



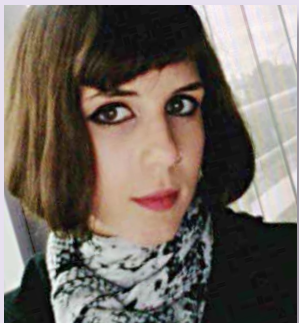
Diane C. Lund, President



“Enlightening Ideas that work, delight and inform.”

Welcome back Samantha

The talented **Ms. Sheplawy** will once again be gracing our offices, starting in September. Samantha was with us last summer as an intern, while on summer break from the University of Alberta where she recently completed a degree in history. Samantha proved invaluable in many a role, including receptionist, production assistant and even illustrator. A creative and exceptionally bright young mind, we're happy to have Samantha back. When you call in, be sure to say hi!



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ADventures

Creative Wonders and Vancouver's North Shore Tourism, a Super Natural Fit.

We're thrilled to welcome our newest client, **Vancouver's North Shore Tourism**. They arrived with tight deadlines, but we rolled up our sleeves (or fired up our Macs, we should say) and turned out a great campaign that's currently running in several markets. Under the direction of Kathleen Campbell, Vancouver's North Shore Tourism was created to promote accommodations, restaurants, shopping centers and tourist attractions across the North Shore. The benefits of staying and playing on Vancouver's North Shore are plenty, so creating messages to promote our **beautiful backyard playground** proved to be a natural fit for us. The campaign includes newspaper, magazine and radio ads, with more work on the way.



North Shore's "Dog Whisperer" Puts a Shout Out for More Business – and it Comes Running!



Saro Boghozian of Jonah's Ark Doggie Playcare came to us this spring with the ambitious goal of doubling his business. He had not previously worked with any marketing firm, so we began with a comprehensive marketing strategy session. A number of tactics were decided upon, including a logo and website update, along with new

collateral materials highlighting courses and programs offered, and the benefits to dog owners. We also created a general "Keeper Kard", which was distributed to current customers as a referral tool they could hand to friends and neighbours with dogs. This was a highly successful strategy, as was the simple-but-effective step of producing signage at the street level to take advantage of Saro's high traffic location. All in all, the integrated marketing materials have proven a great success. In a few short months, Saro can barely keep up with his new canine clientele – needless to say, he's thrilled! To get your dog running and playing with Saro go to **www.jonahsark.com**