his leadership roles in advisory boards and organizations aimed at fostering collaboration and positive impact. Ashwin's passion for revitalizing urban spaces and addressing social

issues underscores his dedication to making a difference both professionally and personally. With a track record of accolades and achievements, Ashwin continues to drive WeUsThem forward with innovation and purpose.

Under Ashwin's leadership, WeUsThem has developed a robust portfolio serving prestigious clients such as The Eastern Caribbean Currency Union, the World Health Organization, The Kempinski Group, Dalhousie University, Sinai Health System, Telus Health, and the Governments of Canada, Egypt, Guyana, and Saudi Arabia. His strategic vision and expertise have earned the firm numerous accolades and established it as a leader in its field.

Past Projects

The Kempinski Group

WeUsThem collaborated with The Leela Group of Palaces, Hotels, and Resorts to seamlessly integrate an advanced Digital A/V platform across eight luxury properties, enhancing their ERP and CRM systems to deliver a personalized guest experience. As their Agency of Record, we led a comprehensive rebranding effort, developed a multi-tiered website, and created a loyalty-based mobile app, all of which reinforced the brand's global presence. Our strategic campaigns, including partnerships with international airlines, influencers, and restaurants elevated The Leela Group's status in the luxury hospitality industry, earning them recognition as a top-tier brand by leading travel publications.

Government of Jamaica

Jamaica, known for its tourism, is being rebranded as a robust business and export market. We are working to position Jamaica as an ideal destination for global commerce, highlighting its strategic advantages such as the reopening of offices in New York and significant agribusiness investments. Jamaica's shared time zones with North America make it an attractive hub for multinational corporations. Our partnership aims to shift perceptions and showcase Jamaica's potential beyond tourism, positioning it as a key player in the global market for investments and exports.

KEY PERSONNEL RESUMES



Faten Alshazly
Chief Creative Officer
 BSc, MFA

Faten Alshazly is a dynamic leader with a passion for creativity, community engagement, and women's empowerment. With a background in both technology and the arts, Faten brings a unique perspective to her role, driving innovative solutions for our clients. Her work has led creative executions that have resulted in national and international campaigns for brands like Pratt & Whitney, ESPN, Stanfields Ltd., Cambridge University, etc. to name a few.

Faten holds a background in Computer Science and Business from Dalhousie University, complemented by a Master of Fine Arts in Broadcast and Motion Graphics from the Savannah College of Art and Design in the United States. This multidisciplinary foundation has enabled

her to blend technical skills with creative vision, elevating WeUsThem to serve prestigious clients such as Telus, the Canadian Space Agency, Nestlé, Kaplan International, and the Government of Canada.

Faten's dedication to making a difference extends beyond the office, as she actively serves on the boards of various charitable organizations and advocacy groups. Her commitment to supporting women in leadership positions and her involvement in initiatives aimed at addressing societal challenges highlight her values-driven approach to business.

Faten is Canada's Top 100 Most Powerful Women and her leadership, creativity, and dedication to positive change make her an invaluable asset to our team and the communities we serve.

Past Projects

Global Affairs Canada partnered with us to enhance the Connect2Canada initiative, a platform aimed at keeping Canadians in the U.S. connected with their homeland. We designed bilingual communication templates and integrated various systems for a unified, maintainable infrastructure. Our multi-year support ensures the platform remains technologically advanced and accessible. Major campaigns include Canada Day celebrations, a unique interactive platform for Canada's 150th anniversary, and a social media campaign during the 2017 U.S. Presidential Inauguration to promote Canadian culture and tourism. These efforts strengthen U.S.-Canada relations and celebrate Canadian identity across North America.

With two decades of unparalleled experience in accessibility, reachAbility stands as a beacon for inclusivity, recognized nationally and internationally for their organizational expertise. Collaborating with WeUsThem, reachAbility sought to amplify the promotion of accessible businesses to target audiences, recognizing these individuals as essential explorers in the tourism landscape. The project aimed to address the \$17.3 billion Disability Travel market, with Canada boasting 1 in 3 individuals reporting a disability, particularly high in Nova Scotia. WeUsThem's expertise brought forth solutions like a multi-parametric platform for diverse audiences, directed e-learning, and CRO marketing. Their proposed solutions, including API interfaces for DMOs and hospitality chains, promise a future where accessibility is seamlessly integrated into the tourism ecosystem. This holistic approach, with booking platform integrations and training initiatives, not only ensures immediate benefits but also lays the foundation for sustainable, long-term change, positioning reachAbility as a trailblazer in accessible travel innovation.

KEY PERSONNEL RESUMES



Jessica Hoad Project Manager

LLB Law

Jessica Hoad brings both education and dedication to her role as an Account Coordinator at WeUsThem Inc. With a degree in law from University College London, one of the top ten ranked universities in the world, she combines her strong academic background with hands-on experience in crafting and executing public affairs campaigns across Canada. Jessica's past clients include the City of Saint John (NB), the

New Democratic Party, the Nova Scotia Health Authority, Halifax Transit, and The North Grove.

Jessica excels in integrating digital and traditional media strategies to effectively reach and engage stakeholders. Her ability to tailor tactics to meet clients' needs ensures impactful stakeholder engagement and drives successful outcomes. Known for her enthusiasm and dedication, Jessica approaches each project with a commitment to challenging norms, meeting deadlines, and staying within budget, regardless of the complexities involved.

Past Projects

Accessible Tourist

With two decades of expertise in accessibility, reachAbility is a leader in inclusivity, recognized both nationally and internationally. In collaboration with WeUsThem, the organization aimed to promote accessible businesses to key audiences, addressing Canada's \$17.3 billion Disability Travel market, where 1 in 3 individuals report a disability, particularly in Nova Scotia. WeUsThem provided innovative solutions like a multi-parametric platform, e-learning, and CRO marketing, alongside API interfaces for DMOs and hospitality chains. This comprehensive approach integrates accessibility into the tourism ecosystem, ensuring both immediate impact and long-term sustainable change, positioning reachAbility as a pioneer in accessible travel.

State of Wyoming

We recently worked with the State of Wyoming on their Women, Infants, and Children (WIC) initiative. The WIC program is an extremely valuable initiative that delivers food items, programming, and other benefits to low-income women who are pregnant, breastfeeding, or who just had a baby, and families with children under the age of 5.

Our work with them is to develop a comprehensive media campaign across the state to increase recruitment and awareness for the WIC program. Part of this relationship includes media buy planning and purchasing across various outlets throughout the state that includes Print, Broadcast, Digital, Social, OOH and OTT.

KEY PERSONNEL RESUMES



Temitayo Balogun

Manager, Strategy

MSc, PR & BSc, Mass Communications

With a Master's in Public Relations from Mount Saint Vincent University and over five years of experience as a Public Relations Officer with the Lagos State Ministry of Information and Strategy, Temitayo Balogun brings a wealth of expertise to her role as Manager of Strategy at WeUsThem Inc. Her background in communications, public relations, and digital marketing is instrumental in developing and executing impactful marketing strategies.

Temitayo's skills in social media content creation and digital marketing play a crucial role in delivering tailored marketing solutions. Her strategic acumen and commitment to excellence make her an asset in crafting and implementing strategies that resonate with diverse audiences and

drive successful marketing outcomes. Over the years, she has developed her skills and built a strong foundation through her work with various organizations, including the University of Regina, the Property Records Industry Association (PRIA), and the Maltby Centre. Her diverse background has equipped her with a unique blend of expertise and adaptability.

She takes pride in the excellent delivery of her assigned tasks and in helping both the organization and its clients achieve their set goals. Her commitment to excellence and strategic approach make her an invaluable asset to the team, consistently striving to exceed expectations and contribute to overall success.

Past Projects

State of Wyoming

We recently worked with the State of Wyoming on their Women, Infants, and Children (WIC) initiative. The WIC program is an extremely valuable initiative that delivers food items, programming, and other benefits to low-income women who are pregnant, breastfeeding, or who just had a baby, and families with children under the age of 5.

Our work with them is to develop a comprehensive media campaign across the state to increase recruitment and awareness for the WIC program. Part of this relationship includes media buy planning and purchasing across various outlets throughout the state that includes Print, Broadcast, Digital, Social, OOH and OTT.

City of Saskatoon

For the City of Saskatoon, we were selected to develop and implement an Active Transportation campaign aimed at promoting the adoption of active transportation methods across the city. Our comprehensive communications campaign focused on fostering inclusion, safety, and cooperation between active transporters and motorists. Through stakeholder engagement sessions and strategic planning, we crafted a campaign strategy that aligns with the city's vision for sustainable and active living. As we approach the final stages of the project, we are set to present the strategy to the city's advisory council, demonstrating our commitment to creating positive impact within communities.

KEY PERSONNEL RESUMES



Kacie Byers Strategist

BBA

Kacie Byers, a strategist at WeUsThem, leverages her Marketing degree from the University of Denver and a strong passion for creative content. With a background in copywriting for diverse brands, Kacie excels in crafting compelling messaging that aligns with client goals.



At WeUsThem, Kacie's creative expertise plays a key role in shaping impactful marketing strategies. Her blend of technical skills and creative insight ensures the successful execution of campaigns for notable clients including;

Past Projects

Maltby Centre

Maltby Centre enlisted the expertise of WeUsThem to spearhead their digital campaign aimed at enhancing public awareness of their holistic mental health and autism services for children and youths in Ontario. Drawing upon our in-depth understanding of their target audience, we devised a comprehensive strategy spanning META (Facebook and Instagram) and LinkedIn platforms. This strategy entails crafting engaging social media posts, strategically utilizing keywords, and employing impactful hashtags to amplify brand visibility.

In addition to our digital efforts, we designed visually striking bus stop posters and billboard advertisements to broaden our outreach and further promote Maltby's services. These initiatives are strategically positioned to bolster awareness of Maltby's autism programs, encourage more families to utilize their core clinical services, facilitate navigation of the Ontario Autism Program (OAP) systems, and promote the expenditure of OAP funds with Maltby. Our campaign aimed to drive traffic to Maltby's website and facilitate appointment bookings, ultimately ensuring that their crucial services reach those in need across Ontario.

University of Regina

We have been collaborating with the University of Regina's Canadian Institute for Public Safety Research and Treatment (CIPSRT) and Canadian Institute for Pandemic Health Education and Response (CIPHER) teams, specifically focusing on their PSPNET and PSPNET Families initiatives, which aim to support the mental health and well-being of public safety personnel and their families dealing with trauma. Leveraging our extensive experience in the healthcare industry and understanding of their mission, we have contributed by creating informational communication materials like infographics and posters showcased at the CIPSRT Champions of Mental Health CIPHER Conference in Ottawa. Additionally, we are developing a comprehensive social media strategy to enhance their digital communication efforts, anticipating significant impact from our ongoing collaboration.

KEY PERSONNEL RESUMES



Cole DeMan **Manager, Technical Operations** BSC

Cole DeMan is the Manager of Technical Operations at WeUsThem Inc., bringing a Bachelor of Computer Science from Dalhousie University and a rich background in developing cutting-edge digital solutions. With over 10 years of experience, Cole's expertise spans the creation of games, mobile apps, websites, and accessible platforms, serving a global clientele across Canada, the United States, and the UK. His ability to deliver versatile solutions tailored to diverse platforms and methodologies sets him apart.

His technical skills and innovative approach enable him to effectively address complex challenges, ensuring that digital solutions are both

effective and user-friendly.

Cole is our development guru, lending his years of experience across a variety of frameworks, languages, databases and development methodologies across a plethora of projects that our agency takes on. More importantly, Cole is the individual on our team who assesses your technical requirements as they come in, ensuring that our solutions will meet and exceed the needs of your organization.

He is an individual who has a wealth of knowledge, such as what plugins will perform the best for your needs or which CMS will be optimal for your project. More recently, he told us how many bottles of water to put in our fridges during a power outage in order to keep food from going bad. In other words, Cole may be a diligent worker, but he knows how to lighten the mood and keep us going for the rest of the workday!

Recently, Cole has built solutions for such clients as the Canadian Space Agency, the Government of

Past Projects

Accessibility of Open Data Applications, Canadian Space Agency

While working with the Canadian Space Agency, full-stack development and improved accessibility for open data applications was completed. As with all projects, we went into this project with accessibility at the forefront of our minds. We ensured that the work we did met Web Content Accessibility Guidelines (WCAG) 2.0 Level AA. In this engagement, we also planned and implemented a full digital accessibility compliance strategy.

Cogswell District Project, Halifax Regional Municipality

Worked with the Halifax Regional Municipality on one of the largest infrastructure projects to be undertaken on the east coast in some time by the government in the heart of the city. As part of this engagement, we are working with them on ensuring our communication vehicles are inclusive of active transportation options to ensure the communication is respectful of all commuters in and out of the downtown core of the city. To do this, we are working to develop a mobile application as a communications vehicle for their ongoing Cogswell District Project, that provides updates and route changes as the project progresses, for motor vehicles, transit, cycling, and walking. What this incredible undertaking for the City will mean for the long-term viability of sustainable and equitable transportation, not to mention a City open for all, is what we are most passionate about when it comes to this particular project.

KEY PERSONNEL RESUMES



Jed Gemarino
Graphic Designer
DGD

Throughout his career, Jed has explored various mediums, such as watercolor, oil painting, acrylic, sculpting, etching and screen printing, photography, and other mixed media. His experience expands to over six years of work, in commissioned art work, illustrations, and graphic design, which ultimately influenced his present work in digital art.

When Jed is working on projects, whether it is personal or for his clients, he creates a vision board that will benefit his project, with which he focuses on colour, shape, and layout. Jed leverages his deep understanding of fundamental art principles and his creative prowess to craft compelling visual content that effectively communicates client messages and evokes desired emotions.

Jed is an exceptional member on this team and his mindset is to always be diligent and passionate with his projects, which he has showcased through his work with The Mills, ACCES Employment, and the North American Indigenous Games, among others.

Past Projects

Municipality of the County of Antigonish

Antigonish, a small town in Nova Scotia, known for St. Xavier University and the oldest continuous highland games outside of Scotland, aimed to redefine its identity to balance the vision of residents and attract visitors. We solicited input via social media and surveys, and our team explored the town's unique cultural and natural beauty. Using illustrative design elements, we created engaging concepts like "Ride On," promoting sustainability and recreation, and "Natural Glory," showcasing the region's vistas and tourist spots inspired by impressionist art. "Youthful Fun," inspired by Pop Art, highlights cultural attractions with a contemporary feel. Our branding package included signage, vehicle decals, and marketing materials. Additionally, we enhanced Antigonish's accessibility document, ensuring clarity and compliance with WCAG 2.0, featuring local photographs for authenticity.

White Ribbon

White Ribbon's "It Starts with You" campaign aimed to inspire men to promote healthy relationships with boys to end violence against women. We revamped the social media strategy, increasing engagement by targeting both men and boys. We also developed a website and promotional materials for the National Community of Practice toolkit, which supports men and boys in preventing violence against women. Additionally, we assisted the Huddle Up and Make the Call program in promoting respectful actions and healthy masculinities among youth through various community and school activities.

KEY PERSONNEL RESUMES



Joshua Riggs **Graphic Designer**

BDes

Joshua has a Bachelor's in Interaction Design from Sheridan College. He excels in UI/UX design and front-end development, using tools like Figma, Adobe Creative Suite, Blender, and Unity 3D to create visually engaging and accessible interfaces.

Joshua's freelance experience includes successful projects for both local and international clients, showcasing his versatility in 2D and 3D design. At WeUsThem, he enhances client marketing strategies through compelling visuals and interactive elements that drive user engagement. His skills in web accessibility, usability testing, and information architecture ensure user-centric design solutions.

With strong analytical, collaborative, and communication skills, Joshua thrives in fast-paced environments, delivering innovative and impactful user experiences that align with client goals.

Past Projects

Property Records Industry Association

We are in the final stages of redeveloping the website for the Property Records Industry Association (PRIA), a project that is set to launch imminently. Our work with PRIA has focused on creating a modern, user-friendly platform that meets the specific needs of industry professionals while enhancing accessibility and functionality. Through careful design and development, we've ensured that the new website not only aligns with PRIA's mission but also offers a seamless experience for its users, incorporating the latest web technologies, best practices, and learning integrations for their webinars and courses. This project underscores our ability to deliver high-quality, tailored solutions that effectively serve specialized industries.

Canadian Interagency Forest Fire Centre

We are currently developing the Resource Ordering and Demobilization System (ROADS) as a web application for the Canadian Interagency Forest Fire Centre (CIFFC). This system is designed to streamline resource sharing processes, significantly reducing staff workload and ensuring more timely processing of resource movements. By minimizing data entry errors and standardizing the information entered by users, ROADS will enhance the accuracy and consistency of critical data. The platform will also provide real-time situational awareness, comprehensive reports, and serve as a single, unified source of data for both daily operational activities and long-term strategic planning. Our work on ROADS includes integrating the system with existing CIFFC platforms where possible, ensuring a seamless and cohesive digital environment that supports CIFFC's essential mission.




PART FOUR


REFERENCES


REFERENCES


Accessible Tourist

reachAbility

 Ms. Tova Sherman CEO

 902-429-5878

 tova@reachability.org

 3845 Joseph Howe Drive, Suite 201
Halifax, Nova Scotia B3L 4H9


 2021-2022

Work Performed


- » Research & Focus Groups Held with Key Stakeholders
- » Environmental Scan & Research
- » Development of an Accessibility Travel Strategy


Government of Jamaica


JAMPRO Corp.

 Mr. Gabriel Heron, Vice Pres. of Marketing

 1-876-978-7755 ext. 2102

 gabrielheron@gmail.com

 18 Trafalgar Road
Kingston, Jamaica

 (1) \$135,000 USD, (2) \$60,000 USD


 (1) 2018-2020, (2) 2022-2023


Work Performed


- » Website design and development focused on highlighting Jamaica as a viable option for investment.
- » Campaign to Promote Jamaica as a location for Foreign Direct Investment.
- » <https://dobusinessjamaica.com/>


Municipality of the County of Antigonish


Signage Design

 Ms. Tammy Feltmate, Director

 902-863-1117

 tammy.feltmate@antigonishcounty.ns.ca

 285 Beech Hill Road
Beech Hill, NS B2G 0B4

 \$8,500 CAD

 2022

Work Performed

- » Brand Design
- » Highway Signage
- » Wayfinding Signage
- » Marketing Collateral
- » Decals for Municipal Vehicles
- » <https://antigonishcounty.ca/>



PART FIVE

WORK PLAN

SCOPE OF WORK & OUR APPROACH

Marketing Communications Proficiency:

- Comprehensive background in multiple aspects of public relations and marketing communications, including producing branding strategy and messaging, creating incentive programs, graphic-arts creation and development of advertising sales collateral. Seek professional knowledge of publication and web layout and design, social-media use and email-marketing techniques, as well as related writing/editing and media-relations skills.

WeUsThem takes a data driven approach to branding and marketing communications, ensuring every campaign aligns with altering business objectives and audience needs of each and every client. Our expertise spans branding strategy, messaging development, and incentive programs designed to boost customer engagement and loyalty. By leveraging a blend of traditional and digital marketing channels, our team creates compelling advertising and relevant marketing collateral that strengthens brand visibility and market positioning. We integrate design, content creation, and targeted outreach to deliver measurable results that foster long term brand advocacy.

Our proficiency encapsulates graphic arts, publication endeavours, and web layout and design, utilizing industry standard tools like Adobe Creative Suite to develop visually striking and functional assets. In the digital space, we implement data backed social media strategies and email marketing campaigns that drive high engagement rates. Through SEO and content optimization efforts, our team will ensure Wilsonville maintains a strong online presence, increasing discoverability and audience reach.

It is our belief that effective marketing communications require strategic writing and editing. We are well versed in developing press releases, blog articles, newsletters, and advertising copy tailored to connect with diverse audiences while maintaining brand consistency. Our media relations approach involves building strong partnerships with journalists, influencers, and digital content creators to secure meaningful coverage and expand brand awareness on Wilsonville's behalf. By coordinating interviews, media events, and promotional opportunities, we enhance your brand credibility and public perception on and off shoulder season as the place to visit for multiple days to take in the events and sites offered.

We combine traditional and digital marketing strategies to create dynamic, results oriented campaigns. Our focus on data analytics and industry trends ensures that our

marketing efforts evolve with consumer behaviours and technological advancements. By continuously refining our approach, we maximize brand impact, optimize engagement, and drive long term success.

Our expertise in audience analysis and communication outreach is demonstrated through our work with Global Affairs Canada on the Connect2Canada Initiative. WeUsThem conducted an in depth study on how diplomatic organizations engage their expatriate communities, analyzing content strategies, engagement metrics, and brand positioning. We then segmented the Canadian diaspora audience, identified the most effective communication channels, and tailored messaging to optimize impact. This approach resulted in a 335% increase in audience reach and a 417% boost in engagement, showcasing our ability to transform research insights into actionable marketing strategies. We will apply a similar methodology for Willsonville's tourism efforts to ensure the created marketing strategy is data driven, personable for multiple audiences of interest, and precisely targeted across multiple platforms and mediums.

SCOPE OF WORK & OUR APPROACH

Professional Tourism Background:

- Extensive professional experience in the tourism industry with a track record of successful accomplishments that have increased overnight lodging occupancy or other quantifiable metrics.

WeUsThem's approach to tourism marketing is rooted in understanding market dynamics, traveller preferences, and competitive positioning. We specialize in developing strategies that increase overnight lodging occupancy, boost visitor spending, and enhance overall tourism engagement. Through a combination of data analysis, internal and external stakeholder analysis and research, and creative execution, we craft compelling tourism marketing campaigns that capture audience interest and drive measurable results.

We collaborate closely with DMOs, hospitality providers, and local businesses to create strategic promotional campaigns. Utilizing consumer insights and travel trends, we tailor messaging and marketing initiatives that resonate with target audiences. Our expertise includes digital advertising, influencer partnerships, and traditional media outreach to drive visitor numbers and economic growth in the regions we serve.

One of our key strengths lies in developing experiential tourism programs that cater to niche markets such as adventure tourism, culinary tourism, and cultural heritage tourism. By curating unique travel experiences, we differentiate destinations from competitors and build strong emotional connections with visitors. Our partnerships with travel agencies, tour operators, and hospitality groups further enhance our ability to deliver seamless, high quality experiences that attract and retain travelers.

As tourism trends and traveller behaviours continue to evolve, our firm stays ahead of industry developments and emerging travel technologies. We do so by leveraging digital platforms, data analytics, and social media, refining our marketing strategies for maximum impact. Our passion for tourism marketing, coupled with our results driven approach, positions WeUsThem as a trusted partner in driving destination success and visitor satisfaction for Wilsonville.

One of our major successes was our collaboration with Leela Group of Palaces, Hotels, and Resorts, a brand of The Kempinski Group. They sought our expertise to enhance their Agency of Records and implement a Digital A/V platform across eight international properties. Through strategic digital implementations, marketing, and rebranding, we significantly boosted Kempinski's global reach. International traffic increased by 71%, domestic traffic by 48%, and 66% of visitors were new to the brand. As a result, occupancy rates averaged 89%, peaking at 90-100% for three hotels, while digital conversion rates rose to 38%.

SCOPE OF WORK & OUR APPROACH

Oregon Tourism Expertise:

Considerable first-hand knowledge of the Oregon tourism industry, including managers of DMOs, tour operations, meeting/convention planners, and specialized travel segments such as Business Travelers, VFR (Visitor Friends and Relatives), and FIT (Free/Foreign Independent Traveler) markets.

WeUsThem leverages deep industry insights and established relationships within Oregon's tourism sector and in neighbouring states to develop targeted marketing strategies that elevate Wilsonville's visibility as a premier travel destination in Oregon. Our connections with DMOs, tour operators, meeting and convention planners, and specialized travel segments allow us to craft data driven campaigns that drive visitor engagement and economic growth.

Our experience includes collaborating with DMOs across the state to design and execute marketing initiatives that showcase Oregon's diverse attractions, from the stunning coastline and wine regions to vibrant urban centers and outdoor adventures. By integrating local businesses, government agencies, and hospitality providers into our strategies, we create tourism experiences that enhance visitor satisfaction while supporting regional economic goals.

A key aspect of our expertise is our ability to target specific traveller segments, including business travellers, visitor friends and relatives (VFR), and free or foreign independent travellers (FIT). By analyzing the motivations and behaviours of these groups, we develop tailored marketing approaches that increase visitor engagement and spending. Our customized itineraries, promotional packages, and business traveler friendly initiatives ensure Oregon remains attractive to a wide range of travelers.

In today's competitive tourism landscape, differentiation and personalization is critical. We apply a strategic, research backed approach to position Oregon as a must visit destination, using data driven insights and market analysis to shape compelling marketing narratives. Our ongoing monitoring of industry trends, traveller preferences, and regional developments ensures that our marketing efforts remain relevant and effective in attracting travellers to Oregon.

One of our major successes was our collaboration with Leela Group of Palaces, Hotels, and Resorts, a brand of The Kempinski Group. They sought our expertise to enhance

their Agency of Records and implement a Digital A/V platform across eight international properties. Through strategic digital implementations, marketing, and rebranding, we significantly boosted Kempinski's global reach. International traffic increased by 71%, domestic traffic by 48%, and 66% of visitors were new to the brand. As a result, occupancy rates averaged 89%, peaking at 90-100% for three hotels, while digital conversion rates rose to 38%.

SCOPE OF WORK & OUR APPROACH

Marketing Services

WeUsThem's approach to marketing services is rooted in a strategic, data driven methodology that maximizes audience engagement and is proven to enhance Wilsonville's brand visibility. We begin by conducting a comprehensive market analysis to understand audience behaviours, regional tourism trends, and competitor positioning. At this same time, we also look at given websites, booking sites, and social metrics to consider current audience engagement. Using these insights, we develop and implement robust marketing promotion plans that integrate targeted ad buys, digital and print advertising, and strategic online promotional features. Our team strongly believes that a multi channel approach is best to ensure consistent messaging across digital platforms, social media, and print media, allowing for a seamless and immersive user experience. Ultimately bringing traction for visitors.

We specialize in creating high quality digital and print marketing collateral tailored to drive visitor engagement. Whether through visitor guides, maps, brochures, or additional digital or physical promotional materials, we ensure that every asset aligns with Wilsonville's brand identity and tourism goals. By leveraging high impact visuals and persuasive storytelling, we craft compelling content highlighting the unique blend of urban and natural attractions and experiences Wilsonville has to offer. Our expertise in content distribution in the tourism sector further amplifies our reach, ensuring these materials are placed in strategic locations to maximize visitor exposure and engagement.

To measure the effectiveness of our marketing efforts, we employ a rigorous performance tracking system with Google Analytics, Looker Studio, and other databases at Willsonville's discretion that evaluates key metrics such as engagement rates, website traffic, and visitor conversions. Our team continuously refines marketing strategies based on data driven insights, ensuring that promotional efforts brought to your team's consideration yield the highest return on investment. By remaining adaptable to evolving tourism trends and visitor preferences, we ensure Wilsonville remains a top destination for travellers throughout the duration of the campaign.

One highlight is our collaborative effort with ReachAbility. Our strategic marketing services successfully positioned ReachAbility as a pioneering leader in accessible tourism, ensuring they stood out in a competitive travel market. Through branding, CRO marketing, influencer collaborations, and social media management, we amplified their

message and engaged both travellers with accessibility needs and businesses looking to accommodate them. Our data driven approach, including the integration of DMO and third party feeds, fostered industry collaboration and strengthened ReachAbility's role as a trusted resource. As a result, we not only increased awareness but also helped solidify ReachAbility's impact in the tourism sector, driving post COVID-19 recovery efforts by championing inclusivity in travel.

SCOPE OF WORK & OUR APPROACH

Website Services

In the digital age we find ourselves in, a compelling online presence is the foundation of any successful tourism marketing strategy. WeUsThem is more than capable of hosting and maintaining the ExploreWilsonville.com tourism website, ensuring the site is maintained on a high performance platform that ensures seamless functionality across all devices, including desktops, tablets, and mobile phones. Our in house technical expertise allows our firm to optimize the site for speed, usability, and accessibility, enhancing the overall user experience. We strive to implement SEO best practices with every website collaboration we conduct, including keyword optimization and content structuring, to improve search engine rankings and drive organic traffic to the website.

In addition to optimizing the website for performance, we will continuously develop and maintain original, high quality content. Our team will create engaging written, graphic, and photographic content that reflects Wilsonville's tourism offerings, ensuring that visitors can easily access up to date information on attractions, events, dining, and lodging options. By integrating a streamlined CMS, we ensure that updates can be made efficiently to reflect real time changes in local tourism offerings. Through a data driven approach, we will analyze website traffic and user behavior to refine strategies that improve engagement and conversion rates. To ensure that we do so successfully, our team will conduct internal and external stakeholder interviews to understand the strengths and weaknesses of the current site.

Our team also focuses on UI/UX design to ensure seamless navigation, mobile responsiveness, and unparalleled accessibility for all users. By incorporating intuitive design elements and clear CTA features, we enhance visitor interactions and encourage longer website sessions. Through ongoing analytics monitoring and A/B testing, we will continuously refine website elements to optimize performance and increase visitor engagement with Wilsonville's tourism offerings.

One collaboration that highlights our ability to aid with website based endeavors in a tourism space is our work with the City of Whitehorse. WeUsThem revitalized Whitehorse's outdated website to create an accessible, user friendly platform that benefits tourists, small businesses, and the city as a whole. By balancing the needs of various stakeholders and designing a modular, visually appealing interface, we ensured the website could grow with the city's future needs. Our team conducted thorough research, developed a streamlined storefront, and tested the site to guarantee a streamlined and accessible UI/UX experience in all facets. The result is a modern, intuitive website that reflects Whitehorse's unique personality and serves as an effective digital gateway for residents, businesses, and visitors.

SCOPE OF WORK & OUR APPROACH

Social Media Services

Social media is a critical tool for engaging potential visitors and fostering an active tourism community. WeUsThem will design and implement a comprehensive social media marketing strategy tailored to Wilsonville's brand and target audience. This includes developing and executing promotional e-marketing campaigns, contests, and influencer partnerships to boost engagement and drive visitor interest to the Portland metro area and the Oregon Agricultural, Biking, and Wine Country Wilsonville finds itself to be. Our expertise in social media analytics in the tourism sectors and beyond enables our team to track performance metrics and optimize content to achieve maximum reach and interaction.

By ensuring a consistent posting schedule and leveraging platform specific best practices, WeUsThem will enhance Wilsonville's social media presence across platforms such as Facebook, Instagram, and Twitter. Engaging visual storytelling, user generated content, and interactive posts will be key components of our strategy to increase audience participation and brand affinity. This can be differentiated through multiple collaborations with local attractions, tourism bureaus, and collaborating with the tourism team to ensure that everyone's voice is heard throughout the creative process. We will additionally monitor social trends and suggest adjusting strategies according to analytics received and patterns found, ensuring that Wilsonville remains at the forefront of digital tourism marketing.

To further strengthen Wilsonville's digital presence, we will implement targeted advertising campaigns to reach potential travelers based on demographics, interests, and online behaviors. We will also leverage analytics to measure engagement, refine content strategies, and optimize advertising spend to maximize return on investment. Paired with this, our team will monitor for any relevant KPIs your team wishes to be monitored throughout the collaboration. KPIs that can be considered and addressed in length throughout the planning process. By fostering a two way communication with followers, we will ensure Wilsonville builds a loyal and engaged online community.

One memorable tourism endeavor we were entrusted with was our collaboration with ReachAbility. WeUsThem partnered with ReachAbility to amplify the visibility of accessible businesses in Nova Scotia through a strategic social media campaign. By leveraging research, inclusive design, and influencer collaborations, we ensured ReachAbility stood out in the crowded travel industry while engaging both travelers and businesses. Our efforts included social media management, CRO marketing, and the integration of third-party feeds to strengthen collaboration between accessible businesses and the tourism sector. Ultimately, we positioned ReachAbility as a thought leader in accessible travel, reinforcing its role in post COVID tourism recovery.

SCOPE OF WORK & OUR APPROACH

Public Relations Services

Throughout our collaboration, your team will find that we take a proactive approach to public relations, ensuring Wilsonville's unique attractions and events receive the media coverage they deserve. Our media outreach strategy includes managing media contacts, issuing regular news releases, and pitching compelling story angles to regional and national publications. By fostering current and new relationships with journalists, bloggers, and content creators, WeUsThem will cultivate earned media opportunities that amplify Wilsonville's tourism appeal.

Additionally, our team will develop and execute hosted media tours, bringing influential travel writers and social media influencers to experience Wilsonville firsthand. This hands on approach not only generates organic media coverage but also strengthens Wilsonville's credibility as a top tier destination. By strategically coordinating press releases and media interactions, we ensure that key messages are effectively communicated to target audiences, increasing awareness and visitation rates.

Our PR efforts will also include crisis communication planning to ensure Wilsonville is prepared to manage any potential challenges effectively. We will establish clear response protocols and messaging strategies to address public concerns while preserving Wilsonville's reputation. Through consistent media monitoring, we will track coverage and sentiment to refine future public relations efforts and enhance overall visibility.

In our work with the Government of Jamaica, our role was to reposition Jamaica as not just a tourism destination but as a thriving business and investment hub. We crafted messaging that highlighted Jamaica's economic stability, skilled workforce, and strategic geographic advantage as differentiators. Through a mix of content strategy, branding, and visual storytelling, we successfully shifted perceptions, helping attract global investors and drive multi-million dollar investments into the country. In this endeavour, we were aiding the governmental body with PR endeavours, and prepared behind the scenes per their request to help mitigate any crisis navigation. The safety net was not ultimately required, but greatly appreciated by the Jamaica government. Our success in Jamaica underscores our ability to build a well versed public rollout and prepare for crisis management on our client's behalf.

SCOPE OF WORK & OUR APPROACH

Photographic & Video Services

High quality visual content is essential for impactful tourism marketing. We will arrange and ensure the execution of professional photographic and video shoots that showcase Wilsonville's attractions, events, and unique experiences. Our team will oversee the entire process, including scouting locations, obtaining models and releases, and ensuring that final assets align with brand guidelines and marketing objectives. These visuals will be utilized across print and digital platforms to create compelling storytelling elements that engage potential visitors.

Our approach focuses on utilizing dynamic, high resolution imagery and video content optimized for multiple marketing channels. From promotional videos to immersive social media content, we ensure that Wilsonville's visual assets enhance its tourism narrative and inspire potential visitors to explore the region.

We will also maintain an organized digital asset library, allowing Wilsonville to efficiently access and repurpose visuals for future marketing campaigns. By continuously updating the collection with fresh, high quality content, we ensure Wilsonville's brand remains visually compelling and relevant across all platforms.

A key collaboration involving audio and visual aids would be our work with the University of Regina during Fleet Week. Our team played a pivotal role in capturing the essence of PSPNET and PSPNET Families through compelling photography and videography during Fleet Week on the Halifax Pier. We documented key moments, including firsthand interactions at the booth, to visually highlight the importance of mental health support for public safety personnel and their families. Our videography featured testimonials from individuals who had benefited from PSPNET, adding authenticity and emotional impact to the campaign. These efforts not only enhanced engagement but also contributed to the campaign's success, reaching an estimated audience of 56.7 million and securing national media partnerships.

SCOPE OF WORK & OUR APPROACH

Management Services

Effective tourism promotion requires strong management and coordination efforts in every aspect of the collaboration. We will oversee all aspects of the 'Explore Wilsonville' tourism program, working closely with relevant staff, key stakeholders, and the Tourism Committee to ensure that marketing initiatives align with both niche and broader tourism goals. Our team will provide financial oversight, ensuring that marketing budgets are allocated efficiently to maximize impact. We will also maintain compliance with all required registrations and insurance provisions, mitigating risk while ensuring smooth operational execution.

To support Wilsonville's tourism efforts, we will develop and implement streamlined procedures for public communications. This includes managing inquiries and information requests across multiple channels, including email, phone, and social media. Our team will ensure prompt responses and high quality customer service, fostering positive relationships with potential visitors and industry stakeholders. Additionally, we will manage subscriptions to relevant online services, software, and marketing databases, ensuring that Wilsonville's tourism efforts remain competitive and data driven.

We will participate in Committee meetings, providing strategic guidance and performance updates. Our team strives to meet with every client once a week to ensure everyone is on the same page about the progress of relevant steps in the collaboration. These meetings normally cover progress reports and points for consideration or alteration. Our quarterly reports will include key tourism metrics such as lodging occupancy rates, website traffic, social media engagement, and visitor inquiries. These insights will guide future marketing decisions and allow for continuous optimization of tourism promotion efforts.

Our expertise in managing highly complex and multi faceted management endeavours is demonstrated through our multi year collaboration with Global Affairs Canada on the Connect2Canada Initiative. WeUsThem conducted an in-depth study on how diplomatic organizations engage their expatriate communities, analyzing content strategies, engagement metrics, and brand positioning. We then segmented the Canadian diaspora audience, identified the most effective communication channels, and tailored messaging to optimize impact. This approach resulted in a 335% increase in audience reach and a 417% boost in engagement, showcasing our ability to transform research insights into actionable marketing strategies. Not only that but ensuring that every facet of the marketing and website endeavours over two years was executed without error. We will apply a similar methodology and level of dedication to Willsonville's tourism efforts to ensure the created marketing strategy is data-driven, personable for multiple audiences of interest, and precisely targeted across multiple platforms and mediums.

APPROACH & METHODOLOGY

Research

Primary Research

Primary research is new research, carried out to answer specific issues or questions. It will be conducted through the examination of existing reports made available from you, the client. We will gather both qualitative and quantitative data points as defined within our original methodology that would be developed for your approval post project onset. As can be seen on the following page, we also use engagement sessions as part of our primary research processes where we gather information through focus groups, internal stakeholder interviews, and online surveys, which allows us to ultimately understand you and your needs better.

Secondary Research

Secondary research (also known as desk research) involves the summary, collation, and / or synthesis of existing research. Secondary Research will be conducted through literature reviews of best practices within the industry internationally, but also to explore what it is currently that individuals are associating with and consuming information from and in what manners. This will be informed through the initial meetings with yourselves that are had in a manner to better guide the research study to be undertaken. A list of preliminary citations would also be made available as part of our research methodology that we would develop for your approval prior to conducting the study should we undertake such an approach.

Stakeholder Engagement

Focus Group

The consultation will take place with both the internal stakeholders as well as the external audiences in a fashion that engenders the most open discussion on any such exercise needs to bring together opinions from a wide demographic that currently engages with the organization in some fashion.

Internal Stakeholder Interviews

Typically, we like to perform these interviews one-on-one, ensuring that we are able to capture stakeholders unique views in their entirety. These exercises can either be done in person or via video conference, whichever is more convenient for your organization. The questions that are asked are reflective of your internal needs and workings, something that internal stakeholders would be knowledgeable and aware of.

Online Surveys

As part of our work, we would also open up the questionnaires to those individuals who would not be or who would not wish to be part of the face-to-face engagement sessions. They would be engaged online with the questionnaires on our Engagement 101 platform promoted through your various communication channels.

Key Performance Indicators

When setting out on an adventure, we like to identify quantifiable KPIs to gauge the success of our work. We are not shy, neither concerned to measuring our own success based on strategies we have employed. We want the numbers to tell us that we are on brand and on message per the identified outcomes being sought by our client. While the KPIs may tell you how well engagement in a campaign does, it does not give us the full picture that we need in order to ensure we have delivered on the conversion metrics that are required to critically identify that your campaign or your work is performing how we want it to.

This is why we very much focus in on the Brown and Green dollar conversion points based on our discovery and discussions around what is important to you and how best we can ensure we reach the identified targets or the outcomes you seek. We strive to create meaningful conversations for our partners because it leads to conversions - your brands bread and butter. Authentic engagement is just one of our key performance indicators that we follow in order to drive those conversion parameters.

We have many tools and technology that we use to measure success, please have a look at some of the benchmarks below to give you an idea of what metrics matter. Do also note that these differ per project so these are not necessarily etched in stone for this project, but does provide for an indicator of what we look for with regards to returns.

- » Conversion
- » Accessibility
- » Traffic
- » Experience
- » Engagement
- » Awareness
- » Searchability
- » Aquisition
- » Attrition
- » Lifetime Value
- » Perception
- » Behaviour

ACCOUNT MANAGEMENT & TIMELINES

Account Management

We will look to provide you with weekly updates and conference calls. Typically, we carve out a day and time during the week to get on a video call with yourselves. During these meetings we will provide you with updates on the project, as well as talk through the deliverables. Sometimes we may even present you with collateral or strategies that need your feedback or approval. Other regular updates include but are not limited to:

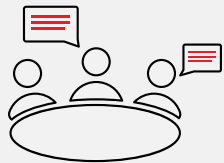
Interim Reports - Regular reports, through meetings, email and Slack, of any updates, concerns or requirements we may have of you.

Notable Areas of Concern and/or Strong Areas of Consensus During the Project -

These are the updates that are crucial to ensure the project stays on track, which are communicated through meetings and formal emails.

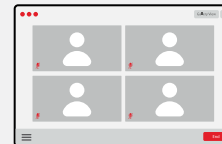
Ensuring Various Levels Stay Informed - As per our Terms of Engagement, we identify the key stakeholders as well as those that need to be kept in the loop for the various levels of communication that need to occur. All individuals are welcome to take part in the Slack channel where secured sub-channels can be created with individuals invited within depending on the terms of engagement we have drawn up and the "need to know" imperative for progress updates as well as team communication.

Below are some of the tools we utilize for client communication.



In Person Meeting

We are happy to travel to you, or you are welcome to our studio on Barrington Street. Feel free to drop by for a coffee or friendly chat!



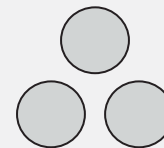
Videoconferencing

We are happy to communicate with our clients through video conference calls using any technology that is mutually accessible such as Skype, Zoom, GoToMeeting, etc.



Slack

With a multitude of channels and bots built-in, there are ways to carve out conversations with various members of the teams at various levels should we require the same. It also provides for an ease in sharing documents live, while maintaining it in a singular space/repository that can be accessed by either teams.



Asana

An instance of our Asana account is instantiated to document any and all issues that are identified through the various test and approval phases identified.

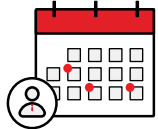
PROJECT MANAGEMENT APPROACH

PRINCE 2 Methodology



01 Initiation

The project manager defines what the project will achieve and realize, working with the project sponsor and stakeholders to agree upon deliverables.



02 Planning

The project manager records all the tasks and assigns deadlines for each as well as stating the relationships and dependencies between each activity.



03 Execution

The project manager builds the project team and also collects and allocates the resources and budget available to specific tasks.



04 Monitoring

The project manager oversees the progress of the project work and updates the project plans to reflect actual performance.



05 Closing

The project manager ensures the outputs delivered by the project are accepted by the business and closes down the project team.

Contract

The contract although a legal document sets the stage for the various major components that would be included within the project. This would also include a budget for the project.

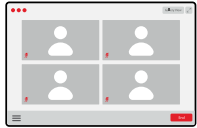
Terms of Engagement

A terms of engagement document is developed to ensure that both teams are aware of the rules of engagement and how/when connects can be expected at what times for varying purposes.

Gantt Chart

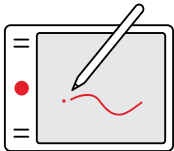
A Gantt chart with the major deliverables and milestones, coupled with the accountabilities thereof is developed during project onset to identify when each of the various components are due.

MARKETING WORKFLOW



01 Market Research

We analyze the needs, establish objectives, and set target goals. We conduct audience research which takes in to account demographics and socio-demographics. We also do environmental research that looks at other organization's social media accounts and analyze the performance of their campaigns.



02 Persona Development

We look at the big picture and plan our social media strategy in accordance to the expected outcomes and goals of your organization. We define various personas for each target audience that outlines their preferred tone, likes, dislikes, behaviours, and more.



03 Content, Channels, & Ad Spending

Quarterly Iterations - Strategies revisited

We create content that aligns with the audience previously outlined. The personas we develop ultimately determine what social media channels we will use, what our message should be, and what visuals to include. We then develop our paid advertising strategy, which sets the blueprint for the campaign ahead.



04 Implementation

Daily iterations - Constantly altering implementation through evaluations & feedback.

The next step is putting the plan in to practice. We execute the social media campaign by posting daily content, executing ad placements, and ongoing public relations interactions that engage with your target audience.



05 Evaluation & Adjustments

We now act in accordance to the performance of the campaign. We look at what went well and what did not, and make any adjustment required. Post the implementation stage, we go back into a cyclical loop for all our quality measures. This ensures that our work is approved of and meets the expectations of our clients.

CAMPAIGN WORKFLOW



01 Market Research

We analyze the needs, establish objectives and set target goals. With audience research taking in demographics, sociodemographic, etc.. Environmental research looking into other agencies working on similar behavioral change based campaigns. Also researching literature of the subject and issue at hand.



02 Persona Development

We look at the big picture and plan in accordance to the expected outcomes of the client in coordination with their project leads and associated stakeholders. We define various persona for each target audience sets outlining their preferred tone, voice, likes, dislikes, preferred channels, behaviors and more.



03 Content, Channel & Media Buy Planning

We create content defined by the audiences previously outlined. The persona's ultimately determine how we sell the message and what the visuals include. Market channels are determined in the same fashion looking at the majority behavioral figures. Media buy planning sets a blueprint for the campaign ahead.



04 Implementation

We do it. Post the planning and the strategizing, we put the plan to practice, execute the strategic process and create the product. This includes copywriting and daily posting on channels, executing media buys, and ongoing Public Relations which engages target markets and their respective social profiles.



05 Evaluation & Adjustments

We act in accordance with our findings from the Study stage. Determine what worked well, and what did not. Take any final actions in accordance to the outcome of the work and the findings from our collective study. This is our way of ensuring that your campaign is not only of a quality that we are proud to call our own, but something you can be proud of as well.

DESIGN WORKFLOW



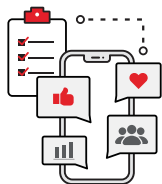
01 Initial Research & Information Collateral

We conduct comprehensive research, target audience analysis, while collecting information and requirements from yourself and your identified stakeholders in order to solidify the approach and bring together all collateral components. We also receive any collateral you may have to offer content, previous creative, feedback, visuals, etc. as part of our discovery and review.



02 Brainstorming

During this stage of the process, sketches help understand how all the collected information may impact the design. As part of this process we conduct a review of the design as it stands today in conjunction with what it needs to be moving forward using a knowledge management paradigm to design a layout that informs on knowledge transfer and information retention. A few ideas from these sketches and information diagrams then take us to the next stage of designing the same for review.



03 Prototyping Drafting

High fidelity designs are developed based on the research and the layout designs. We are happy to present these designs for your review and collaborative feedback and adjustments. We also provide for the rationale based on our research and iterate on the same based on your feedback to reach a design that is in-line with the expected outcomes of the design and informational aspects.



04 Iterative Review & Feedback

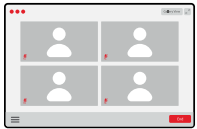
We iterate on the finalized draft with yourselves to ensure that the layout and presentation is reflective of how it needs to be received by the target audiences. Our approach ensures that there are at least 2 rounds of reviews and feedback that are applied to the designs.



05 Handover

We prepare all the files for immediate handover and use either by your printers or your internal team in an agreed upon format. Assets used are also transferred to ensure appropriate use, printouts, etc. are not hampered.

MEDIA WORKFLOW



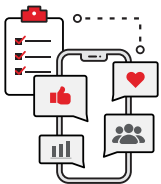
01 Primary Research

With respect to Primary Research, we talk to you and stakeholders you identify on what has been your practices thus far, what has worked for you and what has not worked for you. This informs our work based on what your successes have been along with what the pain points you are dealing with are concerned.



02 Secondary Research

In looking at the geographies and demographics you want to target in stark contrast to your competitors and how they do so in the region and beyond, we would be evaluating what has worked and what does not across the spectrum for those entities. Reviewing your own analytics of what has been earned and what not will also be part of our work to ensure we are looking both internally and externally.



03 Media Evaluation

In reviewing where the you see the best bang for your buck, who you want to have listening to your media exposures and where you hope to have the most traction, the media outlets, brands and platforms will be identified for the same. In reviewing what your approaches are, how much they entertain and facilitate media, to where we can leverage your networks, would be mechanisms we would identify to exploit as far as sharing clippings would be.



04 Audience Demographic

Media is really a reflection of how the content is consumed by the various outlets, the public at large and how people are then putting their own voices forward when it comes to the school. To encourage such behaviour, identifying the audience demographic, their profiles including their likes and dislikes to their content consumption mechanisms, will be identified, quantified and articulated on what works and what does not. Identifying the unique quirks of the target audiences that you hope to reach and have continue to engage with the your brand, would be what we would be charting out the alignments for.



05 Strategy Execution

In conjunction with your internal marketing communications team or your vendor (agency), we move forward with the purchasing of media and executing the strategy as planned.

These along with a whole host of custom processes, unique to you would be employed in putting together the strategy that would generate the most media you would expect that would produce high turnaround rates.

WRITING WORKFLOW



01 Initial Research & Collateral Collection

We conduct comprehensive research and target audience analysis while collecting information and requirements from you and your stakeholders to solidify the approach and bring together all collateral components. We also receive any collateral you may have to offer, including past articles, creative, visuals, etc.



02 Editorial Meeting

During this stage, our writers hold an editorial meeting to discuss potential content topics. As part of this process, they review recent content to get a feel for your brand's voice and other unique qualities. Our goal during this phase is to generate content ideas to help you better reach your audience with the power of the written word.



03 Drafting

This is where our writers flex their creative muscles and deliver the compelling content our team is known for. Once they complete their draft and our editorial team reviews and revises it internally, we present the content for your review, collaborative feedback and adjustments. We also provide insights into our writing process and how audience insights inform our work.



04 Review & Feedback

We iterate on the finalized draft with you to ensure that the content reflects how it needs to be received by the target audiences. Our approach ensures that at least two rounds of reviews and feedback are applied to the writing.



05 Handover

We prepare all the files for handover to your internal team in an agreed-upon format. For printed content, we provide print-ready files and we can work with your preferred printing partner. For digital content, we ensure that files are ready for posting. We also ensure you have a copy of the final draft for your archives.

DETAILED TIMELINE & MILESTONES

Month 1 - Month 2

Phase 1

Discovery & Strategic Planning

- » Conduct stakeholder meetings with the Tourism Promotion Committee and City staff.
- » Review existing tourism plans, research, and market positioning.
- » Identify target audiences, key messaging, and competitive positioning.
- » Develop a strategic marketing and communications plan aligned with Wilsonville's goals.

Month 1 - Month 3

Phase 2

Creative Design & Content Development

- » Create and refine digital and print marketing collateral (visitor guides, brochures, maps).
- » Develop original written, graphic, and photographic content for the website and social media.
- » Conduct professional photography and video shoots to support campaigns.
- » Establish a cohesive brand identity across all marketing channels.

Month 2 - Month 4

Phase 3

Website & Digital Enhancements

- » Enhance and maintain ExploreWilsonville.com with SEO optimization and updated content.
- » Develop and implement a content strategy featuring local attractions, lodging, and events.
- » Improve user experience (UX) and accessibility across desktop, tablet, and mobile devices.
- » Integrate social media and digital advertising strategies into the website.

DETAILED TIMELINE & MILESTONES

Month 5 - Month 12

Phase 4

Campaign Implementation & Media Outreach

- » Launch paid advertising campaigns, including digital, print, and social media ads.
- » Execute social media engagement strategies, including promotions and contests.
- » Develop and distribute press releases to secure earned media coverage.
- » Organize media tours and influencer partnerships to enhance visibility.

Month 1 - Month 12

Phase 6

Ongoing Management & Performance Evaluation

- » Oversee financial management and operational aspects of the tourism program.
- » Provide quarterly reports on key performance indicators (lodging occupancy, website traffic, engagement metrics). - Provide for an annual report at the end of each 12 month period.
- » Optimize strategies based on performance data and stakeholder feedback.
- » Participate in regular Tourism Promotion Committee meetings to review progress and refine strategies.



PART SIX

COST ESTIMATE

PROPOSED DETAILED LINE-ITEM BUDGET

SCOPE OF WORK

Item	Cost*
Audit, Research & Discovery	\$8,700
Marketing and Media Strategy Development	\$40,550
Strategy Implementation	\$19,800
Creative Design and Content (including collateral)	\$30,350
Public Relations Services	\$12,250
Website Services	\$27,750
Account Management	\$9,550

TOTAL **\$147,950**

*All pricing is in USD.

**Retainer rates allows you to pre-purchase hours, however, we also provide for lumpsum project pricing should you prefer doing that across all our service lines for any additional or other work required.

OPTIONAL

Item	Cost*
2 consultants for 2 nights	No cost
Retainer Rates**	
30 hours / month	\$225/hr
50 hours / month	\$215/hr
100 hours or more / month	\$205/hr

MEDIA BUYS

Item	Cost*
Media Buys (15% commission included)	\$53,180

CONSULTANT'S RATE SCHEDULE

Consultants	Cost/hr
Ashwin Kutty	\$270
Faten Alshazly	\$255
Jessica Hoad	\$125
Cole DeMan	\$165
Temitayo Balogun	\$170
Kacie Byers	\$140
Jed Gemarino	\$185
Joshua Riggs	\$185

EXCLUSIONS

- » Travel, Accommodations, & Per Diem
- » Applicable Taxes

TERMS

We accept payment via cheque, cash, or credit card through PayPal (2.9% plus \$0.30 fees would apply). We will also accept direct deposits, EFTs, or wire transfers, not including associated fees.

We believe in providing for a schedule that follows a lump-sum view of each component of the project as follows:

Advance (project onset)



Progress payment



Final payment (Handover)



Our payment terms are net 30 from the receipt of an invoice.



PART SEVEN

EXCEPTIONS

LISTING OF ANY EXCEPTIONS TO THE PROFESSIONAL SERVICES AGREEMENT - APPENDIX B

We have reviewed the draft Professional Services Agreement, paying special attention to the City's insurance requirements, and we have no proposed changes to make.




PART EIGHT

PRODUCT SAMPLES

PRODUCT SAMPLES

We have included four samples of DMO tourism promotion related work products that were prepared by the members of the consultant team, along with a note of explanation about each sample product. They are attached separately with the proposal.



 weusthem.com

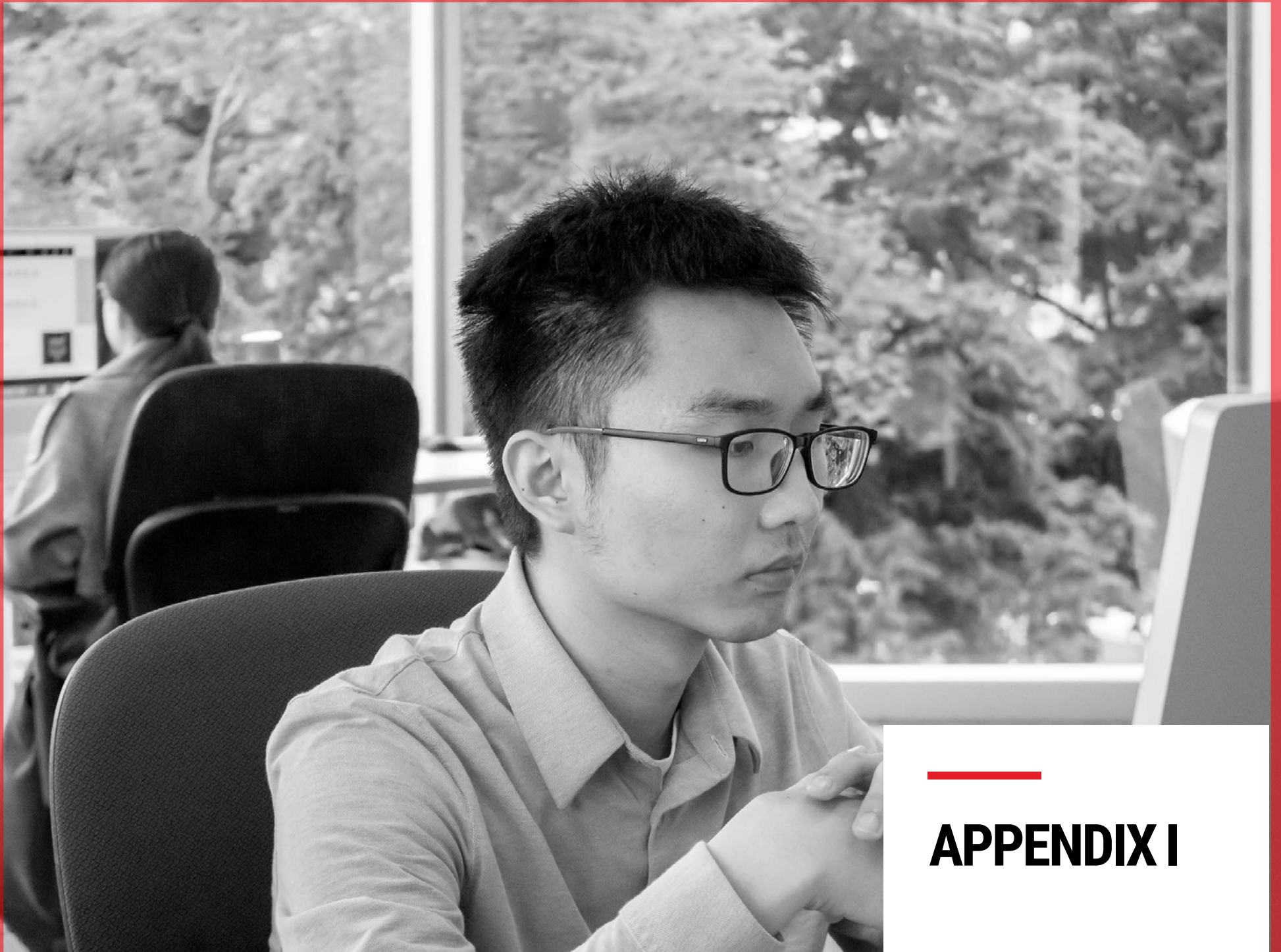
 twitter.com/weustheminc

 partner@weusthem.com

 [instagram.com/weustheminc](https://www.instagram.com/weustheminc)

 [linkedin.com/company/weusthem](https://www.linkedin.com/company/weusthem)

 [fb.com/weustheminc](https://www.facebook.com/weustheminc)



APPENDIX I

CULTURAL COMPETENCE & DIVERSITY POLICY

Responsibility for Implementation

The President shall:

- » Be responsible for the implementation of this policy and any related policies or programs.
- » Take positive measures to ensure that equal opportunity is available in all areas of employment including: recruitment, selection, hiring, promotion, demotion, compensation (including salary adjustments, reallocations, and performance increases), termination, reductions in force (layoffs), reemployment priorities, training, career development, transfer and other terms, conditions and privileges of employment.
- » Take measures to ensure the work environment is consistent with the intent of this policy and supports equal opportunity.
- » Communicate the company's commitment to EOE policies, plans, and procedures to all employees, applicants, and the general public.
- » Provide necessary resources to ensure the successful implementation of the EOE program.
- » Ensure the development and implementation of policies, procedures, and programs necessary to achieve a workforce in each occupational category that reflects the geographic service area and population served.
- » Ensure the development and implementation of an equal employment opportunity plan and program.
- » Periodically assessing hiring and promotion trends toward the evaluation of progress and impediments in the attainment of goals.
- » Assisting in the identification of problems in administering this policy and helping to resolve them.

Action Programs

- 01 Recruitment:** WeUsThem actively recruits qualified applicants, including diverse groups of people and individuals reflecting the geographic areas and individuals served, for all job postings.
- » We will endeavor to hire employees from diverse backgrounds. Any testing or screening procedures will be reviewed on a continuing basis (within resources available) to ensure their job relatedness and validity. Information acquired from the position audits will be used to construct valid job related tests and screening procedures.
 - » All employment interview questions will be reviewed for job relatedness. Non job related questions and those items which may tend to screen out a particular ethnic or racial group will be eliminated.
 - » On-the-job training and cross-training will be provided to expose employees to a broad range of job duties and experiences.
 - » When regular channels of recruitment are not supplying enough individuals to fairly represent the geographic areas and individuals being served, then alternative initiatives must be instituted to better identify, educate, and encourage application of candidates of merit, including, but not limited to:
 - » Contact with professional minority group employment and placement agencies;
 - » Recruitment through advertisement in minority group-oriented media;
 - » Identification and contact with university placement officers that have special programs for minorities; and
 - » Contact with groups specifically oriented to, and concerned with, minority groups and individual's representative of the geographic service areas.

CULTURAL COMPETENCE & DIVERSITY POLICY

02 Hiring:

- » Resumes will be requested from each applicant. An objective criteria and minimum qualifications will be pre-established for each vacancy. The resumes will be screened according to the pre-established criteria without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, or handicap.
- » Interviews and employment applications will be offered to qualified applicants. The immediate supervisor and/or the President will conduct the job interviews. After consultation with the President, the most qualified applicant will be offered the position.
- » When the finalists are equal in qualification but one represents a minority group or are representative of the geographic service area and/or those served, they will be offered the job.

03 Promotions: Every consideration will be given to internal promotion when seeking to fill vacancies

- » A review of present staff will be made in search of a pool of qualified staff.
- » Job openings and requirements will be posted and application encouraged.
- » Promotions will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, or handicap.
- » Factors to be considered when offering a promotion from within are: qualifications for the position, past work performance, and willingness of the employee.

04 Transfers: Transfers will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.

05 Demotions:

- » Demotions will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.
- » May occur if the employee has demonstrated poor work performance in a position for which they are not qualified for any reason.
- » Demotions will be made only in cases where an employee was placed into a position of responsibility above their ability to perform.
- » Demotions will not be used for disciplinary reasons.

06 Training:

- » Training will not be influenced by race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.

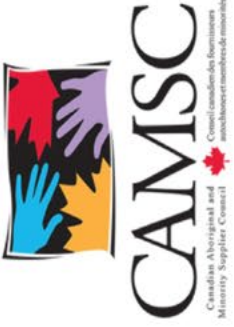
Grievances

Any grievances or complaints should be directed to the President. Any employee acting in a manner contrary to the plan will be counselled and/or disciplined according to the disciplinary policy and procedures.

Monitoring

Annual reports will be used to monitor the plan. This report analyzes the workforce by race, country of origin, gender, and category. Accomplishments and shortcomings will be noted and corrective actions recommended to the President.

Appeals and grievances are monitored by the President throughout the year.



CANADIAN ABORIGINAL AND MINORITY SUPPLIER COUNCIL

This certifies that

WeUsThem Inc.

Is a Certified CAMSC Supplier

06/29/2024

Issue Date

A-9623

Certificate Number

Regular Supplier

Type of Certification

06/29/2025

Expiration Date

Cassandra Dorrington
President

CAMSC is affiliated with the National Minority Supplier Development Council (NMSDC)





APPENDIX II

ACCESSIBILITY POLICY

Definitions

Authoring Tool - Includes WYSIWYG web page editing tools, content management tools, development tool for applet, scripts, or applications, non-text media (e.g. video, audio, images) editing tools, social media content authoring tools (e.g. blogs, wikis, social networks).

Authoring Tool Accessibility Guidelines (ATAG) - Accessibility requirements for web authoring tools, including software and services that are used to produce web content, for example HTML editors, content management systems (CMS), or online forums. ATAG guidelines outline both how to make the tools accessible and also how the tools can be built to help create more accessible content.

Internal Website - Website developed or procured to meet an internal WeUsThem Inc. business need, such as timesheet management. Access to such sites is only available to WeUsThem Inc. members of staff, both permanent and temporary.

Public Website - Website developed or procured to support or inform WeUsThem Inc. customers and members of the public.

User Agent - Includes browsers, media players, and applications that render web content.

User Agent Accessibility Guidelines (UAAG) - Accessibility requirements for web browsers, media players, and some assistive technologies that process and present web content to users.

Web Content - Includes electronic documents, websites, services, and applications delivered via the web.

Web Content Accessibility Guidelines (WCAG) 2.0 - Accessibility requirements for web content, including text, images, audio-visual materials, and the code used for structure, style, and interactions.

Website - Includes websites, services, and applications created using Open Web Platform technologies. Note this includes web applications developed solely for mobile platform delivery.

Policy

- » All new and redesigned web content published after the effective date of this policy by WeUsThem Inc., both for public and internal websites and services, will conform to WCAG 2.0 Level AA success criteria.
- » All existing web content published prior to the effective date of this policy will either be archived or modified to conform to WCAG 2.0 Level AA success criteria. Web content hosted on WeUsThem Inc. public websites will be addressed no later than August, 2019. Web content hosted on internal websites will be addressed no later than September, 2019.
- » All internal content management systems (CMS) and web content authoring tools will conform to ATAG Level AA success criteria by Jan, 2016. Where websites, services, or applications provide users with the opportunity to generate content, the interfaces provided will conform to ATAG Level AA.
- » All internal user agents will conform to UAAG Level AA success criteria by Jan, 2016. Where user agents are used as part of a website, service, or application, such as a media player, they will conform with UAAG Level AA success criteria by Oct, 2019.
- » This policy does not stipulate any particular technology or design approach. The aim is to maximize access to and use of WeUsThem Inc. websites by people with disabilities.

Need for Policy

- » The June 2011 World Health Organization (WHO) Report on Disability estimated that there are a billion people with disabilities. Many of these disabilities can affect access to information technologies, and/or can benefit from the use of information technologies including the Web.
- » Accessibility of the Web is of critical importance to people with disabilities around the world, including people with auditory, cognitive, physical, neurological, and visual disabilities, and is likewise important to those with accessibility needs due to aging.

ACCESSIBILITY POLICY

- » Providing accessible web content can also benefit people who do not have disabilities but who are experiencing situational barriers. For instance, when accessing the Web from devices with small screens or in low bandwidth situations, or when experiencing barriers due to language or literacy levels, accessibility solutions can also support improved access.
- » WeUsThem Inc. is committed to ensuring equal access for people with disabilities. As potential customers and employees they are important contributor to WeUsThem Inc. business success and should not be excluded.
- » As a consequence of this policy, WeUsThem Inc. will meet its obligations as defined by its internal mandates and those governing legislations for our clients.

Responsibilities

It is the responsibility of all members of WeUsThem involved with projects requiring an Accessibility lens to be responsible and accountable as follows:

- » Ensure compliance with this policy.
- » Prepare and provide accessibility testing completion and guidance to all clients.
- » Promote web accessibility awareness internally.
- » Respond to client enquiries related to web accessibility.
- » Organize on-going assessment of the accessibility of websites, content, services, and applications identified as in scope.
- » Ensure user feedback mechanisms are included as part of project deliverables.
- » Ensure all staff receive appropriate and regular accessibility training.
- » Choose and implement tools that conform to this policy.
- » Remedy identified accessibility barriers.
- » Ensure submitted content is compliant with this policy.
- » Identify, Recommend, and Remediate accessibility issues in authored web content.

Exclusions

- » Web content that has been archived is not subject to the standards referenced in this policy.
- » Should there be a specific request for access to archived content by any individual with a disability, that content will be made available in a suitable format within 10 business days. Where it is not technically possible to make the content available, a suitable alternative should be agreed with the individual. The department or team responsible for the creation of the content is responsible for making it accessible.

Syndicated Content

- » Elements of WeUsThem Inc. websites might include web content syndicated from other providers. For example, a social media stream.
- » When considering a syndication service for inclusion in any of WeUsThem Inc. websites, any service review should include an evaluation of the accessibility of the service. Such evaluations must form a part of the service selection criteria.
- » Where a service is selected with known accessibility issues, WeUsThem Inc. will develop or procure a solution that ensures the content delivered via WeUsThem Inc. websites meets the policy standards.

Reporting

Each department with responsibility for web content, websites, services, or applications must submit an annual status report to the President.

The status report will summarize the efforts and progress towards the aims defined by this policy.

Policy Review

This policy shall be reviewed at least once a year.

The review should include input from ICT, Marketing, HR, and Legal.



APPENDIX III

SUSTAINABILITY POLICY

Purpose

The Company employs this Policy to define the fundamental principles for its commitment to the well-being of its Users, communities and the environment, uphold the Company's Core Values and comply with Applicable Law.

This Policy applies to all employees at WeUsThem.

Introduction

The Company is committed to being active in environmental sustainability and protecting the Earth's natural resources through education, innovation, and the efficient use of land, energy, water and green products/services in all its operations. It is committed to meeting global policies and legislation to reduce carbon emissions.

Policy Statement

WeUsThem has numerous sustainability policies to ensure our footprint is one that is as small as we can possibly make it. This involves the key initiatives noted below:

Paper

- » Limit paper consumption by using writable surfaces and online tools, all paper used should be printed double-sided and to be recycled.

Print Cartridges

- » All printer cartridges are recycled cartridges provided by third party suppliers for HP compatible printers.

Courier Services

- » Using UPS with negotiate preferred rates as well as carbon offsets (<https://www.ups.com/ca/en/services/sustainability/sustainable-services/carbon-neutral.page>) for our prospective clients proposals.

Batteries

- » All used batteries should be recycled.

Equipment

- » All equipments in our office from computers to the fridge, are energy efficient products with the energy star ratings for each clearly identified for each.

Electricity consumption

- » We are located in a LEED certified Energy Efficient building that takes measurements to minimize electricity consumption. For example, all lights in the building are set to motion detectors that shut off automatically after so long without movement in that area of the building if they haven't been manually shut off.

Hosting

- » We work with sustainable hosting providers like WP Engine (<https://wpengine.com/resources/create-sustainable-websites-best-practices/>) and Web Hosting Canada (<https://whc.ca/green-hosting/>) for clients that insist for a host close to them that provide for green hosting services as opposed to the standard hosting parameters offered by most hosting services providers.

Lighting

- » All lighting within our offices were replaced with energy efficient light bulbs. All lights in the building are set to motion detectors that shut off automatically after so long without movement in that area of the building if they haven't been manually shut off.

Location

- » Having an office located centrally in downtown, most if not all employees of WeUsThem walk to the studios and/or make use of public transit that is accessible and available from all parts of the Municipality that they all live within. This central location also discourages the use of personal vehicles and especially with sunny days serves as a mechanism to practice healthy living and lifestyles by walking through the downtown core for team lunches and outings.