



workbook



## **We're renaissance marketing.**

We exist to shatter the perception of what a boutique agency can achieve. Our nimble, resourceful, intimate, wise yet forward-thinking approach is a force to be reckoned with.

Our mission is to unite the sage knowledge garnered from our extensive and distinguished past with the powerful tools and approaches of today, to generate notable results and success for our clients.

**Here's a glimpse at some of our experience and the great results we've produced.**







## **brand awareness campaign**

### **customer cares insight**

Personal connections are the basis for choosing your salon service destination.

### **strategy**

Leverage the impact of personal connections by creating an emotionally driven campaign, bringing the First Choice Haircutters brand promise to life: community, comfort and quality. “You Belong Here” exemplifies how communities are made up of unique individuals with diverse backgrounds and interests; but what connects everyone is a sense of belonging. First Choice Haircutters embraces this welcoming position, and offers the community a place where they will always belong.

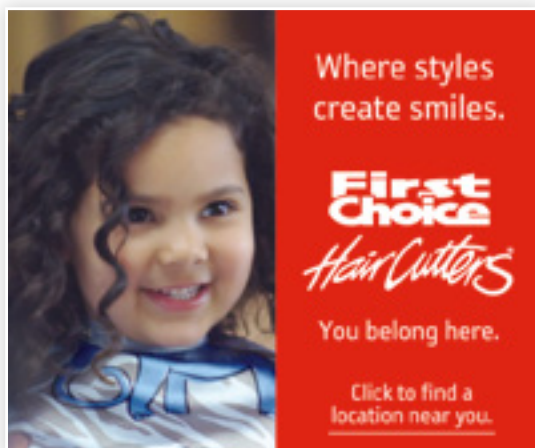
### **results**

A notable 8% same-store year-over-year sales lift during the campaign period. The broadcast assets and digital videos garnered over 3 million views with a 72% completion rate, and salon location queries on the website were up 317%.





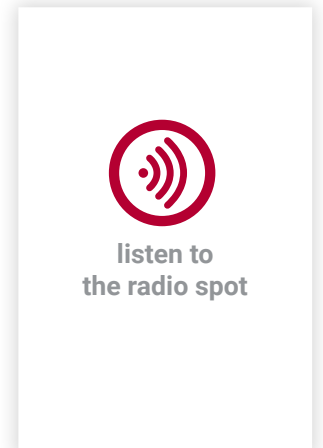
television



digital media



direct mail



radio



# PHILIPS

## market positioning campaign

### customer cares insight

Women suffer through their hair removal routines because they have been conditioned to believe that electric grooming tools aren't as effective as traditional methods.

### strategy

Women deserve to “feel electric” – both in their disposition and the tools they use to get there. We wanted to tell women that it's time to shake up conventional grooming routines – that the blade, waxing and other archaic methods are painful, time consuming and costly. We achieved this by creating online videos featuring Philips depilation products in an unexpected way; showcasing real women, candidly discussing grooming challenges, followed by their enlightenment upon trying Philips products that offer convenience and visibly impressive results.

### results

A digital focus for this campaign proved rewarding:

- Online videos generated a combined total of over **1.6 million views** and over **43,000 clicks**
- Digital banners reached over **1.4 million** and produced close to **23,000 clicks**



online video



ambient



digital media



## brand development

### customer cares insight

Consumers are tired of the machine-like experience of typical QSR environments.

### strategy

Our deep dive revealed a loyal customer base, and the need to retain them while attracting a new generation. Through our market positioning methodology, we revealed key consumer insights, and identified and amplified existing attributes of the brand that consumers were already attracted to. All of which were professed through a new consumer experience, where we helped to ensure franchise-wide adoption. A new, modernized (yet familiar) logo serves as a beacon at store level to inform customers that there's something new. We were even able to influence new menu item development.

### results

In a declining market, MR. SUB saw:

- An **11% increase** in same-store sales year-over-year (for over 5 years running)
- The addition of **27 new franchisees in year one alone**





store design



out-of-home



in-store



logo design



## brand repositioning

### customer cares insight

While all competitors relegated themselves to the commodity of their offering, not one was staking claim in the powerfully emotive territory of “ally and partner”.

### strategy

Make customers feel important while expressing Kraft’s passion for helping make their businesses better. Create a human face for Kraft Foodservice and ensure to deliver brand personality.

### results

- Generated **13.5 million** mass and targeted impressions
- **+54% unique site visitors** over the previous year
- **500** new sign ups of Kraft’s KraftWorks program (**+8%**)
- Expanded reach to key chain customers, and the elusive independent operator target



online video



brand poster



print advertising



manifesto video



## **brand repositioning**

### **customer cares insight**

Consumers are awaiting flavour enlightenment. They feel that “healthy food” can only reach a certain level of richness and flavour.

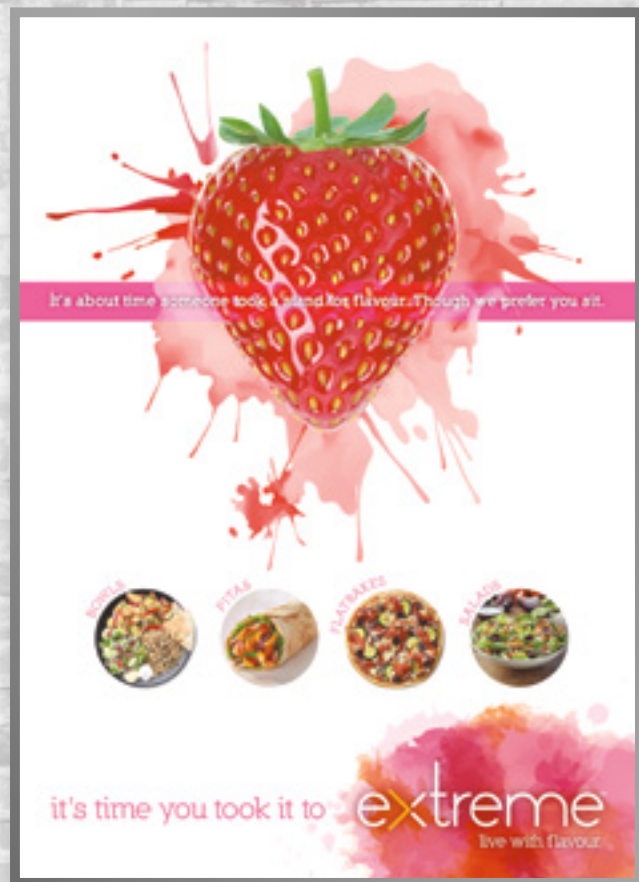
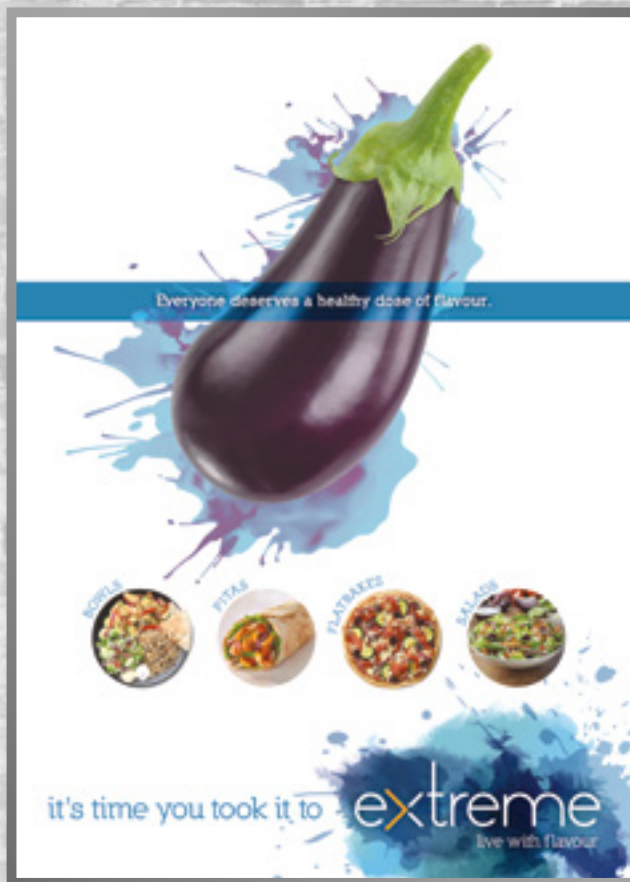
### **strategy**

Refresh the Extreme Pita brand positioning by shifting the focus to a generally unclaimed territory in the QSR realm: flavour. We truncated the brand name to ‘Extreme’, which not only translates well through the food (since their offerings expand far beyond pita), but also represents the beginning of an impressive experience for guests. By designing a more contemporary logo, we made the identity fresh and inviting. The “live with flavour” tag line was also created to impart the brand’s new purpose onto new and existing guests. Custom tools and presentations were developed to introduce the reinvigorated brand to franchisees and other stakeholders to ensure system-wide adoption.

### **results**

- +9% in same-store sales year over year for renovated locations





in-store



store design



digital menuboard



## brand repositioning

### customer cares insight

The majority of consumers deem the experience at the main fried chicken QSR competitor as inauthentic, both in attitude and food preparation.

### strategy

After 45 years in the Canadian QSR landscape, the Mary Brown's brand needed redefining. Armed with consumer insights, we learned that Mary Brown's delivers on their promise of providing an unpretentious, reliable and genuine experience. The growth opportunity we seized was to clearly articulate their brand at every touchpoint, starting with the newly created "Honest to Goodness" positioning. With this clearly defined brand now in place, Mary Brown's is poised to double its number of locations over the next five years.

### results

- **+15%** in overall sales
- **+11%** in customer counts
- **+9.8%** in same store sales
- **+8.4%** in same store customer counts
- Franchise store-count **grew to 125**, from 84 over a 2-year period

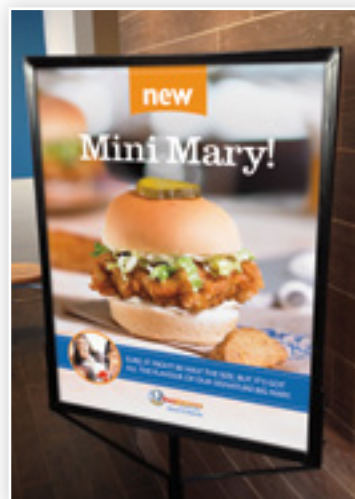


watch the video

television campaign



package design



in-store pos



logo redesign & tag line





## **integrated campaign**

### **customer cares insight**

While all natural products are immensely important to consumers, it's widely believed that canned fish is processed and packed with preservatives.

### **strategy**

To inform consumers that sometimes, you can't judge a book by its cover – especially when it comes to Clover Leaf All Natural Tuna in Water products, which are “as natural as fresh”. This clever campaign drives awareness to the healthy benefits of canned fish, presenting it as comparable to the freshest ingredients found in the produce section of your local grocery store. The “trace-my-catch” logo was developed to call out the initiative of identifying exactly where the tuna in the can was caught — furthering the expression of “All Natural”.

### **results**

With combined media/marketing efforts, Clover Leaf achieved a lift in sales of +16% for the year.





television campaign



grocery display



logo design



## integrated campaign

### customer cares insight

When involved in a collision, vehicle owners don't know they actually have the right to choose where to take their vehicle for repairs, without repercussion.

### strategy

Insurance companies, tow-truck drivers – everyone seems to have their own interests in mind after you've been in an accident. Through the power of video, and an online education centre, we made BMW owners aware of the vultures out there and that, ultimately, they choose where their BMW gets repaired. Hey, if your insurance is covering it, why not restore it to its original factory specifications?

### results

- Certified Collision Repair Centre (CCRC) owner/operators claimed an approximate **increase of 20%** in the number of customers who had specifically asked for their car to be repaired at a CCRC



online video



digital media



website





## integrated campaign

### customer cares insight

People with skin conditions are skeptical of claims and the dermatologist certifications touted by skin care brands and feel that they “just have to live with it”.

### strategy

We leveraged the emotion behind this insight and repositioned the brand purpose to deliver on both the physical and emotional relief the audience desired. By approaching the challenge in this more relatable manner, and through practical tools such as our “Barrier Rating” quiz, CeraVe achieved a massive lift in brand awareness, grew sales by 75%, and now represents the #2 selling lotion in Canada.

### results

This dynamic campaign **increased product sales by 75%** through the duration of the campaign, in addition to:

- **4,500** quiz completions, exceeding plan by more than 4x
- **+100,000** positive social media reviews and testimonials were shared
- **22 million** impressions, overachieving pace by almost **12 million**





online video



digital media



website



print advertising



# PHILIPS

## integrated promotional campaign

### customer cares insight

Young men are bent on ego-stroking gratification.

### strategy

Develop a promotion that has enough quirk to grab the attention of the elusive 18-24 year-old target, and encourage them to participate by creating a platform where they can indulge their egos and win the ultimate prize of an actual sculpted bust of their signature groomed look.

### results

From interactive activations to online ads, this campaign saw success in the following ways:

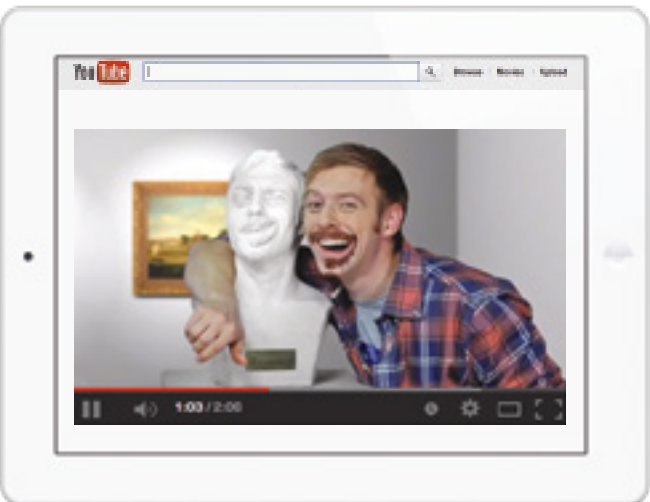
- Achieved **5%** sales growth
- Achieved a **+2% share** in the male grooming products category
- Generated over **31,681** impressions from activations
- **50,000+** views on YouTube pre-roll
- **+70,000** unique contest site page views, **over 166,000** total



experiential



out-of-home



preroll



prize winner





# Cuisipro.

## brand repositioning

### customer cares insight

Foodies hunger for show-off-worthy kitchen tools that make work effortless.

### strategy

Make Cuisipro stand out in the extremely competitive kitchen tool category by claiming that its attributes are so desirable and effective, and that it's the number one choice among foodies—and food—alike.

### results

- **27% increase** in year-over-year sales
- **+17%** additional retail listings over the previous period
- **+382,000** website page views as versus the prior year



# Cuisipro.

Food Loves Cuisipro.™



Tools for Cooks™  
[www.cuisipro.com](http://www.cuisipro.com)

Cuisipro.

Food Loves Cuisipro.™



Cuisipro.

Food Loves Cuisipro.™



Cuisipro.

Food Loves Cuisipro.™





## **Creative gallery.**

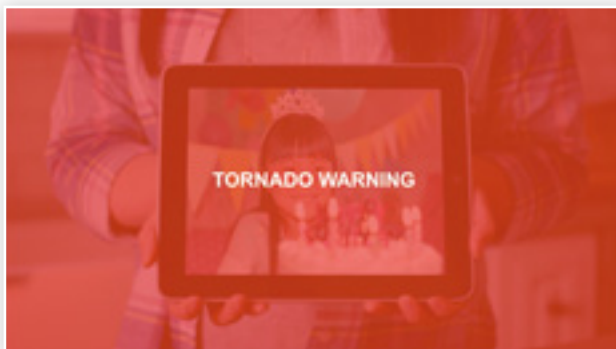
Beyond our expertise in positioning brands more powerfully in market, we have a genuine love for the craft of design and art direction, copywriting, making digital things, and delighting audiences at events.

**Have a look at our experience in creating some beautiful and effective things.**





Full menu refresh complete with photography and full design standards to help shift the perception of the brand.



PSA campaign consisted of three unique spots. Complete media strategy and planning. Negotiated over 2 million free impressions across all platforms.





National digital contest to promote Canada 150 and engage the nation's community of riders, resulting in a photo mosaic of 20,000+ images.



# — CANADIAN — HOMEGROWN FARM RAISED — CHICKEN —



Buffalo Chicken Sub | **RedHot** BUFFALO WINGS



Enjoy extra lean, all white meat grilled chicken strips in our Buffalo Chicken, Grilled Chicken, Chicken Marinara subs, and Southwest Thai Chicken wrap.

## — TRY OUR NEW — BRISKET SUBS AU JUS



Smokehouse Beef  
Cured Beef

12-inch \$5.99  
16-inch \$8.99

SEE HOW EASY TO SOAK IT IN!

Smokehouse Beef Brisket: hardwood smoked beef, fresh green pepper, red onion, mushrooms, white cheese  
Cured Beef Brisket: cured beef brisket, banana peppers, red onion, yellow mustard, white cheese

## FEEL THE PULL OF SWEET CHIPOTLE HEAT



NEW CHIPOTLE PULLED PORK SUB

12" \$6.99  
6" \$4.49  
320 - 640 Cals

MADE WITH ALL NATURAL CANADIAN FARM RAISED PORK

Limited time offer campaigns, consist of in-store, out-of-home, and radio.



listen to the radio spot



Integrated digital campaign with full media planning and strategy.

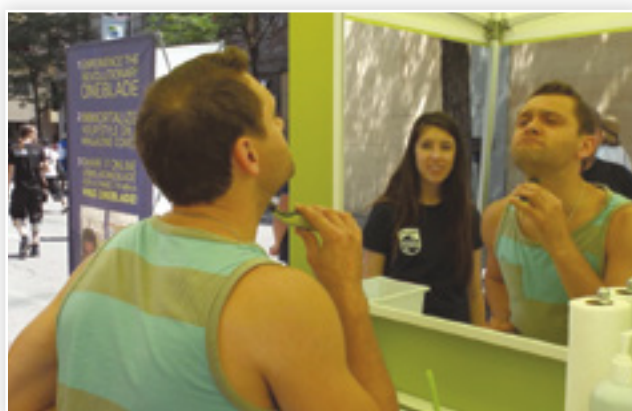
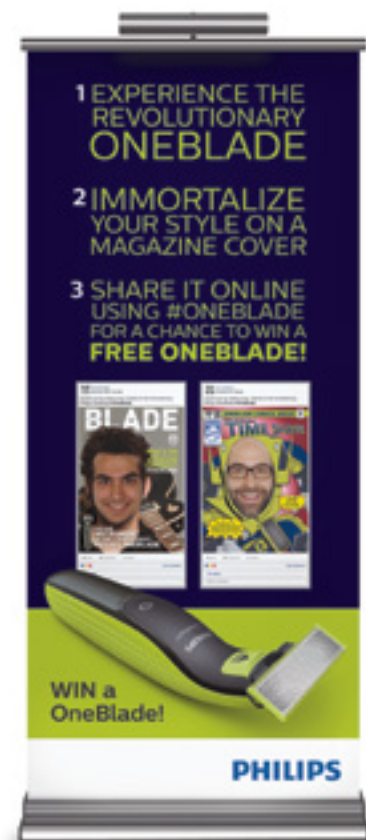
omnichannel campaign





Digital and print publication development. Fully compliant with AODA and CNIB standards.





Activation driving trial on campus and at Fan Expo.



Complete package redesign to bring consistency and shelf presence to the brand.

package design





B2B print series to identify Ricoh's presence in business, beyond multi-function copiers.



DRTV campaign consisting of three spots. Generated a record low cost-per-call. Supported with digital, print, and out-of-home.

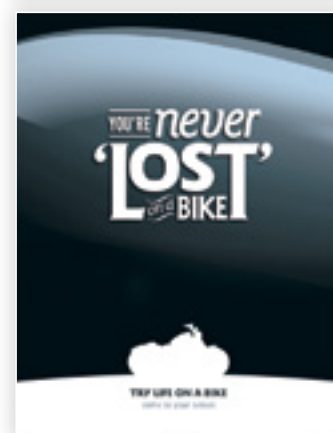
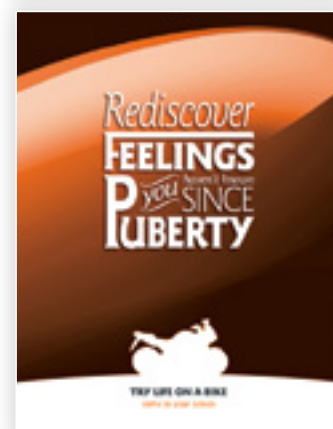
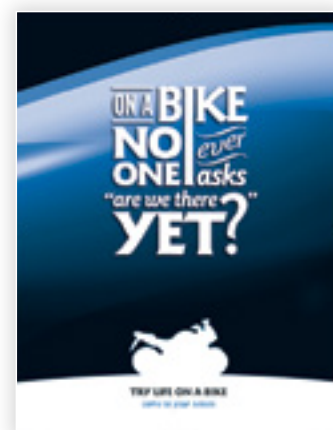
omnichannel campaign





Integrated digital campaign with full media planning and strategy. Supported by out-of-home, radio and print.

**omnichannel campaign**



Out-of-home campaign to motivate and support riders and the riding industry in Canada.



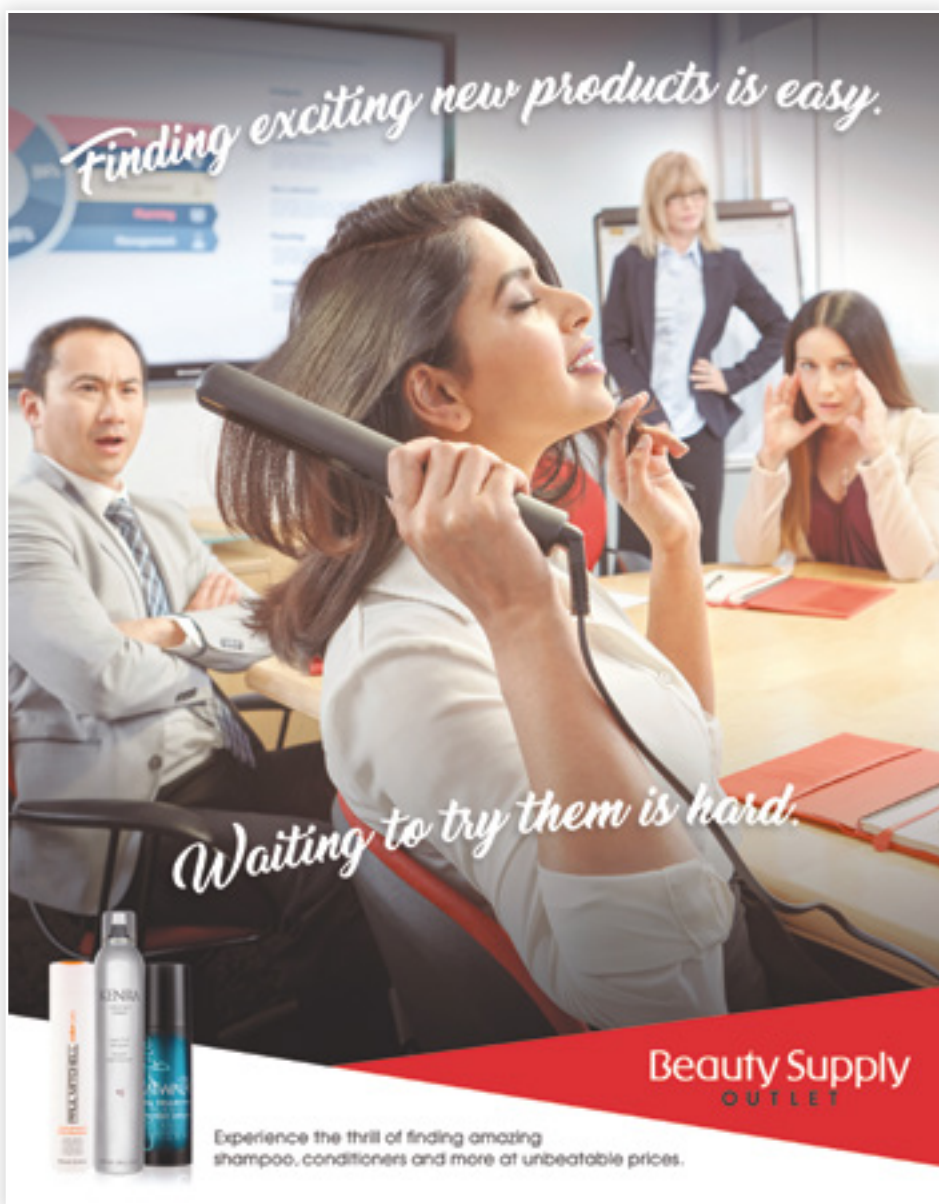
B2B video series to support new menu item creation.





Conducted design development workshops to identify an emotional connection with Canadians, and lay a foundation for future DM communications.





Brand and merchandise awareness campaign. Supported by print, radio, and out-of-home.

omnichannel campaign

Summer  
Issue 23

**SOME THINGS CHANGE.**

Throughout the year, every restaurant goes through changes, but one thing remains the same – **Heinz Ketchup**. Made with a few simple ingredients and the taste your customers expect, it's no wonder **Heinz is Canada's favourite ketchup**.

**KraftHeinz**  
kraftheinzcustomerservice.ca/ketchup  
©2014 U.S. Heinz Co. All rights reserved.

Integrated campaign supported by print and digital media.



Fully responsive UX, UI, CMS and content development of the corporate site, featuring over 400 SKUs.



THE ALL-NEW 2017 MAZDA CX-5  
**ACCESSORIES**



**PRÉPAREZ-VOUS  
À L'AVENTURE ET  
APPORTEZ VOTRE  
ÉQUIPEMENT  
AVEC VOUS.**

Le système d'accessoirisation de charge de la barre de toit de la Mazda CX-5 permet de transporter facilement et en toute sécurité votre équipement. Avec la barre de toit, vous pouvez transporter jusqu'à 100 kg de matériel, ce qui vous permet de vous préparer à l'avance.



**PORTES-PLANCHES DE SURF\***

Facile à transporter, cette barre de toit est conçue pour transporter jusqu'à 100 kg de matériel, ce qui vous permet de vous préparer à l'avance.



**PORTES-VÉLO VERTICAL\***

Cette barre de toit est conçue pour transporter jusqu'à 100 kg de matériel, ce qui vous permet de vous préparer à l'avance.



**PORTES POUR ÉQUIPEMENT D'ÉTÉ\***

Cette barre de toit est conçue pour transporter jusqu'à 100 kg de matériel, ce qui vous permet de vous préparer à l'avance.



**PORTES SKI/PLANCHES À NEIGE\***

Cette barre de toit est conçue pour transporter jusqu'à 100 kg de matériel, ce qui vous permet de vous préparer à l'avance.

Design and layout development for after-market merchandise.





Brand positioning development and articulation, including design standards, tone, character and language de inition.



Point-of-sale video development, complimented by a coordinated direct mail campaign.



**Bio true.**  
ONEday lenses  
for PRESBYOPIA

Your eyes will feel young again.

Biotrue® ONEday for Presbyopia lenses are designed for comfortable vision throughout the day, across all distances!

Fact is, if you're 40 or over you will eventually develop **presbyopia**. Everyone experiences some loss of focusing power for near objects as they age.

Biotrue helps make your eyes feel as young as you do.

**Common Annoyances**

- Reading a candle
- Looking at a laptop
- Looking at a phone

**Common Annoyances of Presbyopia**

**Eye Strain**

**Headaches**

**BAUSCH+LOMB**  
See better. Live better.

Consumer-facing in-office support piece, supplemented with a full B2B direct marketing campaign directed to Eye Care Professionals.







website



packaging



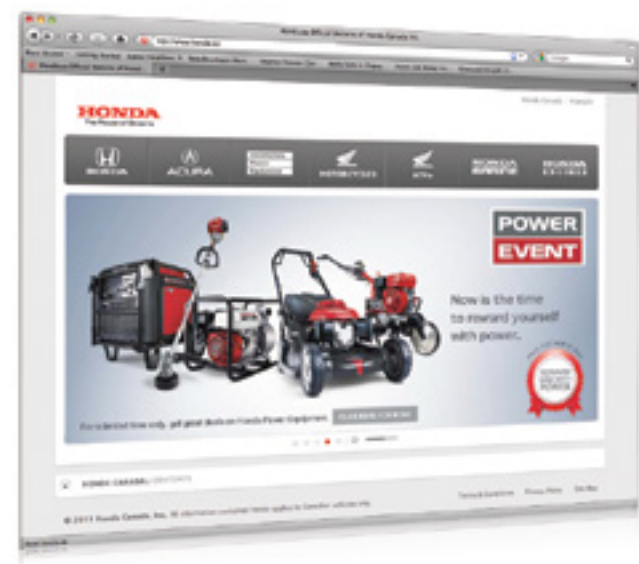




advertisement



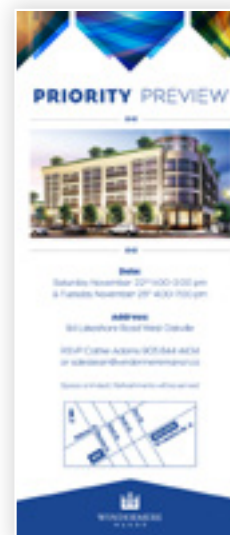
direct

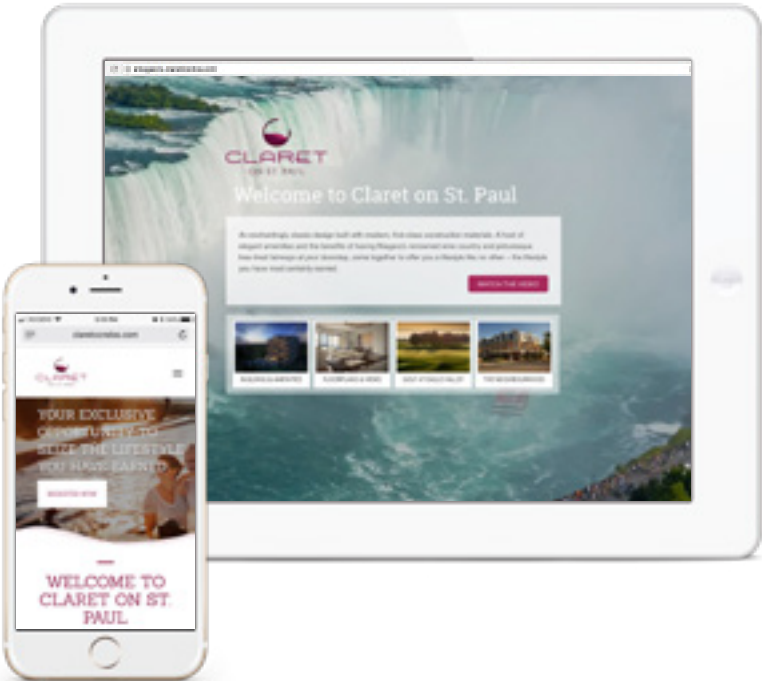


website











# EVERYDAY. GETAWAY.



**Enjoy lakeside living, without the price.**  
Living at the Port of Newcastle gives you the best of both worlds, 40 minutes from downtown Toronto and a lakeside home in a cottage-style setting. At any moment you could be boating from the 260' deep marina, fishing, hiking or just plain old cottage-style relaxing at the community's spectacular Admiral's Walk Clubhouse. Your everyday getaway, conveniently situated on the shores of Lake Ontario. Living in the Port of Newcastle means you're already there.

**36', 38', 43', 45' AND 55' SINGLES FROM THE HIGH \$200's**  
Ask about our \$30,000 in available upgrades.






3600 DUNDAS STREET WEST, SUITE 100, MISSISSAUGA, ONTARIO L4W 1A1  
905.987.5144 • KYLEMORECOMMUNITIES.COM



Prices and specifications subject to change without notice. © 2014 Kylemore Communities. All rights reserved. Some conditions apply. See sales representative for details.

# EVERYDAY. GETAWAY.



**Enjoy lakeside living, without the price.**  
Living at the Port of Newcastle gives you the best of both worlds, 40 minutes from downtown Toronto and a lakeside home in a cottage-style setting. At any moment you could be boating from the 260' deep marina, fishing, hiking or just plain old cottage-style relaxing at the community's spectacular Admiral's Walk Clubhouse. Your everyday getaway, conveniently situated on the shores of Lake Ontario. Living in the Port of Newcastle means you're already there.

**SINGLES FROM THE HIGH \$200's**




# EVERYDAY. GETAWAY.



**Enjoy lakeside living, without the price.**  
Living at the Port of Newcastle gives you the best of both worlds, 40 minutes from downtown Toronto and a lakeside home in a cottage-style setting. At any moment you could be boating from the 260' deep marina, fishing, hiking or just plain old cottage-style relaxing at the community's spectacular Admiral's Walk Clubhouse. Your everyday getaway, conveniently situated on the shores of Lake Ontario. Living in the Port of Newcastle means you're already there.

**36', 38', 43', 45' AND 55' SINGLES FROM THE HIGH \$200's**  
Ask about our \$30,000 in available upgrades.











For more case studies and to learn about our powerful market positioning method, (s)avant, visit

[renaissant.ca](http://renaissant.ca)