

2017 PROJECT SPOTLIGHT

– Year in Review –

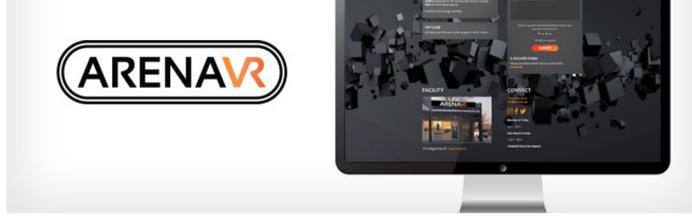
2017 was an exciting year full of good news for all of us at 6P.

- We celebrated 10 years of success and growth spent providing Manitoba businesses with scalable marketing solutions
- We expanded our online marketing and strategy teams to fulfill increasing demand in these growing areas
- We worked collaboratively with a wide range of renowned local and international companies
- We further strengthened our focus on our core sectors: construction, agriculture and technology
- Last but not least, 6P received a nomination for Outstanding Small Business of the year at the 34th annual Manitoba Business Awards

We would like to share a snapshot of some of the work we delivered over the course of 2017:

Arena VR

Brand Identity, Website and Soft Launch



Near the end of year 2017, 6P was engaged by a team of passionate local entrepreneurs to assist with the launch of Arena VR - Winnipeg's most advanced Virtual Reality (VR) entertainment centre. Our team worked together with Arena VR to build their brand, logo and a responsive website, as well as other branded point-of-sale creative materials. In January 2018, Arena VR opened their facility (1514 Regent Ave W) to customers, offering Winnipeggers the opportunity to experience the VR revolution first hand.

Manitoba Pork

Website Development



Having worked with 6P in 2016 to update their brand expression, Manitoba Pork was looking to infuse their new look, feel and messaging into their online platform. The goal was to build an open source website which would function as a strong modern-looking public and producer relations tool. 6P was selected to help with this important asset based on our easy to self-administer web platform and highly collaborative approach to working with clients. We applied our in-depth knowledge about Manitoba Pork to prioritize messaging and design content in a responsive user-friendly website that includes an extensive searchable database of best-tasting pork recipes for consumers all around the world.

ICT West

Marketing Plan + Ongoing Marketing Support



Since 2015, ICT West has partnered with more than 100 technology companies in Western Canada to provide strategic guidance and business development support at key international technology events. In 2017, 6P became the agency of record for the organization. We developed a full marketing plan for ICT West, aiming to stimulate participation from Western Canadian ICT companies. The plan identified 17 tactics to be implemented in 2017, including regular content distribution via e-newsletter, online advertising for brand awareness and high quality printed business collateral. ICT West exceeded their member participation by nearly 50% over the previous year.

Canada's Canola Growers Association

Awareness Campaign



In the fall of 2017, Canada's Canola Growers Association (CCGA) engaged 6P to design, develop and launch an awareness campaign for their Advance Payments Program (APP). At the highest level, our goal was to position CCGA as a cash advance administrator of choice for crop growers. 6P worked collaboratively with CCGA to develop a high-impact creative campaign targeting farmers' critical needs. The campaign included online tactics such as display ads, sponsored content (articles), Pay Per Click (Google AdWords) and social media advertising, while high-frequency radio ads and print ads reached offline audiences across Western Canada. Over six weeks, this campaign resulted in a 70.5% increase of customers' engagement in the APP program.

Crosstown Civic Credit Union

Mortgage Campaign



Recognized as one of the leading credit unions in Manitoba, Crosstown Civic Credit Union (CCCU) provides competitive rates, personalized services and sound financial advice to members. In 2017, CCCU sought to attract a new stream of qualified leads, with a special focus on mortgage services. 6P was engaged to develop, design and launch a campaign including print, outdoor creative material, Google Advertisements, a landing page and some social marketing.

Yes! Winnipeg

Marketplace Research



Yes! Winnipeg is Winnipeg's business development team; attracting, retaining and growing businesses and jobs in our city. Their investor relations program had been doing well and was looking to grow. 6P was engaged as a research consultant to provide their in-house marketing team with the insights and tools to strengthen and grow investor outreach. A research project was launched including interviews from company's leaders as well as investors, in order to evaluate effectiveness of their current investor relations program and identify opportunities for growth. 6P delivered an objective market-based report containing actionable recommendations in order to attract and deepen existing investor engagement, as well as engage new audience.

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