

juice

***Thirsty for Juice?***

[thejuiceagency.ca](http://thejuiceagency.ca)

AGENCY



# ***A New Breed***

## **CAMPAIGNS AND CONVERSATIONS ROOTED IN DIGITAL**

Consumers have changed, and so must your marketing.

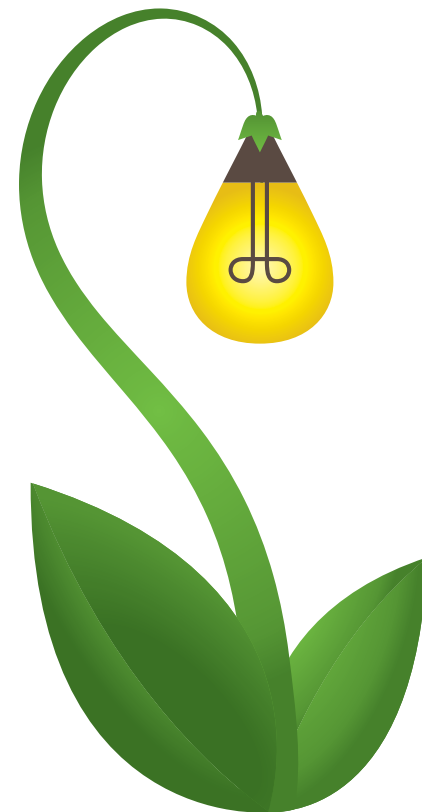
They interact with brands in new ways and with greater transparency.

The “conversation” has replaced the “broadcast” paradigm.

Success in this new landscape requires new thinking, new approaches and new methods to identify opportunities and create innovative solutions.

Juice is a new kind of agency, blending the insight and foresight of a strategic consultancy, the tactical thinking of a marketing firm and the savvy of a technology studio into a single company.

Juice is designed to help clients understand and identify opportunities, and create innovative solutions for this new marketing landscape.

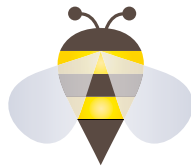


# *Culture of Innovation*



## STRATEGY MATTERS

A solid vision and strategy is required in order to leverage new channels, audiences and opportunities. How your brand interacts in these new spaces needs a clear vision. Like DNA, a strategy can allow for differentiation while creating new instances of life.



## AGILITY TRUMPS SIZE

If there is one common trend among the leaders of the new economy, it is that being agile, flexible and willing to try new things iteratively is proving to be a recipe for success. Operating with agility means leveraging opportunities when they arise, quickly and efficiently, with campaigns based on a solid strategy.



## CLIENTS ARE PARTNERS

We do well when clients do well - it's that simple. We don't see our clients as sources of revenue but as partners with whom we collaborate to create and deliver value- to them and their customers. We'll even go so far as to suggest performance-based billing, when appropriate, because we believe in investing in our clients.

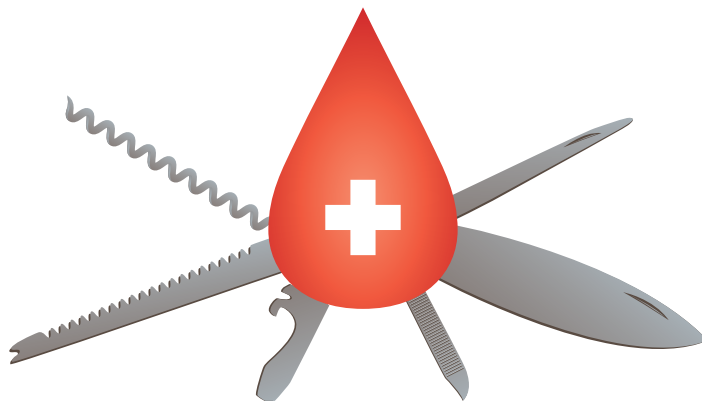
SERVICES



# What We Do

The Juice Agency has evolved from a digital design and development studio that serviced Canada's advertising and marketing agencies for almost 7 years. We come from a long history of executing campaign-based work, primarily in the digital realm.

Today we develop strategic marketing campaigns in both the on, and offline world.



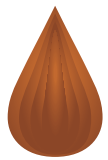
## Our core services include:

- branding
- marketing strategy
- social media campaigns
- experience design
- websites and mobile applications
- e-commerce solutions
- promotions
- email marketing
- SEO / SEM

PROCESS



# *A Natural Approach*



**SOW**

We start by surveying the landscape, and understanding the environment in which the brand is operating. Looking to the horizon to understand not just what the climate is now, but what it will be tomorrow, to make sure that the seeds we're planting today will yield fruit. This phase often produces a strategic vision for our efforts within the organization.



**GROW**

Once Juice achieves clarity around the organization, its goals and vision, we begin to ideate, generating ideas, models and opportunities. This process utilizes a design thinking approach to problem framing, allowing for a diverse set of ideas, and possibilities. Several iterations based on the core strategy will be selected, until a campaign grows into a mature plan for execution.



**FLOW**

When a campaign begins, we monitor it constantly to observe how it is performing. If one aspect of a campaign is working but another isn't, then we alter what isn't working. This is the nature of flow—to be able to nurture what's working, and address what isn't, and to be able to leverage new opportunities as they arise.

CLIENTS

juice

# Enabling Brands



*Cadillac*



THE WALRUS



TEAM



# *The Agents of Juice*



**SPENCER  
SAUNDERS**

Spence is a dynamic speaker, thinker and sought-after consultant. Spence drives the vision and philosophy behind Juice and is also an active foresight researcher. He holds a BFA in New Media (2001) and a Masters of Design (M. Des, 2011) in Innovation and Strategic Foresight from OCAD University.



**KIRK  
CLYNE**

Kirk is an award-winning designer, our creative lead, and partner in Juice. Kirk boasts over 16 years of experience in the creation of rich interactive content and user experience design for the education, entertainment and marketing sectors. Kirk manages all aspects of the creative development from concept to implementation.



**FRAZER  
HADWIN**

Frazer joined the team in 2010 upon his return from his third Olympic engagement. He brings with him over a decade of experiential marketing and large event project management. Having coordinated below the line execution both agency and client side, Frazer joined Juice to work on innovative projects that bridge the divide between digital and experiential.



# ***Case Studies***

## CASE STUDY

# Revisiting Grace: A Video-Booth Experience

Watch the Video

## BACKGROUND

In its final exhibition of 2011, the **TIFF Bell Lightbox** featured an exhibition on the life of Grace Kelly. Entitled “Grace Kelly: From Celebrity to Princess”, the show featured clothing and accessories, home movies, personal correspondences, film clips and other memorabilia.

## CHALLENGE

Develop a social media experience to raise awareness of the exhibition among the 18-34 year old demographic and drive ticket sales.

## SOLUTION

Juice created an on-site video booth experience which asked visitors



provocative questions and recorded their responses on video. The videos were posted to TIFF’s Facebook page where users could share them easily with friends and family, adding a personal component to the marketing initiative.

Over 1,000 videos were contributed over the four weeks of the promotion, providing a unique experience to all participants, and allowing Juice to create of several “best of” promotional videos composed of visitor comments.

## CASE STUDY

# Festival Made Easy

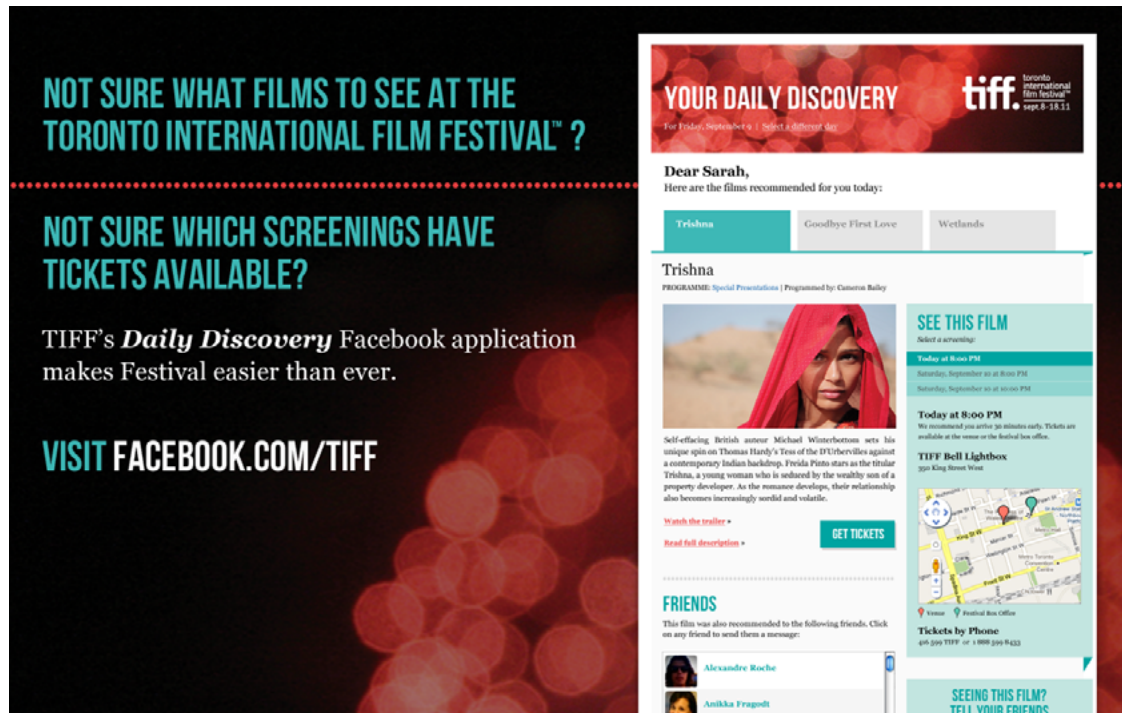
Watch the Video

## BACKGROUND

Every year the Toronto International Film Festival changes the face of downtown Toronto for ten days, bringing film buffs, celebrities and press to town, looking to get a sneak peak at a world premiere – or a glimpse of Brad Pitt sipping cocktails on a sidewalk patio.

## CHALLENGE

For all its success, Festival had always suffered from flagging sales in the latter half of Festival. Juice identified several widely held perceptions – and misconceptions – that contributed to this issue, including the assumption that all films were all sold out, the belief that seeing film at Festival requires a great deal of planning ahead, or the impossibility of choosing a film that suites your tastes from the hundreds on offer.



**NOT SURE WHAT FILMS TO SEE AT THE TORONTO INTERNATIONAL FILM FESTIVAL™ ?**

**NOT SURE WHICH SCREENINGS HAVE TICKETS AVAILABLE?**

TIFF's *Daily Discovery* Facebook application makes Festival easier than ever.

**VISIT [FACEBOOK.COM/TIFF](http://FACEBOOK.COM/TIFF)**

**YOUR DAILY DISCOVERY** tiff. Toronto International Film Festival Sept. 5-15, 11

For Today, September 5 | Select a different day

Dear Sarah,  
Here are the films recommended for you today:

Trishna Goodbye First Love Wetlands

**Trishna**  
PROGRAMME: Special Presentations | Programmed by: Catherine Bailey

SEE THIS FILM  
Select a screening:  
Today at 8:00 PM  
Saturday, September 10 at 8:00 PM  
Saturday, September 10 at 10:00 PM

Today at 8:00 PM  
We recommend you arrive 30 minutes early. Tickets are available at the venue or the festival box office.

**TIFF Bell Lightbox**  
320 King Street West

Watch the trailer •  
Read full description •

**GET TICKETS**

**FRIENDS**  
This film was also recommended to the following friends. Click on any friend to send them a message.

Alexandre Roche  
Anikka Fragoli

SEEING THIS FILM?  
TELL YOUR FRIENDS

## SOLUTION

Juice developed a Facebook application that recommended three available films every day that matched the user's tastes. Users could choose to have their daily recommendation posted to their Twitter feed or Facebook wall, allowing friends to engage with their recommendations.

To compliment our social media initiative, Juice also created dynamic, digital signage to engage with people in the King West area during Festival. A range of content, including a daily schedule of available films, trailers, and Festival's twitter stream, were broadcast at TIFF Bell Lightbox, the Festival Box Office and the Hyatt.

## CASE STUDY

# Rethink Fundraising

Watch the Video

## BACKGROUND

Camp Trillium is an organization that puts the joy back in childhood for kids living with cancer through support services including their incredible summer camps.

## CHALLENGE

September is Childhood Cancer Awareness Month, and the month that Camp Trillium decided to run a much-needed fundraising campaign. The target for this campaign was relatively high, given the limited budget and very few sponsors.

## SOLUTION

Juice has created an innovative fundraising model that turns the typical “sponsor me” model inside out, allowing for exponential growth by the



simple act of “paying it forward”, in a campaign called **Septembling**.

The core experience is a website in which people can create a ring of support by donating \$5 on behalf of four family members or friends. Each of these people get an email indicating that they have been added to a ring of support with an appeal to pay it forward at another four friends or relatives. The result is an exponential

growth model that is not limited by any one person’s social network.

Support media for this campaign include:

- Digital Out of Home Advertising
- Print Advertising (Magazine)
- Matte story placement in daily papers
- Social media strategy and activation to build community and word of mouth
- Targeted email marketing campaign

## CASE STUDY



# TIFF Bell Lightbox: Spectacular Obsessions

[Watch the Video](#)

## BACKGROUND

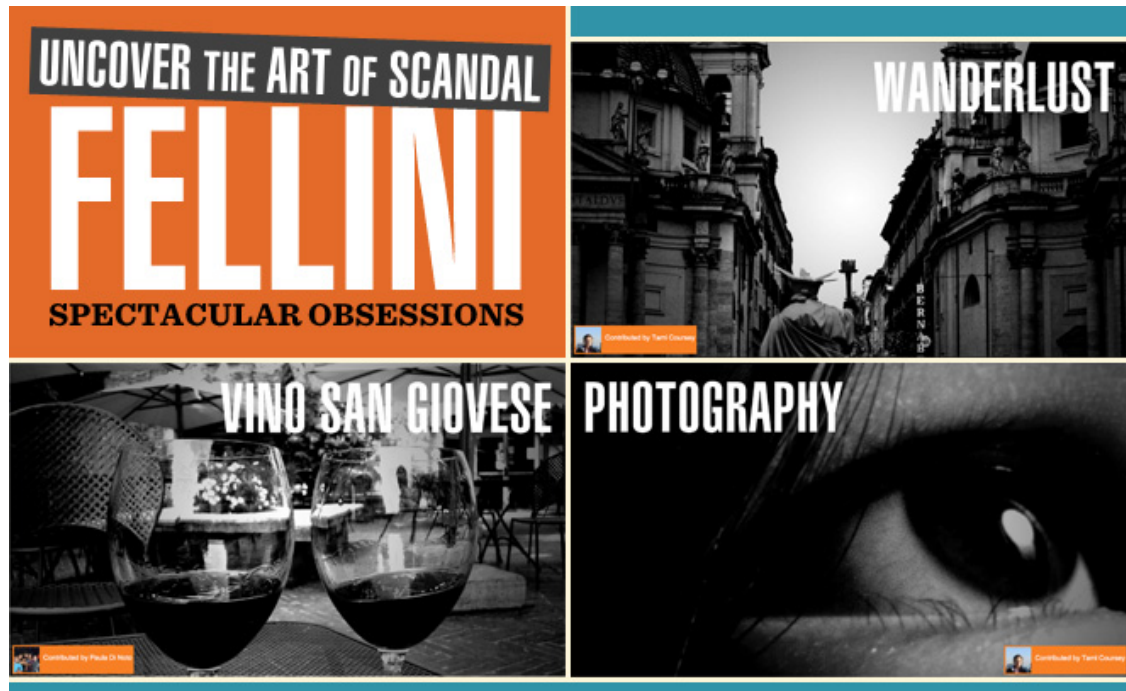
The TIFF Bell Lightbox building includes a gallery space in which TIFF hosts various exhibitions. This summer saw the show **Fellini: Spectacular Obsessions** brought to the gallery which included sketches and drawings of the work of the notable filmmaker.

## CHALLENGE

Develop a social media experience that raises awareness of the show in order to drive ticket sales.

## SOLUTION

Juice created a photo-sharing experience that blurred the boundaries between social media and the real world.



People contributed their obsessions by tweeting a photo along with the #Fellini-TIFF hashtag, or through a Facebook application. All contributions were projected in the atrium at TIFF Bell Lightbox, and Facebook contributions

were entered into a contest to win passes. To date, over 300 images have been contributed to the photo stream, driving awareness and interest in the exhibition, and providing a unique experience for all visitors to TIFF Bell Lightbox.



# *Questions?*

Call us, we'd love to hear from you.

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