

2020 Project Spotlight

YEAR IN REVIEW



Despite the challenging circumstances, last year held many successes for 6P:

- We celebrated 13 years of success in providing business leaders and entrepreneurs with scalable marketing solutions.
- We worked collaboratively with a wide range of renowned local Manitoban and international companies (over 100, in fact).
- While COVID-19 did affect our business, only 2 clients were majorly impacted. Furthermore, we ensured that we prioritized helping existing clients over aiming to onboard new ones.
- We tracked unsolicited "client kudos" and saw 149 of them in 2020 (12.4 per month). Ask us what SFK stands for!
- We helped launch an award-winning and successful national scholarship program.
- We repositioned and rebranded a 150-year-old hospital.
- We developed a C-level business metrics dashboard.
- We launched a program aimed at organizations / companies affected by COVID and contributed over \$12k in services to a number of local organizations.
- We continued to support local causes like ICYA, United Way, and Habitat for Humanity to name a few.
- Last but not least, 6P focused on the health and well-being of our tremendous team.

Here is just a snapshot of the work we delivered throughout 2020:

St. Boniface Hospital

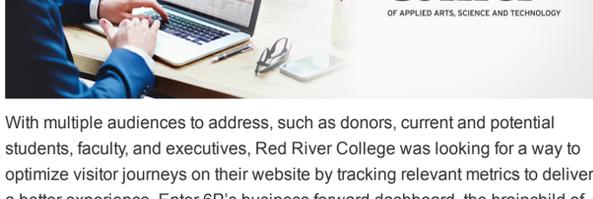
Brand Strategy and Expression



St. Boniface possessed a long-standing reputation as a great hospital in Winnipeg. Still, their existing brand did not resonate with staff and left some patients confused with a provincial-mandated change in service. 6P created a 4-phase brand strategy that repositioned St. Boniface Hospital, portraying the levels of compassion and emotion that employees exude while serving every day. With care, we executed each phase of the brand strategy while consulting many stakeholders to ensure that we maintained the core of the brand.

Red River College

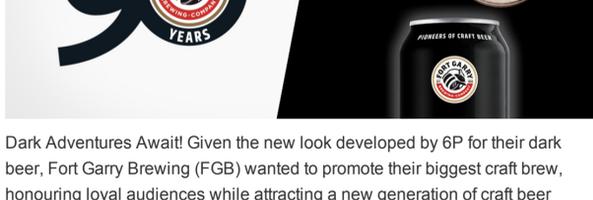
Optimized User Experience and Business Forward Dashboard



With multiple audiences to address, such as donors, current and potential students, faculty, and executives, Red River College was looking for a way to optimize visitor journeys on their website by tracking relevant metrics to deliver a better experience. Enter 6P's business forward dashboard, the brainchild of our president, Paul Provost. By showing the analytics most pertinent to the specialty areas, department leaders gained more precise insights into how users interact with the College's most popular online materials. Dashboard reports became an integral strategic component of the overall decision-making process within the College, as multiple staff are making use of this money-and-time-saving online tool to get credible answers to metric-driven questions.

Fort Garry Brewing

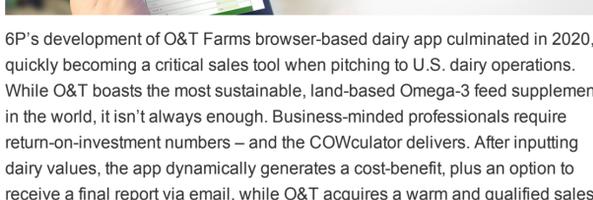
Awareness Campaign and Anniversary Logo



Dark Adventures Await! Given the new look developed by 6P for their dark beer, Fort Garry Brewing (FGB) wanted to promote their biggest craft brew, honouring loyal audiences while attracting a new generation of craft beer drinkers. 6P developed two campaigns: Dark Adventures, focusing on the youthful, social aspect of the brand, and Dark and Delicious, which focused on the craftsmanship and flavour of the brew. As Pioneers of Craft Beer in Manitoba, FGB also celebrated its 90th anniversary with a logo added to all retail boxes.

O&T Farms

linPRO-R Dairy COWculator



6P's development of O&T Farms browser-based dairy app culminated in 2020, quickly becoming a critical sales tool when pitching to U.S. dairy operations. While O&T boasts the most sustainable, land-based Omega-3 feed supplement in the world, it isn't always enough. Business-minded professionals require return-on-investment numbers – and the COWculator delivers. After inputting dairy values, the app dynamically generates a cost-benefit, plus an option to receive a final report via email, while O&T acquires a warm and qualified sales lead.

G3

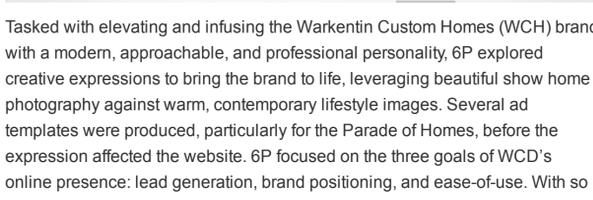
Scholarship Program and Campaign



How's this for wow factor: six academic scholarships valued at \$4000 each. Partnered with Agriculture in the Classroom, G3 honoured video submissions by students entering a post-secondary program in agri-fideo who demonstrated innovation and technology concerning the agriculture industry. 6P developed a G3 Scholarship logo, a creative expression implemented through a landing page and print collateral, and a series of organic social posts. Encouraging, inspiring, and friendly, G3 earned more than 4.5 million ad impressions for the application submission and public voting legs, 200K video ad impressions, and 81K video ad views during the winners' announcement leg.

Warkentin Custom Homes

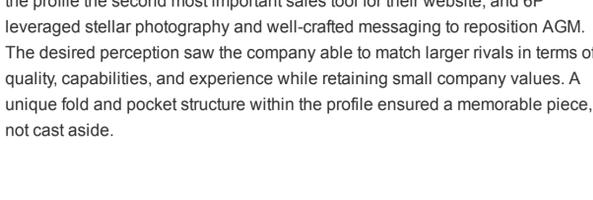
Brand Expression and Website Design



Tasked with elevating and infusing the Warkentin Custom Homes (WCH) brand with a modern, approachable, and professional personality, 6P explored creative expressions to bring the brand to life, leveraging beautiful show home photography against warm, contemporary lifestyle images. Several ad templates were produced, particularly for the Parade of Homes, before the expression affected the website. 6P focused on the three goals of WCH's online presence: lead generation, brand positioning, and ease-of-use. With so many potential customers pre-shopping, especially during the pandemic, it's critical to creating raving fans before they even walk into a show home.

Anatoli Glass Manufacturers

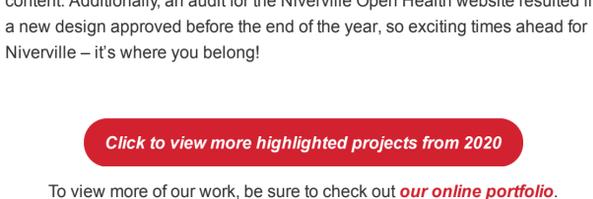
Corporate Profile



Developing corporate profiles is always a favourite project for our design team, and is especially true with AGM Glass Fabricators (AGM). The client declared the profile the second most important sales tool for their website, and 6P leveraged stellar photography and well-crafted messaging to reposition AGM. The desired perception saw the company able to match larger rivals in terms of quality, capabilities, and experience while retaining small company values. A unique fold and pocket structure within the profile ensured a memorable piece, not cast aside.

Niverville

Website Development and Marketing Support



Given the opportunity to redesign and redevelop the Town of Niverville website five years after building the last one was an honour. 6P consulted with the client to ensure Niverville's website included important municipal features, updates would be easy, and the website could grow as the town did over time. The redesigned Niverville e-newsletter followed shortly, as did a specialty Recreation and Health e-newsletter created to support the expanded website content. Additionally, an audit for the Niverville Open Health website resulted in a new design approved before the end of the year, so exciting times ahead for Niverville – it's where you belong!

[Click to view more highlighted projects from 2020](#)

To view more of our work, be sure to check out [our online portfolio](#).

Mentions

- Canadian Canola Growers Association *Customer Targeting Tool*
- Duckfoot *Online Campaign (U.S., CDN, AUS)*
- Protelec *Website Design*
- Manitoba Chicken *Website Design*
- Winnipeg Symphony *Orchestra Marketing Consultation*
- Royal Winnipeg Ballet *Content Strategy*
- Eastside Collision *Social Campaign*
- RAiNA *Logo Development and Website Design*
- Vogt Construction *Website Design*
- 6P Marketing *Business Forward Dashboard*