

WE US • THEM

An Award Winning Full Service Advertising Agency



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W E • U S • T H E M

— "NOT JUST AN AGENCY." —

WE = US + THEM is not just a formula, it's an ethos that resonates and permeates everything we do.



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WE
US
THEM

PART A

FIRM DESCRIPTION

FIRM BACKGROUND & COMPETENCIES

We = Us + Them = Success

It may not look complex, but we know the inner workings of that formula and we are willing to share our not-so-secret strategy. Think of us as the "Service Tank on Retainer", only we charge for the work we actually do. We are a think tank and a service provider wrapped in one.



We proudly showcase over a decade of work done on local, national and international stages for a wide range of clients both big and small. We have four distinct service lines through which we serve our client partners.

First being top of the line Web design, the development of creative executions and strategies across the web, TV, radio, mobile, desktop, print and other media. This includes the design, development and strategic management of online and social properties, apps and eBooks, advertising and media buying, identity development, and campaign management across multitudes of industries, sectors and consumer profiles. Second being the technical development of digital projects which we can build on a multitude of platforms for users of all levels of digital expertise. Our third service line includes public relations and communications where we support all your media needs, crisis communication and social engagement along with a fourth service line of strategic management consulting.

As noted above, we are also a think tank and consulting force for local and foreign governments, heads of state, small and medium-sized businesses, multinational

corporations, and Fortune 500 companies, providing strategic planning in academia, hospitality, healthcare, real estate, business services and other industries across for-profit, non-profit, and public sectors.

We build relationships and work hard to maintain them. It is at the core of our values and our strategic mantra. We are first your partner and second your vendor.

We lead by example by engaging from within, providing for leaders across our service and product lines that proudly stand by the unique exchanges we facilitate.

We are located on the beautiful east coast of Canada in Halifax, Nova Scotia. Our specific location coordinates are noted below and we invite you to join us for a cup of coffee or tea at our studio:

1791 Barrington St Suite #402, Halifax, Nova Scotia, Canada, B3J 3K9

FIRM BACKGROUND & COMPETENCIES



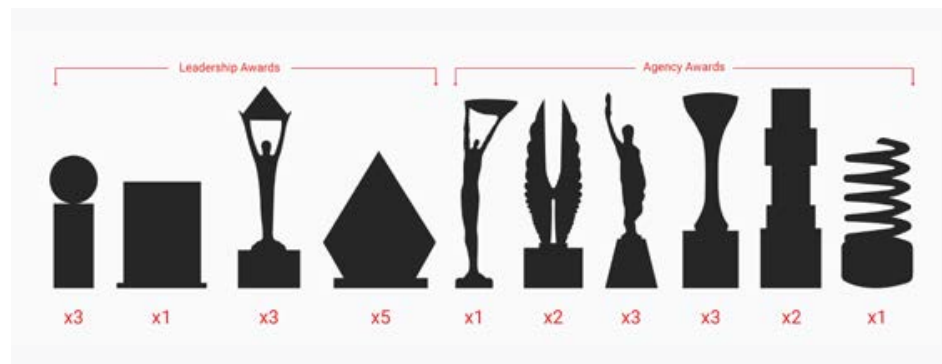
The consulting vertical of WeUsThem Inc. has been in existence for 14 years and the agency has been in operation for over 11 years under the leadership of Ashwin Kutty and Faten Alshazly.

WeUsThem is comprised of 22 individuals, not including our Principals. From our Account team to our Designers and Developers, we can do it all!

Agency Awards

Our commitment to excellence is exemplified by the numerous recognition and awards we've accumulate. One notable achievement is the Webby award we received for our exceptional work on TeenMentaHealth.org, a website created in collaboration with the IWK Health Centre and Dalhousie University which places us in the Top 20 percent of all websites globally. In addition to our Webby award, we've proudly earned two Gold Davey awards and two W3 awards for our outstanding Marketing Campaigns, Mobile Apps, and Web Applications developed in the past year.

Furthermore, our recognition extends international such as the CLIO award and acknowledgment as Canada's Most Remarkable Business by The Globe and Mail. We've also made our mark on the global stage, with nominations for the coveted CANNES Lions award and the Advertising Age for our exceptional campaigns and user interfaces.



Industry Affiliations

We are also involved with industry and market trends by being members of AIGA, the Canadian Marketing Association, Graphic Designers of Canada, CATA Alliance and The Chamber of Commerce. Not only do we keep up with the current trends, but compete with them to push their own image. We have also led discussions in business, marketing and communications, forward thinking education and medicine, receiving invitations to speak both nationally and internationally.



Leadership Awards

We have been industry leaders in the area of marketing and communications, with one of our principals, Ms. Faten Alshazly being named Canada's Top 100 Most Powerful Women two times now, the first in the East Coast for Arts & Communications and the second as a Trendsetter and Trailblazer. Faten has also been named the Female Executive of the Year by the Stevie Awards. In addition, Ashwin Kutty has recently been named a top 50 CEO for a second time now, on top of being awarded Canada's Next Generation Executive Leader by the Government of Canada and a Thinkers 50 internationally.

Ashwin has also been awarded two separate awards from the Government of Canada as a national leader in technology. Our team has also received awards for our forward thinking and strategic alignment from ICTC, COACH, the Mental Health Commission of Canada, The Al Ahrum Foundation and the Nova Scotia Health Authority.

WEUSTHEM IS A SME/SMB/WBE/MBE

WeUsThem is a **Small Business Enterprise**.
WeUsThem is a **Woman Owned Business Enterprise**.
WeUsThem is a **Minority Owned Business Enterprise**.



An important aspect of what makes WeUsThem who we are is our commitment to diversity, inclusivity, and equity. It is all encompassing, right down to our name. We are an equal employment opportunity, affirmative action employer. We are committed to the elimination of barriers that restrict the employment opportunities available to women, minorities, people with a disability, and individuals representative of the geographic regions served by the agency. We recognize that equal employment opportunity requires affirmative steps to ensure the full utilization of people of all backgrounds who possess the best available skills.

WeUsThem provides equal employment opportunities for the good of the public without regard to race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, or sexual orientation. Our commitment to equal employment opportunity extends to all job applicants and employees, and to all aspects of employment, including recruitment, hiring, training, assignment, promotion, compensation, transfer, layoff, reinstatement, benefits, education, and termination.

It is this focus on Diversity that has also led to conversions for our clients, not just in their

region of direct influence, but also on a national and international stage. With an ever-growing populace with individuals hailing from a variety of backgrounds, geographies, etc, we have mastered what it takes to organically talk to audiences that fit a variety of personas.

Our work is reflective of the audiences they are intended for, which is why the returns our clients receive are far greater than they expect. This focus on DEI at WeUsThem has also translated to diversity and inclusivity of creativity and ideation, with equity in access and profile that are enjoyed not just in-house, but also by our clients' customers. This authenticity is what drives our engagements and the resultant KPIs of success we showcase across industries and sectors globally.

▽ WeUsThem has been named a Top Diverse Employer this year, recognizing how we foster environments that are inclusive and equitable to one and all. A full policy is attached as an appendix to this proposal for your perusal. We are a certified diverse business by the NMSDC in the United States.

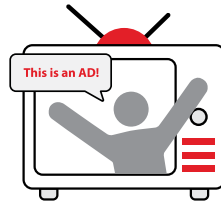
SERVICE PROFILE

Each category listed below are streams we produce in-house. Our pricing structure will be broken down in Part F, Budget.



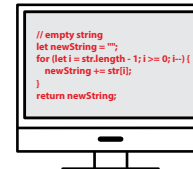
Design

- Digital in Mobile & Web (UI/UX)
- Product & Environment
- Print Typography
- Art & Illustration
- Characters & Gaming
- 2D & 3D Animation
- Directing, Producing, & Editing
- Digital & Broadcast



Advertising

- Storyboarding
- Directing, Producing, & Editing
- Digital & Broadcast
- Media Buying
- Analysis & Review



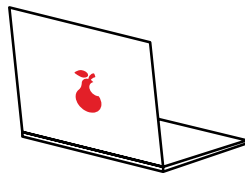
Development

- Full Stack
- Mobile & Web
- Experiential Engineering



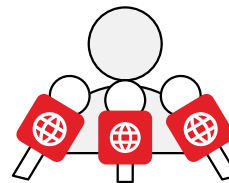
Integrated Campaigns

- Research & Strategy
- Campaign Management
- Research, Evaluation & Outcomes
- Experiential Engagements



Branding

- Competitive Analysis & Research
- Strategy & Position
- Content & Design
- Management & Stewardship



Communications / PR

- Media Management
- Content Production & Syndication
- Social Media Marketing
- Emergency Crisis Management



Experiential Design

- Big Data, Analytic Review, Management & Intelligence
- Augmented Reality
- Virtual Reality Environments
- Mobile & Web Gaming



PART B

RELEVANT EXPERIENCE

RELEVANT EXPERIENCE

Here at WeUsThem, we believe in creating authentic engagements with our clients, and that is exactly how we envision this relationship moving forward with the City of Fort Bragg. We understand that you are looking to engage an agency to develop and implement a comprehensive marketing strategy to workers and residents to make the move to the City of Fort Bragg. As you will see below, this is not new territory to us, we have worked with many organizations on economic development initiatives over the years. The heart of which, when it comes to towns and/or municipalities, is driving home the “Live, Work, Play” aspects of the community to drive ROI and successfully meet project and organizational goals.

As you peruse our proposal, you’ll notice that this is not unfamiliar terrain for us. In the realm of destination marketing, we’ve executed similar projects for renowned clients like the Kempinski Group, partnered with The Leela Group of Palaces & Resorts. For Kempinski, we embarked on a journey to create an integrated database for their loyalty program, alongside enhancing their digital A/V infrastructure and ERP/CRM systems. Our collaboration extended to partnerships with Sony and Oracle, resulting in a seamlessly integrated digital experience.

Through a strategic blend of captivating visuals, compelling copywriting, and targeted advertising, we transformed The Leela’s online presence. This endeavor resulted in a substantial increase in unique website visitors and an impressive 89% occupancy rate across their properties. By strategically leveraging digital channels, we not only elevated their brand perception but also drove tangible results, a model we aim to replicate for the City of Fort Bragg

In the realm of rural destination experience, we have experience with the Municipality of the County of Antigonish as well as the County of Richmond. For the Municipality of the County of Antigonish, we developed a comprehensive branding and promotional campaign for a small rural town in Nova Scotia. Our approach included creating illustrative artistic design elements that highlighted unique features of the town, such as its cultural heritage and natural beauty. This campaign involved branding, exterior signage, vehicle decals, and various marketing materials aimed at attracting local, national, and international visitors. This project showcases our ability to create engaging and culturally resonant promotional materials that could similarly benefit Fort Bragg by attracting diverse visitor demographics and enhancing local business visibility.

WeUsThem took on the challenge of designing a captivating sign to welcome visitors to the Municipality of the County of Richmond, situated at the gateway to the Bras d’Or Lakes and offering a diverse range of experiences along the Atlantic Ocean. Leveraging our creative expertise, we ensured that the sign embodies the county’s rich heritage, incorporating iconic elements such as lighthouses, sailing ships, and the fusion of French Acadian and English influences. Inspired by Vincent van Gogh’s artistic style, the design evokes the fluidity and romance of his brushwork, depicting the coastal landscapes and immersive experiences within Richmond County with bold colors and smooth curves. The result is a visually stunning representation of the community’s charm and history, serving as a warm invitation to explore the region’s unique attractions. The successful completion of this project highlights our ability to capture the essence of a locale while creating visually captivating designs that resonate with visitors and locals alike.

We have had similar engagements in Tourism and Economic Development in that past. For example we worked with the Government of Jamaica. Jamaica is known as a Tourism destination, but lacked an awareness of being a rich and vital business and export market that has both the right mix for foreign investments and goods worth exporting in a competitive marketplace globally. We were brought in to not just look at what the current climate was for a country to present themselves to the world, but also position Jamaica as an equally rich business destination that provides the right climate to conduct commerce on a global stage. Working with Jamaica allowed us to get them to rethink about the possibilities beyond the single industry economic model it has been so heavily reliant on.

Similarly, with the Eastern Caribbean block, we built out a multi-channel campaign for them including Public Relations as a key component of it to drive adoption and consumer behavior change for 1 of only 3 digital currencies in the world. Doing so in 8 countries with a 4 country pilot is no small task and our experience and knowledge has come in handy in building this strategy and plan that is to roll-out in the 3rd or 4th quarter of this year which is currently at 20% of the populations across the entire block.

Currently, we are also on standing offers for the Government of Huron, Ontario and St. Louis, Mississippi for their economic development agendas over the year. We have represented Canada to the United States through our contract with Global Affairs, we were the agency designing and developing all the web platforms, campaigns and initiatives

RELEVANT EXPERIENCE

for Global Affairs across the US. Our core mandate was to further the trade relationships Canada enjoys with the US and to ensure the same was enhanced over the years we had the contract.

Our collaboration with the City of Saskatoon on an Active Transportation campaign illustrates our strength in developing comprehensive communications campaigns. Chosen for our experience in engaging with Indigenous, diverse, and rural communities, we are currently finalizing a strategy that promotes the adoption of active transportation while emphasizing inclusion, safety, and cooperation. This campaign is set to encourage a shift in transportation habits across the city, demonstrating our ability to influence public behavior through targeted marketing efforts. This project underscores our commitment to diversity, equity, and inclusion (DEI) principles, and our capability to craft messages that resonate across varied demographic groups

In the realm of urban development, our involvement with projects like the Cogswell District in Halifax underscores our commitment to civic engagement through digital platforms. We crafted an interactive website and application to engage citizens, visitors, and businesses. Similarly, our partnership with Whitehorse to revamp their website showcases our dedication to enhancing user experience and functionality for municipalities.

Within Nova Scotia, our ongoing collaboration focuses on rethinking digital service delivery for diverse communities. We're building a web application to digitize senior supports.

One of our principals, Ashwin Kutty, is currently championing the build of Vision 2030 in Halifax that will define how we build a downtown in the east coast that would be enviable by all. With engagements with all levels of government, key stakeholders within the city and the province, along with various corporate entities and planners, the Vision will set the stage for Halifax as we look to the future of what it means to have a vibrant downtown. From placemaking to infrastructure investments to tourism pathways, to economic development and FDI, Ashwin is intimately involved in how we hope to revitalize our downtown and is championing the work not just in Halifax but with the help of ACOA perhaps looking at doing so across the Atlantic provinces with Halifax serving as the incubator for the same.

Additionally, our other our Principal and Chief Creative Officer, Faten Alshazly, recently completed her term as the Chair of the Halifax Chamber of Commerce and after having served as Vice Chair the year prior, and currently serving as Past Chair. She is the first immigrant women to lead the chamber in its 250+ year history, playing a pivotal role in the economic development of the City of Halifax.

As an agency that also has a consulting vein, we are fully attuned to our clients needs from a ROI standpoint that ensures we bring forward activations that deliver on Brown or Green returns. Our approach is to ensure we quantify and qualify our tactics which lead to successes that are equally quantifiable and qualifiable.

Needless to say, we understand the City of Fort Bragg's strategic objectives and are not only committed to providing these services, but are quite excited for the opportunity.



★ AGENCY OF RECORD

KEMPINSKI GROUP

CHALLENGES

The Leela Group of Palaces, Hotels and Resorts, a brand of The Kempinski Group were looking for support on their technical integrations and use of their ERP and CRM systems with a live Digital A/V platform throughout their properties. New to the industry, this integrated technological solution needed to be part of the ethos of their value proposition and it had to set itself apart from their competition.

All of this also needed to simultaneously launch through all their 8 geographically disparate properties. In addition to a fully integrated Digital solution was needed, they were also looking for an Agency of Record that could handle all of their Advertising needs in a highly contested Luxury space for their corporate and their sub-brands across destinations and target markets.

OUR ROLE



Research



Design



Develop



Test



Engage



Strategy

DELIVERABLES

Rebranding | Strategy | Full Stack Development | Website | Mobile App | Branding | Print

KEY RESULTS

66%

Unique traffic increased

71%

International traffic increased

48%

Domestic traffic increased

89%

Average occupancy

38%

Conversion rate on digital traffic

90-100%

Occupancy rate among three of the eight properties

SOLUTION - PROJECT MANAGEMENT CONSULTING

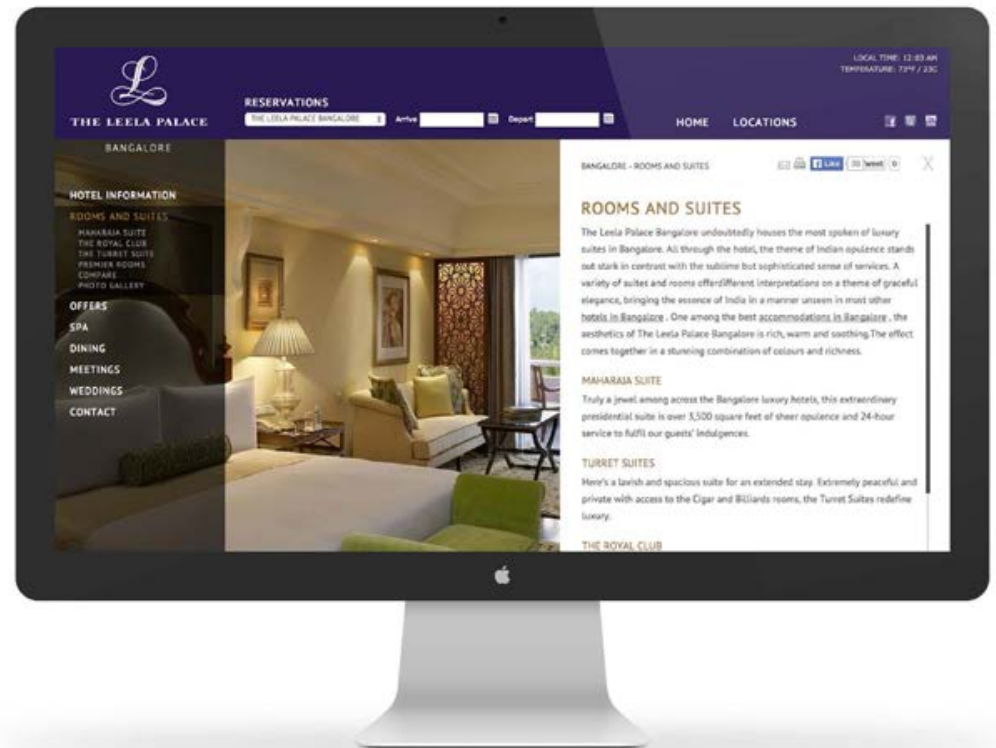
We were first engaged by the Leela Group, partnered with The Kempinski Group to manage their project to bring to bear a live Digital Streaming Service across all their eight properties with a total of about 2,000 rooms. Equipped with radio, television, satellite cable, an ERP and a CRM we worked with SONY, Apple and Oracle to deliver and deploy a solution, the first of its kind in the industry for all of their properties. A system that carried your preferences, your live feeds, your personal information and your entire profile as it related to your engagement with the brand from the second you interact with it, to the time you depart, including all touch interfaces like vehicle seats, mirrors, televisions, digital walls, etc. throughout the properties is what has now become a standard in most luxury brands that provide this singular and unique service to their HNW clientele.

AGENCY OF RECORD (AOR)

As an Agency of Record, we were asked to bring to bear the in-room experience to the world to extend the brand ethos to potential customers from the world over.

Website

01 A multi-tiered website highlighting the physical beauty of the destination to the luxury, class and style that one would expect from five star diamond properties such as the ones that were being built out by the Group made it across not just the digital channel of the website, but also simultaneously made its way through a variety of channels. With a fully integrated experience, the website could in real-time allocate resources while also plan for and deliver on promotions to clients globally per their unique preferences.

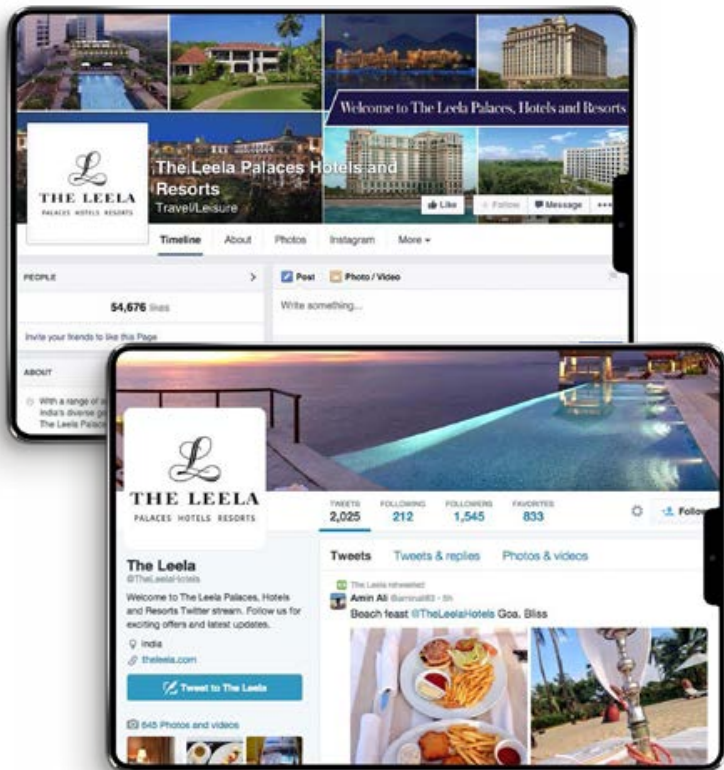


02 Re-Branding

With a distinguished domestic and international strategy, WeUsThem took on the task of branding the organization, while also positioning it across all their channels and trafficking new advertising through all traditional and digital media across various target markets.

Exploring the unique attributes of the properties from their lobbies, ballrooms, washrooms, restaurants, guest rooms, spas, clubs, pools, etc. to the unique stories that were being made at these locations were the core of the delivery of the message internationally.

From business collateral to extending the same across all of the interiors, including their linens, clothing, beddings, and packaging, as well as every touch point a customer would interact with were part of the exercise we took on to position the brand for its success on a global scale.



03 Campaign

A multi-tiered website highlighting the physical beauty of the destination to the luxury, class, and style that one would expect from five star diamond properties such as the ones that were being built out by the Group made it across not just the digital channel of the website, but also simultaneously made its way through a variety of channels. With a fully integrated experience, the website could in real-time allocate resources while also plan for and deliver on promotions to clients globally per their unique preferences.

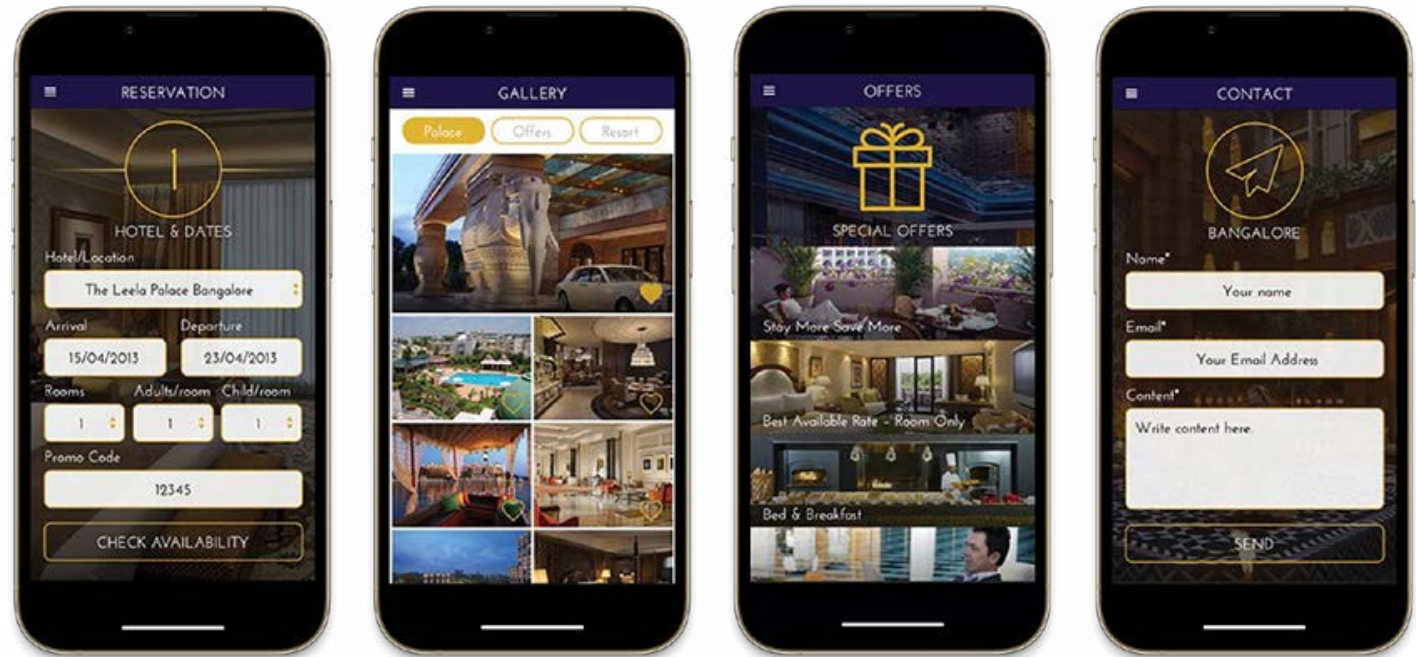
The hospitality group also worked closely with DMO's such as The Ministry of Tourism to not just promote tourism, but also elevate the destinations it had properties in. A collaboration saw the development of a video that aired domestically and internationally, highlighting not just the destinations, but also the unique properties The Leela had built across their 8 destinations.

From production of a variety of ads that aired across various traditional channels globally, to corporate partnerships that aired the same within their spheres of influence such as Lufthansa and Emirates to their audiences a lot of content was developed that was used across channels.

Media placements that included earned media, influencers promoting the brand across channels through their networks, to celebrating world renown DJ's, Chefs, and celebrities that called these properties their home, the brand had an alignment and affinity to various demographics across the spectrum, from those who wanted to stay to those that wanted to eat to those that wanted to dance in their halls.

04 Mobile Application

A mobile application that carried the loyalty program catered to each individual uniquely was also developed and provided in conjunction with The Kempinski brand to the clientele of the brand across both domestic and international markets.



05 Magazine

With collateral that adorned the hallways to The Leela Magazine that detailed style, opulence and luxury at a level never heard of in their geographies to being celebrated internationally with awards from most travel magazines and awards internationally The Leela is a brand unlike any other. Its properties to this day are identified as a Top 10 property by Travel + Leisure, Conde Nast, CN Traveller and the like globally.



★ AGENCY OF RECORD

GLOBAL AFFAIRS CANADA

ABOUT

Global Affairs Canada (Department of Foreign Affairs and International Trade) with the Government of Canada came to us after a decade long relationship with the top public relations agency in the world. Run by the Embassy out of Washington, DC, Connect 2 Canada is an initiative to keep Canadians in the United States connected with Canada.

A marketing campaign at its core, and run through the embassies within the United States, this platform provides for a communication vehicle that informs individuals who sign up to receive the same content specific to various industries, sectors, policies and programs, etc.

DELIVERABLES

Strategy | Full Stack Development | Website | Campaign

OUR ROLE



Research



Design



Develop



Test



Engage



Strategy



PR



Marketing

KEY RESULTS

370%

Increase in mentions during our campaigns

108%

Increase in impressions, just on Twitter

335%

Increase in reach

417%

Increase in engagement

250,000+

Subscribers to the newsletters

Hermes Creative Awards

01



SOLUTIONS

Designing templates for communication through the Engagement platform for both languages was also led by our team to bring forward similar yet unique interface possibilities of communication for the various consumers of the same.

Through design and development of the various properties, we have brought together what was once disparate systems that had been put together over the years, with nary a care for future development, maintenance, and upkeep.

With users across the US now accessing materials delivered through our Engagement platform that is uniquely tied to content within the website as well as the social networking accounts for the Department, there is a cohesive approach to information creation, dissemination, and consumption using sound knowledge management and translation methodologies.

With a multi-year contract, we will be supporting the Department for the next few years in ensuring this communication vehicle both through the web as well as through direct outreach/marketing is both what users expect and can access. We future proof our solutions, but at the same time, ensure we are leading the curve technologically and creatively without leaving behind users that cannot access the same. Using a Mobile and Accessible first approach, our visuals, technologies, and platforms respect the need to ensure continued uninterrupted access for all from where they want, on whatever platform of their choice, when they want to do so.

Most recently we have put together the campaign microsite for the department for Canada Day celebrations across the United States by Canadians and others alike. This microsite will serve as a model for the 150th year of Confederation website for 2017 and will serve as a mechanism to rally Canadians across North America not residing in Canada.

01 Connect2Canada From a multi-lingual presence relevant specifically to the diaspora in the United States to a hook-in and integration of the Engagement 101 platform that allowed the Embassy to communicate with individuals through e-mail, fax, SMS, social media, etc. the two properties served as the natural launch off point for all engagement designed, developed, and destined for this specific demographic within the United States. That said, access to the sites were not limited only to residents of the United States, but the world over. All campaigns, micro-campaigns, events, and social exercises were launched off of this platform.



02 Canada Day Celebration

Each year, there was also the Canada Day celebrations that ran as a micro-campaign reaching out to everyone throwing Canada Day parties across the United States, bringing party planners and goers together. Meant to be a mechanism to bring people together, Canada Day Across America saw the Embassy sending goody bags to party planners for their parties while also facilitating through GIS mapping on the platform communication and party planning between complete strangers in true Canadian style.

This platform was brought online each year in preparation for July 01.



03 Canada 150

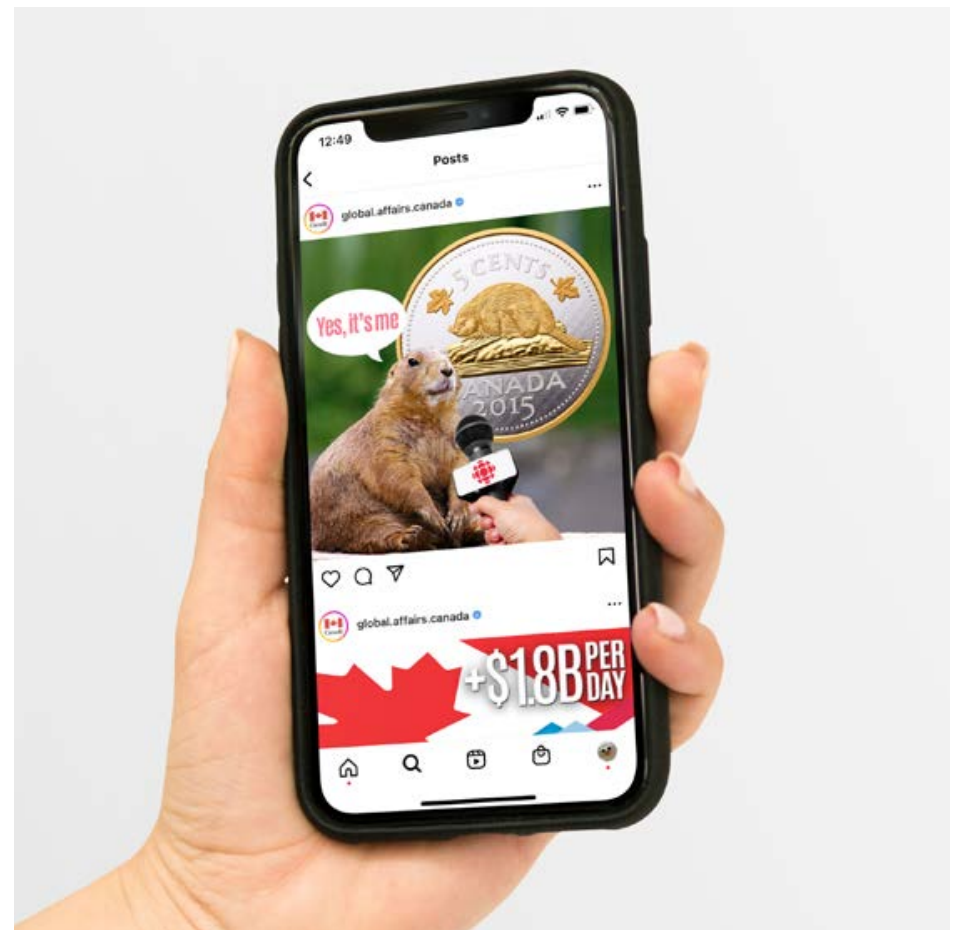
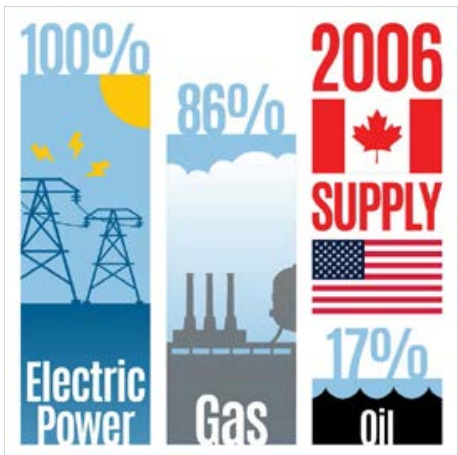
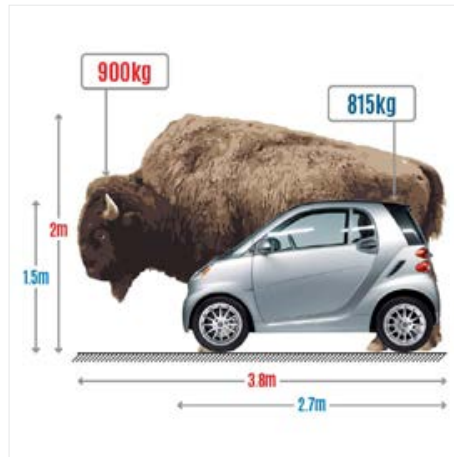
Canada does not have a 150th birthday every year and last year, we were asked to come up with something unique that could be presented to Prime Minister Justin Trudeau.

The Canada 150 campaign brought to bear the four seasons of memories for individuals to share from all across the US and the globe to be able to recall their fondest memories of being in Canada. The Canada 150 campaign brought to bear an animated, interactive platform for individuals to share their unique Canadian experiences, resulting in pictures, messages, and videos of their fondest memories in Canada. This was also captured in print for those that could not submit the same digitally with the final result bring made available for presentation to the Prime Minister.

04 2017 US Presidential Inauguration

The promotion of Canada as a prosperous, welcoming homeland of economic and social growth is key in maintaining a national sense of loyalty and international sense of appeal. Global Affairs Canada is a government agency which aids in the promotion and management of "... Canada's diplomatic and consular relations, promotes the country's international trade and leads Canada's international development and humanitarian assistance." With Canada as a longstanding leading figure in U.S. trade, economic growth, and social development, promotion of this bilateral relationship throughout North America is key in building lasting impressions among both Canadian and U.S. citizens for the desire and respect of both nations wholly.

Global Affairs Canada had approached WeUsThem to run a social media campaign during the 2017 Presidential Inauguration. From the Canadian Embassy's Twitter and Facebook account, Connect2Canada (Canada's network in the United States), organic promotion of Canadian culture, the celebrations that traditionally take place at the Canadian Embassy in Washington, the 150th celebration of Canada's confederation, and Canada as a tourism destination had been the overall goal. The campaign resulted in heightened excitement and awareness of Canada as a nation, trusting friend of the United States of America and an ultimate tourist destination throughout the globe.





MUNICIPALITY OF THE COUNTY OF ANTIGONISH

ABOUT

Antigonish, previously known as Antigonowhere, is a small town in rural Nova Scotia with permanent residents numbering approximately 50,000 residents. It is home to St. Xavier University and the oldest continuous highland games outside of Scotland. We take the development of an identity very seriously as it is a balance of the vision of those that live within it and those that they would like to attract to it. We have within the process, solicited thoughts and ideas via social media, as well as engaged in disseminating a survey we developed, far and wide. In addition, our team had spent time in Antigonish and have taken in the sights from the east to the west, exploring the unique cultural nuances, sights, icons, as well as the natural beauty all around. We used illustrative artistic design elements to highlight unique features that would present points of curiosity & intrigue increasing local, national & international traffic of visitors to the various spots. A multitude of executions were explored for use and exposure across various points of interaction, some of which are presented here.

OUR ROLE



Research



Design



Engage



Strategy

DELIVERABLES

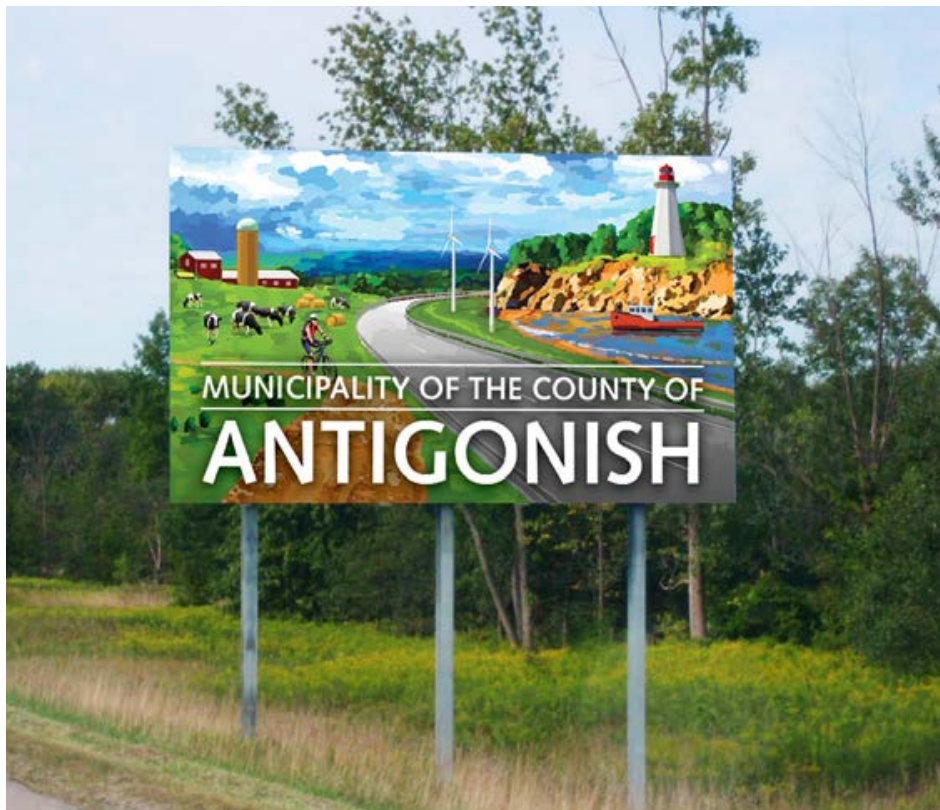
Marketing Strategy | Print Design | Branding | Illustration

SOLUTION

Ride On

01 In looking at the future of sustainability, buying local, the farm to table movement, to organic growth & ride on places, the road in the middle of natural vistas can be enjoyed by those even riding through the Municipality.

A marriage between recreation, economy, tourism, and sustainability. This presents a balance of openness and unrestricted access & views creating a sense of an open invitation to those that want to experience it in their own way. Recreation, coupled with the health conscious and sustainable minds brings to bear a new age view to the discerning traveler.



Natural Glory

02 Showcasing the region becomes a whole lot easier when the vistas are so vibrant and beautiful. This concept brings to bear not just the beauty of the natural landscape, but also presents some unique tourist hotspots such as the Cape George Lighthouse as well as Crystal Cliffs, along with the scenic beauty of how we experienced our exploration. In addition, the future and current success in sustainability are well balanced and displayed showing the coming together of the natural elements. The juxtaposition of the harshness of the road presents the path that we all take, creating a sense of familiarity tying into a relative position of the viewer. The impressionist movement led by greats such as Monet, Seurat & Van Gogh provided the inspiration needed for this artistic execution.



Youthful Fun

03 This is a showcase of both the natural and cultural attraction of the region. The artwork features St. Francis Xavier University, Highland Games, Crystal Cliffs and one of the many beautiful beaches throughout. The idea behind the design is to deliver a pleasant and joyful image to those passing by, enticing them to stop in and experience it first hand. The artwork offers a more contemporary and vibrant feel, bringing the natural and cultural attractions to life. Inspired from the likes of Warhol & Lichtenstein, this concept brings to bear Pop Art in all its glory with black outlines, over-saturated colours, & overall a flat colour filling. The sticker-like title offers an unconventional feel to the artwork, presenting the text in a way that speaks louder than words.



Branding

04 As part of the continued work with the Municipality we were recently approached by the same to ensure we would provide an entire branding package for all of their collateral as well as the larger exterior signage for all their main facilities, smaller signage for facilities that required identification but not necessarily wayfinding assistance, vehicle decals as well as marketing collateral including a business package that included letterheads, templates, business cards, presentations, posters, etc.



05 **Print**

Antigonish recently collaborated with WeUsThem to enhance their county accessibility document, with the goal of advancing greater accessibility and inclusivity within the region. Our approach was to integrate visual elements, icons, and textual content to ensure clarity and ease of comprehension. The document was designed

with an emphasis on legibility that adheres to WCAG 2.0 guidelines. Furthermore, the document showcases locally captured photographs which adds a distinctive and authentic touch, contributing to the document's specificity and relevance to the county.





THE COUNTY OF RICHMOND

ABOUT

WeUsThem played an important role in accomplishing the Municipality of the County of Richmond's request for a captivating sign design that welcomes visitors to the county. Located at the gateway to the Bras d'Or Lakes, Richmond County offers a wide array of experiences, including sandy beaches and aquatic adventures along the Atlantic Ocean.

With our creative expertise, we ensured that the sign captures the essence of the county's rich heritage, including its lighthouses, sailing ships, and the harmonious interplay of French Acadian and English influences, creating an inviting introduction to the region's unique attractions.

OUR ROLE



Research



Design



Engage



Strategy

DELIVERABLES

Signage | Strategy | Print | Marketing Collateral

SOLUTION



Concept 02

The second concept builds upon the first concept by repositioning and realigning components to enhance the viewer's engagement with the sign. It strategically emphasizes elements based on their visual impact and proximity, placing ATV trails in the background to deemphasize them and foregrounding activities like fishing, lobstering, swimming, and surfing for a more impactful and viewer-friendly experience, maintaining the original style and research-based approach.

Concept 01

The first concept aims to showcase the historical heritage, cultural customs, and traditional activities of Richmond County, with a focus on elements such as lighthouses, scenic seashore, fishing, and ATV trails.



THE MUNICIPALITY OF THE COUNTY OF
RICHMOND

Final Design

The art style draws inspiration from Vincent Willem van Gogh's masterpieces, capturing the unique fluidity and romance in his brushwork. This style expresses the stunning coastal and natural landscapes of Richmond County, emphasizing the seashore, open waters, and immersive experiences within. Through bold colors and smooth curves, the community's charm shines while honoring its rich heritage, creating a harmonious blend of the present and the past on the canvas.

The project was a huge success, resulting in the creation of a beautiful sign that welcomes visitors as they arrive in Richmond County. This inviting sign now stands as a great achievement as it captures the essence of the county's rich heritage and diverse experiences.



PART C

KEY PERSONNEL QUALIFICATIONS



KEY PERSONNEL



ASHWIN KUTTY

Account Director & Chief Strategist

BSc, MBA, EMM, IMM

Ashwin Kutty is the President and CEO of WeUsThem Inc., a renowned full-service ad agency and management consultancy firm. With an impressive client roster that spans across various countries, including international organizations and governments, WeUsThem is recognized for its exceptional service in different verticals. Ashwin's leadership has earned the company numerous prestigious awards and accolades, establishing them as pioneers in their industry. Additionally, Ashwin is actively involved in various advisory boards and community organizations, demonstrating his commitment to giving back and making a positive impact. Ashwin leverages his extensive experience in marketing, business, and community engagement to drive strategic vision and successful client strategies globally.

Experiences

- » President and CEO of WeUsThem Inc., a globally recognized full-service ad agency and management consultancy firm.
- » Serves a diverse clientele, including The Eastern Caribbean Currency Union, World Health Organization, The Kempinski Group, Dalhousie University, the Sinai Health System, Telus Health, and the Governments of Canada, Egypt, Guyana, and Saudi Arabia.
- » Named Advisory Board Member of Creative Commons Canada, contributing to the promotion of open access and creative collaboration.
- » Holds positions on the Boards of the IWK Health Centre and the Downtown Halifax Business Commission, playing an active role in the healthcare and business sectors.
- » Formerly served on the Boards of the Canadian Council for Small Business and Entrepreneurship, the Independent Living Resource Centre, and VON Canada, showcasing his commitment to supporting various causes.

Community Involvement

Actively gives back to numerous community organizations that hold significance for the WeUsThem team, contributing to local initiatives and causes.

Awards & Honors

Top 50 CEO

05



Canada's Next Generation
Executive Leadership

01



Queen Platinum
Jubilee Medal

01



KEY PERSONNEL



FATEN ALSHAZLY

Chief Creative Officer

BSc, MFA

Faten is a co-founder and principal of WeUsThem Inc. She has over a decade of experience in creative direction and marketing with clients like Pratt & Whitney, Stanfields Ltd., Dalhousie University, ESPN, ABC, The Nova Scotia Federation of Labour, and more. Faten began her educational career in Computer Science and Business from Dalhousie University followed by a Master of Fine Arts in Broadcast and Motion Graphics from the Savannah College of Art and Design in the United States. Faten brings a unique blend of technology and artistic expertise, driving innovative and impactful creative solutions for major national and international campaigns.

Experiences

- » Co-Founder and Chief Creative Officer of WeUsThem, a full-service ad agency with prestigious clients, including Telus, the Eastern Caribbean Central Union, the Canadian Space Agency, Government of Canada, The Kempinski Group, Kaplan International, the State of California, Nestlé, and Groupe Média TFO.
- » Chief Executive Officer of HealthEMe, a successful startup with groundbreaking intellectual property, reaching markets in the US, Mexico, Australia, New Zealand, Hong Kong, and Canada.
- » First female immigrant chair of the Halifax Chamber of Commerce, making history with her leadership role.
- » Served on the Board of Efficiency One, contributing to energy efficiency initiatives.
- » Founding member of the Women's Leadership Collaborative, actively supporting and promoting women's leadership.
- » Previously served as a director of the Canadian Cancer Society and the Mental Health Foundation of Nova Scotia, demonstrating her commitment to charitable causes.
- » Governor in Council at NSCAD University, contributing to the governance and strategic decisions of the institution.

Community Involvement

Faten the first female immigrant chair of the Halifax Chamber of Commerce in its 250 year history. Faten also serves on the Board of Efficiency One. Faten is a founding member of the Women's Leadership Collaborative. Previously, she has been a director of the Canadian Cancer Society, the Mental Health Foundation of Nova Scotia and a Governor in Council at NSCAD University.

Awards & Honors

Queen Platinum
Jubilee Medal



01

WXN Awards



04

Woman of Excellence



01

KEY PERSONNEL



Sarah Van Achte
Account Manager

BA
With a degree in English, Sarah has honed her communication and interpersonal skills, cultivated through local publishing projects and her tenure in assisting small businesses throughout Nova Scotia. Her primary objective has been to bolster local enterprises and stimulate patronage towards indigenous goods and services. Through this endeavor, she has cultivated a proficiency in business communication and a burgeoning curiosity in diverse writing formats, showcasing her ability to tailor her approach to various contexts and audiences. Sarah utilizes her strong communication and interpersonal skills to enhance business communication and promote local enterprises effectively.

Brands

- » Property Records Industry Association
- » Canadian Interagency Forest Fire Centre
- » University of Regina



Temitayo Balogun
Manager, Strategy

MSc, PR & BSc, Mass Communications
Temitayo is a goal-driven professional with vast experience in Communications, Public Relations, Customer Support and Administration. She joined WeUsThem to explore her love for communications, social media content creation and Digital Marketing. She takes pride in excellent delivery of her assigned task and helping the organization/clients achieve set goals. Temitayo is a versatile professional with a rich background in communications, public relations, and digital marketing, dedicated to achieving organizational goals and delivering exceptional strategy.

Brands

- » City of Columbus, Ohio
- » Maltby Centre
- » College of Immigration Citizenship Consultants



Jed Gemarino
Creative Team Lead

DGD
Jed has explored various mediums, such as watercolor, oil painting, acrylic, sculpting, etching and screen printing, photography, and other mixed media. His experience expands to over six years of work, in commissioned art work, illustrations, and graphic design, which ultimately influenced his present work in digital art. Jed's knowledge of fundamental art and design, along with his creativity, allows him to produce vivid work that manifests an emotion that he, or a client, wants to evoke. Jed combines his deep knowledge of traditional and digital art forms to create emotionally resonant and visually striking designs that align with client visions and objectives.

Brands

- » University of Regina
- » Maltby Centre
- » Province of Nova Scotia



Cole DeMan
Manager, Technical Operations

BSC

Cole has a Bachelor of Computer Science from Dalhousie University and has been building games, mobile apps, websites and mobile/ accessible friendly platforms for our clients globally such as those in Canada, United States and the UK. Cole has set himself apart by being able to take a solution across platforms, mediums and methodologies depending on what the organizational needs are. Cole, with his expertise in computer science, excels in developing versatile and accessible digital solutions across various platforms and mediums to meet diverse client needs.

Brands

- » MacMaster University
- » Alzheimer Society of Toronto
- » Simcoe Muskoka District Health Unit





PART D

REFERENCES

REFERENCES

The Kempinski Group

The Leela


-  Ms. Santoshi Jain, Senior Consultant, President & CEO
-  91-992-023-2105
-  skK@skkdreams.com
-  \$6,500,000

Work Performed

- » Agency of Record
- » Website & Mobile Applications Design & Development
- » Campaign Design & Development
- » Identity Redesign & Development
- » The Leela Magazines
- » Custom Loyalty Program
- » A/V, ERP & CRM Custom Integration with all Digital Interfaces

Government of Jamaica

JAMPRO Corp.

-  Mr. Gabriel Heron, Vice President of Marketing
-  1-876-978-7755 ext. 2102
-  gabrielheron@gmail.com
-  \$195,000

Work Performed

- » Integrated Campaign Research, Strategy, Plan, Execution, & Evaluation
- » Media Buying, Negotiations & Placement for OOH, Transit, & Digital Media
- » Choreography, Storytelling & Creative Direction of all Videography Design of all Marketing Collateral for the Campaign including Banners, Posters, Coffee Cup Sleeves, along with X-Banner for Ongoing Efforts
- » Developing Partnerships with Local Coffee Shops for the Experiential Campaign along with Transit Custom Design & Illustration for all Designs

Government of Canada

Global Affairs

-  Ms. Hanna Wajda, Trade Commissioner
-  1-780-495-4978
-  Hanna.Wajda@international.gc.ca
-  \$350,000

Work Performed

- » Agency of Record
- » English & French Websites and Domains
- » Website Design & Development
- » Annual Canada Day Campaign Microsite
- » Canada 150 Campaign Microsite
- » Direct Marketing & Engagement Platform
- » Customization
- » Advertising Campaigns & Event Management

PART E

SCOPE OF WORK



APPROACH & METHODOLOGY

WeUsThem's approach to promoting Visit Fort Bragg involves an in-depth understanding of the city's unique offerings, historical transition, and current marketing needs. Recognizing Fort Bragg's journey from a lumber town to a flourishing tourist destination, our strategy integrates the community's rich heritage with contemporary tourism trends. Fort Bragg's diverse attractions, from the renowned Glass Beach and the Skunk Train to the breathtaking Coastal Trail and the Mendocino Coast Botanical Gardens, provide a solid foundation for our creative and strategic marketing efforts. Our goal is to elevate Fort Bragg's brand as a premier destination on California's North Coast, attracting visitors year-round, with a particular focus on the shoulder seasons of winter and spring.

Our plan for Visit Fort Bragg's brand advertising program begins with developing a comprehensive marketing and advertising strategy. This plan will include strategic direction, media planning, and execution, ensuring a robust return on investment. By leveraging past research, we will further define target markets and utilize a mix of traditional and digital media to maximize reach and engagement. Our media buying strategy will involve negotiating optimal placements, securing bonus placements, and consistently tracking and optimizing performance to ensure maximum exposure and effectiveness. Our advertising objectives are clear: to significantly increase awareness of the Fort Bragg brand, drive traffic to the website, and inspire extended stays and year-round visits.

In the realm of creative services, our approach emphasizes the development and execution of a multi-media advertising plan that showcases all of Fort Bragg's attractions and activities. We will provide creative assistance with audio and video scripts, maintain electronic records of all produced materials, and drive increased traffic to the website. Our creative efforts will be strategically aligned to encourage year-round visitation and extended stays. We will craft engaging marketing campaigns, develop creative briefs, and ensure that all creative output aligns with the overarching marketing communications strategy.

Public relations will play a pivotal role in our strategy, aiming to position Fort Bragg as a premier year-round destination. We will develop partnerships and co-marketing opportunities to enhance the city's positive perception within the tourism community. By executing targeted public relations campaigns, leveraging earned media, and organizing special events, we will generate extensive publicity and media coverage. Our efforts will include writing and distributing press releases, developing media familiarization tours, and creating a comprehensive editorial calendar. We will build and maintain strong relationships with key media outlets, influencers, and public relations firms to maximize Fort Bragg's visibility.

Our social media strategy focuses on inspiring engagement and visitation through optimized use of Facebook, Instagram, and YouTube. We will continue to grow your social media following, create compelling content, and drive traffic to the website. Our content development will cover a wide range of activities and locations, capturing the essence of Fort Bragg through photography, videos, and written narratives. By engaging with social media influencers and staying ahead of emerging platforms, we will ensure that Visit Fort Bragg remains relevant and visible in the digital landscape.

Our website functionalities will include dynamic blog feeds, interactive maps, advanced SEO, and interactive trip itineraries. We will provide recommendations on listing lodging partners and creating shopping and dining directories to enhance the user experience. Our goal is to make the Visit Fort Bragg website a comprehensive resource for visitors, providing all necessary information to plan their trip effectively.

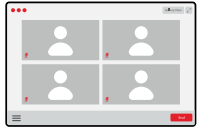
To evaluate the results and return on investment (ROI) for the Fort Bragg project, we will implement a comprehensive assessment strategy that includes both quantitative and qualitative metrics. This will involve tracking key performance indicators (KPIs) such as website traffic, social media engagement, and conversion rates for promotional campaigns to measure digital reach and impact. Additionally, we will analyze tourism data to monitor changes in visitor numbers, duration of stays, and off-season tourism growth. Surveys and feedback forms will be distributed to local businesses and visitors to gauge satisfaction and perceived value of the promotional efforts. Financial analysis will be conducted to compare marketing expenditures against increases in tourism-related revenue, providing a clear picture of the economic benefits generated. By combining these diverse evaluation methods, we will ensure a robust and accurate measurement of the project's success and its ROI.

In place of in-person meetings, we will conduct virtual meetings, a format we have perfected over the years. These virtual meetings will be utilized for providing updates, seeking feedback, and engaging with key stakeholders. We will work closely with the City Manager's office and attend stakeholder meetings virtually to ensure seamless communication and collaboration.

By combining strategic planning, creative execution, public relations, social media engagement, and advanced website functionalities, WeUsThem will create a holistic marketing approach to promote Fort Bragg as a premier tourist destination. Our comprehensive understanding of the scope of work ensures that we can meet and exceed the objectives set forth, driving increased visitation, extended stays, and higher visitor spending, ultimately benefiting Fort Bragg's businesses, residents, and overall economy.

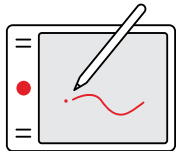
APPROACH & METHODOLOGY

Marketing Workflow



01 Market Research

We analyze the needs, establish objectives, and set target goals. We conduct audience research which takes in to account demographics and socio-demographics. We also do environmental research that looks at other organization's social media accounts and analyze the performance of their campaigns.



02 Persona Development

We look at the big picture and plan our social media strategy in accordance to the expected outcomes and goals of your organization. We define various personas for each target audience that outlines their preferred tone, likes, dislikes, behaviours, and more.



03 Content, Channels, & Ad Spending

Quarterly Iterations - Strategies revisited

We create content that aligns with the audience previously outlined. The personas we develop ultimately determine what social media channels we will use, what our message should be, and what visuals to include. We then develop our paid advertising strategy, which sets the blueprint for the campaign ahead.



04 Implementation

Daily iterations - Constantly altering implementation through evaluations & feedback.

The next step is putting the plan in to practice. We execute the social media campaign by posting daily content, executing ad placements, and ongoing public relations interactions that engage with your target audience.



05 Evaluation & Adjustments

We now act in accordance to the performance of the campaign. We look at what went well and what did not, and make any adjustment required. Post the implementation stage, we go back into a cyclical loop for all our quality measures. This ensures that our work is approved of and meets the expectations of our clients.

APPROACH & METHODOLOGY

Creative Workflow



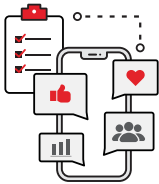
01 Initial Research & Information Collateral

We conduct comprehensive research, target audience analysis, while collecting information and requirements from yourself and your identified stakeholders in order to solidify the approach and bring together all collateral components. We also receive any collateral you may have to offer content, previous creative, feedback, visuals, etc. as part of our discovery and review.



02 Brainstorming

During this stage of the process, sketches help understand how all the collected information may impact the design. As part of this process we conduct a review of the design as it stands today in conjunction with what it needs to be moving forward using a knowledge management paradigm to design a layout that informs on knowledge transfer and information retention. A few ideas from these sketches and information diagrams then take us to the next stage of designing the same for review.



03 Prototyping Drafting

High fidelity designs are developed based on the research and the layout designs. We are happy to present these designs for your review and collaborative feedback and adjustments. We also provide for the rationale based on our research and iterate on the same based on your feedback to reach a design that is in-line with the expected outcomes of the design and informational aspects.



04 Iterative Review & Feedback

We iterate on the finalized draft with yourselves to ensure that the layout and presentation is reflective of how it needs to be received by the target audiences. Our approach ensures that there are at least 2 rounds of reviews and feedback that are applied to the designs.

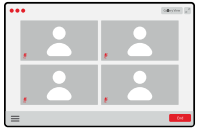


05 Handover

We prepare all the files for immediate handover and use either by your printers or your internal team in an agreed upon format. Assets used are also transferred to ensure appropriate use, printouts, etc. are not hampered.

APPROACH & METHODOLOGY

Media Workflow



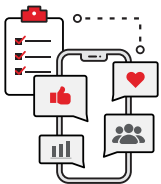
01 Primary Research

With respect to Primary Research, we talk to you and stakeholders you identify on what has been your practices thus far, what has worked for you and what has not worked for you. This informs our work based on what your successes have been along with what the pain points you are dealing with are concerned.



02 Secondary Research

In looking at the geographies and demographics you want to target in stark contrast to your competitors and how they do so in the region and beyond, we would be evaluating what has worked and what does not across the spectrum for those entities. Reviewing your own analytics of what has been earned and what not will also be part of our work to ensure we are looking both internally and externally.



03 Media Evaluation

In reviewing where the you see the best bang for your buck, who you want to have listening to your media exposures and where you hope to have the most traction, the media outlets, brands and platforms will be identified for the same. In reviewing what your approaches are, how much they entertain and facilitate media, to where we can leverage your networks, would be mechanisms we would identify to exploit as far as sharing clippings would be.



04 Audience Demographic

Media is really a reflection of how the content is consumed by the various outlets, the public at large and how people are then putting their own voices forward when it comes to the school. To encourage such behaviour, identifying the audience demographic, their profiles including their likes and dislikes to their content consumption mechanisms, will be identified, quantified and articulated on what works and what does not. Identifying the unique quirks of the target audiences that you hope to reach and have continue to engage with the your brand, would be what we would be charting out the alignments for.



05 Strategy Execution

In conjunction with your internal marketing communications team or your vendor (agency), we move forward with the purchasing of media and executing the strategy as planned.

These along with a whole host of custom processes, unique to you would be employed in putting together the strategy that would generate the most media you would expect that would produce high turnaround rates.

APPROACH & METHODOLOGY

Branding Workflow



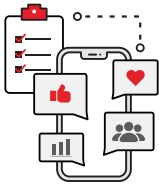
01 Research & Engagement

We start with research and engagement. Conducting comprehensive research on the target audience, such as meetings with stakeholders, citizens, staff and competitors along with a process of collecting intelligence from targeted demographics along with organizational strategic positioning documents. We thoroughly evaluate your current brand and analyze where you want to take your new image.



02 Brainstorming

We then start brainstorming. During this stage of the project, ideas around the ethos of the brand are conducted based on revelations from the initial research. Position statements, associated sketches, etc. help us understand how the brand could be reflected. We conduct a full creative brief of your new brand.



03 Brand Drafting

Then comes the drafts. At this stage in the design process, high-fidelity drawings and sketches of the brand will be created based on the ideas proposed in the previous stage. We design and present various mood boards for the new logo and branding. This will include various logo, font, colour, and style options.



04 Iterative Review & Feedback

The brand identity is further refined and fully completed based on the information and feedback gathered from the previous stages. The final product and branding positioning document would then be submitted for your review, with associated styles, guides, web templates, etc. developed for your review.



05 Handover

We then provide a style guide, sharing information on the colours, fonts, and stylistic elements of the brand, while also presenting a variety of do's and don'ts with the brand, including a variety of placements and uses that may be conceived with the brand including the collateral identified within the scope.

APPROACH & METHODOLOGY

Website Workflow



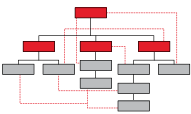
01 Audit, Initial Research, Information Collateral

We conduct comprehensive research, target audience analysis, while collecting information and requirements from yourself and your identified stakeholders in order to solidify the approach and bring together all collateral components. We also receive any collateral you may have to offer including previous studies, organizational strategies, visuals, etc. as part of our discovery and review.



02 Brainstorming

During this stage of the process, sketches help understand how all the collected data and information may impact the design.



03 Information Architecture

As for this process we conduct a review of the content as it stands today in conjunction with any modifications that need to be made and use a knowledge management paradigm to design an information architecture flow that informs on user journeys and flows.



04 Prototyping & Drafting

High fidelity designs are developed based on the research and the layout designs. We are happy to present these designs for your review and collaborative feedback and adjustments.



05 Development

The iterative build of the architecture, the backend code, the CMS as well as all associated integrations, plugins, widgets, etc. begin at this stage, along with the UI (User Interface) per the approved designs.



06 Alpha & Beta Testing

We bring in Alpha & Beta testers including your external stakeholders for input & feedback. This phase is a response to the original engagement process conducted to identify the gaps/needs. This allows us to receive any thoughts, ideas or feedback on the UX or the UI.



07 Training

Training is conducted with along with the development of a handy training guide for both administrators and subject matter experts.



08 Handover

Handover / Launch is conducted in coordination with your planning, with our warranty now taking over for the next 30 days for the website, followed closely by a maintenance plan should you opt in to the same.

APPROACH & METHODOLOGY

Media Relationships

At WeUsThem, we pride ourselves on the enduring and mutually beneficial relationships we foster with various stakeholders, and one particularly vital facet of this is our engagement with the media. Our dedication to nurturing these connections has proven instrumental in our continued success.

Over the years, we've methodically cultivated an extensive network of media contacts that spans a broad spectrum, both in terms of geography and influence. From across the media expanse in Canada to those in the United States and across numerous countries in Europe, Asia, the Middle East and Africa, our list of media associations is a testament to our commitment to staying connected with the media landscape that exists globally.

Currently, we maintain active and robust communication with the majority of media houses with our most recent example being in the State of Wyoming. These include but are not limited to the Wyoming Broadcast Association, Gillette News, and Town Square Media. Our relationship with these respected institutions goes far beyond mere professional interactions; it's marked by a sense of camaraderie and shared objectives.

This strong rapport translates into tangible benefits for our clients. Thanks to our well-established connections, we consistently secure favourable rates and terms when collaborating with these esteemed media partners. The trust we've built ensures a smooth and efficient working process, allowing us to deliver exceptional results.

Our work with the Government of Canada to further its relationship with the United States, required our continued interactions with the media across all of our events, pitching stories and having our spokespersons speak to how we see our continued relationship with our neighbours to the south blossoming.

But our dedication doesn't end here. We understand that the media landscape is dynamic, constantly evolving. Therefore, we remain steadfast in our commitment to nurturing and expanding these relationships. By doing so, we not only ensure continued success for WeUsThem but also empower our clients to reach new heights in their media endeavours.

Our approach to media relationships isn't just transactional; it's built on trust, collaboration, and a shared vision. It's a testament to our commitment to excellence and our belief in the power of strong partnerships to achieve remarkable results in today's ever-changing media landscape.



APPROACH & METHODOLOGY

Research

Primary Research

Primary research is new research, carried out to answer specific issues or questions. It will be conducted through the examination of existing reports made available from you, the client. We will gather both qualitative and quantitative data points as defined within our original methodology that would be developed for your approval post project onset. As can be seen on the following page, we also use engagement sessions as part of our primary research processes where we gather information through focus groups, internal stakeholder interviews, and online surveys, which allows us to ultimately understand you and your needs better.

Secondary Research

Secondary research (also known as desk research) involves the summary, collation, and /or synthesis of existing research. Secondary Research will be conducted through literature reviews of best practices within the industry internationally, but also to explore what it is currently that individuals are associating with and consuming information from and in what manners. This will be informed through the initial meetings with yourselves that are had in a manner to better guide the research study to be undertaken. A list of preliminary citations would also be made available as part of our research methodology that we would develop for your approval prior to conducting the study should we undertake such an approach.



APPROACH & METHODOLOGY

Stakeholder Engagement



Focus Group

The consultation will take place with both the internal stakeholders as well as the external audiences in a fashion that engenders the most open discussion on any such exercise needs to bring together opinions from a wide demographic that currently engages with the organization in some fashion.

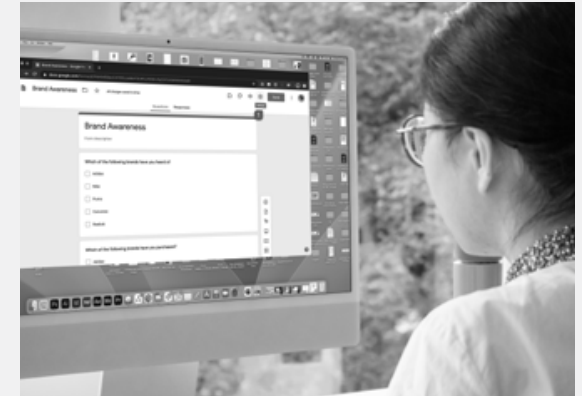
01



Internal Stakeholder Interviews

Typically, we like to perform these interviews one-on-one, ensuring that we are able to capture stakeholders unique views in their entirety. These exercises can either be done in person or via video conference, whichever is more convenient for your organization. The questions that are asked are reflective of your internal needs and workings, something that internal stakeholders would be knowledgeable and aware of.

02



Online Surveys

As part of our work, we would also open up the questionnaires to those individuals who would not be or who would not wish to be part of the face-to-face engagement sessions. They would be engaged online with the questionnaires on our Engagement 101 platform promoted through your various communication channels.

03

APPROACH & METHODOLOGY

Key Performance Indicators

When setting out on an adventure, we like to identify quantifiable KPIs to gauge the success of our work. We are not shy, neither concerned to measuring our own success based on strategies we have employed. We want the numbers to tell us that we are on brand and on message per the identified outcomes being sought by our client. While the KPIs may tell you how well engagement in a campaign does, it does not give us the full picture that we need in order to ensure we have delivered on the conversion metrics that are required to critically identify that your campaign or your work is performing how we want it to.

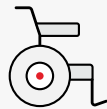
This is why we very much focus in on the Brown and Green dollar conversion points based on our discovery and discussions around what is important to you and how best we can ensure we reach the identified targets or the outcomes you seek. We strive to create

meaningful conversations for our partners because it leads to conversions - your brands bread and butter. Authentic engagement is just one of our key performance indicators that we follow in order to drive those conversion parameters.

We have many tools and technology that we use to measure success, please have a look at some of the benchmarks below to give you an idea of what metrics matter. Do also note that these differ per project so these are not necessarily etched in stone for this project, but does provide for an indicator of what we look for with regards to returns.



Conversion



Accessibility



Traffic



Experience



Engagement



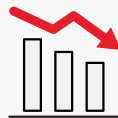
Awareness



Searchability



Acquisition



Attrition



Lifetime Value



Perception



Behavior

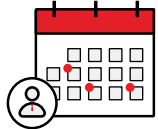
PROJECT MANAGEMENT APPROACH

PRINCE 2 Methodology



01 Initiation

The project manager defines what the project will achieve and realize, working with the project sponsor and stakeholders to agree upon deliverables.



02 Planning

The project manager records all the tasks and assigns deadlines for each as well as stating the relationships and dependencies between each activity.



03 Execution

The project manager builds the project team and also collects and allocates the resources and budget available to specific tasks.



04 Monitoring

The project manager oversees the progress of the project work and updates the project plans to reflect actual performance.



05 Closing

The project manager ensures the outputs delivered by the project are accepted by the business and closes down the project team.

Contract

The contract although a legal document sets the stage for the various major components that would be included within the project. This would also include a budget for the project.

Terms of Engagement

A terms of engagement document is developed to ensure that both teams are aware of the rules of engagement and how/when connects can be expected at what times for varying purposes.

Gantt Chart

A Gantt chart with the major deliverables and milestones, coupled with the accountabilities thereof is developed during project onset to identify when each of the various components are due.

ACCOUNT MANAGEMENT & TIMELINES

Account Management

We will look to provide you with weekly updates and conference calls. Typically, we carve out a day and time during the week to get on a video call with yourselves. During these meetings we will provide you with updates on the project, as well as talk through the deliverables. Sometimes we may even present you with collateral or strategies that need your feedback or approval. Other regular updates include but are not limited to:

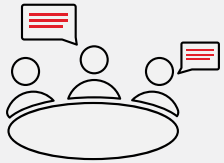
Interim Reports - Regular reports, through meetings, email and Slack, of any updates, concerns or requirements we may have of you.

Notable Areas of Concern and/or Strong Areas of Consensus During the Project -

These are the updates that are crucial to ensure the project stays on track, which are communicated through meetings and formal emails.

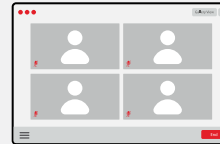
Ensuring Various Levels Stay Informed - As per our Terms of Engagement, we identify the key stakeholders as well as those that need to be kept in the loop for the various levels of communication that need to occur. All individuals are welcome to take part in the Slack channel where secured sub-channels can be created with individuals invited within depending on the terms of engagement we have drawn up and the "need to know" imperative for progress updates as well as team communication.

Below are some of the tools we utilize for client communication.



In Person Meeting

We are happy to travel to you, or you are welcome to our studio on Barrington Street. Feel free to drop by for a coffee or friendly chat!



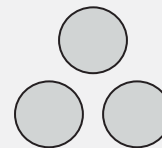
Videoconferencing

We are happy to communicate with our clients through video conference calls using any technology that is mutually accessible such as Skype, Zoom, GoToMeeting, etc.



Slack

With a multitude of channels and bots built-in, there are ways to carve out conversations with various members of the teams at various levels should we require the same. It also provides for an ease in sharing documents live, while maintaining it in a singular space/repository that can be accessed by either teams.



Asana

An instance of our Asana account is instantiated to document any and all issues that are identified through the various test and approval phases identified.

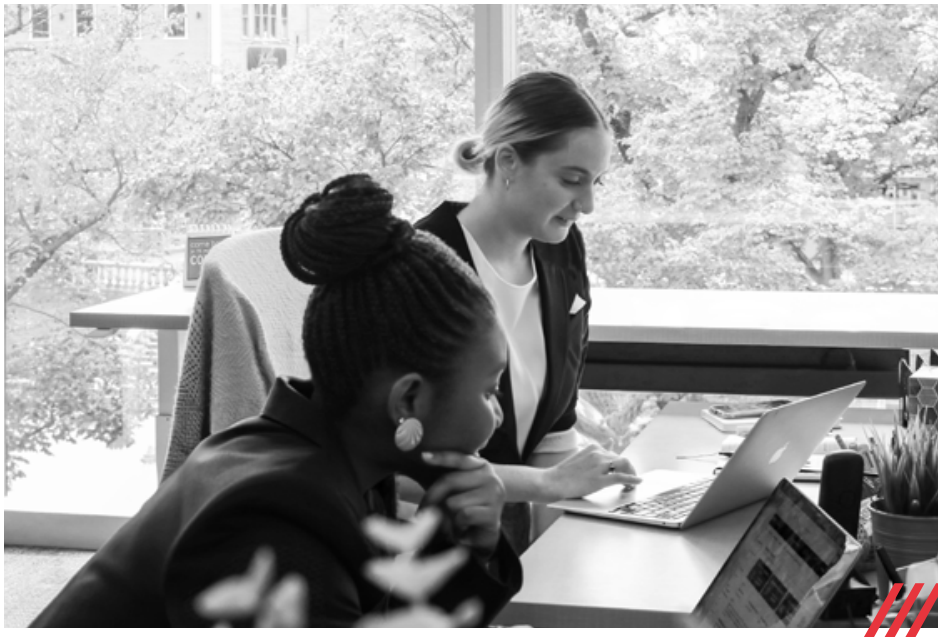
ACCOUNT MANAGEMENT & TIMELINES

Timelines

Timelines are extremely important to WeUsThem as no one benefits from the delay of a project. That said, besides from having a well equipped team of professionals to attend to accounts as they come in, we do have some techniques/tools we use to ensure that we stay on time and on task.

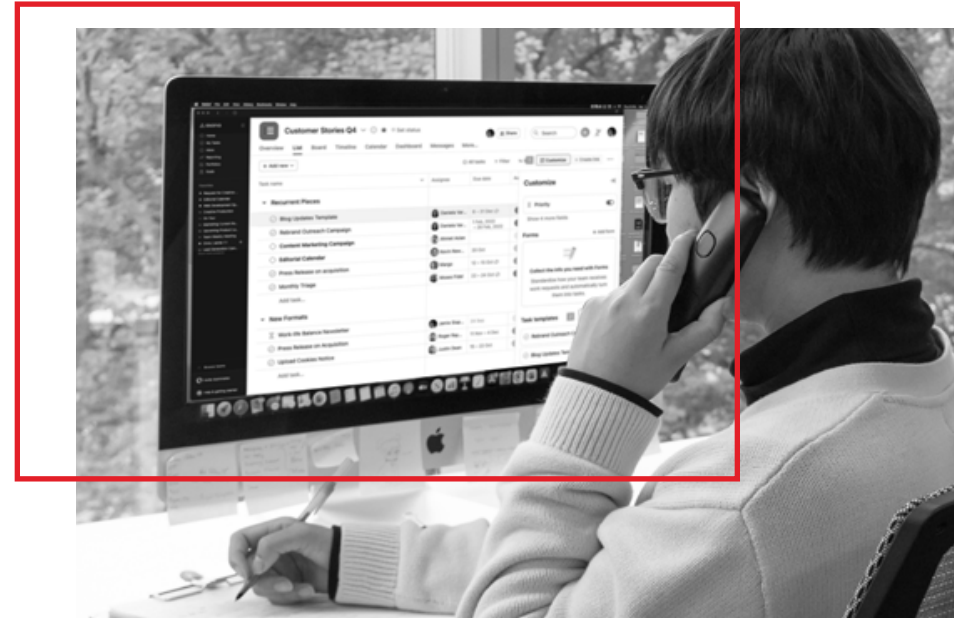
Account Manager

Sarah Van Achte will be the individual to coordinate all activities related to your account. She is phenomenal when it comes to keeping everyone on task. More importantly, she provides for updates as agreed upon on regular intervals ensuring that the work continues to remain on schedule and on budget as agreed upon during project onset within the approved Gantt chart. We have an industry standard project management methodology that we follow as well that allows for iteration, while staying on schedule and on budget at all times.



Asana

Asana is WeUsThem's project management software of choice and it houses every single one of our tasks. The neat thing about it is that it is similar to social media, but for professionals. Tasks can be assigned to different team members and others can follow, like or comment on those assignments. This allows Sarah to keep a close eye on tasks and ensure that they finish on time.



Gantt Chart

One of the first steps we always take when starting a project is creating a Gantt Chart that outlines all tasks and milestones that contribute to the creation of your website. A part of Sarah's job is to keep an eye on that chart at all times, ensuring that we are on schedule. That said, sometimes projects are delayed due to unforeseen circumstances. If that is the case, an updated Gantt Chart will be provided to you within 24 hours for your approval.



PART F

BUDGET

PROPOSED DETAILED LINE-ITEM BUDGET

SCOPE OF WORK

Item	Cost*
Audit, Research & Discovery	\$4,350
Strategy Development	\$24,750
Creative Design	\$58,400
Social Media Management (5 months)	\$20,625
Website Functionalities	\$16,500
Reporting	\$6,600
Account Management	\$5,000

TOTAL \$163,225

SUGGESTED MEDIA BUYS

Item	Cost*
Media Buys	\$37,205
Media Buying Services (15% of Buys)	\$6,570

TOTAL \$43,775

OPTIONAL

Item	Cost*
Retainer Rates***	
30 hours / month	\$185/hr
50 hours / month	\$175/hr
100 hours or more / month	\$165/hr
Travel Costs (3 people, 4 nights)	\$10,000 Per Trip

PERSONNEL RATES

Item	Cost*
Ashwin Kutty	\$255/hr
Faten Alshazly	\$255/hr
Sarah Van Achte	\$125/hr
Temitayo Balogun	\$165/hr
Jed Gemarino	\$185/hr
Cole DeMan	\$165/hr

EXCLUSIONS

- » Original Videography and/or Photography
- » Travel, Accommodations, & Per Diem

TERMS

We accept payment via cheque, cash, or credit card through PayPal (2.9% plus \$0.30 fees would apply). We will also accept direct deposits, EFTs, or wire transfers, not including associated fees.

We believe in providing for a schedule that follows a lump-sum view of each component of the project as follows:

Advance (project onset)

35%

Progress payment (Finalized Designs)

70%

Final payment (Handover)

100%

Our payment terms are net 45 from the receipt of an invoice.

*All pricing is in USD.

**Growth package from [WP Engine](#)

***Retainer rates allows you to pre-purchase hours, however, we also provide for lumpsum project pricing should you prefer doing that across all our service lines for any additional or other work required.

A black and white photograph of two women in an office cubicle. The woman on the left is leaning in and looking at the laptop screen. The woman on the right is sitting at the desk, looking at the laptop. A black water bottle is on the desk next to the laptop. The background shows office cubicles with glass partitions.

—

PART G

WORK SCHEDULE

WORK SCHEDULE

Jul 22, 2024 - Aug 20, 2024

Project Onset & Discovery

- » Contract Signed
- » Meeting(s) with Project Team
- » Project Management Dashboard setup
- » Approval of Gantt Chart & Milestones
- » Receive Any and All collateral
- » Stakeholder Engagement
- » Desk Research

Aug 21, 2024 - Oct 15, 2024

Strategy

- » Prepare Strategies (marketing, event, etc) - Feedback & Approval
- » Revisions based on Client Feedback
- » Prepare Media Buy Plan - Feedback & Approval

Oct 16, 2024 - Feb 12, 2025

Creative Assets

- » Design of Creative Assets
- » Presentation of Assets - Feedback & Approval
- » Revisions based on Client Feedback
- » Website Functionalities - Feedback & Approval
- » Revisions based on Client Feedback

Feb 13, 2025 - Jun 30, 2025

Reporting & New Year Kickoff Planning

- » Media Buy Execution
- » ROI reporting from identified KPIs
- » Social Media Management
- » Start of New Year Kickoff Planning



PART H

INSURANCE

INSURANCE REQUIREMENTS

Currently in place, we have General Liability Insurance.

We are part of an exclusion list of industries and sectors for Workers' Compensation. We have attached a clearance letter from our Workers' Compensation Board for your reference.

Automobile Liability Insurance does not apply to WeUsThem Inc., as we do not operate automobiles as part of our business. However, we do have insurance for non-owned vehicles, should that be necessary.

Attached please find our Insurance Certificate for your review as well as a letter from the Workers Compensation Board for our exclusion.

Remarks:

COVERAGE - INSURANCE CLAUSES
INSURING CLAUSE 4: CYBER INCIDENT RESPONSE
SECTION A: INCIDENT RESPONSE COSTS
Limit of liability:
CAD2,000,000 each and every claim, including costs and expenses
Deductible:
CAD0 each and every claim
SECTION B: LEGAL AND REGULATORY COSTS
Limit of liability: CAD2,000,000 each and every claim, including costs and expenses
Deductible:
CAD1,000 each and every claim
SECTION C: IT SECURITY AND FORENSIC COSTS
Limit of liability:
CAD2,000,000 each and every claim, including costs and expenses
Deductible:
CAD1,000 each and every claim
SECTION D: CRISIS COMMUNICATION COSTS
Limit of liability:
CAD2,000,000 each and every claim, including costs and expenses
Deductible:
CAD1,000 each and every claim
SECTION E: PRIVACY BREACH MANAGEMENT COSTS
Limit of liability:
CAD2,000,000 each and every claim, including costs and expenses
Deductible:
CAD1,000 each and every claim
SECTION F: THIRD PARTY PRIVACY BREACH MANAGEMENT COSTS
Limit of liability:
CAD2,000,000 each and every claim, including costs and expenses
Deductible:
CAD1,000 each and every claim
SECTION G: POST BREACH REMEDIATION COSTS
Limit of liability:
CAD50,000 each and every claim, including costs and expenses
Deductible:
CAD0 each and every claim

PRIVATE & CONFIDENTIAL

August 17, 2021

Mr. Ashwin Kuty
WeUs Them Inc.
1791 Barrington Street
Suite 402
Halifax, NS B3J 3K9

Dear Mr. Kuty:

RE: BUSINESS NUMBER 801530437

As per your request today, please find an outline of the requirements to register with the Workers' Compensation Board (WCB) of Nova Scotia. If you require more detailed information, please feel free to browse our Employer's Guide or our website at www.wcb.ns.ca.

Advertising and Marketing services are not considered a mandatory industry, and you are not mandatory by legislation to register with the WCB. An employer hiring you for contract work, however, may request you have your own coverage prior to their hiring you unless they are going to provide coverage for you themselves.

Current legislation states that for the purposes of the WCB, an employer is a business in a mandatory industry that has three or more workers. If the company does not have at least three workers when the business is started, coverage is required as soon as the third person is hired. Voluntary or Special Protection coverage is available for most employers who are not required by law to register with the WCB. Once registered, employers have the same rights and responsibilities as those for whom coverage is mandatory.

However, if you are travelling outside of Nova Scotia to other Canadian provinces, you need to contact the Workers' Compensation Board in each province to verify if you are mandatory to register as we are not connected. .../2

Mr. Ashwin Kutty
WeUs Them Inc.
Page 2
August 17, 2021

If you have any questions, please do not hesitate to contact this office toll-free at 1-800-870-3331.

Yours truly,

Maria Tutty
Account Manager

/mt



PART I

CONSULTANT AGREEMENT

CONSULTANT AGREEMENT


As mentioned in the previous pages, we request exception to certain insurance requirements, specifically Workers' Compensation and Automobile Insurance. We are part of an exclusion list of industries and sectors for Workers' Compensation. We have attached a clearance letter from our Workers' Compensation Board for your reference.

Automobile Liability Insurance does not apply to WeUsThem Inc., as we do not operate automobiles as part of our business. However, we do have insurance for non-owned vehicles, should that be necessary.

We have no other exceptions to the agreement identified.



W E • U S • T H E M

 weusthem.com

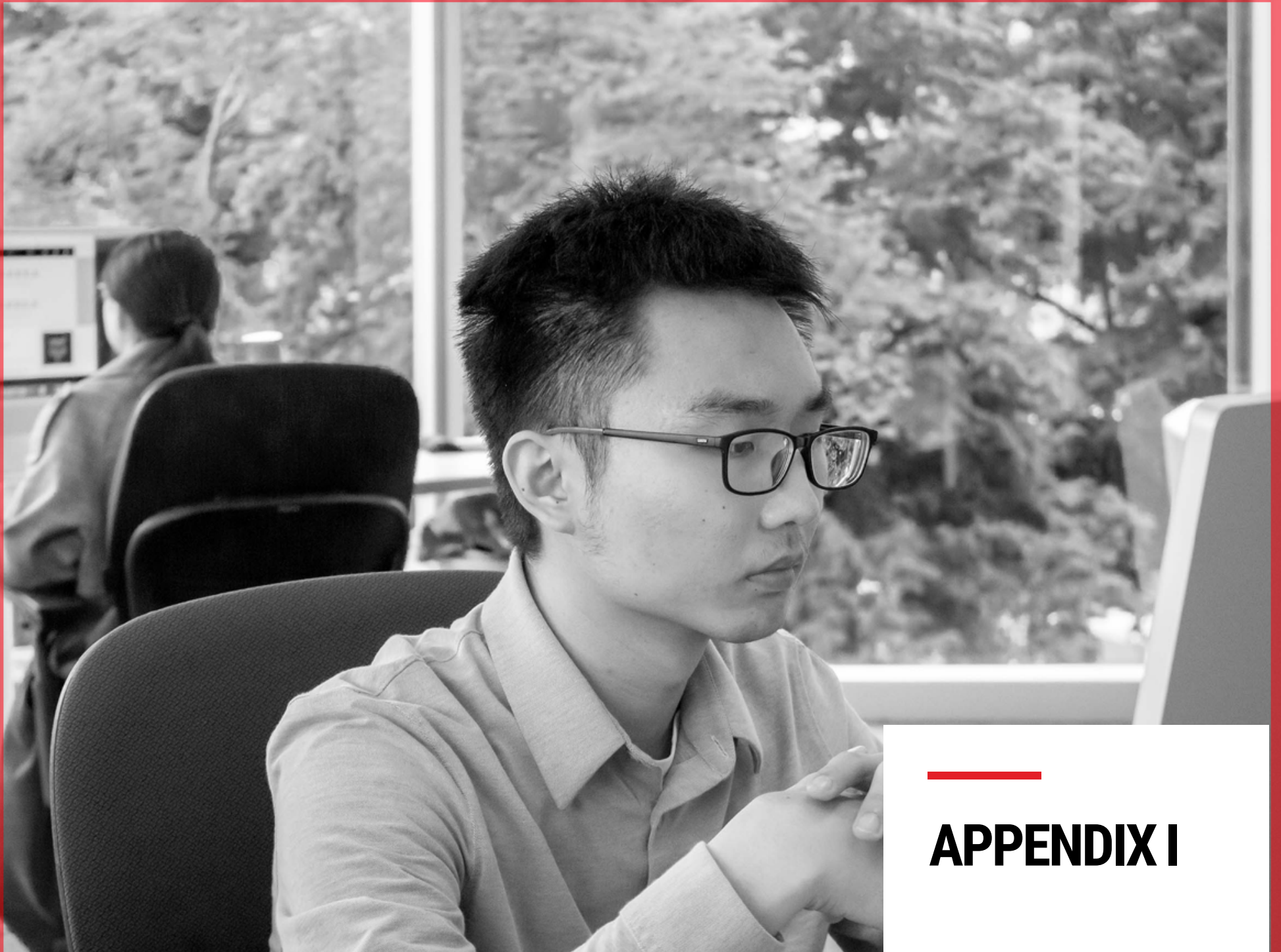
 twitter.com/weustheminc

 partner@weusthem.com

 [instagram.com/weustheminc](https://www.instagram.com/weustheminc)

 [linkedin.com/company/weusthem](https://www.linkedin.com/company/weusthem)

 [fb.com/weustheminc](https://www.facebook.com/weustheminc)



APPENDIX I

CULTURAL COMPETENCE & DIVERSITY POLICY

Purpose

The purpose of this policy is to ensure equal employment opportunity for all applicants and employees and to promote diversity at all occupational levels of WeUsThem's workforce. The overall objectives of this policy are twofold: (1) to attempt to achieve an employee profile at all levels and categories which reflects the racial and ethnic composition and regional representation of our region; and (2) hiring of culturally diverse staff that provide for that varied and diverse perspectives we so richly need and our clients require.

Attainment of these objectives call for a prohibition of unlawful discrimination in employment because of race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, sexual orientation, sexual harassment, or pregnancy.

Policy

WeUsThem is an equal employment opportunity, affirmative action employer. We are committed to the elimination of barriers that restrict the employment opportunities available to women, minorities, people with a disability, and individuals representative of the geographic regions served by the agency. We recognize that equal employment opportunity requires affirmative steps to ensure the full utilization of people of all backgrounds who possess the best available skills.

WeUsThem provides equal employment opportunities for the good of the public without regard to race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, sexual orientation, sexual harassment, or pregnancy. Our commitment to equal employment opportunity extends to all job applicants and employees and to all aspects of employment, including recruitment, hiring, training, assignment, promotion, compensation, transfer, layoff, reinstatement, benefits, education, and termination.

The monitoring aspects of our cultural competence and diversity plan is the responsibility

of the President. The plan is evaluated and monitored regularly. WeUsThem is totally and irrevocably committed to a good faith effort to provide the opportunity for all employees to perform at full capacity in accordance with their qualifications, abilities, and interests.

Objective

The cultural competence and diversity plan attempts to achieve as closely as possible an employee profile at all levels which reflects the racial and ethnic composition and regional representation of our region and client service area. WeUsThem will attempt to seek personnel from all segments of the community for all job levels within the company through upgrading recruitment from minority group members and regionally represented individuals.

Procedure

WeUsThem will employ and promote persons of merit, regardless of their race, ethnicity, age, colour, religion, gender, national origin, sexual orientation, handicap, or socioeconomic status, in relation to the requirements of the position for which they are being considered. The company's cultural competence and diversity plan's goal is to attempt to have staff who reflect, as nearly as possible, the racial, ethnic, and regional composition of its service area.

Dissemination of Policy

- » A copy of this document will be given to every employee.
- » The policy will be discussed in employee orientation and staff meetings.
- » All employment advertising will carry the statement: "Equal Opportunity Employer" or "EOE"

CULTURAL COMPETENCE & DIVERSITY POLICY

Responsibility for Implementation

The President shall:

- » Be responsible for the implementation of this policy and any related policies or programs.
- » Take positive measures to ensure that equal opportunity is available in all areas of employment including: recruitment, selection, hiring, promotion, demotion, compensation (including salary adjustments, reallocations, and performance increases), termination, reductions in force (layoffs), reemployment priorities, training, career development, transfer and other terms, conditions and privileges of employment.
- » Take measures to ensure the work environment is consistent with the intent of this policy and supports equal opportunity.
- » Communicate the company's commitment to EOE policies, plans, and procedures to all employees, applicants, and the general public.
- » Provide necessary resources to ensure the successful implementation of the EOE program.
- » Ensure the development and implementation of policies, procedures, and programs necessary to achieve a workforce in each occupational category that reflects the geographic service area and population served.
- » Ensure the development and implementation of an equal employment opportunity plan and program.
- » Periodically assessing hiring and promotion trends toward the evaluation of progress and impediments in the attainment of goals.
- » Assisting in the identification of problems in administering this policy and helping to resolve them.

Action Programs

01 Recruitment: WeUsThem actively recruits qualified applicants, including diverse groups of people and individuals reflecting the geographic areas and individuals served, for all job postings.

- » We will endeavor to hire employees from diverse backgrounds. Any testing or screening procedures will be reviewed on a continuing basis (within resources available) to ensure their job relatedness and validity. Information acquired from the position audits will be used to construct valid job related tests and screening procedures.
- » All employment interview questions will be reviewed for job relatedness. Non job related questions and those items which may tend to screen out a particular ethnic or racial group will be eliminated.
- » On-the-job training and cross-training will be provided to expose employees to a broad range of job duties and experiences.
- » When regular channels of recruitment are not supplying enough individuals to fairly represent the geographic areas and individuals being served, then alternative initiatives must be instituted to better identify, educate, and encourage application of candidates of merit, including, but not limited to:
 - » Contact with professional minority group employment and placement agencies;
 - » Recruitment through advertisement in minority group-oriented media;
 - » Identification and contact with university placement officers that have special programs for minorities; and
 - » Contact with groups specifically oriented to, and concerned with, minority groups and individual's representative of the geographic service areas.

CULTURAL COMPETENCE & DIVERSITY POLICY

02 Hiring:

- » Resumes will be requested from each applicant. An objective criteria and minimum qualifications will be pre-established for each vacancy. The resumes will be screened according to the pre-established criteria without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, or handicap.
- » Interviews and employment applications will be offered to qualified applicants. The immediate supervisor and/or the President will conduct the job interviews. After consultation with the President, the most qualified applicant will be offered the position.
- » When the finalists are equal in qualification but one represents a minority group or are representative of the geographic service area and/or those served, they will be offered the job.

03 Promotions: Every consideration will be given to internal promotion when seeking to fill vacancies

- » A review of present staff will be made in search of a pool of qualified staff.
- » Job openings and requirements will be posted and application encouraged.
- » Promotions will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, or handicap.
- » Factors to be considered when offering a promotion from within are: qualifications for the position, past work performance, and willingness of the employee.

04 Transfers: Transfers will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.

05 Demotions:

- » Demotions will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.
- » May occur if the employee has demonstrated poor work performance in a position for which they are not qualified for any reason.
- » Demotions will be made only in cases where an employee was placed into a position of responsibility above their ability to perform.
- » Demotions will not be used for disciplinary reasons.

06 Training:

- » Training will not be influenced by race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.

Cultural Competence

WeUsThem will demonstrate cultural competency by designing and delivering services in a manner that will be most effective and respectful given the cultures of the individuals served.

Grievances

Any grievances or complaints should be directed to the President. Any employee acting in a manner contrary to the plan will be counselled and/or disciplined according to the disciplinary policy and procedures.

CULTURAL COMPETENCE & DIVERSITY POLICY

Monitoring

Annual reports will be used to monitor the plan. This report analyzes the workforce by race, country of origin, gender, and category. Accomplishments and shortcomings will be noted and corrective actions recommended to the President.

Appeals and grievances are monitored by the President throughout the year.

Timeframe

The President will review the program annually.



CAMSC

Canadian Aboriginal and
Minority Supplier Council



Commissariat aux Affaires
Indiennes et du Nord Canadien

CANADIAN ABORIGINAL AND MINORITY SUPPLIER COUNCIL

This certifies that

WeUsThem Inc.

Has met the requirements for certification as a bona fide Aboriginal or minority business enterprise as defined by the Canadian Aboriginal and Minority Supplier Council (CAMSC).

NAICS Code (s): 541810_541613_541910_541850_541890

June 30, 2023

000003800

Issue Date

Certificate Number

June 29, 2024

Expiration Date

Cassandra Dorrington
President

CAMSC is affiliated with the National Minority Supplier Development Council (NMSDC)



CAMSC

Canadian Aboriginal and
Minority Supplier Council



NMSDC

National Minority Supplier
Development Council



APPENDIX II

ACCESSIBILITY POLICY

Definitions

Authoring Tool - Includes WYSIWYG web page editing tools, content management tools, development tool for applet, scripts, or applications, non-text media (e.g. video, audio, images) editing tools, social media content authoring tools (e.g. blogs, wikis, social networks).

Authoring Tool Accessibility Guidelines (ATAG) - Accessibility requirements for web authoring tools, including software and services that are used to produce web content, for example HTML editors, content management systems (CMS), or online forums. ATAG guidelines outline both how to make the tools accessible and also how the tools can be built to help create more accessible content.

Internal Website - Website developed or procured to meet an internal WeUsThem Inc. business need, such as timesheet management. Access to such sites is only available to WeUsThem Inc. members of staff, both permanent and temporary.

Public Website - Website developed or procured to support or inform WeUsThem Inc. customers and members of the public.

User Agent - Includes browsers, media players, and applications that render web content.

User Agent Accessibility Guidelines (UAAG) - Accessibility requirements for web browsers, media players, and some assistive technologies that process and present web content to users.

Web Content - Includes electronic documents, websites, services, and applications delivered via the web.

Web Content Accessibility Guidelines (WCAG) 2.0 - Accessibility requirements for web content, including text, images, audio-visual materials, and the code used for structure, style, and interactions.

Website - Includes websites, services, and applications created using Open Web Platform technologies. Note this includes web applications developed solely for mobile platform delivery.

Policy

- » All new and redesigned web content published after the effective date of this policy by WeUsThem Inc., both for public and internal websites and services, will conform to WCAG 2.0 Level AA success criteria.
- » All existing web content published prior to the effective date of this policy will either be archived or modified to conform to WCAG 2.0 Level AA success criteria. Web content hosted on WeUsThem Inc. public websites will be addressed no later than August, 2019. Web content hosted on internal websites will be addressed no later than September, 2019.
- » All internal content management systems (CMS) and web content authoring tools will conform to ATAG Level AA success criteria by Jan, 2016. Where websites, services, or applications provide users with the opportunity to generate content, the interfaces provided will conform to ATAG Level AA.
- » All internal user agents will conform to UAAG Level AA success criteria by Jan, 2016. Where user agents are used as part of a website, service, or application, such as a media player, they will conform with UAAG Level AA success criteria by Oct, 2019.
- » This policy does not stipulate any particular technology or design approach. The aim is to maximize access to and use of WeUsThem Inc. websites by people with disabilities.

Need for Policy

- » The June 2011 World Health Organization (WHO) Report on Disability estimated that there are a billion people with disabilities. Many of these disabilities can affect access to information technologies, and/or can benefit from the use of information technologies including the Web.
- » Accessibility of the Web is of critical importance to people with disabilities around the world, including people with auditory, cognitive, physical, neurological, and visual disabilities, and is likewise important to those with accessibility needs due to aging.

ACCESSIBILITY POLICY

- » Providing accessible web content can also benefit people who do not have disabilities but who are experiencing situational barriers. For instance, when accessing the Web from devices with small screens or in low bandwidth situations, or when experiencing barriers due to language or literacy levels, accessibility solutions can also support improved access.
- » WeUsThem Inc. is committed to ensuring equal access for people with disabilities. As potential customers and employees they are important contributor to WeUsThem Inc. business success and should not be excluded.
- » As a consequence of this policy, WeUsThem Inc. will meet its obligations as defined by its internal mandates and those governing legislations for our clients.

Responsibilities

It is the responsibility of all members of WeUsThem involved with projects requiring an Accessibility lens to be responsible and accountable as follows:

- » Ensure compliance with this policy.
- » Prepare and provide accessibility testing completion and guidance to all clients.
- » Promote web accessibility awareness internally.
- » Respond to client enquiries related to web accessibility.
- » Organize on-going assessment of the accessibility of websites, content, services, and applications identified as in scope.
- » Ensure user feedback mechanisms are included as part of project deliverables.
- » Ensure all staff receive appropriate and regular accessibility training.
- » Choose and implement tools that conform to this policy.
- » Remedy identified accessibility barriers.
- » Ensure submitted content is compliant with this policy.
- » Identify, Recommend, and Remediate accessibility issues in authored web content.

Exclusions

- » Web content that has been archived is not subject to the standards referenced in this policy.
- » Should there be a specific request for access to archived content by any individual with a disability, that content will be made available in a suitable format within 10 business days. Where it is not technically possible to make the content available, a suitable alternative should be agreed with the individual. The department or team responsible for the creation of the content is responsible for making it accessible.

Syndicated Content

- » Elements of WeUsThem Inc. websites might include web content syndicated from other providers. For example, a social media stream.
- » When considering a syndication service for inclusion in any of WeUsThem Inc. websites, any service review should include an evaluation of the accessibility of the service. Such evaluations must form a part of the service selection criteria.
- » Where a service is selected with known accessibility issues, WeUsThem Inc. will develop or procure a solution that ensures the content delivered via WeUsThem Inc. websites meets the policy standards.

Reporting

Each department with responsibility for web content, websites, services, or applications must submit an annual status report to the President.

The status report will summarize the efforts and progress towards the aims defined by this policy.

Policy Review

This policy shall be reviewed at least once a year.

The review should include input from ICT, Marketing, HR, and Legal.