

BanfieldSeguinLtd



imagining a better way

Imagine...

an agency strong enough to offer you all the strategic direction you need – and flexible enough to welcome all the creative input you want to give.

You alone know the pressure you're under. A challenging mandate to communicate complex messages to far-flung pockets of stakeholders. An endless array of communication technologies to choose from. The stress of operating in a whole new age of transparency and accountability. And a budget that screams STOP at every turn.

Now imagine finding a team of communicators that has been working in that very environment for three decades. A team that knows how to look for new opportunities to drive the message home... wherever home may be.

Whether for world-leading companies such as Nokia and MDS Nordion, prestige businesses such as the Brookstreet Hotel, or visionary government branches, we use a proven mix of classic marketing techniques and innovative approaches to help our clients achieve the greatest effect in their communications efforts.

At Banfield-Seguin, we admit we can never fully know the pressure you're under, but we guarantee we can relieve it. For three decades, we've been conceiving better ways to help clients in exactly your position achieve their marketing and communications objectives.

It's this simple. We understand how communication works and we build the tools to make it happen. We excel in every medium, and we undertake the necessary R&D to make sure you stay ahead of the pack. We moved recruitment advertising from print to radio before anyone else. We had our clients using the Internet before *website* was a word. And today we're making database-driven, customer portals do tricks you'll have to see to believe.

Innovations aside, we never forget what's always been at the heart of our success: intelligent and focused analysis of communication needs, trends and outcomes. That discipline works. Our proof is a long list of loyal clients who admire our savvy, trust our insights, and depend on our effectiveness. Imagine that.



Engineer...

the right tools to
deliver your message
with precision...
with flair...
with clarity...
with reliable effect.

Ever since the invention of printing, communication has had as much to do with engineering as it does with design. But having shouldered the burden of communications or marketing (or both) for your organization, you cannot possibly stay current with today's explosive developments in technology.

So we do it for you. In a trademark marriage of technology and art, we approach the engineering of each communications tool as an opportunity to harness the power of any medium... or any combination of media.

A full-service company of seasoned strategists, creative designers and writers, account executives and project managers, production artists and web developers, Banfield-Seguín is a unified team that engineers excellence in every campaign.

This twin approach – as both master craftsman and artist – is often cited as our critical contribution to the success of our clients. And that discipline is evident in all the services we provide to plan, conceive, create, and deliver world-class communications.

Throughout the process, a lean and flexible project-management system helps us maintain the superior quality that has become our trademark.

Strategy

- strategy development
- marketing research
- integrated marketing campaigns
- brand strategies and positioning
- special events planning
- best practices reviews
- communications workshops

Classic media

- corporate and visual identities
- publications and brochures
- advertisements
- direct mail materials
- exhibitions and displays
- packaging and point-of-purchase
- specialty promotional items

Digital media

- websites
- web database applications
- html newsletters
- *Flash* presentations
- *Powerpoint* presentations
- interactive CDs
- digital audio/video



Engage...

the intellect of those who need to hear your message by arresting their attention, giving them fresh ideas, and ensuring an experience that is at once provocative and reassuring.

You've seen the stats. 87% of ad mail goes unread. 33% of all TV ads are muted. 91% of Internet users will not scroll for any reason. And the average visit to a web page is now a blistering 7 seconds.

Communications is a tough game. You've had to learn (perhaps from bitter experience) that unless your campaign achieves rapid stakeholder engagement, you're just throwing your money away.

But we know that *never* has to happen. Our team offers an impressive portfolio of services designed with one goal in view: to engage your audience and hold attention until your messages are clearly and fully delivered.

Research and strategy: the kind of reliable research that removes the guesswork. From in-depth interviews to online surveys, from focus groups to communications audits. We document research results, write analysis reports, and formulate a strategic framework to move you forward.

Banfield-Seguin has built a sophisticated electronic-project management system that connects our entire team and monitors each campaign through a single interface. Every project we undertake is monitored, managed and controlled with scrupulous attention to detail; the result is consistent quality, and substantial saving of time and resources.

Marketing and communications planning: evaluating audience demographics, media habits and key benefits to create an integrated plan that sets out the media mix, timelines, budgets and evaluation benchmarks.

Creative design and writing: exploring a wide variety of targeted creative approaches, then refining our thoughts into two or three concepts that we know will carry the message and function across many integrated media.

Media planning: analyzing audience reach of magazines and newspapers, radio and TV, and review traffic studies for online and outdoor advertising. We prepare a comprehensive plan focused on the largest target audience with optimized reach and frequency for your budget.

Special events management: so your audience appreciates that your event is something they can't afford to miss, whether it's an AGM, a customer appreciation night or a special sales promotion. We also manage event logistics from set-up to tear-down, working with the right partners to make it all happen.

Production and quality control: our quality control staff submits proofs through a rigorous review that assures consistent content accuracy and production quality. With a dedicated post-production team, we know that everything delivered to a client by downstream suppliers will meet or exceed your own rigorous standards.



Inspire...

the appropriate response...

Awareness

Conviction

Intent

Action

Ultimately, of course, it is the intelligence of your ideas that determines the impact of your communication. Before that can happen, however, many elements must be in place. The quality of your expression must bolster your position or offer. The logic of your argument must inspire belief in your message. And the creativity of your campaign must spark the imagination of your public. Only then can you inspire an audience to action.

At Banfield-Seguin, we know that your marketing success is determined by the returns you generate, clinically measured, coldly assessed. Be confident. We're right there with you. Our whole reason for being is to help you appeal to your stakeholders—wherever they are—with compelling arguments and relevant offers in an engaging fashion. The results will speak for themselves.

Consider us. We've built a reputation for ensuring client success through uncompromising communications. Proof of that reputation may best be seen in the kinds of company you'll keep when you invite us to join your team.

Inspiration, a word originally meaning breathing together, is the phenomenon that occurs when an idea, sentiment or belief resonates through a group of people with equal impact. At Banfield-Seguin, inspiration is a science.

Corporations

- Alacris
 - Celestica
 - Canadian Bank Note Company Ltd.
 - Entrust
 - MDS Nordion
 - Mead Johnson Canada
 - Nokia
 - Qunara
 - Stratos
- Culture and tourism**
- Brookstreet Hotel
 - Canada Dance Festival
 - Canadian Museum of Civilization
 - Canadian War Museum
 - Currency Museum
 - MASC Connecting Artists and Learning
 - Ottawa Tourism and Convention Authority
 - The Marshes Golf Club

Associations

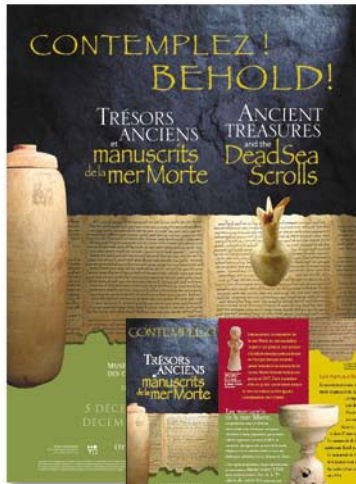
- Canadian Association of Emergency Physicians
- Canadian Automobile Association
- Canadian Broiler Hatching Egg Marketing Agency
- Canadian Medical Association
- Traffic Injury Research Foundation

Government

- Bank of Canada
- Canada Mortgage and Housing Corporation
- City of Ottawa
- Export Development Corporation
- Environment Canada
- Fisheries and Oceans Canada
- Foreign Affairs Canada
- Industry Canada
- International Trade Canada
- Natural Resources Canada
- Public Works and Government Services Canada
- Sarnia-Lambton Economic Partnership
- Statistics Canada
- Team Canada inc
- Transport Canada



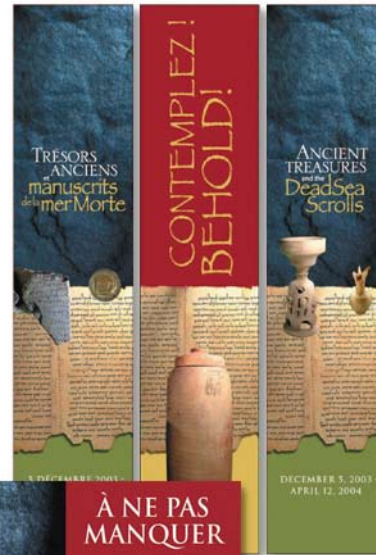
Case Studies



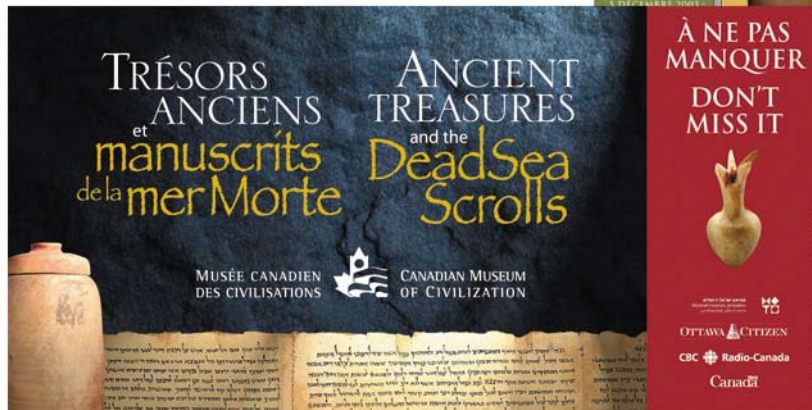
poster (24" x 36")



pamphlet



banners (4' x 20')



outdoor billboard (10' x 20')

Canadian Museum of Civilization



Project:

Ancient Treasures and the Dead Sea Scrolls exhibition (December 03 – April 04)

Audience:

Tourists, residents of the National Capital Region and people with relevant historical or religious interests

Objective:

- Attract visitors to the exhibition
- Broaden the range of people attracted to the Museum's exhibits

Solution:

Our approach revolved around creating excitement and a sense of mystery around the various artifacts being showcased. Inspired by movies—from large-scale biblical epics to Indiana Jones adventures—the theme and identity we developed for the promotional materials convey that mystical and intriguing aura while highlighting the uniqueness and sacred value of the artifacts.

Results:

Following the unprecedented number of visitors in December due to the marketing campaign and ancillary activities undertaken by the Museum, hours for the exhibition were extended starting in mid-January. The banner ad campaign for the exhibition was extremely successful, with a click-through rate close to 2 percent. The campaign creative was recognized with a Bronze Award at the 2004 Summit Creative Awards, an international advertising and design competition.



The spirit of a country, the courage of its people
L'esprit d'un pays, le courage de son peuple



Poster



Web banners



Canadian War Museum

Project:

Branding the new Canadian War Museum

Audience:

Canadian public, veterans, military history experts, international museum community, employees

Objective:

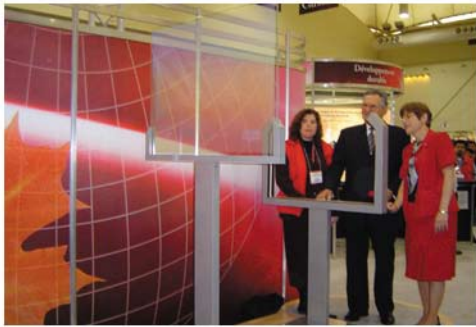
In consultation with audiences and stakeholders, develop the new Museum's brand and corporate identity

Solution:

Through an in-depth research process, we clearly defined the core elements of the new Museum's brand. The resulting brand strategy, logo and tagline convey the institution's key attributes. Among them is the Museum's focus on humanizing the experience of war. In so doing, the Museum will tell the stories of those who experienced war first hand and illustrate how our nation was forged in conflict. The logo is also inspired by the architecture of the new Museum building.

Results:

The brand strategy is a powerful tool to guide the Museum's activities. We created the museum's launch campaign based on it. In May 2005, the new Museum opened to rave reviews – and in its first month, it attracted over 125,000 visitors.



HoloPoint unit



framework presentation



Flash modules

Industry Canada

Project:

Interactive presentation for the Canada Pavilion at the Globe 2004 conference

Audience:

Governments and companies active in sustainable development

Objective:

Provide an overview of 23 Government of Canada departments, committees and branches involved in sustainable development

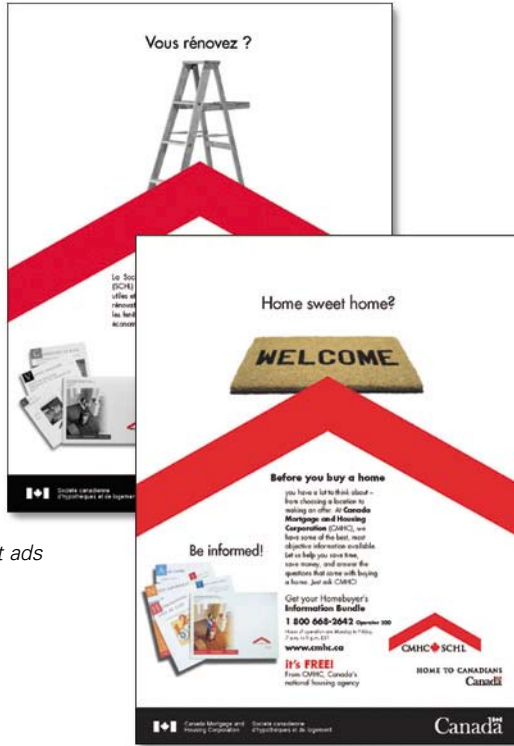
Solution:

Using sound, animation and *Brand Canada* graphics, we crafted a framework and navigation structure to house 23 Flash presentations, one for each of the government organizations. We created most of these short Flash modules and ensured that all could run on the unique display unit chosen by Industry Canada. The presentation was displayed on a *HoloPoint* unit which projects the content on a glass panel. Users simply point inside a control frame to interact with the content on screen.

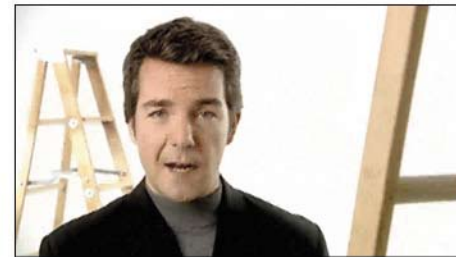
Results:

The *HoloPoint* presentation was an extremely popular feature of the Canada Pavilion. Even the Canadian Prime Minister took part in a demonstration. Moreover, the 23 organizations now have a brief Flash overview that they can repurpose in presentations or on the web.





print ads



TV commercial



CMHC

Project:
National Consumer Campaign –
Advertising

Audience:
Homebuyers and homeowners
looking to renovate

Objective:
Increase awareness of CMHC's role
as Canada's national housing agency

Solution:
Our creative approach focuses on
specific CMHC products rather than
the Corporation itself. This product
angle makes it easier for Canadians
to understand how they can benefit
from the Corporation's work. Save
time, save money, save grief...
through these ads we position
CMHC as a solutions provider
responding to real, immediate needs.

Results:
The ads tested extremely well
in focus groups. Print ads have
been running in newspapers in
major markets across Canada.



giveaway for delegates



display panels (30" x 36")



Flash presentation



Nokia

Project:

Nokia for Business campaign for an international tradeshow

Audience:

Business owners, IT managers and end-users

Objective:

Introduce the company's new business line: *Nokia Enterprise Solutions* and position its mobile solutions as well-suited for all enterprises

Solution:

Time. It's as simple as that. We explored this central theme because time is what users and businesses save with *Nokia Enterprise Solutions*. They simplify the tasks of IT managers, make users more efficient, and increase productivity which benefits businesses. Our creative executions showcase how the solutions can facilitate life and business.

Results:

Graphic elements and tools developed for the tradeshow were re-used as sales tools and in the development of communications materials. We are currently evolving the *Enterprise Solutions* story within the Nokia corporate brand.





teaser postcards (2003 program)

2001 Circle of Excellence program



Nokia

Project:

Circle of Excellence incentive program

Audience:

Nokia's international sales force

Objective:

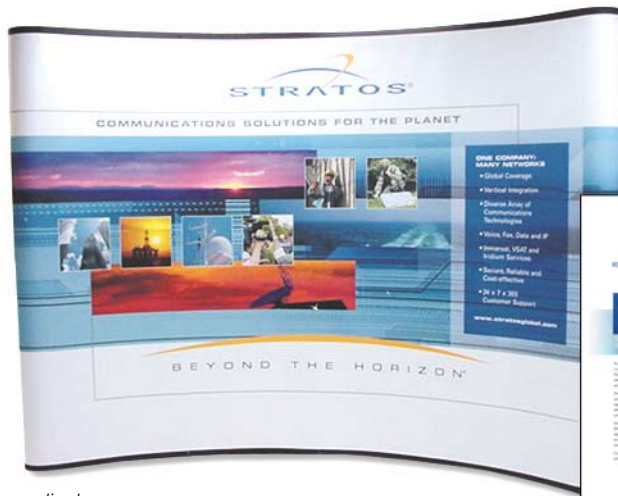
Motivate sales force and reward those who meet their quota

Solution:

Nokia challenged us to devise a program to recognize the successes of its sales force. We branded and managed the Circle of Excellence, a multi-step incentive program, culminating in a week-long trip to a tropical resort for qualified members of the sales force. Our creative gives recipients a taste of tropical paradise, borrowing elements from the final destination's tradition and culture.

Results:

Since its inception in 2000, the Circle of Excellence has become a very successful annual sales force program. Every year, several members of Nokia's sales force reach the final step of the program and enjoy a trip to a tropical resort. Winner of a Summit Award (bronze) in 2004.



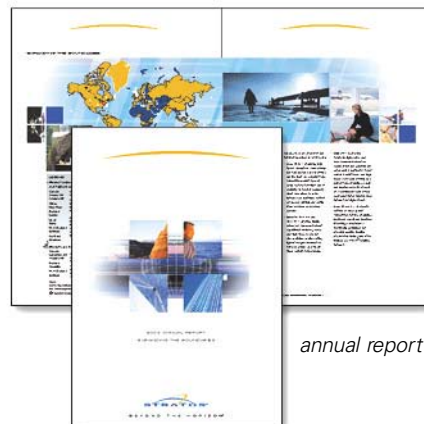
display



print ad



intranet



annual report

Stratos

Project:

Evolution of the Stratos visual identity

Audience:

Global employees, customers, investors

Objective:

Develop a streamlined visual identity that supports Stratos' refocus on marketing to specific verticals/ industry sectors

Solution:

In evolving Stratos' identity we kept the existing Stratos brand elements that had garnered significant equity and recognition in the market space. Rather than creating a visual identity grid with set design elements, we established a recipe for design. Images can change from one brochure to the next, but the following ideas must always be represented: sense of horizon, people, technology/connecting and business/enterprise. The result is a cleaner and flexible identity that can continue to grow with the company.

Results:

Global and regional offices are now using this identity to produce all of their communications pieces.





1999 Gold award



2000 Gold award



2001 Gold award



2003 annual report



Celestica

Project:

Annual reports

Audience:

Employees, current and potential investors

Objective:

Address one of the company's key drivers or an issue important to investors

Solution:

Working closely with Celestica's investor relations team, we develop a concept for each annual report. Our creative approach visualizes that theme and enhances the readability and clarity of the content. Design features and images are used to guide the reader through the information.

Results:

Won three Gold awards in the High Tech Category in the *Financial Post's* Corporate Reporting Awards.



print ad



Flash presentation



display

People's Choice Award for design at MARCOM 2003, Canada's Public Sector Marketing Symposium.

Team Canada Inc

Project:

Team Canada Inc (TCI) visual identity

Audience:

Canadian businesses and TCI member organizations

Objective:

Differentiate TCI from other Canadian international trade promotion organizations. Clearly convey TCI's mandate.

Solution:

In redeveloping this identity, we first examined which elements of the existing graphic identity had garnered mind share and updated these elements to incorporate them as components of the new visual signature. Other graphic features were added to complete TCI's new look and feel.

Results:

"Banfield-Seguin has helped us achieve our goal of creating a vibrant and innovative corporate look, as well as carry it through to a variety of marketing products, from trade show exhibits to a Flash presentation."

*Nicole d'Entremont,
Business Development Manager,
Team Canada Inc*





Flash presentation



banners



calendar



VTC demo



Canadian Trade Commissioner Service

Project:

Virtual Trade Commissioner (VTC) campaign. The VTC is a client extranet delivering personalized market and sector information and services.

Audience:

Canadian exporters

Objective:

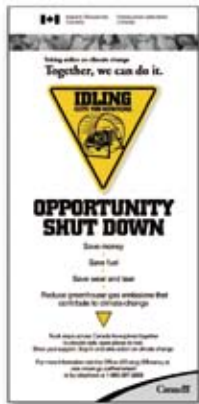
Support the launch of the VTC and promote its use

Solution:

To highlight the *world-at-your-fingertips* access to information the *Virtual Trade Commissioner* offers Canadian exporters 24/7, we incorporated new elements into the existing TCS visual identity framework. Visually, we also convey that the TCS connects exporters to powerful tools through the VTC. At the core of the messaging are: "Contacts, information, service," i.e. the currency of the TCS, and "Personalized information and services," the tagline of the *Virtual Trade Commissioner*.

Results:

The number of Canadian companies registered to the VTC is increasing steadily. At the end of March 2003, 3,300 Canadian companies were registered. By March 2005, that total had grown to over 15,000.



print ad



placemats



poster

banner

Natural Resources Canada, Office of Energy Efficiency



Project:

Anti-Idling campaign

Audience:

Truck drivers and commercial fleet managers across Canada

Objective:

Reduce truck drivers' unnecessary idling

Solution:

The "Idling Gets You Nowhere" campaign ran in truck stops across Canada. We designed a campaign identifier using the recognizable "Yield" road sign and its attention-grabbing colour. We produced a variety of communications pieces for the campaign and our graphic solution supported the client's messaging which focused on the benefits linked to adopting environmentally-friendly behaviours (save money, fuel, wear and tear and the environment).

Results:

The campaign ran in 58 truck stops across Canada from October 16 to December 19, 2003. Truck stop managers reported a very positive response from drivers and were overwhelmingly in favour of repeating the campaign.



calendar club house



one tonne challenge



Natural Resources Canada – Office of Energy Efficiency

Project:

Online Calendar Club House and One Tonne Challenge initiative

Audience:

Children six to thirteen years old

Objective:

Teach children about natural resources and energy-efficient practices

Solution:

Through animation, NRCat, the Department's mascot, comes to life. He invites children to explore his interactive Club House where they can take part in adventures, make discoveries and play. It makes learning about natural resources and the environment fun. Recent additions to the NRCan kids' web site also include the *One Tonne Challenge* games and adventures which address the topic of greenhouse gas emissions.

Results:

Year after year, we develop new interactive adventures for NRCat. They support the printed Calendar Club program as well as the government sustainability initiatives. The web site is successful with both children and teachers. The average visit length on the web site is impressive with 11 minutes.



brochure



poster



print ad



website

Canada Dance Festival

Project:

2004 Canada Dance Festival

Audience:

Dance aficionados and the general public in the National Capital Region and across Canada

Objective:

Stimulate ticket sales and raise awareness of contemporary dance

Solution:

Momentum is at the heart of the identity we designed for the 2004 Festival. Our innovative and dynamic design approach is in sync with the cutting-edge character of the contemporary dance performances that will be showcased.

Results:

The response to the materials was overwhelmingly positive. Ticket sales exceeded expectations by 10 percent.





stationery



website



kitfolder (front and back)



MASC

Project:

Visual Identity and collateral

Audience:

Schools, artists and the general public in Eastern Ontario and Western Quebec

Objective:

Develop a comprehensive communications strategy and implementation plan to generate awareness

Solution:

Following a detailed research phase which included a communications audit, stakeholder interviews and a competitive analysis, we developed a strategic approach and communications toolbox. MASC is an organization that supports the arts and fosters creativity. Therefore, its materials and identity had to reflect that dynamic and engaging character. This is what the new logo, tagline and visual identity achieve. We designed MASC's suite of collateral materials, including its web site.

Results:

The identity gives MASC a strong personality that speaks to both the artistic and school communities. Consistently applied, it will help MASC achieve greater recognition.

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