

WE • US • THEM

An Award Winning Full Service Advertising Agency



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@WeUsThemInc
@weustheminc

April 27th, 2026

Douglas Kerr
City Administrator
City of Isle of Palms
1207 Palm Boulevard
Post Office Box 508, Isle
of Palms,
South Carolina 29451

**RE: Request for
Proposals: Branding -
RFP 2026-02**

Dear Evaluation Committee,

WeUsThem is pleased to submit our proposal to the City of Isle of Palms for the development of a comprehensive brand strategy that strengthens the City’s identity as a family friendly beach vacation destination while creating a cohesive and consistent municipal brand across all departments and communications. We understand this project extends far beyond logo development. The City is seeking a unified brand system that reflects Isle of Palms’ unique character as both a residential coastal community and a premier visitor destination. The new brand must align with the City’s Strategic and Comprehensive Plans, celebrate its natural assets and community identity, and provide practical tools for long-term implementation across tourism marketing, civic communications, and day-to-day operations. Equally important is the need for meaningful collaboration with City Council, staff, the Charleston Area Convention & Visitors Bureau, and other stakeholders to ensure the final brand reflects both leadership vision and community values.

We are the team that gets behind the vision of a City from the get go. We understand destination management and placemaking as a means to drive tourism, investments and overall awareness of a hidden gem that those who may not have known, now want to explore. It is this level of expertise that was brought to bear for a country like Jamaica that was looking for presenting a brand positioning that we assisted with globally including the development of their marketing collateral. It was our expertise that led to the development for a Vision for the City of Halifax in 2030 that would be inclusive of its citizens, but also positioned to showcase its east coast water facing strengths under key pillars that spoke to its strengths. It is perhaps also the reason why we were asked to represent brand Canada to the United States as their AoR enticing both Canadians in the US as well as Americans to tour the wilderness and unknown of Canada, along with its major metropolitan cities, along with encouraging trade, commerce and friendship.

Our team brings deep experience in place branding, municipal identity development, and destination marketing. For the Municipality of Antigonish, we developed a destination brand that balanced resident pride with visitor appeal through research, public engagement, and stakeholder consultation. This work included multiple brand concepts, full implementation planning, signage, templates, and accessible communications designed for long-term consistency and adoption. Our approach combines strategic research, stakeholder facilitation, creative development, and practical implementation planning to ensure brands are compelling, usable and sustainable. We understand the importance of providing editable assets, clear brand standards, and rollout strategies that support adoption.

Note that as we are committed to this work, we are willing to pay out of pocket for a trip to pitch brand concepts to your team, while supporting the rest of the work virtually Please note that I, Ashwin Kutty, 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 Account Manager, Jessica Hoad. She may be reached via jessica@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 City of Isle of Palms. 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

Business Person of the Year

CHAMBER OF COMMERCE

Next Generation Executive

PETER BROIDE FOUNDATION

Next Generation Leader

GTEC

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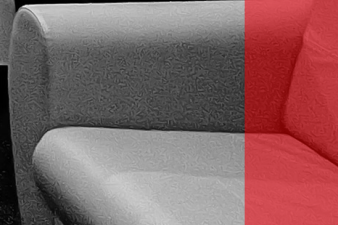
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WE
US
THEM

PART ONE

COMPANY PROFILE



COMPANY PROFILE

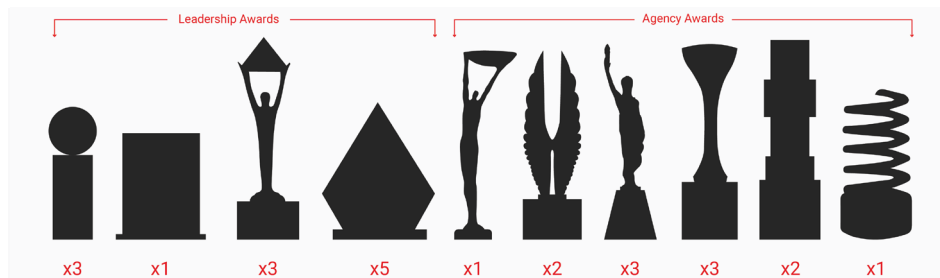
We = Us + Them = Success

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 began as a consulting vertical in 2009, and was incorporated as a full service agency in 2014. It has, this entire time, remained under the steady leadership of its founding principals, Ashwin Kutty and Faten Alshazly. WeUsThem is comprised of 22 individuals, not including our Principals.

We are a strategic branding, marketing, and communications agency built to help organizations define who they are, how they are perceived, and how they engage the audiences that matter most. Our work spans municipal governments, tourism organizations, post-secondary institutions, healthcare systems, nonprofits, and mission-driven organizations, with a strong focus on place branding, public engagement, and destination marketing.

We combine research, stakeholder consultation, brand strategy, and creative execution to deliver identities that are both compelling and operationally effective. Our approach ensures brands are not only visually distinctive, but practical, scalable, and aligned with long-term organizational goals. We build systems that support adoption, consistency, and measurable public impact, helping clients strengthen trust, improve engagement, and create lasting brand value across every touchpoint.



Click here to watch our Demo Reel

Service Profile:



Design



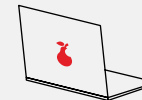
Advertising



Development



Integrated Campaigns



Branding



Communications / PR



Experiential Design

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

▽ 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.

RELEVANT EXPERIENCE

Example 1 - Municipality of Antigonish

For the Municipality of Antigonish, we developed a destination brand that balanced resident pride with visitor appeal, grounded in research, public engagement, and on-site immersion. Through surveys, social listening, and stakeholder input, we created multiple brand concepts reflecting the region's culture, history, and natural assets. Our work extended into full brand implementation, including signage, collateral, templates, and accessible communications designed for long-term consistency and community connection.

Example 2 - Municipality of the County of Richmond

For the Municipality of the County of Richmond, we developed a destination-focused gateway sign designed to capture the region's identity and create a strong first impression for visitors. Drawing from local heritage, coastal landscapes, and Acadian and English cultural influences, we created a visually distinctive design that reflected the community's character. The project demonstrated our ability to translate place-based storytelling into memorable, high-impact branding that strengthens tourism appeal and civic pride.

Example 3 - The Kempinski Group

For The Leela Group of Palaces, Hotels, and Resorts, we led a comprehensive brand strategy and destination marketing initiative designed to create a consistent luxury experience across multiple properties and audiences. Our work included brand positioning, digital experience design, multi-channel marketing, and strategic storytelling that unified the corporate brand with its individual destinations. By aligning visual identity, guest experience, and promotional strategy, we helped strengthen brand recognition, elevate visitor engagement, and support long-term growth across domestic and international markets.

Example 4 - Government of Canada

We partnered with Global Affairs Canada to develop and steward the Connect2Canada brand across a multi-year engagement, building a unified bilingual identity system that spanned digital templates, campaign microsites, and integrated communications infrastructure. Anchored by a cohesive visual and messaging framework, the platform connected the Canadian diaspora across the United States through coordinated campaigns including Canada Day activations, the 150th Confederation anniversary, and a dedicated Presidential Inauguration social campaign promoting Canada's culture, economy, and tourism.



Canada




UNIVERSITY
of HAWAII
MĀNOA




City of
Saskatoon



HALIFAX



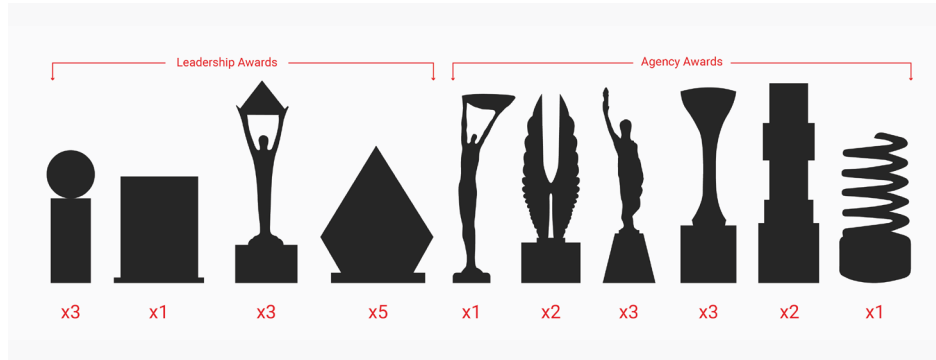
THE CITY OF
COLUMBUS

ACCREDITATIONS

Agency Awards

Our commitment to excellence is exemplified by the numerous recognitions and awards we have accumulated. A standout is the Webby Award for our exceptional work on TeenMentalHealth.org, created in collaboration with the IWK Health Centre and Dalhousie University, placing us in the top 20 percent of all websites globally. We have also earned two Gold Davey Awards and two W3 Awards for outstanding Marketing Campaigns, Mobile Apps, and Web Applications.

In recent years, we have been further recognized with the 2025 Communicator Award (Social Campaigns–Government & Associations, Distinction) for the CICC Fraud Prevention Month Campaign, the 2023 Zero Distance Award, the 2023 MarCom Gold Award for CAMH's Talking for Change campaign, and the 2023 Markham Gold Award (CAMH). Our recognition also extends internationally with a CLIO Award, acknowledgment as Canada's Most Remarkable Business by The Globe and Mail, and global stage nominations for the coveted CANNES Lions Award and Advertising Age distinctions.



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 marketing and communications, with our principal, Ms. Faten Alshazly, who was most recently named one of Atlantic Canada's Top 50 CEOs for 2025. Faten has also been recognized nationally as one of Canada's Top 100 Most Powerful Women and inducted into the Hall of Fame. Additional honours include being named one of Atlantic Canada's Top 25 Most Powerful Women in Business, a Women Get On Board honoree for her community leadership, and a recipient of the Queen Elizabeth II Platinum Jubilee Medal for her contributions to entrepreneurship and leadership. In 2023, she was celebrated as a Women Leader in Digital Health by Digital Health Canada and as an Enterprising Women of the Year Award winner.

Ashwin Kutty has likewise been named one of Atlantic Canada's Top 50 CEOs multiple times and is a member of the Top 50 CEO Hall of Fame. His leadership has been recognized as Business Person of the Year by the Halifax Chamber of Commerce, as a Next Generation Leader by the Government of Canada, and with the Queen Elizabeth II Platinum Jubilee Medal for outstanding service to Nova Scotia and Canada. Ashwin has also earned international recognition through the Thinkers50



PART TWO

APPROACH & METHODOLOGY

RESEARCH & ENGAGEMENT

Primary Research

Primary research is conducted to answer specific questions related to the project. We examine existing reports provided by you, the client, and gather both qualitative and quantitative data. As part of this phase, we compile all our questions into a single onboarding document for you to respond to in one place. This ensures that there is clarity and consistency in our research. Additionally, we use engagement sessions like focus groups, internal stakeholder interviews, and online surveys to gather further insights, helping us fully understand your needs and project goals. These are described in more detail below.



Focus Group

Consultations with internal and external stakeholders take place in a collaborative setting, encouraging open discussion. We bring together a wide range of opinions from a diverse demographic that currently engages with your organization. This ensures we capture different perspectives, providing a comprehensive view of the needs and expectations for the project.

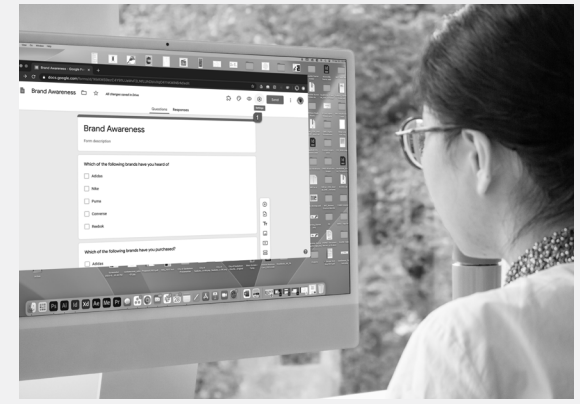


Internal Stakeholder Interviews

We conduct one-on-one interviews with internal stakeholders to gather their unique insights. These interviews are either in-person or via video conference, depending on what's most convenient for your team. The questions we ask are tailored to capture detailed feedback on internal processes, ensuring we align the project's direction with your organization's objectives.

Secondary Research

Secondary research (also known as desk research) involves summarizing and synthesizing existing studies and data. This is done through reviewing industry practices, competitor analysis, and understanding what is currently resonating with your audience. We gather insights on how individuals are consuming information and which platforms are most effective. At the conclusion of primary and secondary research, all findings are compiled into a Discovery Report, which provides a comprehensive overview of insights, trends, and opportunities for your project, and ensures goal alignment for the rest of our work together.



Online Surveys

For those unable or unwilling to participate in face-to-face sessions, we distribute online surveys through our Engagement 101 platform. These surveys are designed to reach a wider audience and capture additional insights. We promote these surveys through your communication channels to ensure comprehensive engagement and participation.

BRANDING WORKFLOW



01 Brand Audit

We start by conducting a detailed audit of your current brand. This involves assessing your logo, messaging, positioning, and market perception. We also analyze competitors and gather insights from key stakeholders. By identifying your brand's strengths and weaknesses, we establish a clear understanding of where your brand currently stands, which helps guide the entire rebranding process. This audit ensures we have the necessary insights to develop a strategic, impactful rebrand that resonates with your audience.



02 Brand Strategy & Messaging

In this phase, we define your brand's core strategy and messaging. We work with you to outline your brand's mission, vision, and values, ensuring alignment with your business goals. We then craft key messaging that speaks directly to your audience and communicates your unique value proposition. This strategy defines your brand's tone, personality, and voice, ensuring consistency across all platforms. We also establish clear messaging pillars that will guide future content and communication.



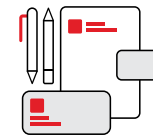
03 Concept Development & Selection

Once the strategy is set, we move into concept development. During this phase, we create multiple visual concepts, including logos, color schemes, and typography options. We present these concepts and refine them based on your feedback. We ensure that each concept aligns with your brand's values, mission, and audience. After reviewing the options, we select the strongest creative direction that best represents your brand identity and resonates with your target market.



04 Logo & Core Visual Identity

We focus on developing the core visual identity of your brand. This includes finalizing the logo design, selecting the appropriate color palette, and defining typography. We ensure these visual elements reflect your brand's personality and values while maintaining flexibility for various applications. We also design additional elements such as icons, patterns, and imagery that will support the brand's identity across different media. The visual identity is crafted to be distinct, timeless, and adaptable for future growth.



05 Collateral Development

With the core visual identity established, we proceed to create brand collateral. This includes developing business cards, letterheads, brochures, social media templates, and other essential marketing materials. Every piece of collateral is designed to ensure consistent branding and a professional look across all platforms. We focus on creating assets that are visually appealing, functional, and easily adaptable to different formats, maintaining the integrity of the brand identity while ensuring it connects with your audience.



06 Brand Guidelines & Handover

To ensure consistent application of your brand, we create comprehensive Brand Guidelines. These guidelines define how your logo, colors, typography, and other visual elements should be used across all platforms. We provide detailed instructions on the correct and incorrect usage of brand assets, including rules for digital and print formats. These guidelines serve as a reference for maintaining brand consistency in all future communications and collateral, ensuring that your brand identity is upheld across every touchpoint.

QUALITY ASSURANCE PROCESS

Quality Assurance of Design

We conduct quality assurance testing in-house within our various departments, from following the design principles noted below, to the validation of quality, along with the measurements that come with ensuring the tactics in place are producing the returns we expect. We follow Dieter Rams' ten principles for good design when it comes to design for traditional mediums. We also follow human-centred design principles when it comes to interaction-based design, which are provided below as Rams' ten principles that we use to produce our creative:

- ✓ Good design is innovative
- ✓ Good design makes a product useful
- ✓ Good design is aesthetic
- ✓ Good design makes a product understandable
- ✓ Good design is unobtrusive
- ✓ Good design is honest
- ✓ Good design is long-lasting
- ✓ Good design is thorough down to the last detail
- ✓ Good design is environmentally friendly
- ✓ Good design is as little design as possible

Do note that our approach to human-centred design, which aligns itself well with designing collateral that is accessible and available to all users, is what drives higher engagements for our clients and their users. This is evident from the various levels of success we have received as you will note from the case studies provided throughout our proposal. Do note that we have won numerous awards for the creative that we built out and delivered to all our clients locally, nationally and internationally.

Iteration is an aspect that is built into everything we do at WeUsThem. Each step in the strategic and creation processes is iterated to ensure there is an alignment with the core concepts and themes, in addition to your branding.



PROJECT MANAGEMENT & COMMUNICATION

PRINCE 2 Project Management 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



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.

Account Management

Jessica Hoad will be the individual to coordinate all activities related to your account. She will provide for updates as agreed upon on regular intervals ensuring that the work continues to remain on schedule and on budget as agreed upon during project onset within the approved Gantt chart.

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.

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.

Communication Methods

We will look to provide you with weekly updates and conference calls, though there is no obligation to meet this often if you see no need for it. Generally, one of the first things we do when onboarding a client is schedule a regular weekly slot that works for both our schedules. 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** - 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.

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 Zoom, Microsoft Teams, Google Meet, etc.
- » **Asana** - Asana is WeUsThem's project management software of choice and it houses every single one of our tasks. Tasks can be assigned to different team members and others can follow, like or comment on those assignments. This allows Jessica to keep a close eye on tasks and ensure that they finish on time. 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.

PART THREE

REFERENCES





REFERENCES

The Kempinski Group*

The Leela Group, Agency of Record

 Ms. Santoshi Jain, Senior Consultant

 +91 (992) 023-2105

 skk@skkdreams.com


Work Performed


Delivered design and creative development, digital product build and integration, campaign delivery and amplification for The Kempinski Group, including: Agency of Record; Website & Mobile Applications Design &; Campaign Design & Development; Identity Redesign & Development.




Municipality of the County of Antigonish

Identity Design and Signage

 Ms. Tammy Feltmate, Director

 +1 (902) 863-1117

 tammy.feltmate@antigonishcounty.ns.ca

Work Performed


Delivered design and creative development for Municipality of the County of Antigonish, including: Identity Design; Highway Signage; Wayfinding Signage; Marketing Collateral.





*Note that while our fruitful partnership with the Kempinski group ended some time ago, we wanted to give you an idea of the premier destination concept and how we deal with premier luxury

Government of Jamaica

Do Business Jamaica

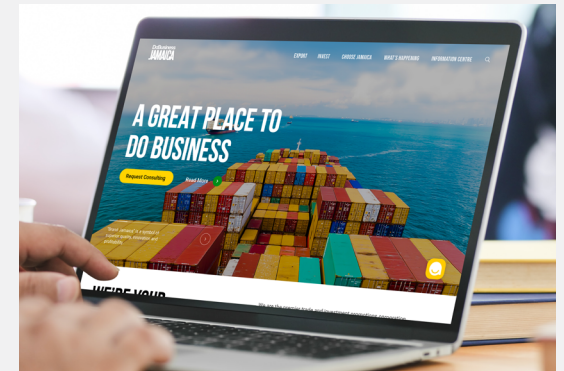
 Mr. Gabriel Heron, VP of Marketing

 +1 (876) 978-7755 ext. 2102

 gabrielheron@gmail.com

Work Performed

Delivered design and creative development, digital product build and integration, campaign delivery and amplification for Government of Jamaica, including: Website design and development focused on; Campaign to Promote Jamaica as a location for business and tourism.





PART FOUR

KEY PERSONNEL

KEY PERSONNEL



Ashwin Kutty
Destination & Placemaking Consultant and Brand Evangelist

International Masters of Management, MBA
 Executive Program, BSc. Comp. Sci (Business Minor)

Ashwin Kutty is a seasoned leader with a background in marketing, business, and the sciences. He has experience developing strategic solutions across industries around the world. Ashwin is deeply engaged in community initiatives and serves on various advisory boards. Under his direction, WeUsThem has earned industry accolades and grown its impact globally.

Clients

- » The Kempinski Group
- » The Government of Jamaica
- » Centre for Addiction & Mental Health
- » The Eastern Caribbean Central Bank



Faten Alshazly
Chief Creative Officer

MFA in Broadcast Design & Motion Graphics, BSc.
 Comp. Sci. (Business Minor)

Faten Alshazly is a multidisciplinary creative leader with a background in technology, business, and fine arts. She drives innovative campaigns and leads content creation and execution. She combines technical expertise with a strong artistic vision. Faten contributes to community and advocacy work around women's empowerment, recognized nationally for her impact.

Clients

- » Government of Canada
- » White Ribbon Canada
- » TeenMentalHealth.org
- » Commonwealth of Virginia



KEY PERSONNEL



Jessica Hoad Account Manager

LLB Law

Jessica Hoad excels as our Account Manager through her blending of academic knowledge, public affairs, and her personability. She skillfully tailors tactics to meet client needs, ensuring an impactful stakeholder engagement that drives successful results. With her enthusiasm and dedication, Jessica ensures that every project meets their deadlines, stays within budget, and

Clients

- » County of Lanark
- » Saint Lucia Ministry of Health
- » Commonwealth of Virginia
- » Detroit Downtown Partnership

Jed Gemarino Art Director

Diploma of Graphic Design

Jed Gemarino uses his foundation in traditional fine arts and graphic design to create visual masterpieces. With experience in illustration, painting, and graphic design, Jed brings strong visual storytelling skills and thoughtful design processes to the table. He is dedicated to ensuring that every piece communicates to clients clearly and emotionally through layout, colours, and form.

Clients

- » Vancouver Coastal Health
- » Canadian Interagency Forest Fire Centre
- » Superior Court of California
- » White Ribbon Canada

Taylor Gobbi Brand Strategist

BBA Marketing

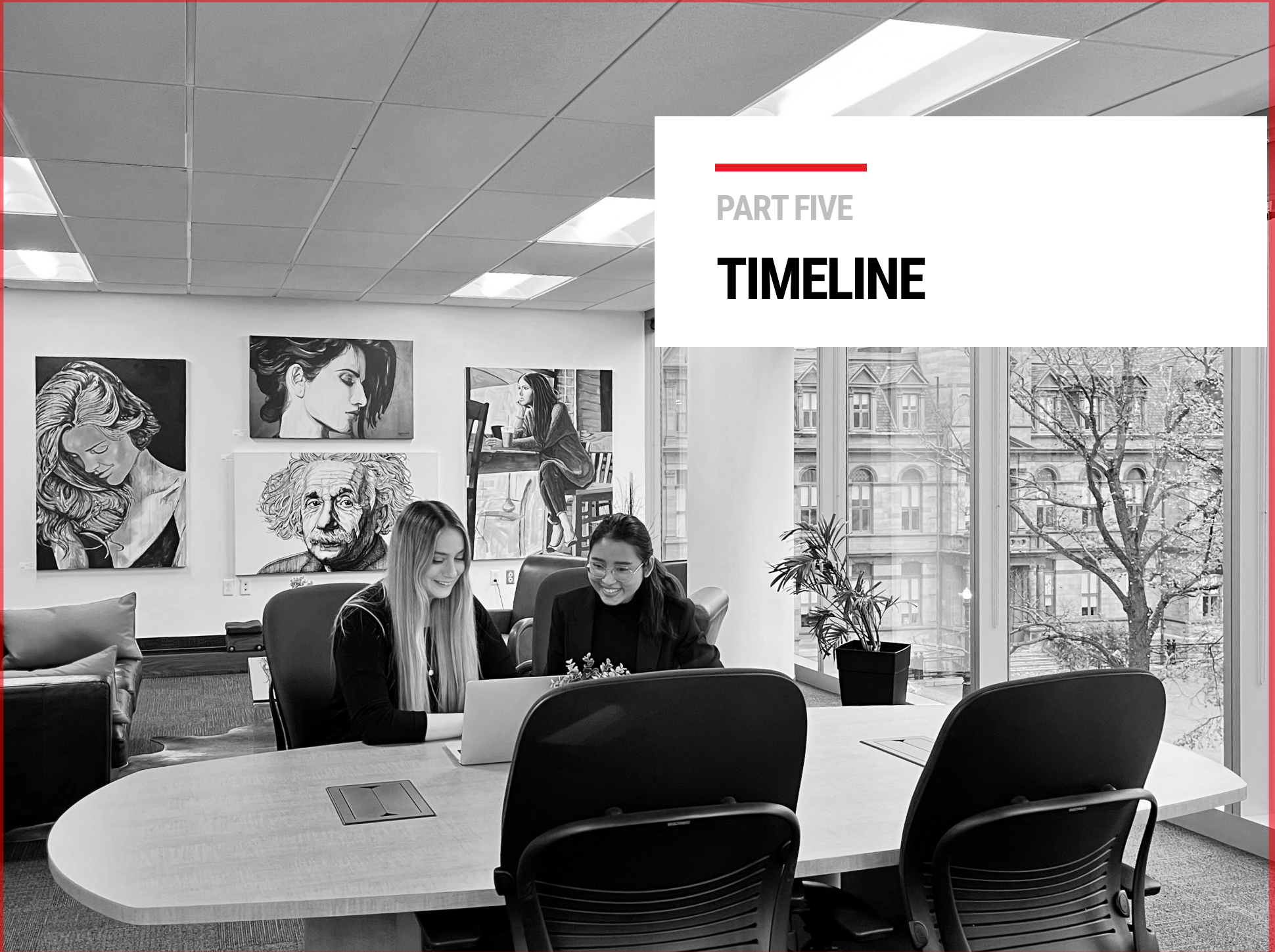
Taylor is a marketing strategist with a degree in Business Administration, majoring in Marketing with a minor in Sociology from St. Francis Xavier University. While at StFX, Taylor gained hands-on experience as a Content Creator and later Marketing Strategist for the Echo Marketing Society, where she developed and executed multi-channel campaigns that strengthened

Clients

- » Downtown Detroit Partnership
- » Virginia Department of Social Services
- » Colorado Springs School District 11
- » JDCC

PART FIVE

TIMELINE



DETAILED TIMELINE & MILESTONES

May 25th, 2026 - Jun 5th, 2026

Phase 1 Discovery, Research & Engagement

- » Project kickoff with City leadership and designated project team
- » Review of Strategic Plan, Comprehensive Plan, existing brand assets, and current communications materials
- » Brand audit of existing visual identity, messaging, and tourism positioning
- » Competitive and comparative analysis of regional and destination brands
- » Stakeholder interviews with City staff, City Council, and Charleston Area Convention & Visitors Bureau
- » Public input gathering through surveys and engagement sessions as appropriate
- » Facilitation of minimum one City Council branding workshop
- » Identification of key differentiators, audience perceptions, and brand opportunities

Jun 8th, 2026 - Jun 19th, 2026

Phase 2 Brand Strategy Development

- » Development of core brand positioning and destination marketing strategy
- » Creation of brand pillars, messaging framework, and value proposition
- » Development of vision statement aligned with City priorities
- » Exploration of taglines, slogans, and narrative themes
- » Presentation of strategic findings and recommended brand direction
- » Review session with City leadership and Council for alignment and approvals

Collaboration & Monitoring

We will maintain regular communication with the City of Isle of Palms through weekly progress updates (or bi-weekly if preferred), delivered via email or scheduled virtual meetings.

These updates will include status reports, key milestones achieved, and any adjustments needed to stay on track. Additionally, we will set up collaborative review sessions after each key phase, ensuring that feedback is incorporated promptly.

To ensure adherence to the proposed timeline, we will monitor progress closely, providing you with detailed timelines and anticipated deliverables at each stage. If any issues arise, we will proactively address them, making adjustments as necessary to meet deadlines and deliverables without

Jun 22nd, 2026 - Jul 10th, 2026

Phase 3 Brand System Design

- » Development of multiple visual identity concepts for review
- » Design of seal, primary logo, secondary marks, and supporting visual assets
- » Creation of color palette, typography system, iconography, and visual language
- » Refinement of selected concept based on stakeholder feedback and revisions
- » Development of department-flexible brand architecture for City-wide application
- » In-person presentation of brand system (paid for by WeUsThem)
- » Final approval of complete brand identity system

Jul 13th, 2026 - Jul 24th, 2026

Phase 4 Implementation Planning

- » Creation of comprehensive brand standards and usage guidelines
- » Development of editable templates for signage, brochures, presentations, social media, letterhead, business cards, and digital assets
- » Executive summary report with findings and recommendations
- » Three-year strategic implementation roadmap with short- and long-term tactics
- » Internal adoption guidance for City departments and staff
- » Brand rollout strategy including launch planning, community engagement, and promotional recommendations
- » Delivery of all editable source files and final assets for City ownership



PART SIX

BUDGET

PROPOSED DETAILED LINE-ITEM BUDGET

SCOPE OF WORK

Item	Cost*
Discovery, Engagement & Research	\$10,000
Brand Strategy Development	\$15,000
Creative Development	\$19,000
Implementation Plan	\$6,000
Brand Presentation (in-person)	FREE

TOTAL **\$50,000**

OPTIONAL

Item	Cost*
Travel, Accomodations & Per Diem (2 Persons x 2 Nights)**	\$2,938
Retainer Rates***	
30 hours / month	\$185/hr
50 hours / month	\$175/hr
100 hours or more / month	\$165/hr

*All pricing is in USD.

**Please note, we have included 1 travel for 2 of our brand experts to come present the brand concepts in person. However, should you want additional trips, that will be charged per trip as noted above, which can be modified should it differ from your travel policies.

***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.

EXCLUSIONS

- » Original Videography and/or Photography
- » Creative Development Beyond Logo & Seal
- » Printing & Production of Collateral
- » Execution of Implementation/Rollout Plan

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)

35%

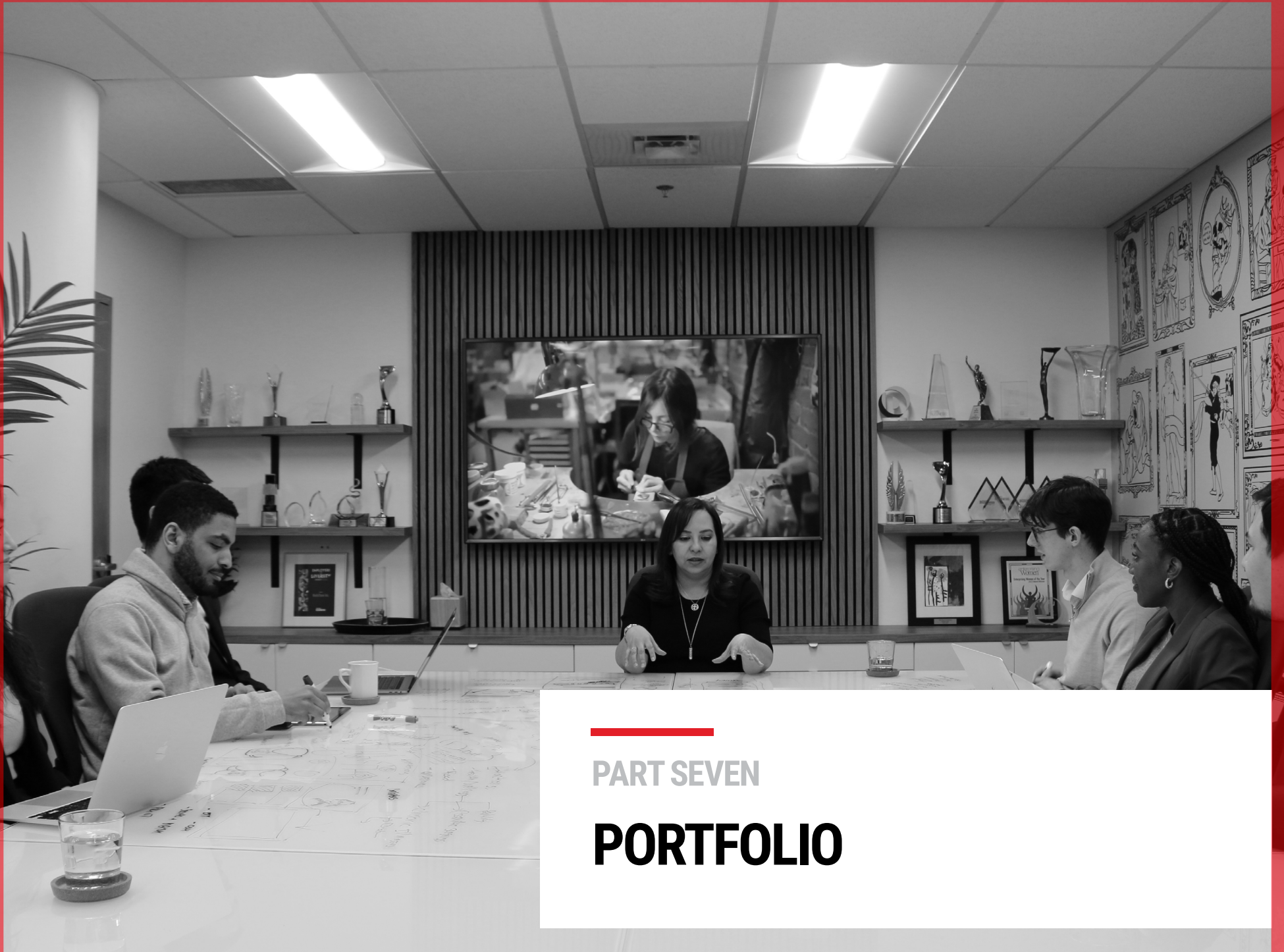
Progress payment

70%

Final payment (Handover)

100%

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



PART SEVEN

PORTFOLIO



★ 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%

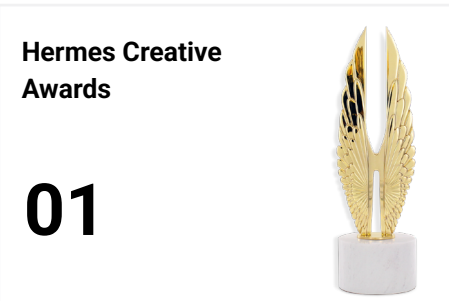
Increase in engagement

375,000+

Increase in CRM subscribers

250,000+

Earned media



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

01 Connect2Canada & Lien Canada

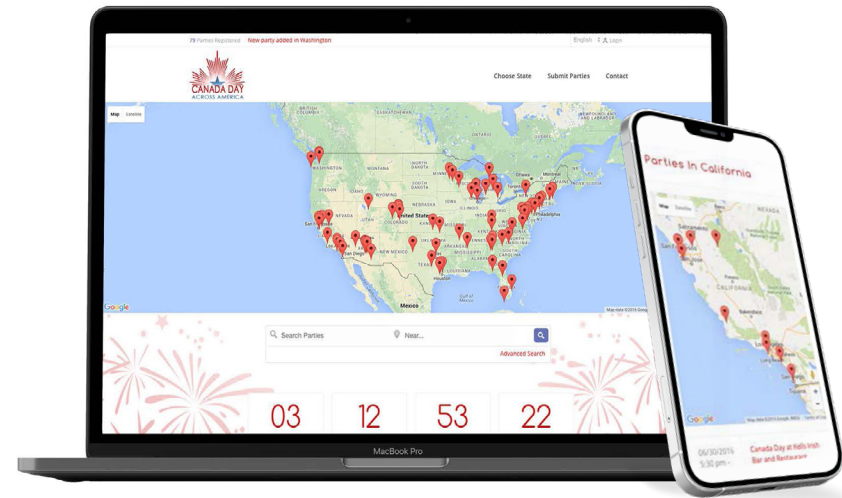
Connect 2 Canada and Lien Canada are a multilingual platform designed specifically for the Canadian diaspora in the U.S., integrated fully with a CRM that identifies with user behaviours, preferences, geographical sensitivities, etc.. This platform enables the Canadian Embassy and its associated consulates 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



Canada Day Across America

02 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



Canada 150

03 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.



2017 US Presidential Inauguration

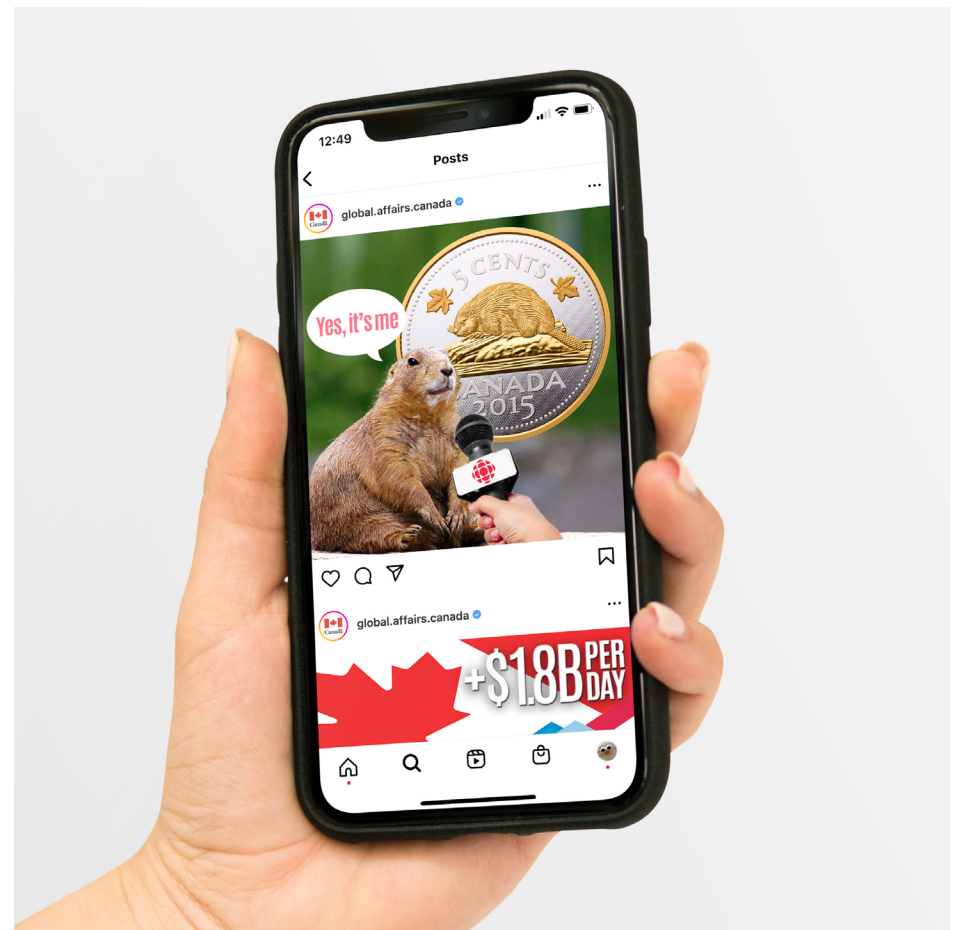
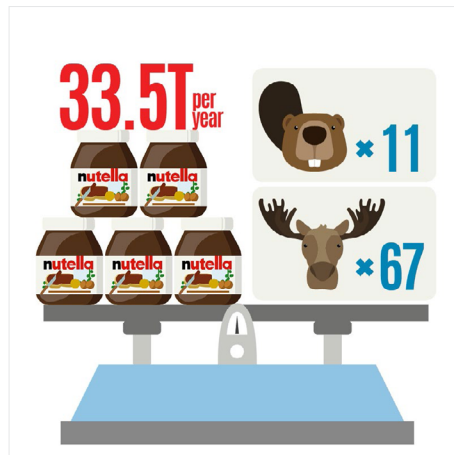
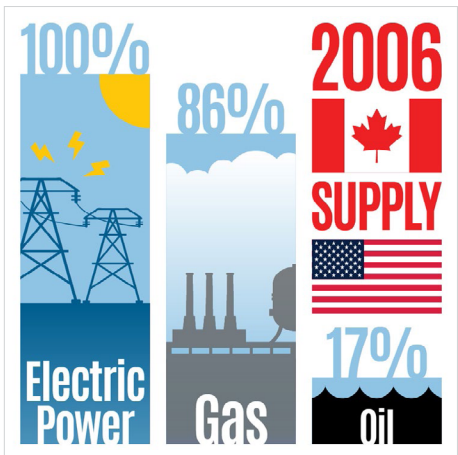
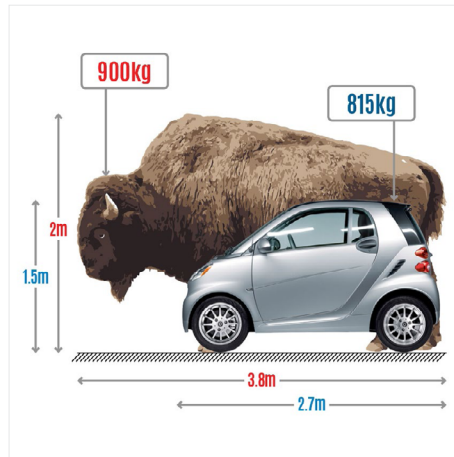
04 The Canadian Embassy is the only embassy on the official parade route during a presidential inauguration. We kicked off a multi-channel campaign and a local activation that included visiting dignitaries from across the United States, members of the Canadian cabinet, elected officials from the US such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





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



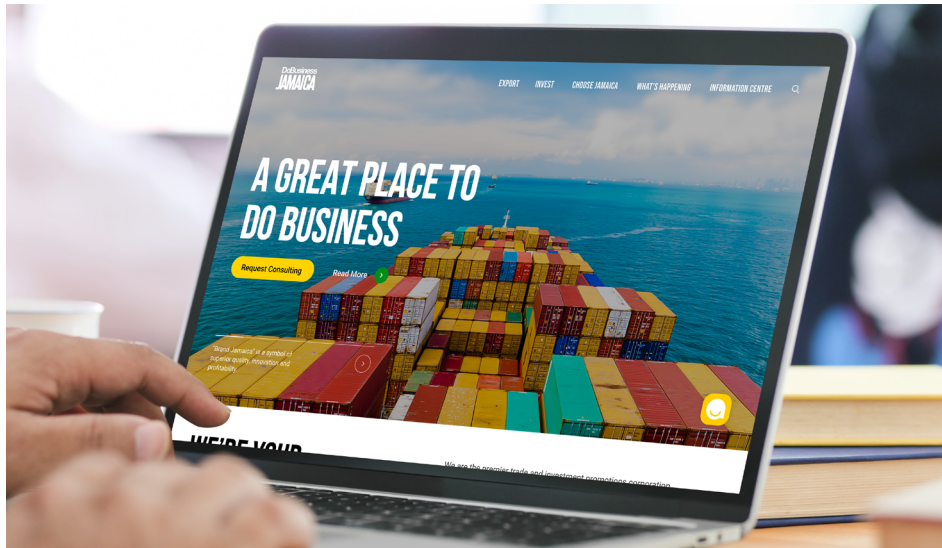
Strategy

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



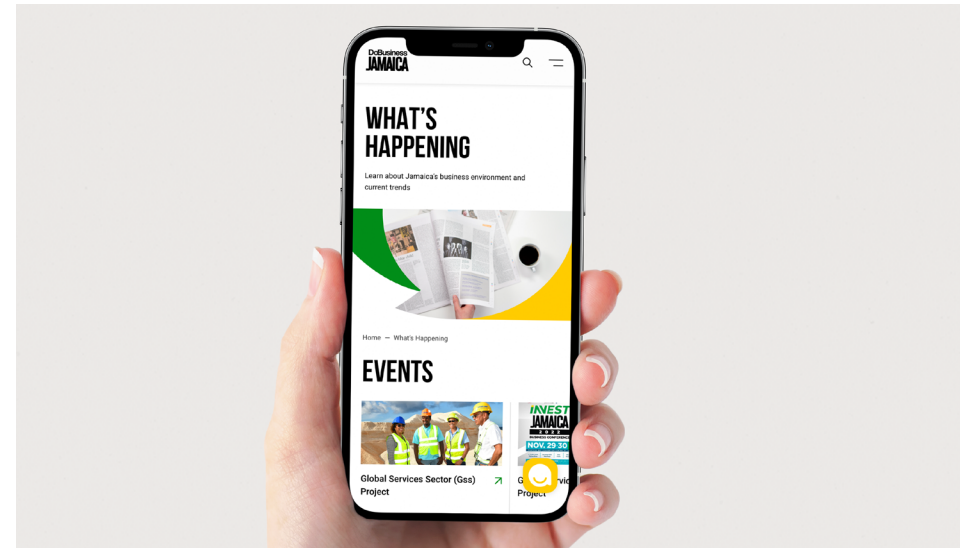
HOW WE DELIVERED

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

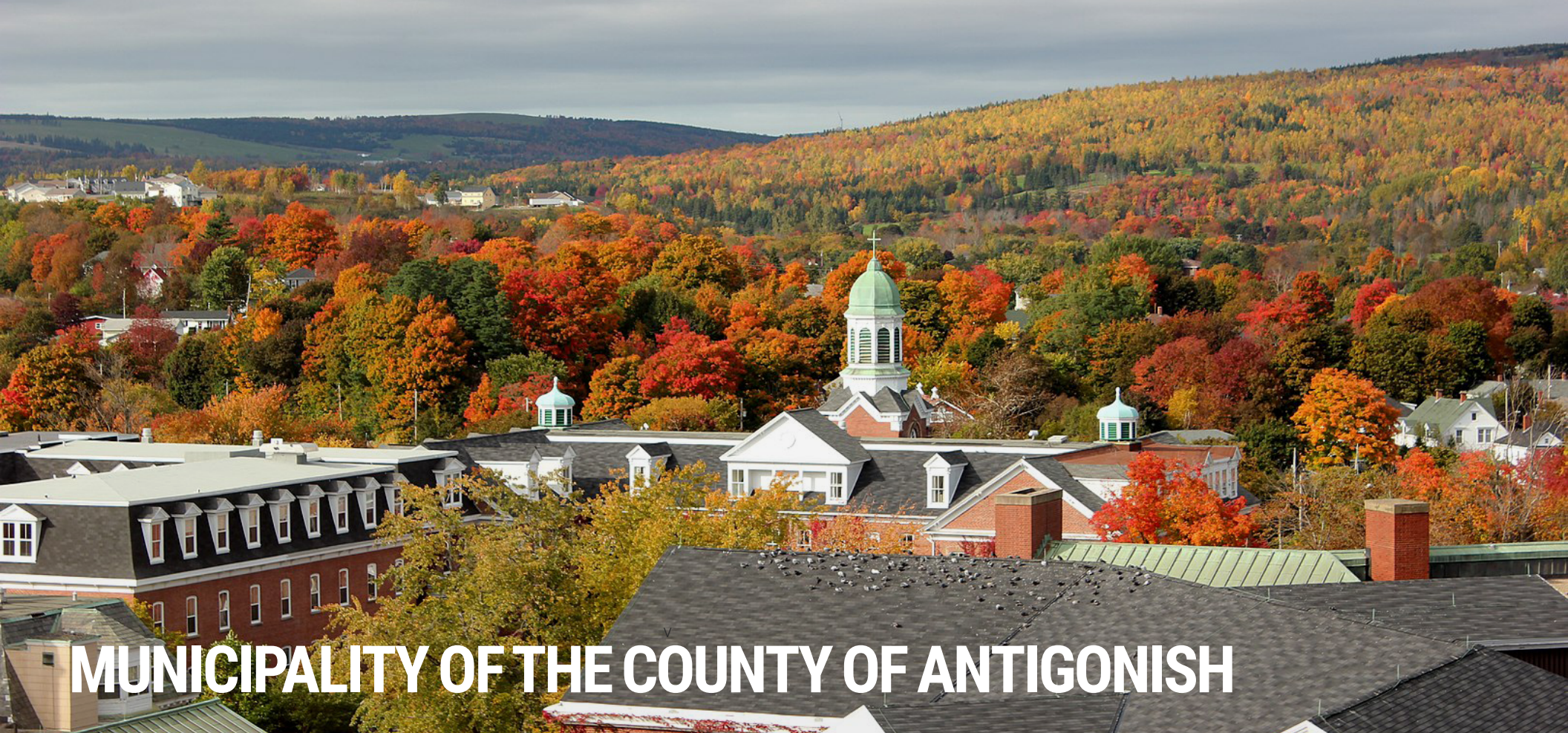
of other sectors including IT, Energy, Film, Manufacturing Mining, etc. Our work aimed to ensure that Jamaica is not just a Caribbean choice for tourism but also a hub for global operations, providing both the lifestyle and economic benefits that appeal to MNCs globally.

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.



enhanced positioning to a global audience, collateral that would be trafficked across various 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.



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.

OUR ROLE



Research



Design



Engage



Strategy

DELIVERABLES

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

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

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.).

Ride On

01 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.



Natural Glory

02 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



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.



Print

05 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.

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CENTENNIAL COLLEGE

ABOUT

In a strategic move to gain valuable insights into how their target audience perceived the college's brand, Centennial College sought the collaboration of WeUsThem to develop a Marketing Report Card. This initiative underscores Centennial College's commitment to staying attuned to the sentiments and perspectives of its stakeholders, as it aims to enhance its brand image and resonate more effectively with its audience.

OUR ROLE



Research



Design



Engage



Strategy

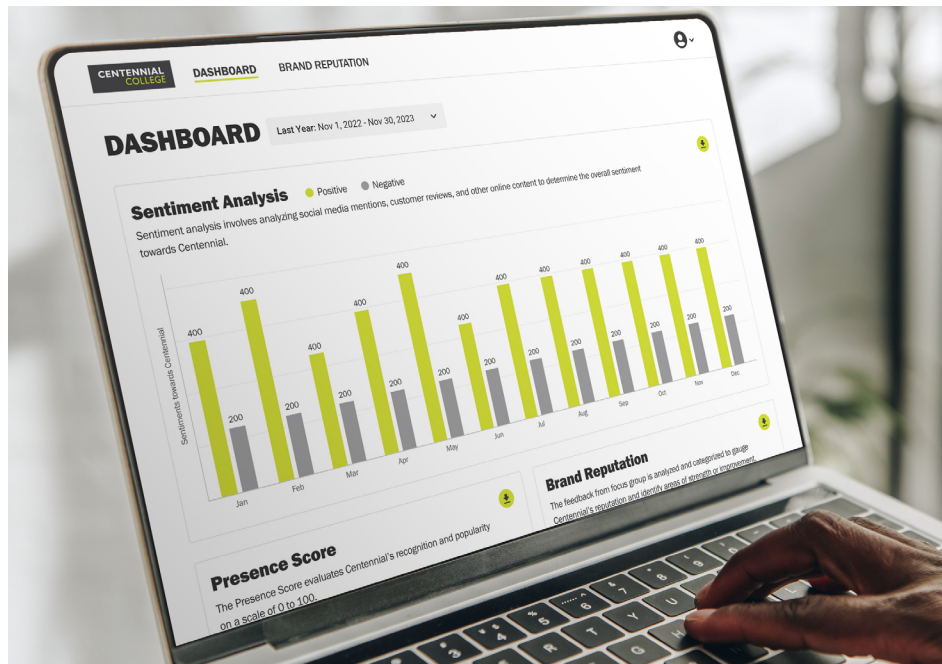
DELIVERABLES

Marketing Strategy | Brand Positioning |

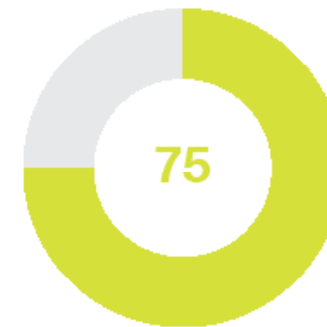
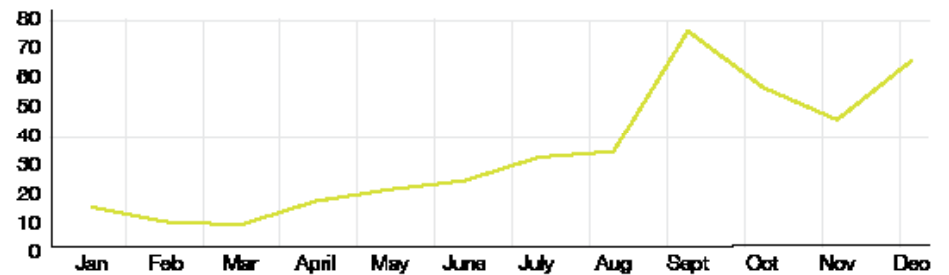
SOLUTION

WeUsThem played a pivotal role in facilitating Centennial College's recent rebranding efforts. Tasked with conducting a thorough brand assessment, WeUsThem delved into the intricacies of Centennial College's existing communications strategies across various media platforms. Through meticulous analysis and auditing, the agency aimed to ensure the seamless alignment of the college's new positioning and messaging across all departments and channels. The outcome of this project is a comprehensive brand assessment report, a strategic document that not only identifies areas for improvement but also provides concrete solutions and recommendations. The report serves as a roadmap for enhancing the overall perception and brand awareness of Centennial College, ultimately contributing to a more compelling and unified brand identity.

As the project nears its completion, WeUsThem has transitioned into the final stages, actively engaging in discussions with Centennial College about the practical implementation of the proposed strategy. This crucial phase involves translating the insights and recommendations from the brand assessment into actionable steps that will resonate throughout the college's various departments and communication channels.



Net Promoter Score (NPS) = % Promoters - % Detractors



Your Presence Score is higher than 35% of brands



CONESTOGA COLLEGE

ABOUT

Conestoga College, a post-secondary institution with various locations throughout the province of Ontario, was looking to re-brand their Student Affairs department. The Student Affairs department at Conestoga offers many student-focused services ranging from academic support to athletic opportunities. Conestoga reached out to us to establish a branding strategy that not only spoke to their primary audiences of learners, but also made them aware of the different services available to them to enhance and support their experience at the college and more broadly their academic journey.

OUR ROLE



Research



Design



Engage



Strategy



Branding

DELIVERABLES

Branding | Strategy | Graphic Design

ICON &

ACCESSIBILITY

CONSIDERATION

Icon

Usage of icons that are universally to most of the demographics.

Contrast Check

Very high contrast colour combination according to WCAG guideline.

ENGAGEMENT

8

Groups Scheduled

10

Hours Spent Conversing

CHALLENGES

- » Student Affairs did not have an established brand identity that each department could use as a reference, which caused a lot of confusion around branding.
- » The name itself did not resonate with students, and did not clearly demonstrate the value of what is offered through Student Affairs.
- » The new brand identity for Student Affairs needed to have its own voice, while still ensuring it was in line with parent brand's mission, goals, and values.
- » All of the services are a relative unknown to most students and therefore there is a lack of access and service provision.

GOALS

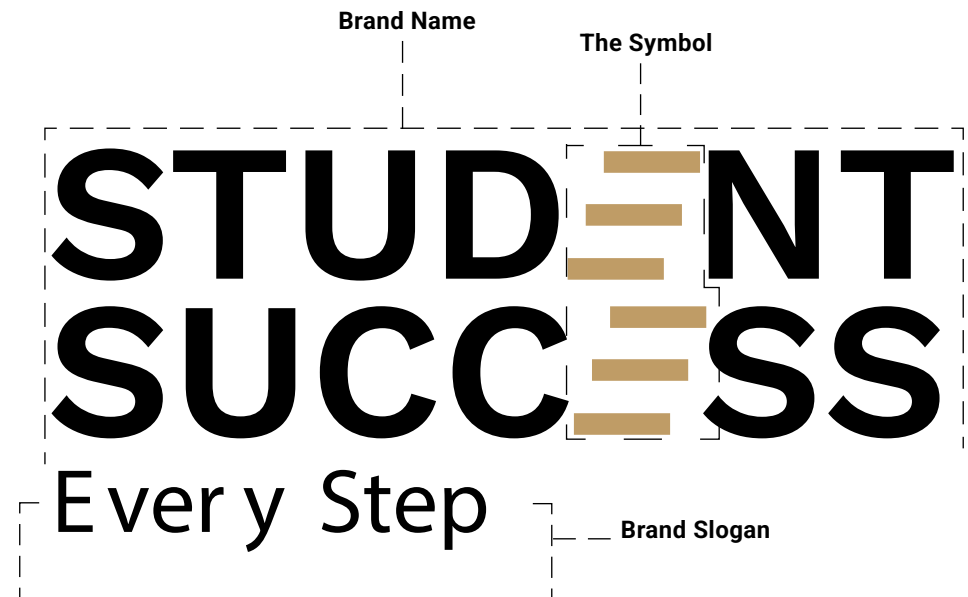
- » Establish a cohesive sub-brand design and communications plan to improve recognition across all Student Affairs service areas.
- » The brand voice and tone should be student centered and include messaging that is easy for students to understand. The voice and tone should be welcoming, humanistic, concise, inclusive, and supportive.
- » Create a slogan that lets students know that Student Affairs is there to support them and cares about their success.

01 Student Success

Student Success' visual identity is friendly and unified. The combined name and slogan make it apparent that every Conestoga student is successful with support and guidance provided by various services within the portfolio.

The slogan reinforces that Student Success is available, accessible and present throughout each and every step that the student takes within their academic and personal journeys.

The letter "E" as it appears in "Student Success" forms into a multi-level stairwell. Inspired from Every Step, it allows for the identity to exist with or without the slogan. The visual representation of the brand slogan is therefore emphasized by the steps that students will take in their



Font Choice

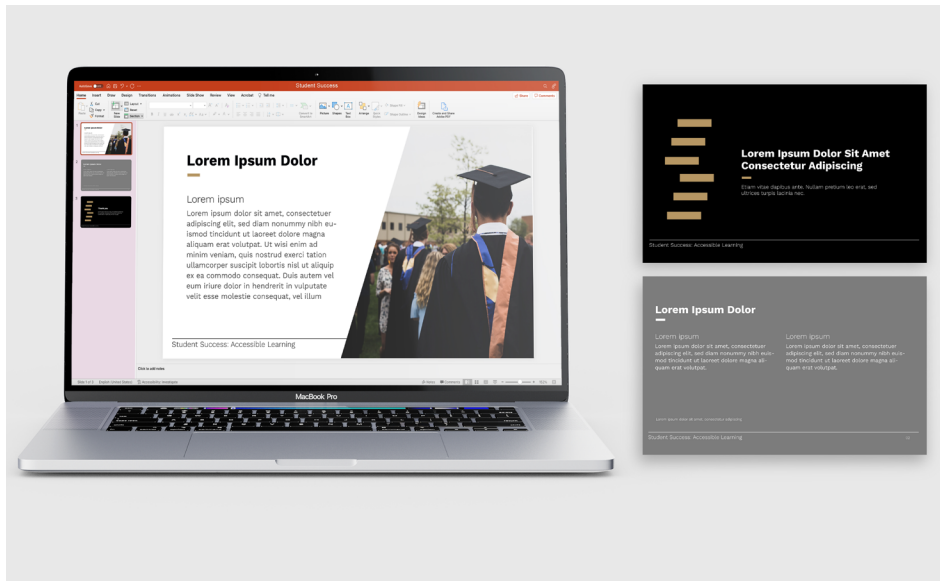
Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

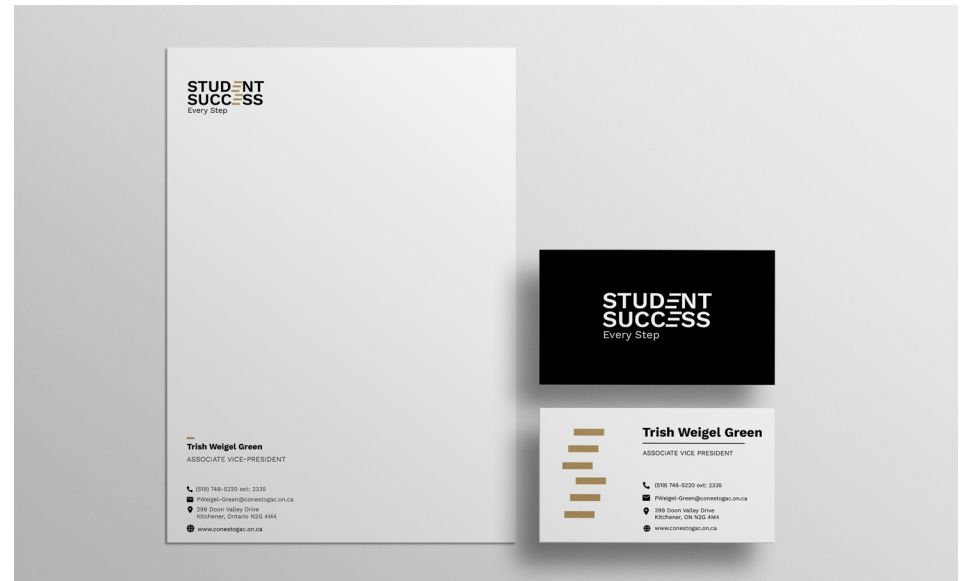
Colour Palette



02 Presentation Template



03 Print Collateral



04 Talent Hub (Right) In the wake of developing a new visual identity for Conestoga's Student Success portfolio, Conestoga came to use with a similar request for their Talent Hub portfolio. The Talent Hub initiative will be the destination for connectivity and partnership, which is critical to Ontario's fastest-growing talent market. As this is a student-focused service in the college, Student Success' brand identity is the main inspiration behind the design of the Talent Hub breeding familiarity to all its stakeholders.

GOALS

- » The goal for the Talent Hub brand identity is to take some visual elements from the Student Success brand.
- » Have a level of familiarity will ensure a consistent level of awareness of both brands and the association it will engender.
- » The inclusion of the Student Success visual elements allows employers to recognize Conestoga's efforts in providing services to their students.





★ AGENCY OF RECORD

KEMPINSKI GROUP

CHALLENGES

Our work with The Leela Group of Palaces, Hotels, and Resorts exemplifies our expertise in the food services sector, where we integrated an advanced Digital A/V platform across their luxury properties, enhanced their ERP and CRM systems, and promoted their diverse food outlets—including bakeries, international cuisine restaurants, F&B outlets like the Cyclone dance club, banquet halls, gardens, and pools—across all eight properties. This comprehensive approach not only elevated their brand globally but also involved managing complex campaigns with international airlines, influencers, and renowned restaurants, ultimately earning The Leela Group recognition as a top-tier brand by leading travel publications and demonstrating our ability to create and execute strategic communications plans that drive brand visibility and engagement.

OUR ROLE



Research



Design



Develop



Test



Engage



Strategy

DELIVERABLES

Rebranding | Strategy | Full Stack Development | Website | Mobile App | Branding | Print

KEY RESULTS

66%

Unique traffic increased

71%

International traffic increased

48%

Domestic traffic increased

89%

Average occupancy

38%

Conversion rate on digital traffic

90-100%

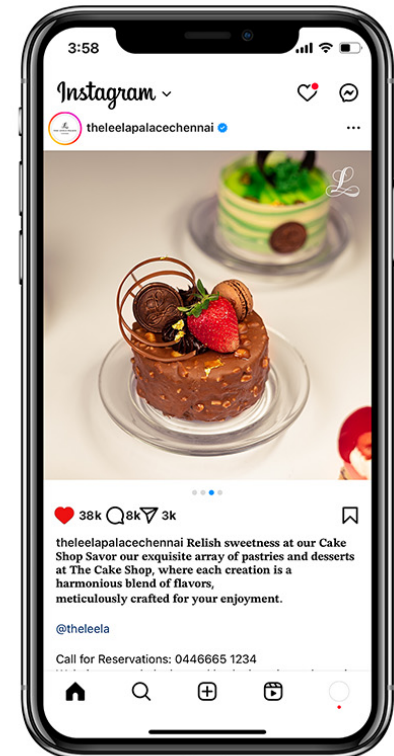
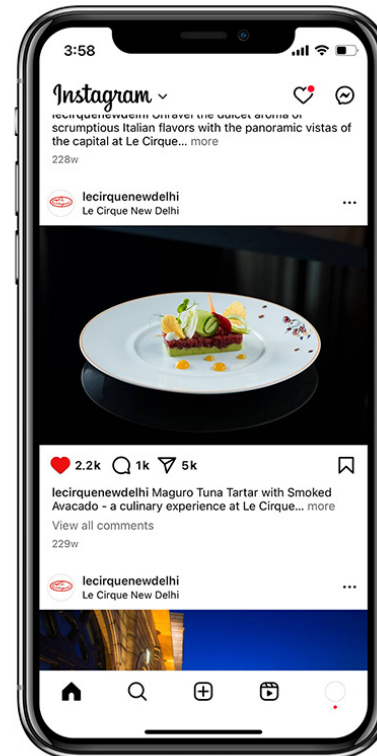
Occupancy rate among three of the eight properties

SOLUTION - SOCIAL AND DIGITAL MEDIA STRATEGY

We have extensive experience working on travel-related projects. One great example of this is our work with The Kempinski Group. As you know, marketing a product or service that the consumer does not get to see and touch before investing in requires a much different marketing strategy than with traditional sales. Especially with destination marketing, it is not enough to just show your target audience how pretty your destination is, as there are millions of visually appealing destinations around the globe. Successfully marketing a travel destination requires making a connection with your target audience and evoking a feeling, which ultimately leads to peaked interest and investment in your destination.

The Leela Group of Palaces, Hotels, and Resorts came to us through The Kempinski Group for a number of services, including strategic communications consulting and digital media strategy. We knew that the luxurious experience of The Leela Group needed to start even before a guest walked through the door. Some of the most important engagements with guests would begin on social, digital, broadcast, and print media. When we were first approached by The Leela Group, we were presented with a non-existent Facebook page and a Twitter account that was blocked and not available to the public.

In response, we completed a full overhaul of their social media platforms, as well as their main website. We presented them with a media plan that would not only show how visually stunning The Leela Group of Palaces, Hotels, and Resorts are, but also zero in on some specific niches that would create connections with the potential guests. One example is how we showcased the unique culinary delights of



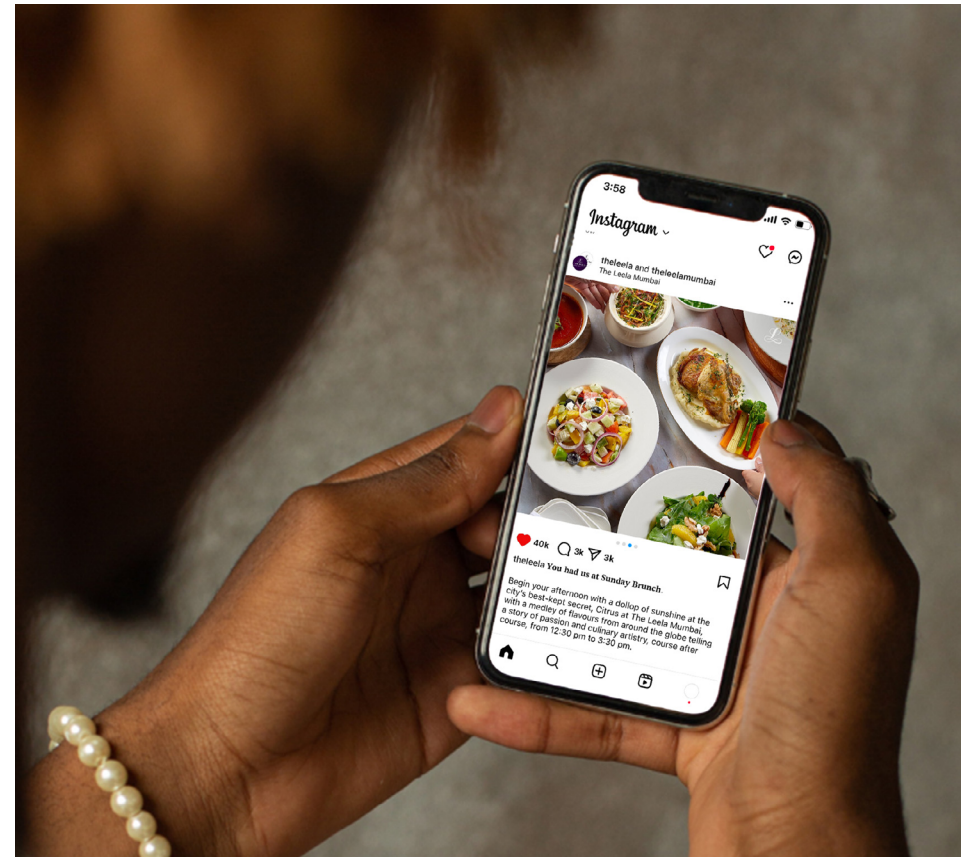
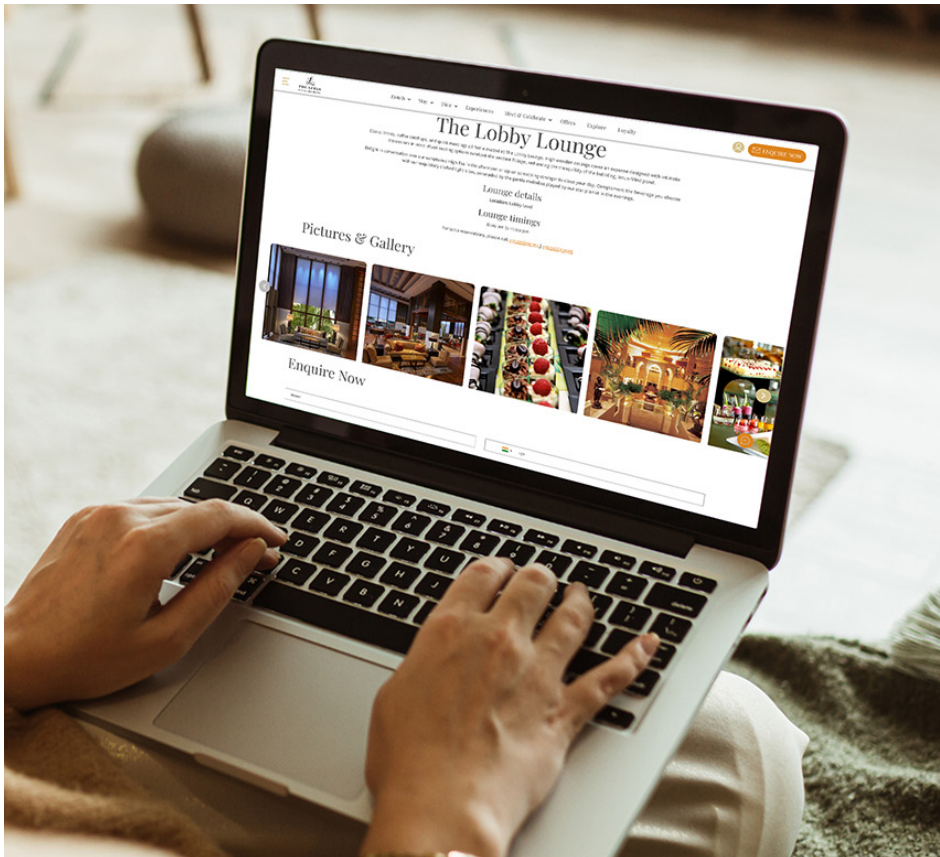
celebrity chefs that could be found on the properties, which proved to be a huge hit in connecting with foodies around the globe.

The success of this campaign was not just measured by the increased income at the properties, but also by the genuine engagement that was created with their various media followings. The Leela Group's once stagnant social media platforms became a successful and plentiful way of creating connections with their audience. Unique traffic on their digital platforms increased by 66% overall, with international traffic increasing by 71% and domestic traffic increasing by 48%.

The second way we measured the success of this campaign was the increase in occupancy rates. The current average occupancy across all eight properties is now

a remarkable 89% with a conversion rate of 38% of digital traffic! Three of the eight properties are even consistently in the 90-100% occupancy range.

The client was of course seeing the impacts of this campaign in the everyday activity at the properties and the increased engagement on their digital platforms, but we still made sure that they fully understood the entire impact of the campaign. The Leela Group had some staff and stakeholders that just want to know the basics, and others who wanted to know every detail of what went on behind the scenes. We ensured that regardless of how much they wanted to know, every staff member and stakeholder felt they understood the success of this project. When it comes to sharing results with our clients, we can conduct full presentations on the



results, prepare result documents, create infographics and charts, or have Q&A sessions with both individuals or groups that allow them to openly ask questions and have a conversation about the impacts of the project.

With The Leela Group of Palaces, Hotels, and Resorts, and every project we take on, our approach has always been to empower the client to be able to manage and maintain the results of their project. As our clients can attest, we enjoy working with them, but we are always working to ensure their organization continues to grow and succeed for years to come even after our engagement ends. Making our clients feel heavily reliant on our team is simply not our style, and that is why we work to ensure our client's teams are fully equipped to maintain their platforms post-project.

We set up The Leela Group with various resources and training to ensure they are able to maintain the success of their digital platforms. We provided them with branding guidelines to ensure their social media posts and other media stayed cohesive with the content we created. This included a style guide outlining aspects such as appropriate fonts and colours, as well as an explanation of positioning and tone, ensuring the messages they would deliver



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 its presentation in-line with its new value proposition.



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.





CITY OF SASKATOON

Active Transportation Marketing

ABOUT

WeUsThem has previously worked with the City of Saskatoon to develop a two year strategy for the City's active transportation initiatives, with the ultimate goal of increasing the number of overall active transportation users. The project consisted of conducting primary research through focus group engagement sessions, as well as secondary research which consisted of looking into active transportation campaigns and public perception in other cities both nationally and globally. The main takeaway from our research was the need for a comprehensive cultural shift in Saskatoon for how active transportation is perceived. To mitigate conflict between motorists and cyclists/pedestrians we developed a strategy that suggested a series of experiential activations to entice people to try active transportation that would earn participants monetary rewards for kilometers biked or walked. To specifically target motorists, we suggested that the monetary reward be in the form of petrol points redeemable at partnered gas stations. We also suggested an authentic approach to messaging that doesn't alienate community members by attempting to "teach them". Instead, our recommendation was to be honest with communications and acknowledge the divide between different road users in a way that is both humorous and transparent.

OUR ROLE



Research



Copy-writing



Strategy



Marketing

DELIVERABLES

Social Media Strategy | Copy-writing

CHALLENGES

- » The main challenge with any active transportation campaign in a North American city is how to deal with the inherent negative views that many residents hold towards their city adopting active transportation initiatives. In Saskatoon especially there are a large number of residents who feel hostility towards cyclists, pedestrians, and the notion of “sharing the road” overall.
- » In cities across the world, especially in Europe, active transportation has been a part of city life for centuries, whereas North American cities were largely built around the car. As a result, North American culture tends to be very car centric and developing infrastructure to grow active transportation is not seen as a priority by many residents.
- » There are people who would be open to adopting active transportation in their daily lives, but feel that the lack of infrastructure makes it an unsafe means of transportation. We are then faced with a catch-22, where the number of residents who adopt active transportation is quite low due to the lack of infrastructure, but in order to justify building the infrastructure, there must be a proven need for it in terms of actual users. The challenge then became battling the perception that residents have about active transportation being inherently unsafe.


GOALS

- » **Increase the number of active transportation users:** Encourage more people to use active transportation in order to reduce traffic congestion, improve health outcomes, and reduce carbon emissions.
- » **Foster a unified community of road users:** Our aim was to bring together all road users and promote a sense of community among them. By breaking down the barriers between drivers and cyclists through finding common ground, we hope to create a safer and more harmonious environment on the roads.





W E • U S • T H E M

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APPENDIX I

CULTURAL COMPETENCE & DIVERSITY POLICY

Purpose

The purpose of this policy is to ensure equal employment opportunity for all applicants and employees and to promote diversity at all occupational levels of WeUsThem's workforce. The overall objectives of this policy are twofold: (1) to attempt to achieve an employee profile at all levels and categories which reflects the racial and ethnic composition and regional representation of our region; and (2) hiring of culturally diverse staff that provide for that varied and diverse perspectives we so richly need and our clients require.

Attainment of these objectives call for a prohibition of unlawful discrimination in employment because of race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, sexual orientation, sexual harassment, or pregnancy.

Policy

WeUsThem is an equal employment opportunity, affirmative action employer. We are committed to the elimination of barriers that restrict the employment opportunities available to women, minorities, people with a disability, and individuals representative of the geographic regions served by the agency. We recognize that equal employment opportunity requires affirmative steps to ensure the full utilization of people of all backgrounds who possess the best available skills.

WeUsThem provides equal employment opportunities for the good of the public without regard to race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, sexual orientation, sexual harassment, or pregnancy. Our commitment to equal employment opportunity extends to all job applicants and employees and to all aspects of employment, including recruitment, hiring, training, assignment, promotion, compensation, transfer, layoff, reinstatement, benefits, education, and termination.

The monitoring aspects of our cultural competence and diversity plan is the responsibility of the President. The plan is evaluated and monitored regularly. WeUsThem is totally and irrevocably committed to a good faith effort to provide the opportunity for all employees to perform at full capacity in accordance with their qualifications, abilities,

Objective

The cultural competence and diversity plan attempts to achieve as closely as possible an employee profile at all levels which reflects the racial and ethnic composition and regional representation of our region and client service area. WeUsThem will attempt to seek personnel from all segments of the community for all job levels within the company through upgrading recruitment from minority group members and regionally represented individuals.

Procedure

WeUsThem will employ and promote persons of merit, regardless of their race, ethnicity, age, colour, religion, gender, national origin, sexual orientation, handicap, or socioeconomic status, in relation to the requirements of the position for which they are being considered. The company's cultural competence and diversity plan's goal is to attempt to have staff who reflect, as nearly as possible, the racial, ethnic, and regional composition of its service area.

Dissemination of Policy

- » A copy of this document will be given to every employee.
- » The policy will be discussed in employee orientation and staff meetings.
- » All employment advertising will carry the statement: "Equal Opportunity Employer" or "EOE"

Cultural Competence

WeUsThem will demonstrate cultural competency by designing and delivering services in a manner that will be most effective and respectful given the cultures of the individuals served.

Timeframe

The President will review the program annually.

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, relocations, 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

06/29/2025

Issue Date

A-15204

Certificate Number

Regular Supplier

Type of Certification

06/29/2026

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.