

bravo

creative

WE HAVE BEEN KICKING AROUND a while in the publishing, graphic design and marketing industry, with experience in project management, typography, layout and design, photography (we work with dogs!), copywriting and art direction, plus social media.

Opportunities that allow us to help develop materials throughout a project's life cycle are of particular interest to us. An example — our work with Bruce Cameron of Return on Insight (ROI) to garner community support for building a new firehall on Salt Spring Island — a contentious project. Vocal detractors needed wooing with a solid framework of the campaign that included community consultation and public input. A series of collateral grounded in "Profiles In Courage" that introduced the local fire fighters and illustrated they are the heart of emergency response in times of crisis for Salt Spring Islanders laid the groundwork. Phase 2 launched "Prepared for Today. Planning for Tomorrow" and "By the Numbers" to educate what types of calls are responded to during the year, plus related information. The scale of the project included branding, ad creative and copy writing for print and web, postcards, brochures and outdoor signage to encourage "Vote Yes for a Safer Salt Spring", in addition to town hall presentation slide collateral (budget plan, strategic plan). It worked. The new Fire Hall is under construction. On time and under budget. Check out page 2 and see how it all came together.

Interested in exploring a collaboration? We know what it takes to guide the production of deliverables that result in tangible results. Our toolbelt is packed with experience and creativity in either a design-focused role or tasked with new initiatives from the ground up. That's us.

portfolio

BRAVOADVERTISING@SHAW.CA
BRAVOCREATIVE.COM
250-888-3286

Collateral design Salt Spring Fire Department / New Fire Hall Initiative



Process Summary

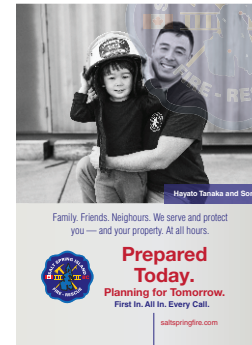
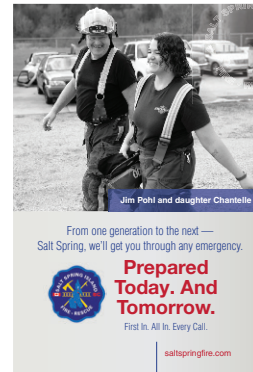


Town Hall Strategic Plan Presentation

A phased approach: the strategic framework of the campaign

Phase 1: Prepared for Today: A series of collateral reinforced the underlying strength of SSIFR, that the force is ready and able to respond to emergencies, reminding people of the crucial role they play and the fact the force is made of friends, family and neighbours who are "First In. All In. Every Call." Phase 2: Planning for Tomorrow: Showcased the prudent fiscal management that led to establishing reserve funds to enable construction; dispelled some common misconceptions about salaries and the stringent requirements for building an emergency response centre. Phase 3: Vote YES for a Safer Salt Spring asked for a vote of support, stressing that "it is up to you now" and a yes vote will result in no new taxes.

The scale of the project included branding, ad creative and copy writing for print and web, postcards, brochures and outdoor signage, in addition to town hall presentation slide collateral (budget plan, strategic plan). It worked and the new Fire Hall is under construction.



Print Advertising



Online Advertising



Postcard Mailer

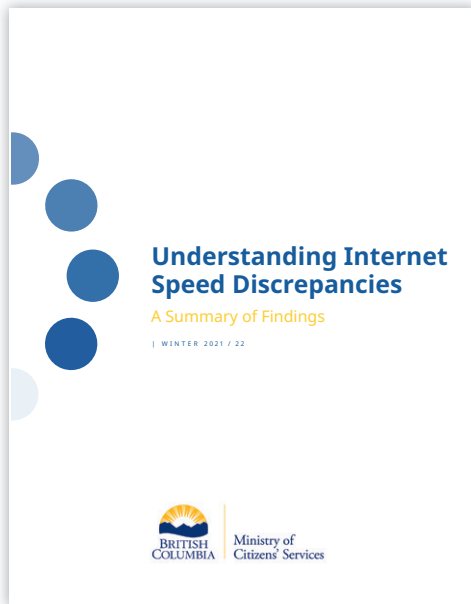


Outdoor Signage

Report Design for The BC Ministry of Citizens' Services

Collaboration and short turnarounds

The BC Ministry of Citizens' Services needed our assistance on a short turnaround project: Understanding Internet Speed Discrepancies. We worked with the report writer who transformed the engineering report into plain language that also featured First Nation language translations. The many moving parts were pulled together quickly and summarized into an easy-to-understand report.



Introduction

THIS REPORT SUMMARIZES the findings of a study that aims to better understand the quality of internet service across the British Columbia Internet Service Availability Study (ISAS).

The study for Shred Engineering Corporation was commissioned in response to requests from government and local service providers to better understand the current state of internet service in British Columbia and to provide recommendations for the future.

ISAS was a collaborative effort between the Ministry of Citizens' Services, the British Columbia Communications Services (BCCS), and the British Columbia government.

KEY FINDINGS

- Internet service is generally available across the province, but there are significant gaps in service in rural and remote areas.
- Service quality is often poor in these areas, with slow speeds and frequent outages.
- These gaps are often due to a lack of infrastructure and investment in these areas.
- Improving service in these areas is a priority for the government and service providers.



Ministry of Citizens' Services
British Columbia
WINTER 2021 / 22



In Conclusion

THE BC GOVERNMENT HAS INVESTED \$100 MILLION TO IMPROVE THE QUALITY OF INTERNET SERVICE ACROSS THE PROVINCE. THIS REPORT PROVIDES A SUMMARY OF THE FINDINGS OF THE STUDY AND RECOMMENDATIONS FOR THE FUTURE.

The findings of the study show that there are significant gaps in internet service in rural and remote areas. These gaps are often due to a lack of infrastructure and investment in these areas. Improving service in these areas is a priority for the government and service providers.

Report Collateral design for Islands Trust Freshwater Sustainability Strategy

Collaboration and the creative process

Islands Trust reached out to us to design their Freshwater Sustainability Strategy, which is part of an ongoing strategy to preserve the groundwater supplies and protect vulnerable aquifers in the Islands Trust area. They have a clear understanding of the creative process; after sharing their Style Guide to inform the overall feel of the project, they then let us loose on the execution. They chose key moments to plug into the creative outlet which resulted in a rich collaborative experience for both client and creative team.



2.3 Islands Trust's History with Freshwater Sustainability

The Freshwater Sustainability Strategy builds on decades of work to protect the water resources in the Islands Trust area. The following timeline illustrates some of the events leading up to this strategy.

1973 - Provincial Legislature introduced the Water Resources Act, which gave the province the authority to regulate water use and protect water resources.

1984 - A study was conducted to assess the water resources of the Islands Trust area, including the potential for groundwater recharge.

1994 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2004 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2007 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2010 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2013 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2016 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2018 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2019 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2020 - The Islands Trust established the Freshwater Sustainability Strategy, which was the first of its kind in the province.

2.0 Strategy Context

The strategy applies to all freshwater (surface waters) and groundwater resources in the Islands Trust area, including the western and eastern basins of the Strait of Georgia and the Strait of Juan de Fuca. It is home to over 30,000 residents, 5,000 acres of forests and includes 13 major islands and a traditional territory of 20,000 Coast Salish people.

Islands Trust's Heritage Preservation Overlay Mapping

The Heritage Preservation Overlay Mapping is an overlay of the Islands Trust's heritage resources. It identifies areas of cultural significance and provides a framework for the protection and management of these resources. The overlay mapping is a key component of the Freshwater Sustainability Strategy and is used to guide the development of the strategy.

Freshwater Sustainability Strategy Implementation Schedule, 10-Year Budget Estimates, and Delivery Partners

Code	Action (Abbreviated Description)	Phase	Delivery Partners	Timeline	Total Cost
WS1	Develop a freshwater sustainability strategy	Phase 1	Islands Trust	2020-2022	\$1,500,000
WS2	Develop a freshwater sustainability strategy	Phase 2	Islands Trust	2023-2025	\$1,500,000
WS3	Develop a freshwater sustainability strategy	Phase 3	Islands Trust	2026-2028	\$1,500,000
WS4	Develop a freshwater sustainability strategy	Phase 4	Islands Trust	2029-2031	\$1,500,000
WS5	Develop a freshwater sustainability strategy	Phase 5	Islands Trust	2032-2034	\$1,500,000
WS6	Develop a freshwater sustainability strategy	Phase 6	Islands Trust	2035-2037	\$1,500,000
WS7	Develop a freshwater sustainability strategy	Phase 7	Islands Trust	2038-2040	\$1,500,000
WS8	Develop a freshwater sustainability strategy	Phase 8	Islands Trust	2041-2043	\$1,500,000
WS9	Develop a freshwater sustainability strategy	Phase 9	Islands Trust	2044-2046	\$1,500,000
WS10	Develop a freshwater sustainability strategy	Phase 10	Islands Trust	2047-2049	\$1,500,000

Islands Trust's Freshwater Sustainability Strategy

The Islands Trust's Freshwater Sustainability Strategy is a comprehensive plan that outlines the goals, objectives, and actions for the protection and management of the Islands Trust's freshwater resources. The strategy is based on the Islands Trust's values and vision and is designed to ensure the long-term sustainability of the Islands Trust's freshwater resources.

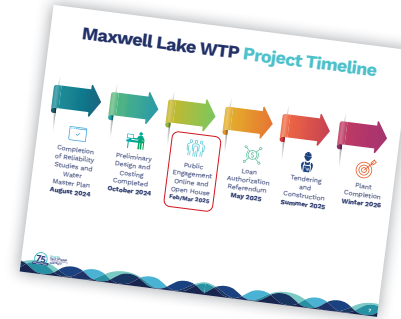
Presentation material+Signage North Salt Spring Waterworks District

Public Outreach and Education

It's been a privilege to work with North Salt Spring Waterworks District to help educate the Islanders about the new Maxwell Lake Water Treatment Plant. Its goal? To build a more resilient system to ensure a sustainable water supply for Salt Spring Island's future. Through newsprint advertising, a Canada Post postcard drive, Open Houses, plus outdoor signage and slide show presentation slides we helped get the word out on this initiative that went to referendum and ultimately earned the public support to move forward.



Open House Signage

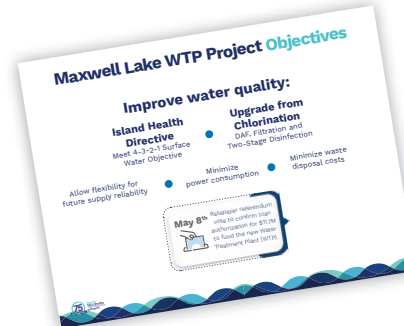


Postcard

A Gantt chart titled "September 2024 Updated Schedule" showing project phases from 2024 to 2026. The phases are:

- A: Preliminary Feasibility
- B: Feasibility Study
- C: Planning & Construction
- D: Permits
- E: Architecture
- F: Budgeting
- G: Public Engagement
- H: Referendum

 A yellow box highlights "OPEN HOUSE DATES FOR FEB AND MAR 2025" between phases G and H. A legend indicates that green bars represent "partial public input on design or scope" and blue bars represent "public input on referendum".



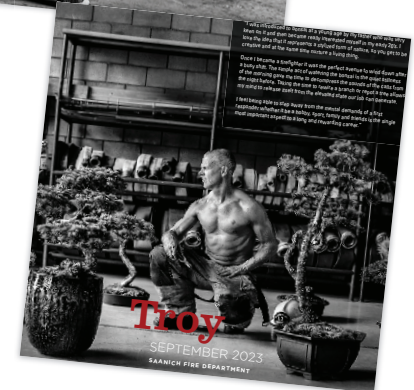
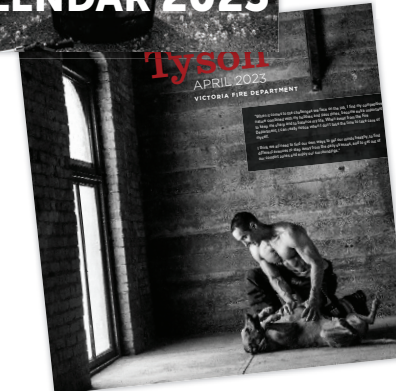
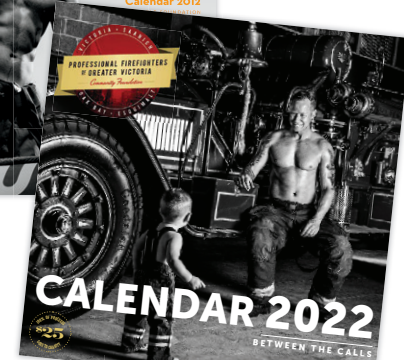
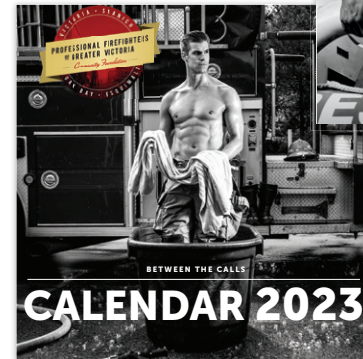
Open House Slide Show Presentation

Special Projects Cover, Editorial Layout + Design

Calendars

Over the years we have collaborated with Jo-Ann Richards/Works Photography and Carla Unger/Carla Unger Photography to support both the Saanich Firefighters Charitable Foundation and the Professional Firefighters of Greater Victoria on their fundraising endeavors. Lucky us. *(pro bono)*

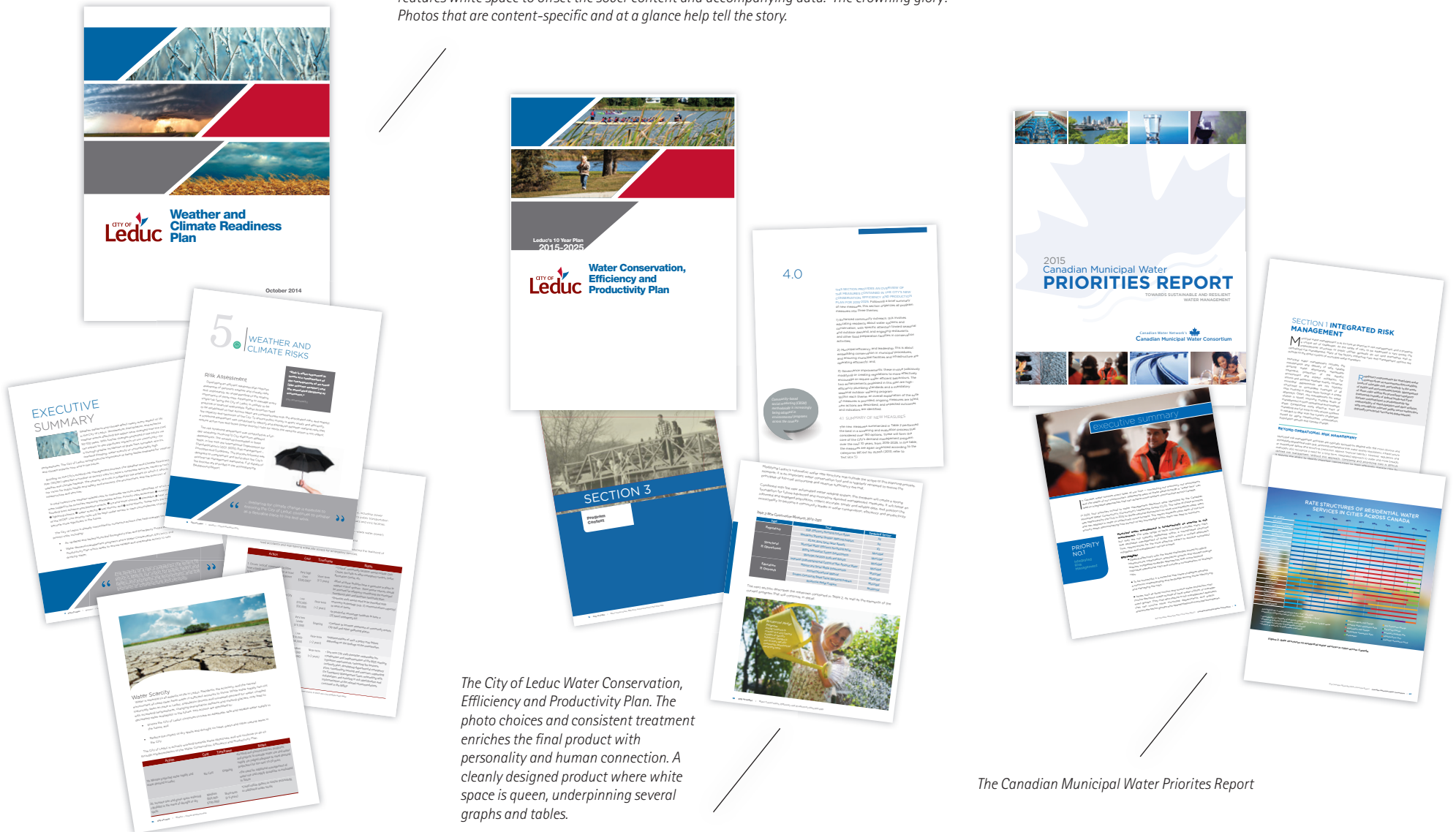
*Collaboration with
The Fairway Gorge
Paddling Club on design
of their 2021 calendar.*



Report Collateral design

Collection and organization of data from a variety of sources to produce reports

The City of Leduc supplied us with the content which we wove into a cleanly designed product that features white space to offset the sober content and accompanying data. The crowning glory? Photos that are content-specific and at a glance help tell the story.



The City of Leduc Water Conservation, Efficiency and Productivity Plan. The photo choices and consistent treatment enriches the final product with personality and human connection. A cleanly designed product where white space is queen, underpinning several graphs and tables.

The Canadian Municipal Water Priorities Report

Collateral design Victoria Hospice Fashion for Compassion Fundraiser

Victoria Hospice's signature, sold-out fundraising event; a celebration of style and generosity.

This annual event brings together community, couture, and compassion in a meaningful way.



Poster



16 Page Program



Menu



Signage

Magazines Cover and Editorial Layout + Design

OKANAGAN HOME DECEMBER 2016 | JANUARY 2017

BOULEVARD

LIFE AT ITS FINEST



PIE IS MY FAVOURITE DESSERT, and I find a way to make it shine at the end of the year. I rarely share together inside front gardens in the snow, and I don't remember spending the fall, but the holiday season requires gorgeous, decadent desserts. Rather than complicate an already busy time of year by tackling a difficult recipe, I use some simple rubs that my basic cookbooks to make a celebration worthy dessert.

It's easiest first to focus on presentation. Something as simple as a beautiful parlay of complementary notes can transform a basic pie into something special. My recipe for Crystalline Ginger Whipped Cream is a standout, but offers such a variety of bright-seeded ornaments, chocolate curls and candied citrus peel are easy to make and keep in the fridge, and can instantly make a pie or tart into a piece of art.

BASIC PASTRY
Makes enough dough for one double-crust pie, or two single-crust pies.

2 1/2 cups all-purpose flour, measured by the dip and sweep method
1 1/2 cups sugar
1 tsp salt
1/2 cup cold unsalted butter, measured by the dip and sweep method
1/2 cup cold lard or shortening, cut into small cubes
7 to 9 Tbsp very cold water

Food processor method: In the work bowl of a food processor, combine the flour, sugar and salt. Process for a few seconds on combine evenly. Remove the lid, scatter the butter pieces over the flour. Sprinkle the lard and pieces again, using a large metal spatula to break up the butter. Add the butter and lard in size between small pieces. Add the flour pieces a few more times. Add the lard and pieces again. The fat pieces should be large pieces and some dry flour, because there's two things here.

Hand method: In the work bowl of a food processor, combine the flour, sugar and salt. Process for a few seconds on combine evenly. Remove the lid, scatter the butter pieces over the flour. Sprinkle the lard and pieces again, using a large metal spatula to break up the butter. Add the butter and lard in size between small pieces. Add the flour pieces a few more times. Add the lard and pieces again. The fat pieces should be large pieces and some dry flour, because there's two things here.



Vocal powerhouse Stephanie Greaves takes centre stage.

Stephanie Greaves is a Canadian singer and songwriter. She has been performing since she was 10 years old. She has released several albums and has toured extensively. She is currently working on her latest album, 'Singing to her own tune'.

Barefoot, but warm.
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887 1000

hughes
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Special Publications

Cover and Editorial Layout + Design

Program

Victoria International Track Classic



Special Publications Cover and Editorial Layout + Design

Magazine + Auction Booklet

David Foster Foundation Miracle Gala and Concert Fundraising Event



Logo + Brand Identity

G's Organic Solutions, Creston BC

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MADE IN CANADA

G'S ORGANIC SOLUTIONS

OUR MISSION IS TO HELP HORSES & DOGS LIVE LONGER, HEALTHIER, MORE COMFORTABLE LIVES.

ORGANIC: NO FILLERS OR BINDERS
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ANDREA TAYLOR 206.710.0202 | CANADIAN EQUINE TRADE ASSOCIATION MEMBERSHIP 1548
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SCIENTIFICALLY PROVEN SUPPLEMENTS DESIGNED TO SOLVE EQUINE HEALTH PROBLEMS.

- ORGANIC** - Because it's not taken in feeding chemicals.
- NO FILLERS OR BINDERS** - Because there's no sense feeding things they don't need.
- WHOLE FOODS** - Because Mother Nature knows best.
- HUMAN GRADE** - Because it's not taken for us, it's safe for our animals.
- NO FLAVOUR ENHANCERS** - Because we use only ingredients that they actually like.
- NON-GMO** - Because we invest our animals' bodies to function naturally.

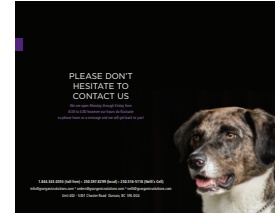
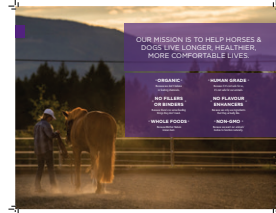
OUR INGREDIENTS ARE SOURCED FROM LOCAL FARMERS WHEN POSSIBLE, AND EVERY PRODUCT IS FULLY TESTED FOR QUALITY AND ADHERENCE TO CANADIAN STANDARDS.

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A SAFE, ALL-NATURAL, SUPERFOOD SUPPLEMENT FOR DOGS

Why is Pure Organic Spirulina Right for?

DO YOU KNOW?

HOW DOES IT WORK?

G'S FORMULA
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Why is Pure Organic Spirulina Right for?

DO YOU KNOW?

HOW DOES IT WORK?

PURE ORGANIC CHIA SEEDS
A SAFE, ALL-NATURAL, SUPERFOOD SUPPLEMENT FOR DOGS

Why is Pure Organic Chia Seeds Right for?

DO YOU KNOW?

HOW DOES IT WORK?

G'S FORMULA
A SAFE, ALL-NATURAL, SUPERFOOD SUPPLEMENT FOR DOGS

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DO YOU KNOW?

HOW DOES IT WORK?

PURE ORGANIC CHIA SEEDS
A SAFE, ALL-NATURAL, SUPERFOOD SUPPLEMENT FOR DOGS

Why is Pure Organic Chia Seeds Right for?

DO YOU KNOW?

HOW DOES IT WORK?

Essential Harvest
A SAFE, ALL-NATURAL, SUPERFOOD SUPPLEMENT FOR DOGS

Why is Pure Organic Chia Seeds Right for?

DO YOU KNOW?

HOW DOES IT WORK?

Logo, Tagline + Brand Identity

Benvenuto Pilates, Brentwood Bay;
One to One Personal Training, Saanich
The Soap Exchange, Victoria

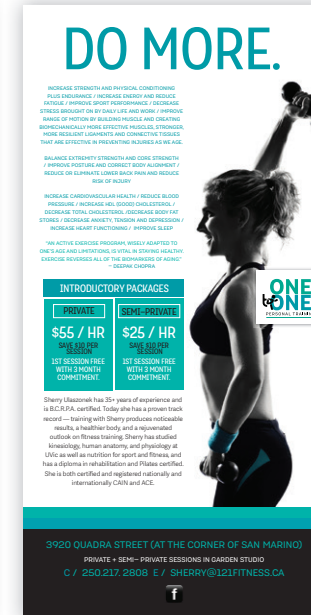
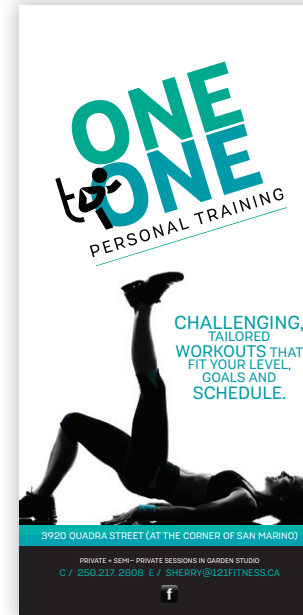
Business Cards, Rack Cards,
Product Labels



Copywriting

In the sea of home-based personal trainers, our client was keen on standing out for her diversified training methods and personal ethos through her marketing collateral; she needed a lively tagline and high-powered, vivid copywriting to support her ambitious intentions.

Do More.



Logo, Tagline + Brand Identity

Oak Bay Seafood,
Victoria

SnapAdmail Canada Post Mailer



Copywriting

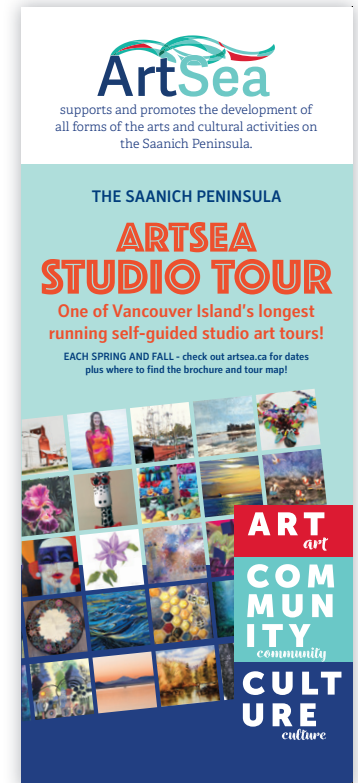
Due to COVID-19 restrictions, the client's goal was to entice new and existing customers to order take-out or get pick-up rather than eat in – something they had never previously focused their marketing on. They needed an eye-catching hook and copywriting that resonated with the target market to reel them in.



Logo + Brand Identity

ArtSea, Sidney

Business Cards, Rack Cards, Outdoor Hanging Banners, Outdoor Signage, Interior Reception Desk Wrap, Portable Retractable Banners, Building Exterior



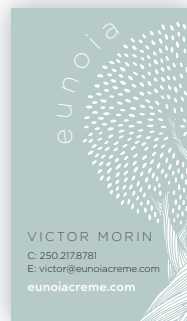
Logo + Brand Identity

eusara, Victoria (Equilibrium Massage Therapy)
Business Cards, Labels and Packaging

FRONT PROFILE



BACK PROFILE



Our manual therapy creams leave only goodness behind – in the body and on the planet. We use simple and responsible ingredients that come from the best that nature has to offer. We share your passion for wellness and practice what we preach by designing products that maximize therapeutic effectiveness and wellbeing.

Spread the wellness.
Our manual therapy creams leave only goodness behind – in the body and on the planet. We use simple and responsible ingredients that come from the best that nature has to offer. We share your passion for wellness and practice what we preach by designing products that maximize therapeutic effectiveness and wellbeing.

APPLY LESS • GO SLO
MADE WITH CHEMICAL-FREE, VEGAN AND BIODEGRADABLE INGREDIENTS.
eunoiacreme.com 16.oz / 473 mL

Spread the wellness.
Our manual therapy creams leave only goodness behind – in the body and on the planet. We use simple and responsible ingredients that come from the best that nature has to offer. We share your passion for wellness and practice what we preach by designing products that maximize therapeutic effectiveness and wellbeing.

APPLY LESS • GO SLO
MADE WITH CHEMICAL-FREE, VEGAN AND BIODEGRADABLE INGREDIENTS.
eunoiacreme.com 7 fl. oz. / 207 mL

Spread the wellness.
Our manual therapy creams leave only goodness behind – in the body and on the planet. We use simple and responsible ingredients that come from the best that nature has to offer. We share your passion for wellness and practice what we preach by designing products that maximize therapeutic effectiveness and wellbeing.

APPLY LESS • GO SLO
MADE WITH CHEMICAL-FREE, VEGAN AND BIODEGRADABLE INGREDIENTS.
eunoiacreme.com 7 fl. oz. / 207 mL

ramble
MANUAL THERAPY CREME
CREME DE THERAPIE MANUELLE
Invigorates legs and feet with essential oils

eusara.com

Spread the wellness™
Our manual therapy creams leave only goodness behind – in the body and on the planet. We use simple and responsible ingredients that come from the best that nature has to offer. We share your passion for wellness and practice what we preach by designing products that maximize therapeutic effectiveness and wellbeing.

APPLY LESS • GO SLO
MADE WITH CHEMICAL-FREE, VEGAN AND BIODEGRADABLE INGREDIENTS.
eunoiacreme.com 9 fl. oz. / 266 mL

Labels and Packaging

Karen Van Dyck

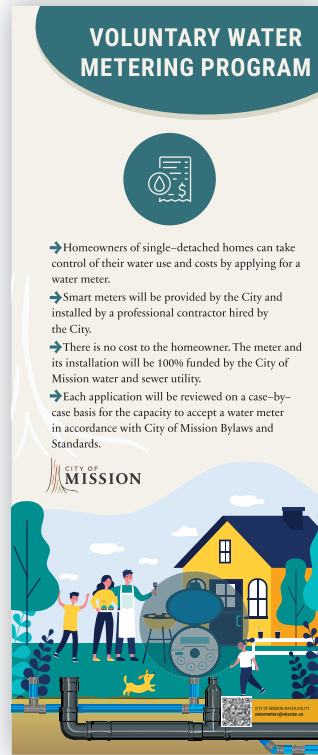


Local professional Perfumer Karen Van Dyck specializes in creating neutral perfumes, skincare and body care products. Her request was simple: design a line of grease-proof and waterproof labels that evoke nature in black and white.

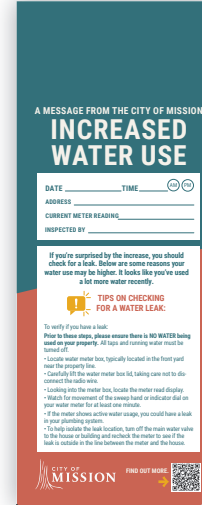




Information Handouts



Retractable Banner



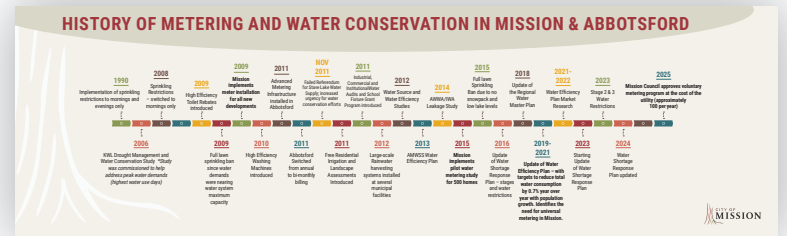
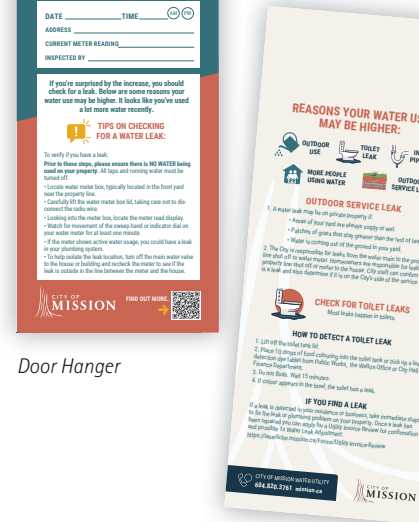
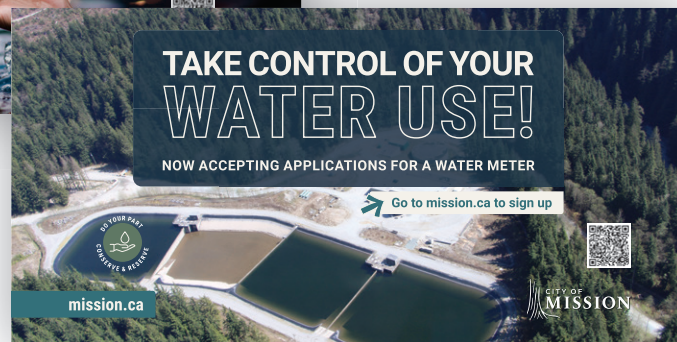
Door Hanger



Rack Cards



Outdoor Signage



Timeline/Website

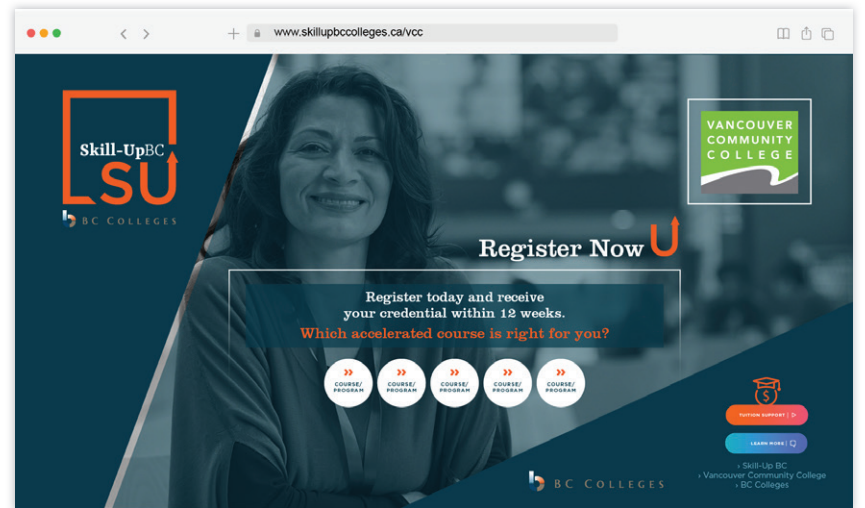
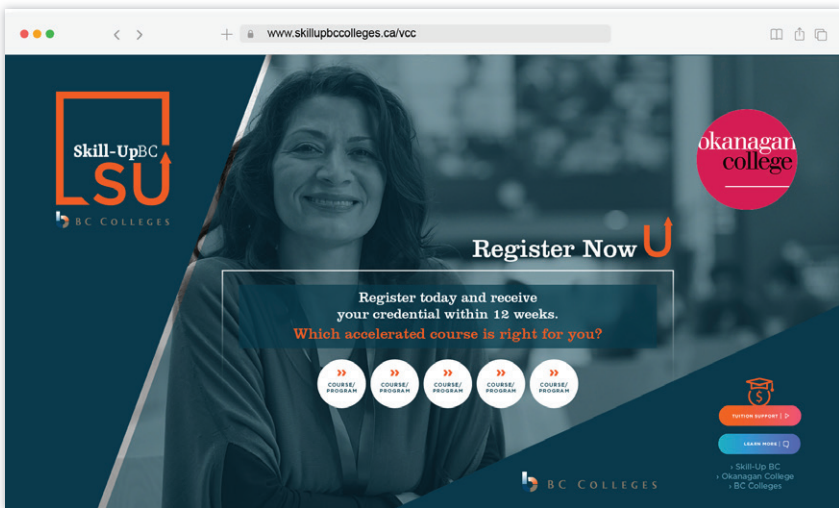
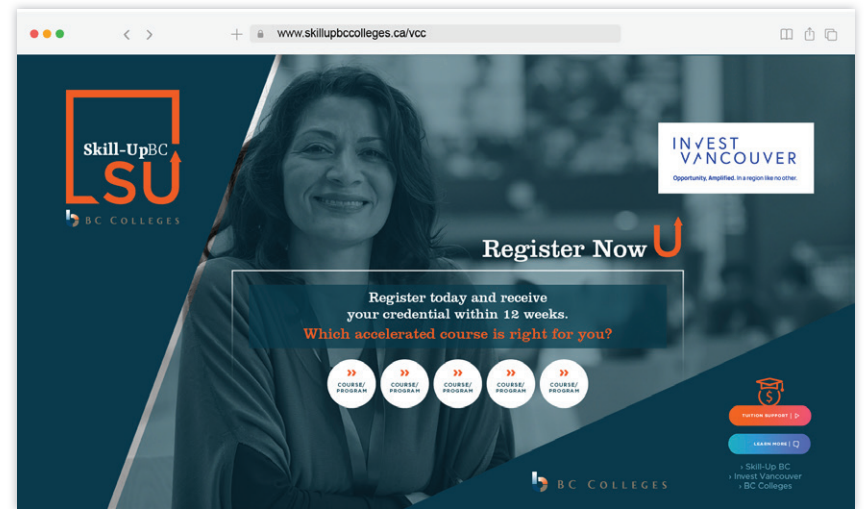
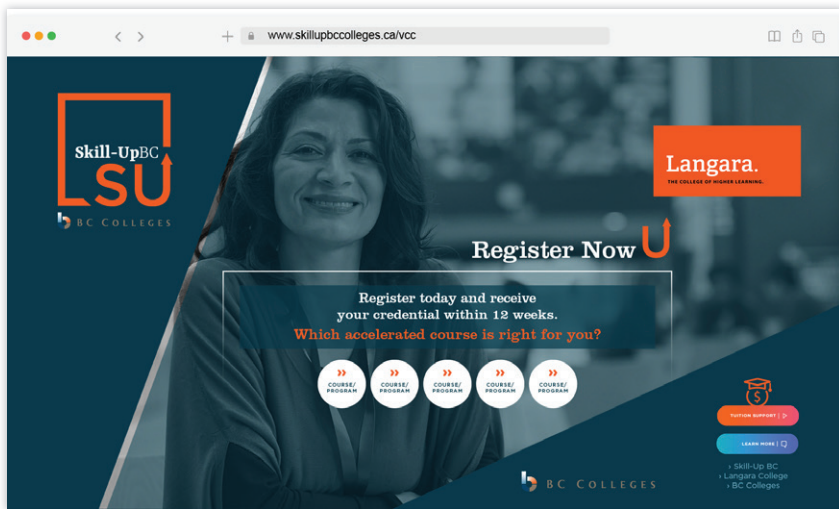
Outdoor Signage, Retractable Banner, Rack Cards, Door Hangers, Handouts

Miscellaneous Logo and Landing Page

BC Colleges

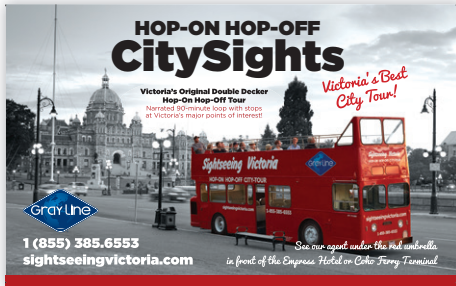
Nimble and engaging

BC Colleges needed a logo and landing page design – pronto – to include in a presentation to springboard a new program – Skill-Up BC.



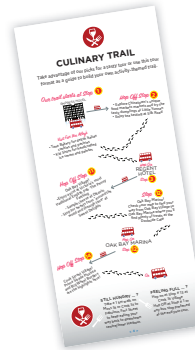
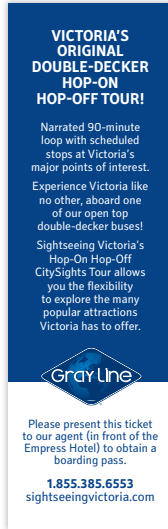
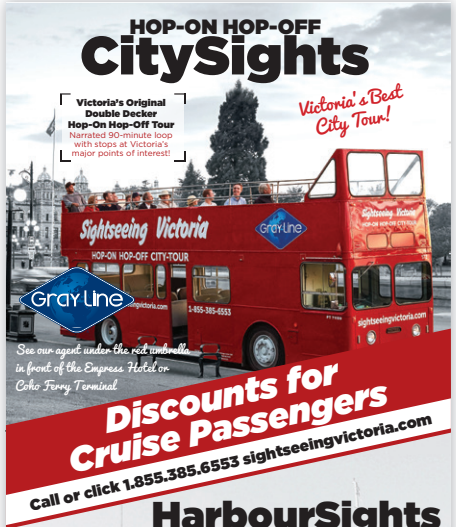
Miscellaneous Posters, Sandwich Boards, Multilingual Brochures, Bus Tickets

Grayline Victoria

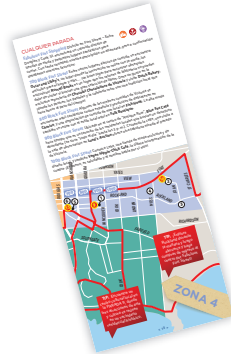


Local, specific photography

Local photographer Joanne Richards of Works Photography has helped us build an arsenal of Grayline Victoria's myriad fleet photos, capturing them in various locales around the city.



The *Reasons to Go* brochure was produced in English, French, Spanish and Japanese; the native language files were formatted for each brochure.



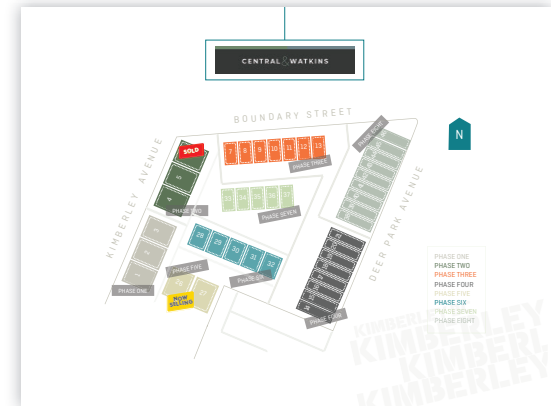
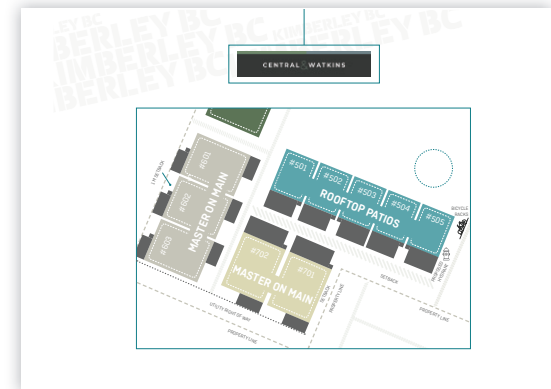
Miscellaneous Map Work

Grayline Victoria, Central&Watkins, ArtSea



Grayline Sightseeing Victoria's 16-panel brochure features 15 route-stop locations on the map.

Central&Watkins
Master on Main floor plans,
Kimberley BC



ArtSea annual spring and fall Studio Tour 4-panel brochure features participating artists' location on the map.





Your sweet happy place!

Cakes Etc.

Established 1989

Bars

Raspberry Cheesecake
Fudge Brownies
Blueberry Cheesecake
Red Velvet
Lemon Zing
Mountain
Oat
Chocolate Peanut
Butter Oat
Okanagan Fruit

Scones

Pumpkin
Rhubarb & Cheese
Raspberry White
Chocolate
Apple Cinnamon Crunch
Blackberry
Cranberry Orange
Cherry Dark Chocolate
White Peach Caramel

Fruit Tarts

Chocolate, blond faves
filled with pastry cream
and decorated with fruit.

Loaves

Banana, Blueberry
Cherry Almond,
Caramel Swirl,
Cranberry Orange,
Lemon Poppy.

Cupcakes

Vanilla with vanilla
butter cream
chocolate with
chocolate butter cream
marble with marble
butter cream

mini cupcake platter
bite-size delights!

Cookies

ginger snaps
peanut butter
triple chocolate

Ask us about our
whopie cookies!

Pastry Platters

PETIT FOURS
A beautifully arranged
platter of petit fours with
other assorted delicacies.

Home of the ORIGINAL ISLAND OAT BAR



2821 Quoniam Street, Victoria British Columbia Canada V8T 4K2

P 250.360.2390 F 250.360.2396
info@cakesetc.ca

To see more of our famously beautiful cakes, desserts, cookies and bars visit cakesetc.ca



Cakes & Tortes

Chocolate Symphony

White and milk Belgian chocolate mousse layers on a rich dark chocolate cream cheese base. Finished with ganache and decorated with chocolate curls and strawberries.

Chocolate Silk

Silken smooth dark Belgian chocolate cream layered with six thin slices of chocolate cake.

White Chocolate Raspberry

White chocolate and raspberry mousse layered with vanilla sponge.

Cappuccino

Five layers of vanilla cake infused with coffee and brandy and layered with a light cheese filling.

Belgian Raspberry

Sponge cake infused with chocolate cream, raspberries, orange, and a hint of Grand Marnier.

Fruit Melody

Strawberry, mango, passion fruit, blackcurrant, and raspberry purée layered with a light cream cheese and whipping cream filling between thin layers of vanilla sponge cake. Decorated with seasonal fresh fruit.

Passion Fruit

The exotic taste of passion fruit blended with a smooth light fresh cream layered between five layers of vanilla sponge cake.

Coconut Mango

Layers of vanilla sponge cake infused with vanilla, mango and coconut then layered with a light coconut cream filling.

Sicilian Lemon

Limon curd is folded into a light cream filling then layered between vanilla sponge.

Tiramisu

Five layers of chocolate cake layered with a light coffee cream and a hint of brandy.

Get in Five Of Nine Available

Available on pre-ordered cakes.

Cheesecakes

Belgian Brownie

Cheesecake chunks of Belgian chocolate brownie folded into a fresh vanilla cheesecake. Decorated with chocolate curls and brownie chunks.

Turtle Cheesecake

Roasted pecan, caramel and chocolate ganache marbled in a vanilla cheesecake. Decorated with chocolate curls and fruit.

Vanilla Cheesecake

A classic cheesecake baked with pure vanilla bean extract. Available undecorated or decorated with chocolate and fruit.



Suggested Cake Servings
6" 4-6 people 8" 8-12 people
10" 14-18 people 12" 24-30 people
Half Sheet 40-50 Full Sheet 90-100

Cake Cutting Service
15 for half and full slabs.
Available on pre-ordered cakes.

Chocolate Message Plaques Messages are complimentary for pre-ordered cakes. Same day plaques cost 15 for 6"-12" cakes and 15 for half and full slab.

Cakes Etc.

Your sweet happy place!

Brochure

Cakes Etc. Victoria Design + Art Direction


Magazine Print Advertising, Tagline, Reusable Bags

The Market Stores, Victoria Design, Art Direction and Copywriting

When you love food, you love The Market Stores

Copywriting


The client needed full page ad options for Bear Mountain Life Magazine with the goal of highlighting their grocery delivery service on the West Shore and motivating Bear Mountain residents to use it. The copywriting reflects the target market's busy, healthy lifestyle and offers the option of quality food delivery. We came up with the tagline "When you love food, you love The Market Stores" a number of years ago and the client wholeheartedly embraces it still today.



We deliver your peace of mind.

When you love your lifestyle, you love The Market Stores' online express purchasing and delivery – no matter where you are, or what you're enjoying. West Shore's quality grocer is one click away.

express.themarketstores.com
[delivering more than just groceries]



When you love food, you love The Market Stores.
In Millstream Village / Downtown Yates at Quadra
themarketstores.com
LOCALLY OWNED AND OPERATED



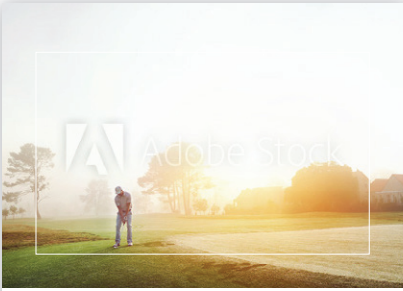
We deliver more family time.

When you love your lifestyle, you love The Market Stores' online express purchasing and delivery – no matter where you are, or what you're enjoying. West Shore's quality grocer is one click away.

express.themarketstores.com
[delivering more than just groceries]




When you love food, you love The Market Stores.
In Millstream Village / Downtown Yates at Quadra
themarketstores.com
LOCALLY OWNED AND OPERATED


We deliver your fuss-free lifestyle.

When you love your lifestyle, you love The Market Stores' online express purchasing and delivery – no matter where you are, or what you're enjoying. West Shore's quality grocer is one click away.

express.themarketstores.com
[delivering more than just groceries]




When you love food, you love The Market Stores.
In Millstream Village / Downtown Yates at Quadra
themarketstores.com
LOCALLY OWNED AND OPERATED




We deliver your happy-place time.

When you love your lifestyle, you love The Market Stores' online express purchasing and delivery – no matter where you are, or what you're enjoying. West Shore's quality grocer is one click away.

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[delivering more than just groceries]




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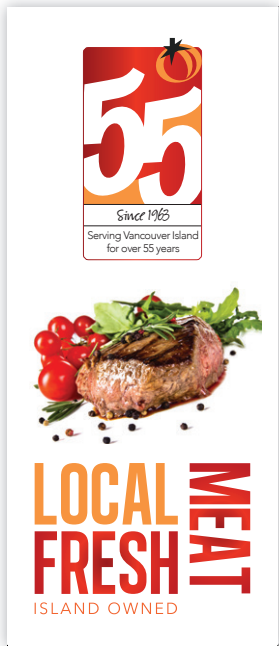
Weekly Flyer, Reusable Bags

Fairway Market, Victoria



Retractable Banners, Gift Cards + Large Signage

Fairway Market, Victoria



THE ENHANCED PLAN & PROCESS 2013
SALES & MARKETING PLAN

1. INTERDEPENDENCE
Goal: Creating a model of collaboration and interdependence where we leverage and build on each other's strengths.

What we're doing:
Internal
1. Identifying and fostering each other's strengths to maximize what we're capable of, and accountable as a team to meet and exceed our goals.
2. Ensuring that each of our team contributions is that everyone is heard, respected, valued and informed.

External
1. Enhancing communication with the local community and key industry stakeholders so that we can achieve our goals and bring more business to Victoria.
2. Ensuring that we are connected through the hotel tax. The designer that comes to the VCC meet at our gates and stay on site. We are accountable to one and are committed to how we use these funds.

2. ENHANCED PROCESS
Goal: Implementing improved data measurement and reporting so that we manage our opportunities and enhance our return on investment.

What we're doing:
Internal
1. Continuing to mine our internal sales data for areas of highest return so that the information is directly linked to how we spend our resources.
2. Conducting ongoing reviews of sales processes and data-tracking systems for greater efficiency.

External
1. Working more closely with our partners in the community to provide the most relevant data.
3. ENHANCED RELATIONSHIPS
Goal: Continue developing relationships that can help us effectively deliver on our mandate.

What we're doing:
Internal
1. Continue meeting leading opportunities through our quarterly Quarterly Sales, now offered to community partners.
2. Working hand-in-glove with our events department to ensure repeat business and to maximize client touch points from one event to the next.
3. Building an internal Lead Exchange twice a year with our 500 program participants and our suppliers. This allows hours spent at networking, business development and group meetings will result in brand leads that directly and indirectly bring new business to us.

External
1. Creating awareness within our local business community that connects within their networks may hold the potential for new conference business. We are extending this message through our advertising, sector contacts, and placing emphasis on our Business Ambassador program.

Share Ideas

The Association market, typically slow to feel a downturn, will be one of the last to come out of it. While there have been the signs of a slight recovery in the US Incentive and Corporate Travel markets, it's the Association market that remains for over 80% of our business.

We have good solutions: We are capitalizing on the value proposition that places increased experience on several cities and venues. We are positioning the entire event to the city as the Association is looking for.

We are playing on the equipment of our centre - bright airy spaces, natural light, and first-class amenity quality are the attributes that appeal that our "boutique" image holds.

We are being too modest about our excellent reputation and our performance relative to our competitors, so, to the Convention Centre of Canada annual benchmarking study, Victoria led with CIGAR for the best overall hotel satisfaction and is ranked third in our group (which includes Calgary, Edmonton, Regina, Kelowna, Winnipeg, White, Ottawa, and Quebec City) for overall meeting space utilization. Victoria also ranked the highest number of nights (over 400) amongst convention within the group in 2012, 2011, 2010 and second highest in 2009 and 2008.

The VCC's ongoing pursuit and sale focus of booking conference business is linked to the fact that Victoria has the highest rate of hotel rooms to conference centre square footage in Canada. Due to the size of the VCC, being those 4000 hotel rooms is challenging at the best of times but the number and range of hotels available is a superb offering to delegates and meeting planners.

We are investing in relationships and collaboration: Our best asset, our biggest benefit is our connectivity. Through our Business Ambassador program, we are building more meaningful business relationships. We are doing community events to partner with so the opportunity exists within their networks. Who do you know who might have a lead to Association conference business of up to 1000 delegates?

Knowledgeable, when heard, influential people choose to live here. Their contributions of intellectual capital to technology, business, government and entrepreneurship help make Victoria a vibrant city. We are building more and better connections to these thought leaders. With their support, the VCC can highlight the global reputation that Victoria has with Canadian and North American research, post-secondary and knowledge based industries.

We have strengthened our relationship with Tourism Victoria, following our five-year creation of a formal agreement. Now more than ever we are able to identify areas where we can leverage each other's knowledge, connections and selling opportunities.

We are pleased to see the impact we made in 2013. Working together, we can bring the business home.

VICTORIA CONFERENCE CENTRE

SUMMARY The conference business has changed. Our vision is one of total management and operations of our resources to deliver the best results. And by being true to who we are and playing to our strengths, we can still get the change and even flourish.

We are living our tag: We are located on First Nations land and our logo's imagery is meaningful to us. The three salmon heads, created by First Nations artist Chris Paul, is very sacred and holds great meaning, symbolizing diversity, respect, harmony and when we come together again to create another cycle of life. So it is with us, we work hard throughout all seasons to bring people here at over 100 events to meet here again at the Victoria Conference Centre - and the slogan that supports what they do.

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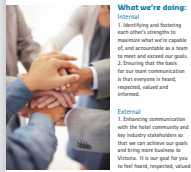
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The market has changed. convergence is upon us where we're all connected to the rest of the world. Disruption is here, and that means our clients, clients are more sophisticated and demand what they want. In this market, reputation becomes the key. Factor in a steady increasing economy, and it's important to have a plan to be at the top of the game as it is.

The 2012 sales and marketing plan of the Victoria Conference Centre (VCC) reflects the new market. We know the new economy will not pay the same results. We are clear and focused and we are leveraging every possible resource. While we are doing the basics well, it's not just about the fact that we do, but how well we do it. We are using the knowledge that we are a vibrant, creative destination and that we are going through a rebrand. 80% of our business is now comprised of Canadian Associations. It focuses on this market and we are creating our clients in the most possible way. We will make every dollar count so that we can continue to maximize impact for the city and return the VCC to what it once was in 2014.

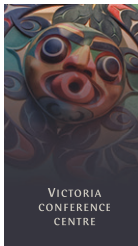


connected through the hotel tax. The designer that comes to the VCC meet at our gates and stay on site. We are accountable to one and are committed to how we use these funds.



2013 ADVERTISING OVERVIEW
We are investing our message to the specific demographics segmented to the below publications:

<ul style="list-style-type: none"> Business Magazine CPA Association Magazine (British Columbia) CPA Association Magazine (Alberta) CPA Association Magazine (Ontario) CPA Association Magazine (Quebec) CPA Association Magazine (Atlantic) CPA Association Magazine (Newfoundland) 	<ul style="list-style-type: none"> IBC Business Club Magazine Greater Victoria Chamber of Commerce Greater Victoria Chamber of Commerce Annual Report Greater Victoria Chamber of Commerce Annual Report Greater Victoria Chamber of Commerce Annual Report Greater Victoria Chamber of Commerce Annual Report Greater Victoria Chamber of Commerce Annual Report
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Local and specific imagery

The Conference Centre's 10 Year Planning Calendar is a marketing tool they share with existing clients and prospects – a compact resource that showcases Victoria's year-round natural beauty and vibrant culture.

2023 HOLIDAYS AND OBSERVANCES

Day	Month	Day	Month	Day	Month	Day	Month
Boxing Day	Dec	26	Dec	26	Dec	26	Dec
Christmas Day	Dec	25	Dec	25	Dec	25	Dec
Good Friday	Apr	6	Apr	6	Apr	6	Apr
Labour Day	Sept	3	Sept	3	Sept	3	Sept
Victoria Day	May	20	May	20	May	20	May
Canada Day	July	1	July	1	July	1	July
Independence Day	July	1	July	1	July	1	July
Thanksgiving Day	Oct	9	Oct	9	Oct	9	Oct
Remembrance Day	Nov	11	Nov	11	Nov	11	Nov
Boxing Day	Dec	26	Dec	26	Dec	26	Dec
Christmas Day	Dec	25	Dec	25	Dec	25	Dec

Marketing Plan, Business Cards + 10 Year Planning Calendar

Collateral design, Victoria Conference Centre

Posters + Outdoor Canvas Banner • Online Assets

Blue Bridge Theatre (Layout, Art Direction + Photoshoot)



blue bridge
repertory theatre

Season Tickets 250.382.3370
Single ticket purchase online at bluebridgetheatre.ca
Roxy Theatre 2657 Quadra Street



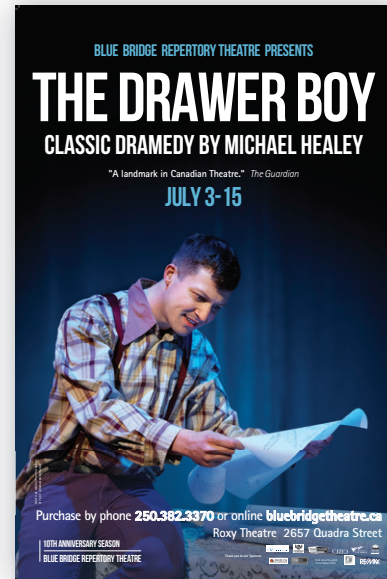
Consistently themed assets + made-to-measure photography

Each season, Blue Bridge Repertory Theatre marries large outdoor exposure marketing with targeted webliders to spread the word of their annual productions. Mindful of their budget, we called upon various members of their friends and family to model — the sterling skills of local photographer Joanne Richards pulls it off. We also create a 12-page playbill that springs boards off the creative for each production.



Posters

Blue Bridge Theatre (Design, Art Direction + Photoshoot); ArtSea; Salish Sea Lantern Festival; Vogue Knitting Live! Seattle



Copy-writing + local, specific imagery

Every two years we enjoy coming up with a concept for Denise Tidman and her team at Peninsula at Norgarden, at the time an independent and assisted retirement community. We provide them the concept and work closely together to select the 'models' from their community. We called upon photographer Lia Crowe for this particular series that puts a spotlight on all things joyful, relaxing and fun to be had as a resident of Peninsula at Norgarden. It's immensely rewarding to work with these lovely seniors who get a real charge out of the experience and graciously deal with their newly-minted celebrity status.

Ad Campaign + Photography

The Peninsula at Norgarden Independent and Assisted Living;
(Design, Art Direction, Copywriting + Photoshoot)



Ask our residents:
Life is full here.
Joyce and Sandra share a passion for crib and story telling.

See on location at Peninsula at Norgarden

 **PENINSULA**
AT NORGDARDEN

INDEPENDENT AND ASSISTED LIVING CHOICES FOR TODAY'S SENIOR

LOCALLY OWNED & OPERATED by THE TIDMAN GROUP

2290 Henry Ave. Sidney | 250.656.8827 | www.welcometopeninsula.ca



Ask our residents:
Life is joyful here.
Newly acquainted Eileen and Joyce share piano keys and laughter.

See on location at Peninsula at Norgarden

 **PENINSULA**
AT NORGDARDEN

INDEPENDENT AND ASSISTED LIVING CHOICES FOR TODAY'S SENIOR

LOCALLY OWNED & OPERATED by THE TIDMAN GROUP

2290 Henry Ave. Sidney | 250.656.8827 | www.welcometopeninsula.ca



Ask our residents:
Life is relaxing here.
Helen, Glenn and Otis are happy to have all the comforts of home.

See on location at Peninsula at Norgarden

 **PENINSULA**
AT NORGDARDEN

INDEPENDENT AND ASSISTED LIVING CHOICES FOR TODAY'S SENIOR

LOCALLY OWNED & OPERATED by THE TIDMAN GROUP

2290 Henry Ave. Sidney | 250.656.8827 | www.welcometopeninsula.ca



Ask our residents:
Life is fun & games here.
Roy and Philip get up to no good in the games room.

See on location at Peninsula at Norgarden

 **PENINSULA**
AT NORGDARDEN

INDEPENDENT AND ASSISTED LIVING CHOICES FOR TODAY'S SENIOR

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