

# ADventures

## A Wonder of a Winter (and it's not even over!)

Bienvenue Coco!



**Creative Wonders** is delighted to welcome **Coco Jeangrand** to our offices. Coco will be manning—or womanning, we should say—our reception desk, as well as handling a variety of administrative tasks. Coco holds a BA from McGill University and has enjoyed a broad range of work experience, both locally and overseas. She's managed offices for international businesses, created marketing and advertising materials for a variety of products and services, and has a wealth of customer relations experience. She's also fluent in spoken and written French. The next time you're here, be sure to say "salut!"

## Spreading Inner Harmony

We've been very busy the last few months producing a great amount of work for **Inner Harmony Wellness Center**, a client in Scranton, Pennsylvania. Yes, just like the TV show, *The Office*. They were looking for a logo update and an integrated marketing campaign to launch a new location.

## Keeper Kards

We created a series of Keeper Kards, one for each unique health modality offered at Inner Harmony. The design is clean and contemporary with visuals that communicate a sense of balance, serenity and joy. The back of each "keeper kard" provides information on the service and its related health benefits.

## Banner Ads

To spread awareness on a larger scale, the Keeper Kards were edited down into banner ads that ran in the local newspaper. These ads were headline driven, with statements like "Just say Om", which was for the center's Yoga courses



inner harmony  
wellness centers

Diane C. Lund, President



"Enlightening Ideas  
that work, delight  
and inform."

**Creative Wonders** is a bright light in the world of communication. We specialize in full service communication for businesses interested in balanced, enlightened living. Our unique spirit goes beyond the bottom line, straight to the heart of business.

Call for a free consultation.  
604.987.8401

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## Open House Launch

With two major milestones coinciding: their 10th anniversary and the completion of a renovation that transformed their space into an amazing eco-friendly facility, Inner Harmony had plenty to celebrate. They held an open house and invited the community to check out their new space and learn more about health and wellness. We created an ad to publicize this event, which was very well attended and a big success.

## The economy may be down, but things are looking up!

There may be a lot of negative news down here on earth these days, but up in the sky, things are looking much more positive. Astrologers believe we are officially entering the age of Aquarius. And we're not just talking about the song from the 70's musical "Hair". No, this is the real thing! This astrological shift occurred on Valentine's Day, when Jupiter and Mars aligned with the moon in the 7th House.

So what does this mean? Well, briefly, it means that we are in a period of great change, great positive change. The Age of Aquarius is symbolic of spiritual transformation, a new sense of democracy, freedom and humanitarianism. It is a time when humans will shift away from the self and unite with others toward common goals. Goals like world unification and healing. Now what's better news than that!

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**Free Lunch, Free Talks, Free Demos and it's good for you too!**  
**10th Anniversary Grand Opening – October 11th at 11 am**  
**Inner Harmony Wellness Center**  
 You're invited to help us celebrate health and wellness in our amazing new eco-friendly Green facility in the **General Services Building at Mercy Hospital**. Come meet our doctors, nurses, and holistic practitioners. Find out about our **Fountain of Wisdom**, maybe even win a **FREE** course or treatment.

**Saturday October 11th - 11 am**  
**Opening Ceremony • Ribbon Cutting • Tour • Unveiling Fountain of Wisdom**

**Free Lunch! – Noon**  
 Vegetarian Chili, Carrot Cake and Ginger Beer!

**Free Health and Wellness Presentations – 12:30 - 5:00 pm**  
**What is "Integrative Medicine"?**  
 Nutrition, Chiropractic, Massage, Fitness, Women's Health, Natural Hormone Replacement, Transpersonal Coaching, Gentle Dentistry, Acupuncture, Meditation, Colon Hydrotherapy.

**Free Samples And Demos**  
 Shikatsu, Bio meditation, QRA nutritional evaluation, Stress reducing bio feed back sessions, chair massages and more!

**Free Prizes Every Hour**

**inner harmony wellness centers**

Mercy Hospital General Services Building, 743 Jefferson Ave., Suite 104, Scranton, PA, 18510 • 570.346.4621 [www.innerharmonywellness.com](http://www.innerharmonywellness.com)

Inner Harmony  
10th anniversary  
open house ad.

## Is your competitive advantage really a competitive advantage?

In a recent issue of **Profit Magazine**, Jim McElgunn investigates the "**Biggest Lie in Business.**" He attends a seminar given by Jaynie Smith, CEO of **Smart Advantage Inc.**, during which Smith asks a large group of CEO participants, "What's the No.1 reason I should do business with you rather than your competitors?" She asks the audience to stand when they hear their answer. Problem is, almost all CEOs are standing after a short list of advantages are read: this list includes quality, reputation, good customer service, and knowledgeable staff.

**What's the problem with these claims, you may be wondering?** Well, simply put, they're too vague. You can't

differentiate your business with quality when many of your rivals are trying to do the same. This, McElgunn claims, is what leads to the "big lie" he's talking about: that you know and can clearly articulate why anyone should choose you over your competitors.

**So, what can be done about this?** For starters, admit you don't know your company's true advantage. Then set to work figuring out what it is, making sure your answer is true, unique and something your customers actually care about. The process takes focus and disciplined question answering to discover and clearly state your firm's unique advantage, or advantages, but it's well worth it. McElgunn says, "if you're one of the few firms to get this right, you'll protect yourself from stiffening competition, sectoral slumps and, to the greatest degree possible, a full-blown recession."