



proximis III

Communication.
Evolved.®

proximis.ca

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OUR TEAM

Photos taken by M.Y. Frame Photography.



Principal



Director of Strategy



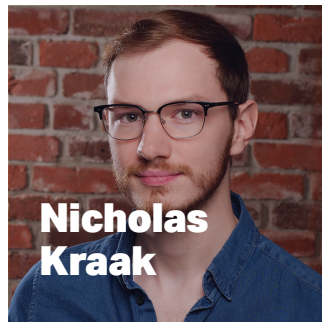
Associate Consultant



Sr. Graphic Artist



Sr. Graphic Artist



Director of Video Production



Director of Website Production

OUR CLIENTS



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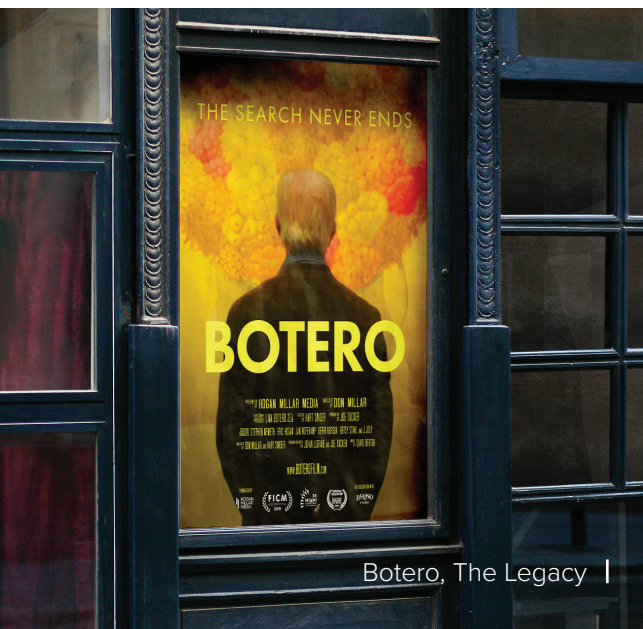




Tamara Taggart |



Miles Richardson |



Botero, The Legacy |



| National Police Federation

WHAT WE'VE BEEN UP TO



We're Proximis Digital, Western Canada's most-trusted multimedia creative agency for communicating matters of public interest.



Forestry Friendly
Communities



OUR SERVICES

01 CREATIVE PRODUCTION

At Proximis, we pride ourselves on our innovative creative services, handcrafted by an experienced team working at the top of their field. Our in-house production capabilities include Live Action and Animated Videos, Radio Production, Web Development, and Graphic Design.



02

STORYTELLING

Canadians, today more than ever, are connecting with authentic, honest and transparent content – and that's where Proximis comes in. We are a new generation of storytellers, for a new generation of consumers.



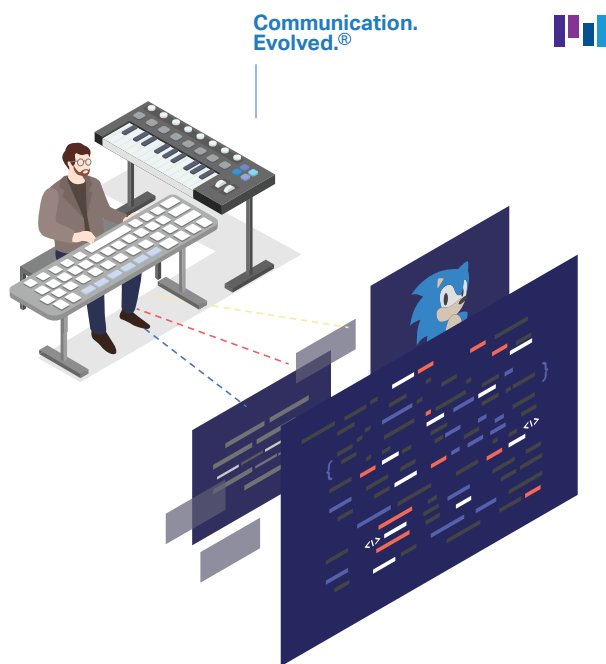
03

DATA-DRIVEN STRATEGY

With more noise than ever, connecting with the right people can be a challenge. We're experts at targeting and have the experience to get it right. With over \$8 million placed in ad buys across television, radio, print, out-of-home, and digital, we are able to provide truly data-driven strategies to our clients, optimizing return on investment.

Our team includes pioneers in the use of advanced digital targeting tactics, while following established best practices to ensure regulatory compliance. We are thought-leaders in how a data-driven world is changing the nature of human communication.



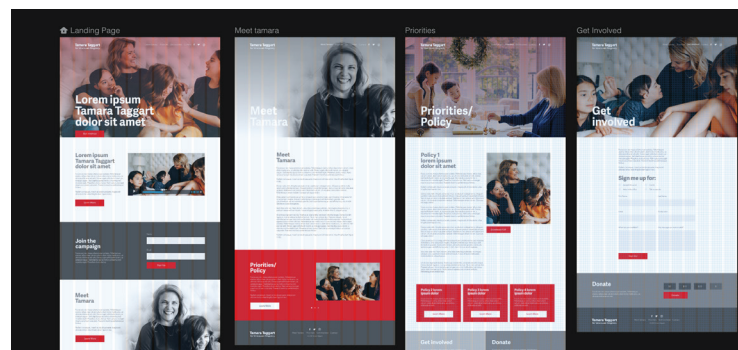


WEB DESIGN & DEVELOPMENT

A NEW GENERATION OF WEB DEVELOPERS & CONSUMERS

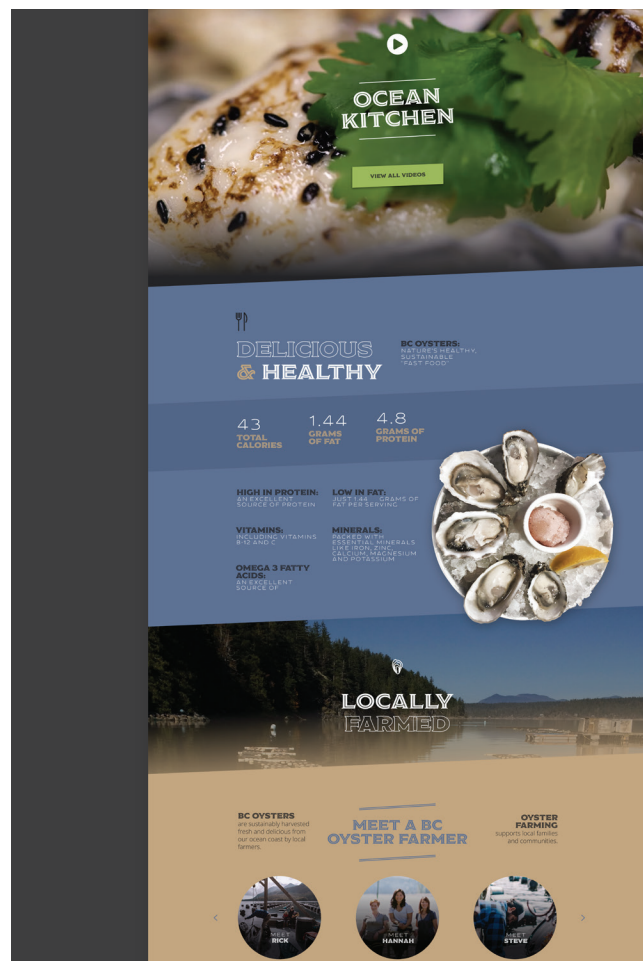
The rise of social media has forced us to fundamentally rethink the role of websites in today's digital ecosystem. We increasingly see the modern website as a "blank canvas" - a place to tell your story with all the multi-media tools you need, uninhibited by structural restrictions.

Following from an assessment of target audience and overall strategic communications objectives, our websites follow an appropriate information hierarchy that captures the correct order, and relative importance, of the information being communicated. We also place emphasis on telling a "short story" based on simple messaging and first-impression visuals, and a "long story" for engaged users.



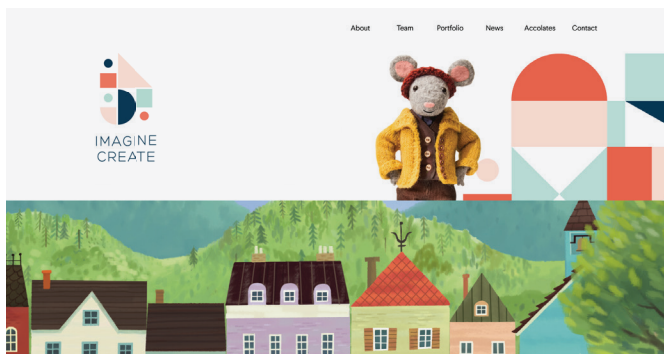
► NEXT-GENERATION WORKFLOW

We use rapid visual prototyping that allows us to design, iterate, scale, and build faster and more efficiently than our competitors. We are experienced coding on Wordpress, NationBuilder, Unbounce, and other major platforms.



► NEXT-GENERATION DATA INTEGRATION

Our team has extensive experience with data tracking and analytics tools such as Google Analytics, Tag Manager, and multi-platform re-targeting pixels. In a world where the term "big data" is thrown around too casually, our approach involves being laser-focused on what numbers will move the dial for our clients, and ignoring the rest.



► IMAGINE CREATE MEDIA

Proximis was engaged to design and build a new website for Imagine Create Media, improving their ability to showcase a portfolio of award-winning TV shows.



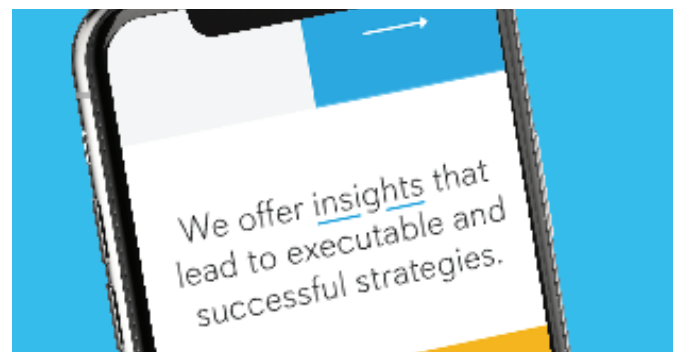
► NATIONAL POLICE FEDERATION

To support the NPF's efforts to become the RCMP's national union, we designed and built multiple landing pages to inform, persuade, and drive action by RCMP members.



► VANCOUVER MUNICIPAL ELECTION

Proximis designed and built a modern website for a leading civic elector association in Vancouver, integrating striking visuals with video, sign-up forms, and policy.



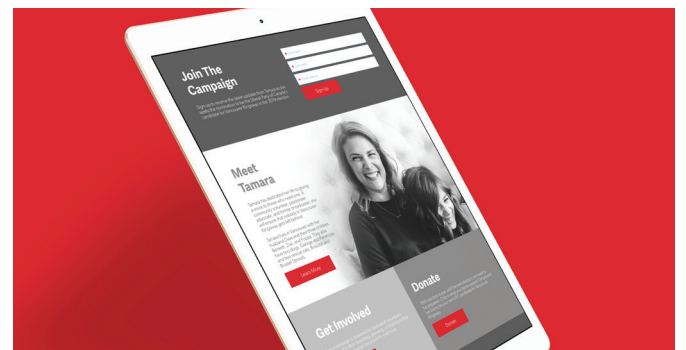
► POLLARA

Proximis designed and built a new website for Pollara, a leading polling firm in Ontario, in order to support their transition to a new ownership and management structure.



► BIOSIMILARS EXCHANGE

Proximis designed and built a bi-lingual landing page for the Canadian Forum on Biosimilars, providing information about switching to biosimilar therapeutics.



► TAMARA TAGGART

When former news anchor Tamara Taggart decided to seek public office, Proximis was tasked with designing and building a biographical website on the NationBuilder platform.



VIDEO & RADIO

WHY VIDEO?



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With more people watching videos online than ever before, video is no longer a nice-to-have. However not all videos are created equal. A recent survey by Research Now SSI* found that younger audiences, more than ever, are connecting with authentic, honest, and transparent content – and that's where Proximis comes in.

We are experts in acquiring and retaining user attention, through a mixture of live-action, motion graphics, and web-optimized non-linear storytelling.

[*] Research Now SSI, 2018



► RADIO COMMERCIALS

With impressive return-on-investment, radio commercials remain one of the most prestigious and cost-effective ways to engage with new audiences.



► SHORT COMMERCIALS

Punchy, original, 15-60 second spots, perfect for social media, television, and cinema ads.



► IN-DEPTH NARRATIVES

Beautifully shot, documentary-style pieces, ideal for introducing a person or concept, telling stories, and connecting with audiences online.



► MOTION GRAPHICS

Animated videos, designed by our in-house graphic designers, great for eye-catching explainer videos.

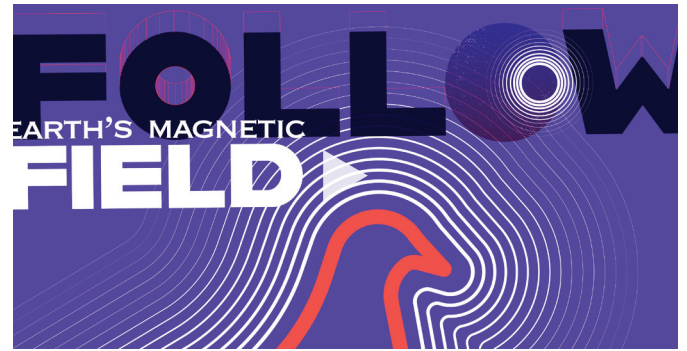


► MILES RICHARDSON, HAIDA GWAII

We produced a documentary-style video about First Nations leader Miles Richardson, which played at the Assembly of First Nations Annual General Assembly.

Market: Canada

Views: 134,000



► CARRIER PIGEON

We created an animated video about the use of Homing Pigeons in the World Wars. The video integrated archival footage with punchy visuals to create an experience that was both playful and educational.



► SFU Fair Trade

Proximis produced a short motion graphics video for Simon Fraser University, celebrating how they became the first Fair Trade Gold-Certified campus in Canada

Market: Canada

Views: 20,000 (est.)

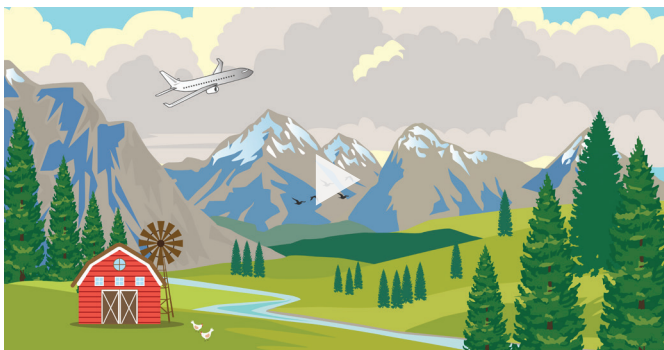


► BURNABY MAYOR MIKE HURLEY

Proximis produced a documentary-style feature video, introducing Burnaby to mayoral candidate Mike Hurley. In October 2018, Mike Hurley was elected Mayor of Burnaby.

Market: Burnaby, B.C.

Views: 13,000



► ABBOTSFORD TECH DISTRICT

Proximis created a short motion-graphics video about a project designed to supercharge the local economy and help connect the region.

Market: Abbotsford, B.C.

Views: 20,000 (est.)



► VANCOUVER ROWING CLUB

Proximis produced a short documentary-style video to help tell the story of this historic Vancouver institution, and the existential threat posed by the expansion proposal of a hostile neighbour.

Market: Burnaby, B.C.

Views: 60,000 (est.)



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Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Novacento Wide Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Lt Std Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Regular

Logo Variations



Logo Full Colour



Logo Grayscale

CITIES OF
Tomorrow

CITIES OF
Tomorrow

► VISUAL IDENTITY DESIGN

Eye-catching, cohesive and instantly-recognizable visuals that connect brands and their values with users and target audiences.

BRANDING & DESIGN

A UNIQUELY IMPACTFUL, DISTINCTIVE VISUAL STYLE

We are experts at combining eye-catching colour with unique brand values and distinctive messaging – an approach that is increasingly critical in a digital-first world. Our talented team of designers have expertise ranging from visual identity creation to websites, graphics, and print media, to original illustrations.

With the weight of a client's reputation at the heart of everything we do, our work is consistently clean, modern and visually engaging.

MAJORITY
LABS

► RE-BRANDING

Modernising and refreshing visuals to better reflect what brands, causes, and individuals stand for.

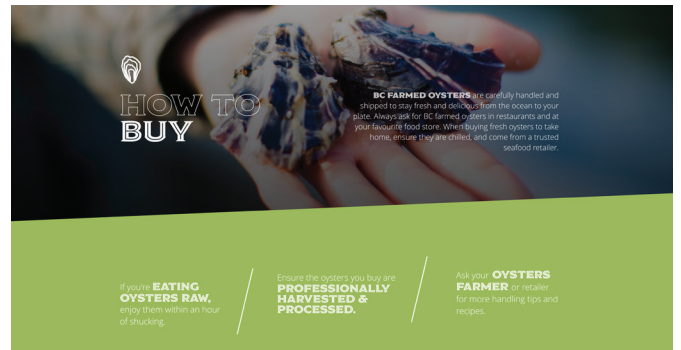


► FROM ATTENTION TO ACTION

Whether it's for print or digital media, we create impactful designs that deliver clear messaging and drive action.



- **FORESTRY FRIENDLY COMMUNITIES**
Proximis was responsible for the creative concept, visual identity and all design products for the launch phase of this much-lauded initiative celebrating B.C.'s coast forest sector.



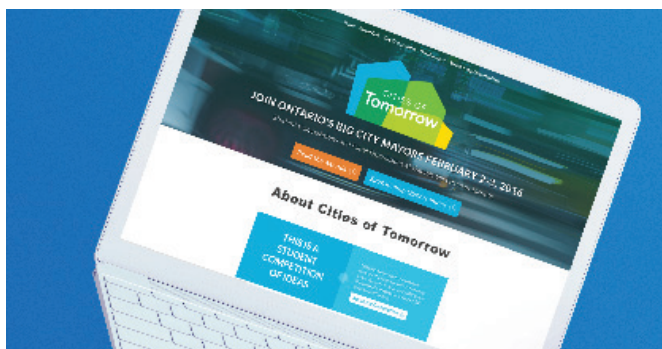
- **B.C. SHELLFISH GROWERS' ASSOCIATION**
We created the concept and visuals for the #BeShellfish campaign, designed to increase awareness and sales for B.C.'s oyster farmers.



- **B.C. HERITAGE**
We designed local historian Art Lee's upcoming book, which details the struggles and achievements of the marginalized Chinese community in early B.C.



- **NATIONAL POLICE FEDERATION**
The NPF is working to become the RCMP's national union, and we delivered an updated logo and new creative assets for their web, social media, and advertising efforts.



- **CITIES OF TOMORROW**
Proximis was engaged to develop a logo and brand identity, website with e-commerce and voting functionalities, and social media support for an ideas contest across Ontario.



- **ELECTING NEW MAYORS**
In 2018, we helped elect Mayors Mike Hurley in Burnaby and Mike Little in North Vancouver. In Vancouver, we helped elect five Councillors, two Park Board Commissioners, and three School Board Trustees.

john@proximis.ca

