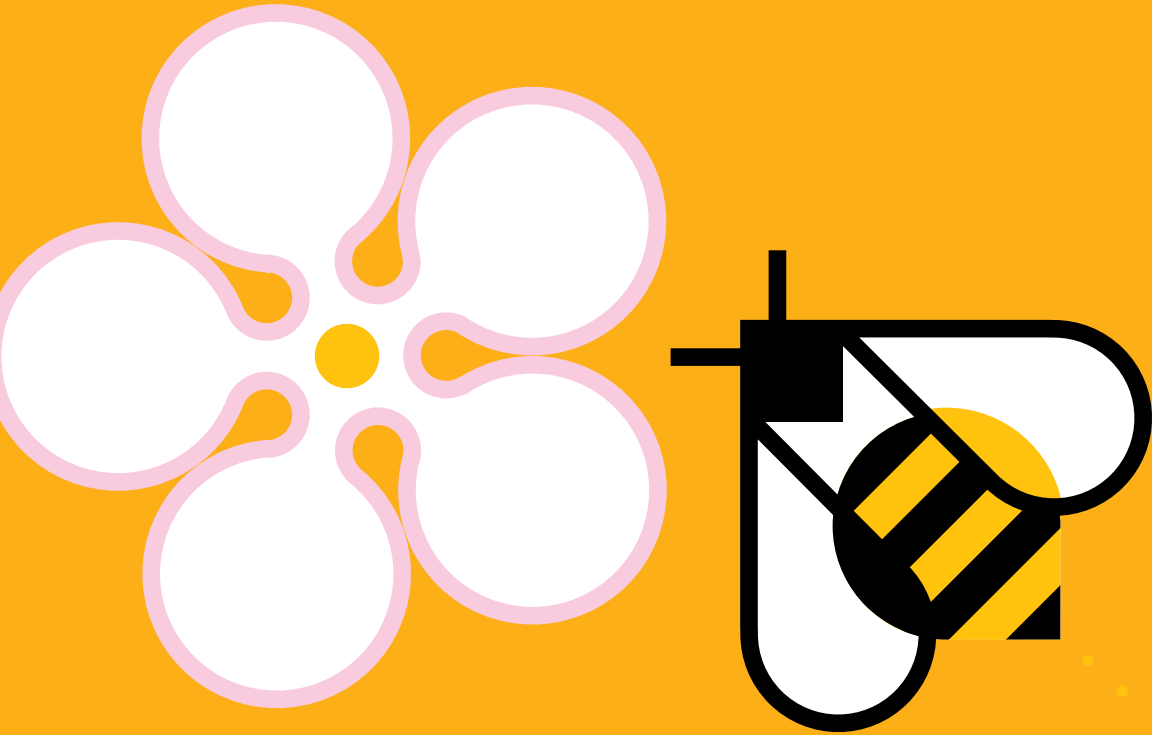


Do more.
Use less.
Go farther.
Last longer.

[Sustainability]



Sustainability is Good Business

We get it. It helps us give you great results without the sticker shock.

How? Lots of ways, like telecommuting for instance. We don't need a huge office because we don't all work here. We work in Vancouver, BC and London, England and Delta, BC and Montreal, QC and Ekaterinburg, Russia and... you get the idea. No commute; no time wasted in traffic. No fuel; no emissions. Big talent pool; small office. High morale; low overheads.

We move electrons, not material. Truck 4,000 brochures from Vancouver to Toronto and not only do you have a big freight bill, but you release 17.5 tons of emissions along the way. Send an output file and we skip the freight, save time and cut emissions to 1.5 oz of CO₂. We send output files all around the world, all the time.

**Designed
& Produced
entirely with
100%
renewable
energy**

We commit to better alternatives like renewable energy. It's estimated that each dollar invested in renewable energy saves \$45 in health care costs. 100% of the electricity used in the office of Design HQ is EcoLogo certified as green electricity from new green projects. Breathe a little easier.

We all come out ahead.



It Makes a Great Story

Because we're on the same page, it's easy for us to tell your story.

And we tell great stories.

Our news release for Hemptown (now HTnaturals) was ranked in the top ten accessed files at CNW's award winning website, newswire.ca — a site that receives over 2 million hits daily.

It's scrappy tone got media attention and gave Hemptown a chance to tell their hemp vs cotton story to millions of readers.



So you're making a difference. How big a difference?

Our benefit calculators tell you exactly how big a difference.

Tangible examples and hard numbers from reliable sources — pretty persuasive! We can put these in your hands or on your website — any way you want to tell your story.



“This is so brilliant, it makes me warm and fuzzy all over.” trendhunter.com

What to do with all those old Commercial Drive street banners we've designed over the years?

Let's keep them out of the landfill and make them into reusable nylon shopping bags! While we're at it, let's use all the proceeds to develop new public green spaces in the neighbourhood!

We coordinated the whole program and calculated the environmental benefits of 'upcycling' our old banners. Our press release got amazing coverage — local, national and international press; translations in 5 languages; links from dozens of websites around the world including treehugger.com (2.6 million visitors each month).



“these new ...banner bags bring the funky back to non-plastic bags.” purlegables.wordpress.com

“...A great use of old messaging.” shopperculture.com

“A win-win for everyone involved, and one to emulate in commercial districts around the world!” greenweb.federatedmedia.net

Results: Our first edition of 700 bags sold out in the first 3 months. Retailers were delighted to donate all proceeds to our green space program; traffic to thedrive.ca hit all-time record highs and we have business improvement areas around the world asking for details so they can copy our program. Sweet!

It Expands Your Markets

If anyone knows about expanding markets for sustainable business it's Terrachoice Environmental Marketing.

They lead by example and we've been fortunate enough to help them with their own marketing communications.

The solutions we've developed for them are truly sustainable.

Sustainable because they last — clean, unique designs; classic fonts; publishing templates for in-house use; web content management systems.

EcoBuyer
ecomarkets

We understand that it makes sense to come to us for great communications design, but there's a lot you're capable of doing on your own. And that stretches your marketing budget — letting you do more and spend less.

Sustainable solutions.



Our little mascot for the Terrachoice 'green paper', *The 6 Sins of Greenwashing* was seen by millions in print and on the web.



"We are absolutely delighted with the site and the Content Management System!! Thank you! Thank you! Thank you!"

Communications Manager,
Terrachoice Environmental Marketing Inc.

terrachoice
environmental marketing

helping grow
the world's most
sustainable
companies

It Fosters Diversity

Vive la différence! When you're talking about sustainability, diversity is always a good thing.

As North American neighbourhoods go, Vancouver's Commercial Drive is one of the most diverse you'll find.

Our marketing programs for The Commercial Drive Business Society have pulled together 21 blocks of quirky, one-of-a-kind businesses and branded them as a cohesive destination shopping district.

Vibrant street banners define the public space. Our co-op ad program triples the buying power of the ad budget and our ads and brochures show off the unique shops, restaurants and products that you won't find anywhere else — some of which we've designed ourselves!

Admin tools let the office staff maintain thedrive.ca — a site that we've taken from nothing to over 8,000 new visitors a month! One that's consistently #1 in search engine results. Nice!



Arts Club program covers: Arts Club Theatre Company



“Vancouver has to be careful it doesn't turn into a bland North American city with good looks, but no personality. Our greatest danger is that we could become just a generic city, another nice North American city. We will be judged by Commercial Drive and whether it becomes just another Robson Street. Commercial Drive defines us.”

Rick Antonson
President, Tourism Vancouver



Vancouver's Expressive Edge

It's Low Impact

CanWEA wanted an information kit on all aspects of wind energy and realized that a policy paper approach wouldn't cut it. They chose us "from an overwhelming influx of proposals based on the depth of experience, strength and quality of design and creative approach".

From a single-page, 12 bullet brief, we researched, wrote, designed and illustrated this engaging kit that covers everything from wildlife impacts to environmental, consumer, and community benefits. This project has been described as "... the best communications piece ever produced by this industry association."

Supported with a series of case studies that profiled specific wind energy project, this kit has helped advance the rapid growth of Canadian wind energy — energy without fuel; without emissions and with minimal environmental impact.

In a word, **sustainable**.



"These are exactly what CanWEA needed and they've been indispensable for project developers that want to provide an engaging, quick study on all aspects of the wind energy industry in Canada."

Robert Hornung, President, CanWEA

Sustainability.
We get it.
Let's talk.

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