



CASE STUDIES





LIQUOR CONTROL BOARD OF ONTARIO ANNUAL REPORTS DESIGN

The LCBO is one of the world's largest buyers and retailers of beverage alcohol, with more than 665 retail stores, in addition to catalogues and special order platforms.

PROJECT

Responsible for all aspects of art direction, location photography, design, layout & production.

OUTCOME

LCBO President, Director of Communications, and stakeholders confirmed that the reports exceeded all communication objectives.

Completed design and full production (including hands-on press approval) of four LCBO annual reports in total.

PEDRO ST. JAMES HISTORIC SITE REBRANDING PACKAGE

Pedro St. James is the oldest building on Grand Cayman, and has come to symbolise the birthplace of democracy in the Cayman Islands.

PROJECT

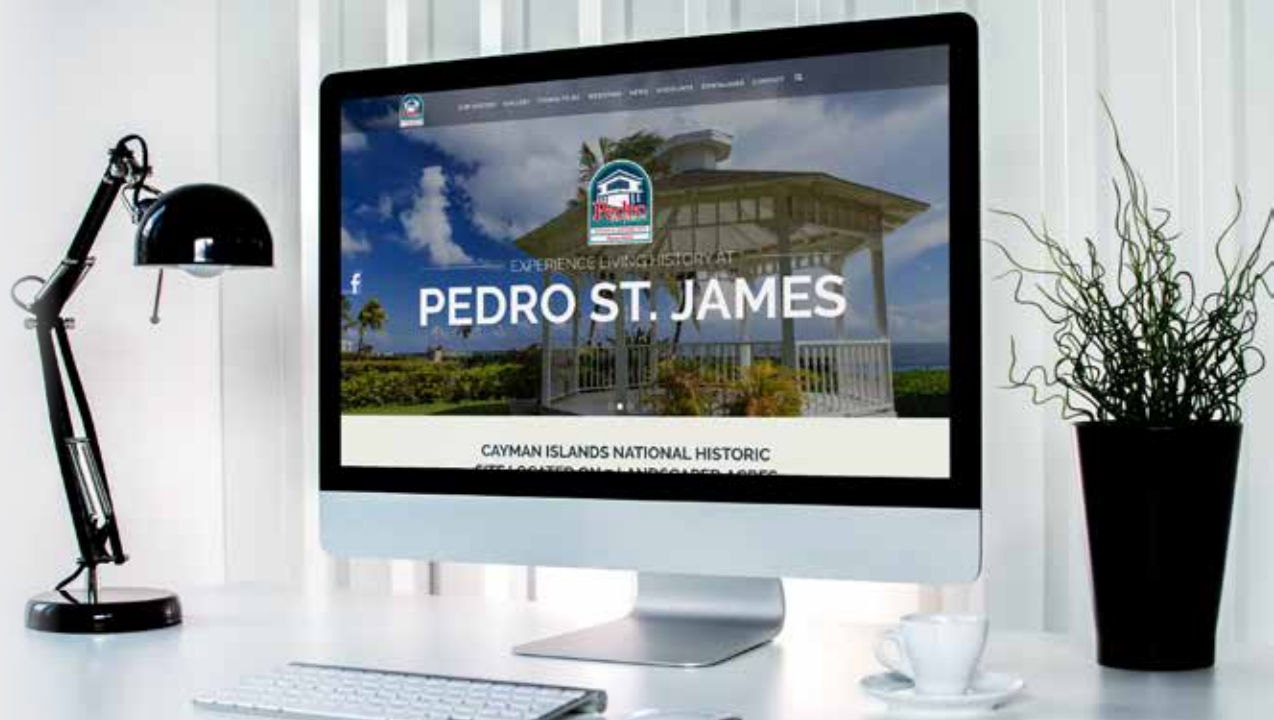
Complete brand overhaul and production of the attraction's website and print collateral.

Part of a complete rebranding package for all web properties of the Tourism Attraction Board of the Cayman Islands.

OUTCOME

Search engine optimisation (combined with targeted social media campaigns) resulted in an overall 35% increase in site traffic.

[> VISIT SITE](#)





JOURNEYS BY VAN DYKE MAGAZINE DESIGNS

Journeys by Van Dyke is a provider of personalised, high end travel experiences.

PROJECT

Art direction and production of the company's print collateral.

OUTCOME

Elevated the image of the agency with a consistent/modern aesthetic, promoting it as a world class travel provider.



SCULPTORS SOCIETY OF CANADA REBRANDING AND WEB DESIGN

Founded by some of the most prestigious sculptors in Canadian art history, the Sculptors Society of Canada has been exhibiting and raising the profile of sculpture in Canada for more than 90 years..

PROJECT

Complete brand overhaul with art direction/production of the society's website, print collateral and social media campaigns. The website includes 80 individual artis members' pages.

OUTCOME

Streamlined production for all aspects of web and print materials.

Search engine optimisation and social media campaigns resulted in a 1.5X increase in traffic to the site.

[> VISIT SITE](#)





BSG GROUP OF COMPANIES BRANDING AND WEB DESIGN

The BSG Group of Companies is a premier corporate events management provider in Central and Western Europe, headquartered in Prague.

PROJECT

Complete brand overhaul with art direction/production of the company's website, all print collateral and social media campaigns. Work was performed onsite with continuing updates being done remotely.

OUTCOME

Streamlined production for all aspects of web and print materials.

Search engine optimisation and targeted social media campaigns resulted in a 2X increase in traffic to the site.

[> VISIT SITE](#)

CAYMAN AIRWAYS: HORIZONS MAGAZINE PRINT MAGAZINE ART DIRECTION & PRODUCTION

Horizons Magazine was Cayman Airways' in-flight magazine available on all flights to and from the Cayman Islands.

PROJECT

Art direction and production for the airline's in-flight print magazine.

OUTCOME

The airline's board confirmed that the rebranded materials allowed it to stand apart in the highly competitive market of the region's magazine publications.

Streamlined production and significantly reduced overall costs.

