

# blend

INSIDER VOL 1



CLEAN DOG,  
TIDY DOG,  
HAPPY DOG,  
YELLOW DOG!

FOR DOGS THAT  
DESERVE THE BEST

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SUNSCREEN AND  
FITBIT STEPS  
IN EQUAL MEASURE

COTTAGE LIFE  
(IN THE CITY)

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A MARATHON  
COMMITMENT  
TO MENTAL HEALTH

BLEND KEEPS PACE WITH THE  
SUNNYBROOK FOUNDATION  
FROM START TO FINISH

# blend

INSIDER VOL 1



**BLEND CREATIVE STUDIO INC.  
BLEND PHOTOGRAPHY STUDIO**

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# OUR SERVICES

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At Blend, we take pride in producing a product with uncompromising quality that is both inspiring and has longevity. We are fully aware of our client's need to make the most of their promotional budget. We are dedicated to working closely with each client to ensure their desired messages and brand image is projected to their full satisfaction. We uniquely design and build for each client to create an identity that will reach their market and make them stand out from the crowd.

## GRAPHIC DESIGN

We are passionate about design. From top to bottom, typography to layout, the creative concept to high-quality production, we pull it all together with a fresh and targeted design. Our measure of success is demonstrated through repeat business from numerous satisfied clients, who appreciate the attention given to their projects, both large and small. The sky's the limit. If you have a vision, we will see it through from concept to completion. We are here to portray and convey your message.

## WEB + DIGITAL

In an increasingly sophisticated technological environment, establishing and maintaining an effective web and digital presence for your organization is paramount. Our team facilitates careful planning, competitor research and thorough client discussions to ensure your communications are truly tailored to the message you want to convey, the data you want to collect, and the image you want to portray. We design and build for each client to create a unique, functional, interactive identity that will make you stand out from the crowd.

## COPYWRITING

The pen is mightier than the sword. It may seem cliché now, but it demonstrates the power of words strung together just right. A phrase from over 100 years ago that still stands tall. With the right collection of words, or turn of phrase our writers can have your customers laughing until their stomach aches, crying tears of sadness and sympathy, raging against the machine, or even simply picking up the phone to call you. Every bit as powerful as the graphics that accompany them, our words give meaning and strength to your message.

## PHOTOGRAPHY + VIDEOGRAPHY

Photos are more than pictures, they're an investment in your brand that's well worth taking. And we know well enough that the best pictures aren't taken in a 'snap,' they're prepped and propped and planned to the 'n'th degree. And when you incorporate the various elements of video (and audio) into your promotional campaign, you add the dynamism of interactivity that uniquely engages your current and potential audiences. It is an effective way to educate, entertain, promote and advertise.

Done well, these mediums have the potential to provide and display a more creative and compelling message that can set you apart from your competition.

## MARKETING

Marketers often give short shrift to those in sales, and salespeople are quick to dismiss marketers as being superfluous. And many of those on the outside don't even know the difference between the two. At Blend Creative Studio, we cut through the clutter. We do what we do to market your organization or product with one objective and one objective only: to create awareness, direct communication, and strong sales.

## PRINT + PROMOTIONAL ITEMS

In this age of digital, there's still nothing quite like settling down with a drink and something to read. In this scenario though does that mug or glass have your logo on it? Are they reading your magazine, brochure, flyer or booklet? Engage your audience through their sense of sight and touch with eye-catching print pieces or a promotional item that will keep you top of mind (or top of desk).

# SUNSCREEN AND FITBIT STEPS IN EQUAL MEASURE

## COTTAGE LIFE (IN THE CITY)

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For too many people stuck on the 400-series highways, cottage life means long commutes with only short, intermittent stays at your home away from home.

But did you know that the cottage lifestyle can be found in your own backyard?

Nestled within 500 acres of protected Niagara escarpment lands is a hidden gem: Cedar Springs Community Club. Located in Burlington midway between Highway 401 and the QEW, Cedar Springs was founded over 95 years ago so that generations of families could enjoy all the benefits of cottage life without actually leaving the city.







## BY THE NUMBERS

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**1924**

Founded

**84**

Privately owned cottages

**9**

Hole golf course

**500**

Acres of protected Niagara Escarpment lands

Cedar Springs asked Blend Photography to extensively document their location and amenities with photos to be used in countless ways in their internal, external, print and online communication materials.

Over a very long, very hot, and very productive two days, Blend scouted and photographed Cedar Springs' community at large.

Greeted with friendly waves and a hearty 'hello' by everyone we met, our days at Cedar Springs Community Club made us feel at home.

Highlights of our stay included a restoring dip in their cool and refreshing swimming area (a most welcome

## IN SUMMARY

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**2**

Beautiful July days of scouting & shooting

**10,000+**

Steps for each member of our team

**2000+**

Photos taken

**5**

Times we were hit by a tennis ball

**1**

Month of planning & organizing

**100+**

Waves hello

**1 + 1**

Website (Public + Private)

**491**

Photos in database

relief on what must have been the hottest days of the year), photographing their clay tennis courts (where we only got hit a few times, and never very hard), and listening to people share stories of how generations of their family had lived there in their cottage, some of which dated back to the early 1900s, yet still looked new.

Photography included their 9-hole golf course, clay tennis courts, swimming area, original cottages, member events ("Tough Mudder"), the clubhouse, and much, much more.

Having created a library of photos from which the client can access for years to come, our photos have already been used in the design and programming of Cedar Spring's website and within many print and electronic communication pieces.





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THE TEAM AT BLEND HELPED US BUILD OUR DIGITAL FOUNDATION, AND ALONG THE WAY, WHEN OUR STRATEGY CHANGED IN THE MIDDLE OF OUR PROJECT, BLEND WAS QUICK TO PIVOT AND CHANGE THE FOCUS TO DELIVER A GREAT EXPERIENCE FOR OUR MEMBERSHIP.

THEY UNDERSTAND WHAT MAKES US DISTINCT AND WERE ALWAYS READY WITH CREATIVE IDEAS AND DESIGNS THAT WERE BEYOND OUR EXPECTATIONS.

Simon Campbell  
Communications & Membership, Cedar Springs Community Club

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# A MARATHON COMMITMENT TO MENTAL HEALTH

BLEND KEEPS PACE WITH THE  
SUNNYBROOK FOUNDATION FROM  
START TO FINISH

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Starting in 2013, Blend Creative Studio has assisted the event and marketing specialists at Sunnybrook Foundation with the development of innumerable marketing and sponsorship pieces for the RBC Race for the Kids event, to help raise millions of dollars annually.

RBC Race for the Kids is a family-friendly fundraising event that supports youth mental health. This year's event offers a 5K walk/run/stroll, in addition to a 10K run in support of the Family Navigation Project at Sunnybrook.

## BY THE NUMBERS

**2013**

Race began in Toronto

**1.2 million (as many as)**

Young people in Canada struggle with a mental health issue

**3.2 million**

12 to 19-year-olds are at risk of developing depression

**30%**

Of Ontario families are caring for at least one youth with mental health or addiction issues

**#1**

Mental illness is the number one disability affecting people in the world



## STEP FORWARD FOR YOUTH MENTAL HEALTH

September 14, 2019 • Mel Lastman Square



Supporting youth mental health at  
Sunnybrook

As many as 1.2 million young Canadians struggle with mental health issues or addiction. By participating in the RBC Race for the Kids, you will help youth find the specialized care they need.

Register now at  
[RBCRacefortheKids.com/Toronto](http://RBCRacefortheKids.com/Toronto)



New Balance Toronto is proud to be a sponsor of RBC Race for the Kids. Register now and start fundraising. You could be eligible to receive a New Balance Toronto Gift Card and win a team prize pack or a \$1,500 shopping spree!

\*Must fundraise minimum amount to be eligible to win. See website for details.

Sponsored by:



Supporting youth mental health at  
Sunnybrook



# Thank you for raising \$2.6 million

To our participants, sponsors, donors, volunteers and RBC employees, thank you for your commitment to the RBC Race for the Kids. Together, we stepped forward for youth mental health and raised an extraordinary \$14 million over the past seven years, including \$2.6 million this year – in support of the Family Navigation Project at Sunnybrook.

The Family Navigation Project is a unique program that helps youth struggling with mental health and addiction issues find the specialized care they need. Thanks to your generosity, we will help more youth find the right care at the right time.

[RBCRacefortheKids.com/Toronto](http://RBCRacefortheKids.com/Toronto)

### Top Fundraisers:

Sam May    Gord & Carolyn Homer    Tanya & Jos Schmitt    Dr. Andy Smith    Tay, Nick & Sue Dellelce

### Our Sponsors:



### Industry Challenge Sponsored by

**NEO**

BDO Canada  
Blake, Cassels & Graydon LLP  
Blue J Legal  
Brigholme & Haworth  
Brookfield Properties  
Chartered Professional Accountants of Ontario  
CollecDev Inc.  
CREIT Management  
Cushman & Wakefield  
Davies  
Deloitte LLP  
EllisDon  
EY  
Fasken  
First Capital Realty  
Fogler Rubloff LLP

Govan Brown & Associates  
Gowling WLG  
Granite REIT  
Greenferd Construction  
Groia & Company Professional Corporation  
Hull & Hull LLP  
Jones Lang LaSalle IP, Inc.  
KPMG  
McKinsey & Company  
McMillan LLP  
Minden Gross LLP  
Minto  
Mirten Construction Limited  
Norton Rose Fulbright  
Novacom Building Partners  
O.N. Site Construction

Oliver Wyman  
Optimus SBR  
Osler, Hoskin & Harcourt LLP  
Oxford Properties Group  
Pattison Sign Group  
PBC Group  
PCL Constructors Inc.  
Perkins & Will  
Pinedale Properties  
Prodigy  
PwC  
RidgeMount Group  
Teknion  
Thornton Grout Finnigan  
Trinity Development Group  
Wilbeoer Dellelce LLP  
YM Inc.



# STEP FORWARD FOR YOUTH MENTAL HEALTH

September 16 • Mel Lastman Square



By participating in the RBC Race for the Kids, you will help youth find the mental-health care they need. We'll celebrate your finish with great food, entertainment and festivities. And most importantly, you'll be supporting families in need.

Supporting youth mental health at



Register now at [RBCRacefortheKids.ca](https://RBCRacefortheKids.ca)



The Family Navigation Project at Sunnybrook is a non-profit program designed to provide expert navigation of the mental health and addictions service system for youth aged 13-26 with mental health and/or addiction problems. Simply put, it helps them find the help they need, when they need it.

Blend works hand-in-hand with the team at Sunnybrook Foundation to create a series of communication pieces for the RBC Race for the Kids event. From initial sponsorship packages to end-user print and digital advertising to day-of signage, flyers and handouts, we also develop the wrap-up report and additional items at the close of each year.

Hardly a sprint, from start to finish, it's a year-long marathon for the relay team at Blend.

## IN SUMMARY

**\$12 million**

Raised over past 6 years

**46,000**

Participants over past 6 years

**\$2.6 million**

Raised in 2019

**2,700**

Youth who have received help from the Family Navigation Project

# Step forward FOR YOUTH MENTAL HEALTH

**September 14**

Mel Lastman Square

**5K • 10K**

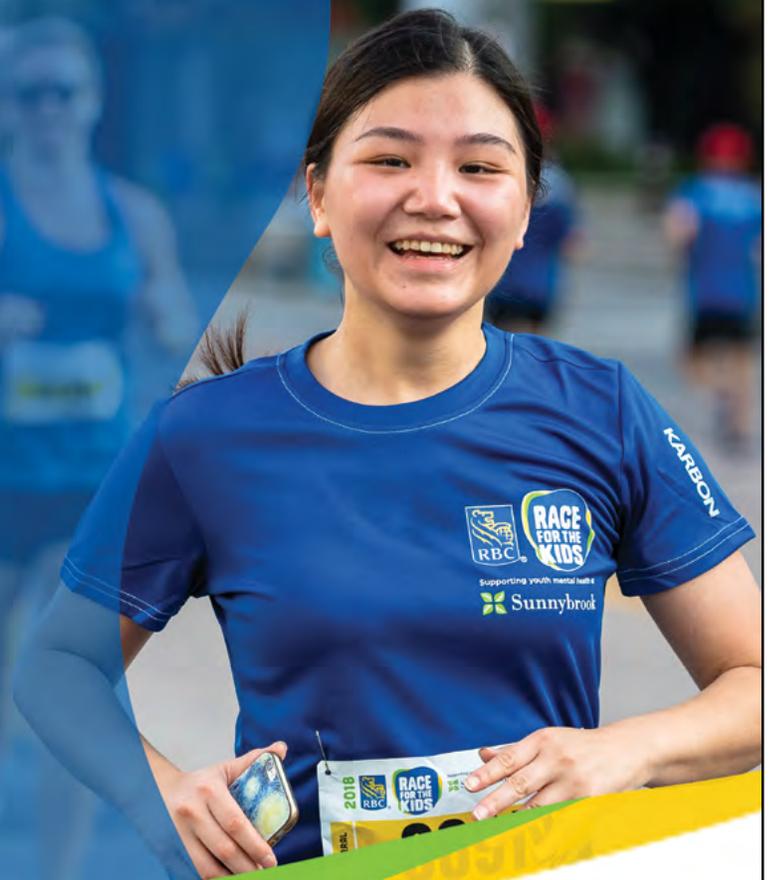


Supporting youth mental health at



**REGISTER TODAY**

**RBCRACEFORTHEKIDS.CA**



# Thank you!

\$2.6 million raised for  
Sunnybrook's Family  
Navigation Project



Supporting youth mental health at



Sunnybrook

[RBCRACEFORTHEKIDS.COM/TORONTO](http://RBCRACEFORTHEKIDS.COM/TORONTO)

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I'VE HAD THE PLEASURE OF WORKING WITH BLEND ON PRINT AND DIGITAL PROJECTS FOR MANY YEARS. THEY ARE ALWAYS PROFESSIONAL AND RECEPTIVE TO FEEDBACK.

I CAN DEPEND ON THEM TO DELIVER ON TIME AND HELP ME OUT ON RUSH PROJECTS.

Anne Hernandez  
Senior Marketing Officer, Sunnybrook Foundation

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CLEAN DOG,  
TIDY DOG,  
HAPPY DOG,  
YELLOW DOG!

FOR DOGS THAT DESERVE THE BEST

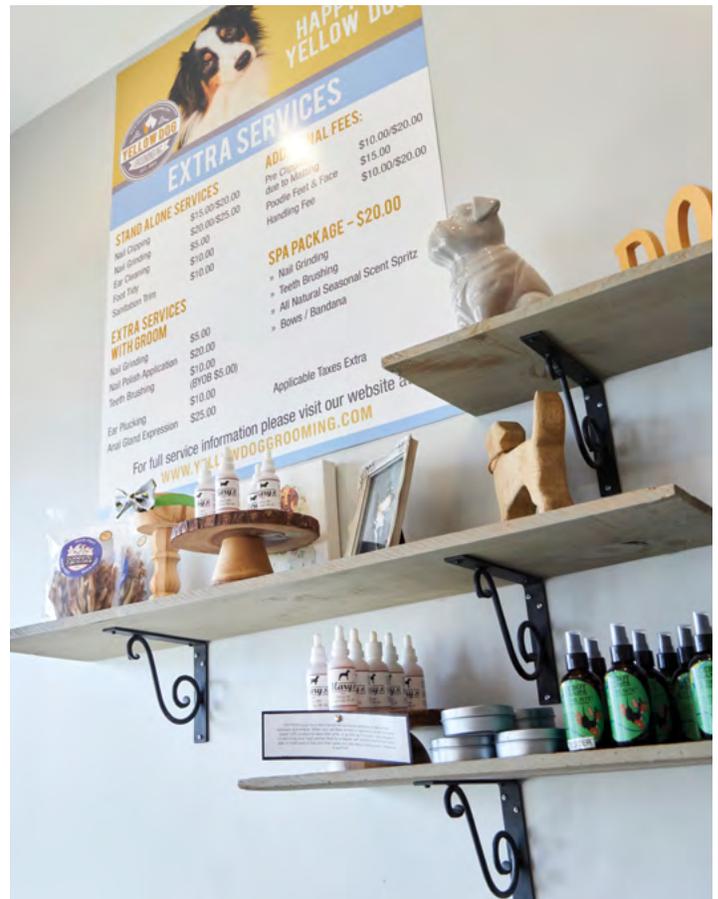
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Yellow Dog is Ancaster's one and only dog grooming shop offering a new approach to caring, stress-free dog grooming. Yellow Dog's highly skilled team of groomers and bathers love your dog like it's their own. With a wide range of services, Yellow Dog helps keep your dog healthy and happy.

A new company start-up way back in 2013, Blend was approached by owner Vicky Toon to assist with the creation of marketing and communication pieces for Yellow Dog Grooming. Over the years, Blend has created a series of design and digital pieces with nary a paw.

From doggone beautiful window designs that clients see as they enter, to handouts and flyers for their various services, to posters and postcards for discounts from their partner companies (such as McCann Dogs), to online social media graphics for Facebook, Instagram and Twitter,

Blend creates materials that are always fetching. Begging to do more, we wagged our tails when offered the opportunity to design the Yellow Dog Mobile, their bow-WOW branded car.



## FROM HUMBLE BEGINNINGS...

**2013**  
Founded

**1**  
Staff member: Vicky

**HOME-BASED**  
Location

**6 MONTHS**  
Start-up planning



# MULTI-AWARD WINNING DOG GROOMING

At **Yellow Dog**, our highly-trained groomers use only high quality, top-of-the-line shampoos and conditioning treatments, and blueberry facials are always included! In our relaxing spa-like environment your dog's safety and comfort always comes first – ask about our crate-free option.

## OUR MENU OF SERVICES INCLUDE:

- Full grooming services from Puppy Cuts to Breed Trims
- Bath, brush & blow outs and tidy ups for in-between grooms
- Low shedding treatments
- Nail and ear care

EXCLUSIVE  
OFFER FOR



**MCCANN  
DOGS**

**SAVE  
\$10.00**

**ON YOUR 1ST GROOM\***

\*See in-store for complete details.

VISIT US IN-STORE OR ON OUR WEBSITE FOR OUR FULL LIST OF SERVICES AND PRICING  
73 WILSON STREET WEST, ANCASTER TOWN PLAZA, ANCASTER, ON L9G1N1  
905.628.8424 • YELLOWDOGGROOMING.COM •  /YELLOWDOGGROOMING





## ... TO FLOURISHING BUSINESS

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**3,000+**  
Clients

**10**  
Staff

**1**  
Retail location in Ancaster

**20,000+**  
Belly rubs

**Multi-award winning**  
Dog groomers

**1**  
Yellow Dog Mobile

**5\***  
Reviews

**Countless**  
Wagging tails

**1,243**  
Facebook followers

**1,140**  
Instagram followers

**1,108**  
Twitter followers

**Multiple**  
Partnerships with local businesses,  
including McCann Dogs

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AS THE OWNER OF A NEW BUSINESS BRANDING IS EXTREMELY IMPORTANT TO ITS SUCCESS OR FAILURE. IN THE IMAGE-DRIVEN AGE OF SOCIAL MEDIA HAVING A COHERENT, MEMORABLE BRAND IS ESSENTIAL. TO HELP ACHIEVE THAT, I ENLISTED THE PROFESSIONALS AT BLEND.

TOGETHER WE HAVE CREATED MARKETING TOOLS THAT HAVE HELPED LIFT MY BUSINESS OVER WELL-ESTABLISHED COMPETITORS MAKING YELLOW DOG GROOMING THE GROOMER OF CHOICE IN THE ANCASTER/HAMILTON AREA.

Vicky Toon  
Owner, Yellow Dog Grooming

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**A CLEAN & WELL GROOMED  
DOG GETS MORE CUDDLES.  
THAT'S GOOD FOR YOU AND  
GOOD FOR YOUR DOG.**



**IF YOUR DOG HAS A  
MEDIUM TO LONG COAT  
IT IS RECOMMENDED  
THAT HE OR SHE HAS A FULL  
GROOM EVERY 4-6 WEEKS.**



**YELLOW DOG HAS A  
VARIETY OF SERVICES TO  
SUIT YOUR DOGS NEEDS FROM  
FULL GROOMS TO TIDY UPS.**



**YOUR DOG DESERVES  
THE BEST.**

**CLEAN DOG · TIDY DOG · HAPPY DOG**



**PROUD TO BE  
CANADIAN.**

**CLEAN DOG · TIDY DOG · HAPPY DOG**



**PUPPY LOVE IS  
IN THE AIR.**

**CLEAN DOG · TIDY DOG · HAPPY DOG**



# 1937

MARTINIS



LAUNCHING SPRING 2021 | [1937MARTINIS.COM](https://1937MARTINIS.COM)