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# Peel Scrap Metal Recycling

## *Branding & Advertising Program*

### PROJECT

Peel Scrap Metal Recycling is a 22 year old family run business in east Mississauga, which has done well for themselves through flyering, sponsorships and word of mouth in the small business trades. They believed they could grow their business much more dramatically by developing a branded identity and a strong presence on the Internet, which many of their competitors did not have.

### STRATEGY

Working with SEO and web marketing specialist Terry Lewis of tmhr Consulting, we set about to develop a strong corporate identity and positioning for the client. This identity would stress the positive environmental aspects of scrap metal recycling and position Peel as a niche recycler, since they did not handle vehicles or heavy industrial machinery. The marketing would also include their ability to process scrap wire, a very profitable form of recycling. Their primary target audience is the plumbing, construction and electronic trades. Their broader secondary market is the general public.

### EXECUTION

As strategist, writer and art director, we worked with the client to create a powerful logo and positioning line, along with accompanying corporate identity materials, trade and directory advertising, sales brochures, building and truck signage and logo applications for promotional materials. On the web side, Terry Lewis and I worked with Simon Browning at SeeThrough Web to create a Typo3 content management site, integrated WordPress blog and an SEO program, which included the development of a number of smaller 'feeder' sites, based on the top metals which Peel recycles.

### RESULTS

- √ After a 6 month startup period and 18 months of marketing activity, Peel is realizing a business volume increase of approximately 20% across both target audience areas.
- √ Their visibility via sponsorships and education initiatives in the community is much higher.
- √ Their increase in business has allowed them to recently open a second recycling warehouse to serve the Oakville and Burlington market.

## Pollution Probe (Ontario) *Clean Air Commute Program*

### PROJECT

The Pollution Probe Clean Air Commute is an annual event that contributes greatly to Pollution Probe's awareness and influence with the private sector. It is a week long even in which corporations and companies organize their workers into teams which, for that week use alternative mean of transportation to and from work. I was contracted as writer on the project by Rapport Design and Communication.

### STRATEGY

The theme we developed for the promotion was a dead simple one...based on the idea the participants, 'Going Blue'. By leaving their cars at home and thereby reducing the amount of smog in the city, they were in fact, creating more blue sky.

### EXECUTION

Working with Rapport Design and Communications as the writer, we created a powerful promotion to support and generate interest in the Clean Air Commute. This consisted of a number of elements including: posters, media advertising TV PSA (public service announcements), digital highway signs, transit advertising direct mail and email campaigns

### RESULTS

- √ This promotion was deemed an overwhelming success, generating a 30% increase in the number of companies registering and participating in the program.
- √ The 'Go Blue' theme has also served as one of the most viable directions for Pollution Probe to consider when they begin a re-branding initiative in 2012.
- √ For Rapport, this represents on of their first major public sector projects. The attention this promotion generated is starting to open a number of new business doors for them.

## Case History–Ford of Canada Mustang 30<sup>th</sup> Anniversary

### PROJECT

Originally began as a proposed 30 minute retrospective on the Mustang phenomenon, to commemorate the 30th anniversary of the Mustang and to help launch the 1994 models. But after wrangling with the CRTC, the concept changed to a 21 minute movie “wraparound”, in 2 and 3 minute segments.

### STRATEGY

All commercial time on the December 26 CTV network airing of the feature film, “Bullitt”, starring Steve McQueen, and his 1969 Mustang fastback, was booked and program structured to: A) Remind viewers of the real spirit of driving freedom Mustang has represented all through its 30 year history and, B) Encourage viewers to call a special hotline number for information and visit their nearest Ford dealer for a test drive.

### EXECUTION

Combination documentary style intercut with Ford of Canada President, Jim O’Connor and Director of Marketing, John Radford, introducing the 1994 Mustang.

### RESULTS

- An extremely unique and successful television event.

- Drew close to 40% more viewers than expected

- More than 4000 calls to special Mustang hotline number

- Unusually strong showroom traffic right across the country, despite bitter cold in most regions

- Mustang sales expected to increase by 100% over 1995



# The Cruise Professionals

## *New Market Launch*

### PROJECT

After some preliminary research into the incentive travel market, The Cruise Professionals, a cruise only travel retailer, decided to set up a full service incentive and group travel division. Their main competition in this market was with large international incentive packagers. The short term objective was to make an outstanding initial impression at the 1994 Meeting and Incentive Travel Show.

### STRATEGY

Based on the unique selling proposition of being able to offer all the benefits of a cruise holiday, (variety of locations, the "unique" cruise experience, etc) with the concept of a captive audience for meetings and seminars and training programs.

### EXECUTION

Created an entire corporate package including: company prospectus, direct marketing letters, corporate brochure and trade ads and trade show booth in less than six weeks from concept to delivery.

### RESULTS

Made a surprising and excellent impression with a number of prospective clients and cruise company partners

In first 8 months, more than \$1,000,000 in incentive travel had been booked

## Andres Wines

### *Peller Estates Launch*

#### PROJECT

To launch a new line of Andrés table wines named Peller Estates. This was the first time the Peller family (owners of Andrés Wines) had ever put their name on a bottle of wine. They were taking this very personally. They were also hoping the launch of this brand would counter the perception that their size as a company was inversely proportional to the quality of their wines.

#### STRATEGY

To focus on the winemaking aspect of the brand, personalizing it and giving a genuine personality to the winemaker himself.

#### EXECUTION

3 television commercials, each concerning itself with an aspect of the winemaker's pride of craft. Commercials were based on the theme, "The proudest expression of the winemaker's art". The theme was carried over into print and POP materials, including a "Connoisseur's Guide", which is given out in retail environments.

#### RESULTS

A resounding success. At the end of its first year, Peller Estates is the #10 ranked white table brand with a 2.7 share.

Its 18% growth per year, relative to market growth of minus 3% is equally as impressive.

From the original footage we have cut a fourth spot for Cabernet Chardonnay and 3 new commercials for B.C. Proprietor's Reserve brands



## Fuji Graphic Systems *New Division Launch*

### PROJECT

Creative direction for Fuji Graphic Systems, a new division of Fujifilm, Canada formed as a result of the acquisition of McCutcheon Graphics, a national supplier of pre-press equipment to the printing industry.

### STRATEGY

To position Fuji Graphic Systems Canada as Canada's only "Single Source" supplier of pre-press hardware, software, service, training and supplies.

### EXECUTION

A multi-media campaign, which included press releases, trade advertising, national and tactical direct marketing, complete development of creative for a 2000 plus square foot booth at GraphicTrade '93, the graphic arts trade show.

### RESULTS

A record 12% of 1994 sales projection achieved during the four-day GraphicTrade '93 show

Campaign concept is now being executed in tactical, price/product focused trade advertising and direct mail

Campaign was selected by Fujifilm, Tokyo, to run as campaign for Fuji Graphic Systems worldwide



## John Mastromonaco

### *Branding Campaign*

#### PROJECT

Creative Direction for the development of the public image of photographer & commercials director, John Mastromonaco.

#### STRATEGY

1. To introduce John Mastromonaco to the advertising community and create demand for his work.
2. After three years, to re-launch John as a commercials director in Canada.
3. After 18 months, to launch John as a commercials director in the U.S. Market.

#### EXECUTION

Targeted direct marketing campaigns to the top agency art directors, writers broadcast producers. This effort was supplemented by outstanding personal representation by Denis Kane and excellent PR in local trade publications, (Marketing, Playback etc).

#### RESULTS

John's gross billings shot from \$125,000 per year to more than \$900K (700%) in each of the first two years of the campaign. The third year, when he chose not to advertise, his revenues dropped below \$400K

As a director, John shoots in excess of 60 days a year in Canada and the U.S. (very high) and grosses more than \$1,200,000 annually.

## Kaufman Footwear

*4 Years of Creative Management*

### PROJECT

Creative Direction for Kaufman Footwear, an account which billed in excess of \$5M. Kaufman consists of 4 individual brands, including Sorel cold weather boots, Black Diamond safety boots, Defrosters winter boots and Foamtread slippers. Sorel is by far the largest of these four brands in Kaufman's marketing mix.

### STRATEGY

To reposition Sorel to appeal to a broader customer base, taking advantage of its strength in the traditional market areas.

### EXECUTION

New targets were identified and a multi-focused series of campaigns developed. The campaign elements included: print, outdoor, radio, television, coop, in-store video, outdoor, ski slope site advertising, events, catalogue and direct response.

### RESULTS

Through what Kaufman's G.M. describes as the worst four years in the history of the footwear business in North America.

- √ 1990 Sales Increase - 12%
- √ 1991 Sales Increase - 14%
- √ 1992 Sales Increase - 16%
- √ 1993 Sales Increase - 23%
- √ Dramatic market penetration in Canadian urban centres, US, Europe and Asia.

## R.G. Shelley Ltd.

*Corporate Re-Branding*

### PROJECT

R.G Shelley Limited is a distributor of high tech automation equipment. Together with their engineering arm, they are a small but formidable solutions provider to the manufacturing industry. However, the Shelley sales force, which was excellent, was composed of vertical specialists, whom management felt could increase company sales dramatically through an education/ promotional program which promoted cross-selling internally and was supported by with corporate materials which tied together the 4 areas of Shelley's expertise.

### STRATEGY

An overall strategic positioning was created under the umbrella concept, "Productivity Is Our Business". A proposal for a strong multi-divisional corporate identity program was created and approved.

### EXECUTION

Created an entire corporate package including: New logo/wordmark Design, corporate colour scheme, information folder with inset company brochure and sales support materials which showcased Shelley's supplier partners and featured a graphic which tied the company's 4 divisions together, trade show booth, seminar invitations, small space trade ads and new stationery/business cards. This was supported by an array of branded promotional materials from hats to pens to scratchpads.

### RESULTS

- √ Sales volume increased substantially during first and second year of this campaign.
- √ Increased sales brought about the development of Medical Imaging division, which substantially increased business volumes for both Shelley and Shelley's engineering division, Sidac.
- √ Shelley has an up-to-date image in an industry not at all famous for that sort of thing and a focused corporate story well told.

## The Mutual Group

### *Branding Evolution*

#### PROJECT

London Life's Freedom 55 was dominating the market. But consumer research done on it pointed out that many consumers felt they were too old to really benefit from the program and would be favorably disposed to one which did not seem as confining and high pressure. The Mutual Group decided that offering a more flexible approach to insurance and retirement would be more appealing to these types of people.

#### STRATEGY

A program was created under the working title "Freedom Whenever". The critical point of communication of this campaign was simply that the Agents of the Mutual Group understand that you've got your own plans and dreams and don't necessarily want to alter those dreams to fit into another insurance company's idea of when or how things should happen in your life.

#### EXECUTION

This was an all-encompassing program, which included PR, agent indoctrination, promotion and advertising in all media, including television, newsletters, agent office signage. The program, though tactical in nature was housed under the banner of the Mutual Group's corporate positioning line:

"The Mutual Group and You...Facing Tomorrow Together."

#### RESULTS

- √ The campaign was able to increase awareness of the Mutual Group as a 'flexible and understanding' financial services partner. It also helped the Mutual Group agents to one of their highest average indexes in the past decade.
- √ Agents actively participated ordering quantities of pop materials and posters well in excess of projections.

## Interior Dimensions

*New Services Development*

### PROJECT

To develop a complete marketing program for a new division of Interior Dimensions, a high end office construction company.

The new division would address itself to the business of services and repairs, known in the construction industry as "Small Contracts" work. Phase 1 of a three phase corporate marketing campaign to fully diversify the services being offered by Interior Dimensions.

### STRATEGY

Qualify leads, create awareness and demand, confirm meetings and obtain contracts/projects.

### EXECUTION

1. A full telemarketing program to qualify prospects from the top 3000 companies in Toronto.
2. A direct mail Lead Generation program, followed up by confirmation and meeting acquisition.
3. Creation of follow up materials and meeting scripts to close deals.

### RESULTS

- √ Virtually total recall on the direct mail piece, with an overwhelmingly positive pre-disposition and good depth of understanding of the Small Contracts service.
- √ After program launch in April 1994, gross sales reported to be in excess of 200% above optimistic projection for this time period.

## CIBC DoubleCheque

*New Product Launch*

### PROJECT

CIBC developed a new photo-imaging system for cancelled cheques, called "CIBC DoubleCheque". The system was designed to eliminate the returning of and subsequent client problems with full sized cancelled cheques

### STRATEGY

a) Convert as many CIBC Chequing Account customers to the DoubleCheque systems as possible, and b) Create awareness and interest in the DoubleCheque system among those customers currently choosing to work only from their bank statement.

### EXECUTION

Targeted direct marketing campaign, supported by radio and TV (created by AOR BBDO) Direct marketing components were very tactile and discovery oriented, designed to create strong memorability.

### RESULTS

- √ Highly successful program which tracked nearly 40% conversion over a 4 month period among both targets.
- √ First draft copy was approved by CIBC Marketing Committee with minor changes in a single meeting.

## Fry's Cocoa

*Brand Revitalization Program*

### PROJECT

The market for raw cocoa was in a serious decline, due in part to the diminished amount of time people had to cook. Our challenge, then was to encourage people to rediscover the joys of making chocolate desserts and snacks and to convince them that there were a lot of interesting recipes they could try that were both quick and easy, with Fry's Cocoa emphasis.

### STRATEGY

Ultimately, what was decided upon was a 12 page booklet to disseminate simple and time saving recipes using Fry's as the base ingredient. The booklet was entitled "Chocolate Fastastic". Recipes were created by the creative, media, account service and client marketing team with a team of home economists. The writer, myself, a bit of an amateur short order cook, was used as the norm. (It was determined that if I could make these recipes, anyone could.) Homemakers was chosen as the primary vehicle, supported by an on-pack offer and a shelf talker with a built-in request slip.

### EXECUTION

Magazine inserts containing innovative chocolate recipes build around Fry's Cocoa were created for Homemakers and Madame au Foyer magazines.

### RESULTS

- √ Over that winter, Fry's Cocoa sales rebounded dramatically, (30% on average, with stronger sales in the east and P.Q.)
- √ A sequel to the booklet was requested by the client. We named it, "Chocolate Fastastic II".
- √ There were more than 6,000 requests for the booklets. And in each issue of Homemaker's in which they were published, they achieved the highest readership scores of the year.