



LIVE YOUR OWN STORY

**INDIGO RFP
RESPONSE**

February 05, 2015

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Dear Indigo Team,

Let me start by thanking you for this amazing opportunity to possibly work on one of Canada's most influential retailers.

Since opening your doors in 1996, Indigo for me has been a place of contemplation and wonder. It's a wonderful space to spend a lunch hour, pick up my latest book-club book or meet a friend or even an authour after work. As my life has changed along the way, it feels like Indigo has been right there with me. From the place for books and socializing to a gifting source for weddings and babies and now fulfilling my desire for a more mindful self and my daughters' desire for the latest American Girl, Indigo is there helping me live my story.

At Red Lion we believe in creating brand behavior for a desired outcome and that brands today are judged less by what they say and more by how they behave. It is with this belief in brand behaviour in mind and our insights into consumers that we see a truly unique opportunity ahead for Indigo.

We began the process for this RFP by asking our employees to describe Indigo in three words and what was fascinating was that the words people used were emotive, not descriptive. We thought it was truly amazing that in such a short time, Indigo has become a lovemark brand, a brand that inspires loyalty beyond reason. As we think about the possible assignment ahead, we would start by looking at the following questions?



How can Indigo behave in a way that unites Canadians around their love of your brand?

How do we remind Canadians that books are so much more than just words on a page but an experience?

How do we allow people to feel that Indigo is as much about them as it is about the brand itself?

How do we help Canadians live their story?

It's true, "Great books are just the beginning" and we see an opportunity to harness the love people already have about the brand and continue it through the total Indigo lifecycle.

We look forward to hopefully getting to know you better, and I want to thank you once again personally for this opportunity. It truly has been invigorating not only for myself but also for our team. I hope you enjoy our proposal.

Passionately,

Christine McArthur
Managing Director, Client Services

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COMPANY OVERVIEW

COMPANY OVERVIEW

Red Lion was established in 2012 with a vision of reshaping how agencies behave to deliver better results for our clients.

At our core we are creative capitalists. We believe that creativity should be applied to all aspects of a business, not just its marketing, in order to deliver more holistic and impactful solutions.

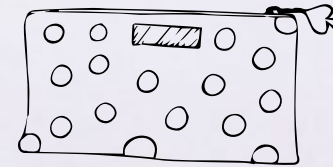
We believe a brand is measured more by how it behaves than what it says. In the world of far-reaching consumer influence and voice, the behaviour of a brand is what determines its success. That's why at Red Lion we create brand behaviours that lead the way for all aspects of an organization's behaviour.

Finally, we believe that we are not for everyone. Red Lion is a place where people join to make a difference. We attract the kind of talent and clients who are looking for a new way of doing things; looking to create a new brand behaviour.

Although a young company, Red Lion has already achieved dramatic changes in behaviour on our clients' brands. We believe working in partnership with our clients leads to the best output.



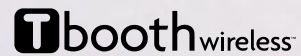
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CLIENT LIST

CLIENT LIST

We are proud of the partnerships we have forged with the following brands:



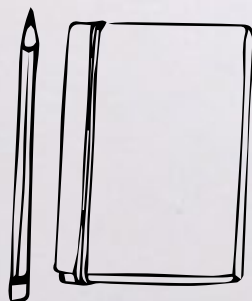


**AGENCY
SERVICES**

AGENCY SERVICES

STRATEGIC APPROACH

At Red Lion we believe in a highly collaborative “fast thinking” approach to strategy development. This process was designed to recognize the vast amount of knowledge our clients have about their brands, and stems from the belief that with the right agency partner, amazing insight can be developed from this knowledge. This process begins with a full-day work session with the client team that we call the Red Lion Lab.



RED LION LABS

The process works towards overcoming a challenge with the following key inputs:

THE OBJECTIVE:

What needs to be achieved? the objective often cascades down to influence secondary objectives.

THE ISSUE:

What's the fundamental issue standing in the way of our success?

THE INSIGHT:

What's the true consumer, environmental or economic insight that will help us overcome the issue standing in the way of achieving our objective?

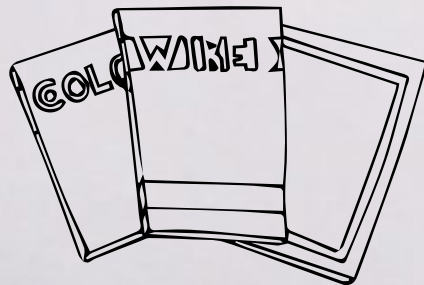
THE WHITE SPACE:

What available space do consumers want filled that is unoccupied by a competitor?

THE CHALLENGE:

What's the challenge we're giving ourselves to get us to a great idea (the foundation of the creative brief)?

AGENCY SERVICES CREATIVE APPROACH



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BRAND IDEATION

Red Lion has three levels of brand ideation:

THE BRAND PLATFORM:

The idea the brand will stand for, and behave to,
over a long period of time.

THE ACTIVATION IDEA:

The idea that brings the platform to life.

THE TACTICS AND EVENTS:

The ideas that expand the activation to where
people live, work, and play.

AGENCY SERVICES

In addition to strategy and creative, Red Lion Canada is a part of Canada's largest network of communications companies and has the means to execute every single element required in-house. We eliminate redundancies and create a seamless and flawless executional process for you, from beginning to end. Our in-house production arms deliver creative for broadcast, digital, and print and experiential across Canada.



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CASE STUDIES

MOCCA CASE STUDY #1

The Challenge

The Museum of Contemporary Canadian Art was having trouble maintaining relevancy for their brand. People who had visited the museum weren't returning and more increasingly attendance was hinging on the Museum's curated selections, which in turn adds financial stress and requires even more accurate planning.

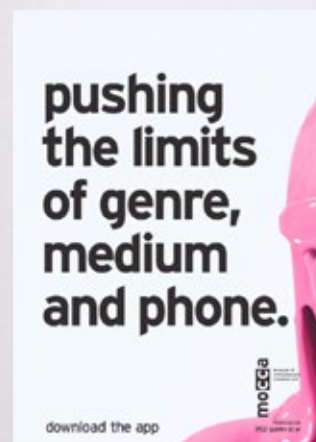
The Idea

Build credibility and influence of the MOCCA brand. By creating behaviour of beliefs with an articulated benefit, the intended audience will begin to trust in the brand regardless of the exhibit. Attendance will also increase if the audience believes that visiting the Museum is worth more than just the visit itself, that it in fact leaves an impression on you. One that lasts.

The Execution

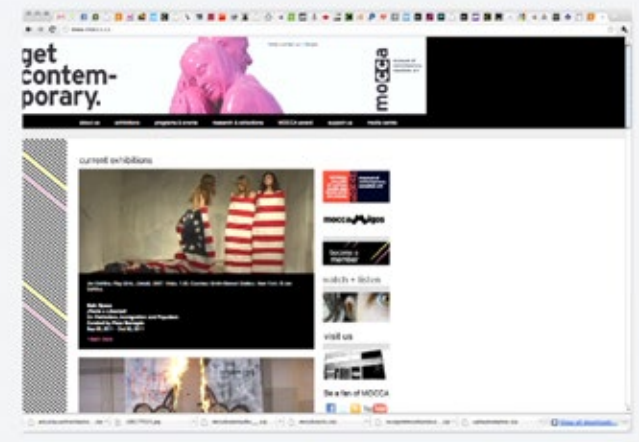
In order to execute these two thoughts we utilized the colour pink. We used this colour as not only a representation of our brand (provocative, loud, modern, hip, young) but also as a representation of the lasting effect the MOCCA exhibits will have in our audiences lives. By taking somewhat mundane, everyday scenarios and covering the people in the messages in this hot pink paint, we not only got a new audiences attention, we intrigued them. We challenged them to find out for themselves what we were "talking about". The campaign launched with three print ads on 150 bus shelters and in local magazines.

But it didn't stop there, we also hosted parties promoted through social media and posters on the street. We gave away paint from the photo shoots so people could take some of the campaign home with them. Digitally we created an app that gave users access to current and past exhibits, which we promoted with branded posters and web banners for MOCCA.ca. Looking for opportunities to engage with a contemporary target further we even played videos at popular nightclubs and created an exhibition that was featured at Art Toronto 2011.



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The campaign was also internationally recognized at the International Design Communication awards in Stockholm, where it won gold for Best Branding Campaign in the museum category in 2013 beating out much more well known museums with much larger budgets like the MET.



TORONTO SILENT FILM FESTIVAL

CASE STUDY #2

The Challenge

The Toronto Silent Film Festival was losing financially year after year. Attendance numbers had continued to dwindle and access to premier silent films was continually becoming more challenging. The films selected to be screened in festivals are through a bidding process. Because of this, ticket sales from a previous year and membership packages, literally decide the fate of the coming year. Bottom line profits dramatically affect a festival's ability to bid at auction for the coming year's films.

The Idea

Make The Toronto Silent Film Festival a contemporary and relevant festival to attend. Attempt to illustrate that these films were the pioneering influence on the film industry. They were the original artists. And in turn, also attempt to make the festival itself famous, so that attending the festival gave a person bragging rights.

The Execution

In order to give our new audience a chance to experience the pioneering nature of silent films and help to make the festival itself feel more contemporary, we turned to Instagram, but with a twist. We created the world's first Instagram film experience. Three trailers of three of the silent films. When you scrolled through each sequential slide it literally turned into a silent film.



TORONTO SILENT FILM FESTIVAL CASE STUDY #2

The New Behaviour

As a result of this, TSFF using no PR to push the campaign out, received more than 4,000 new followers with no paid media push. TSFF sold out its festival for the first time, gaining the highest attendance in the festival's history. The audience's behaviour has changed. The campaign gained more than 2 million free media impressions and changed the perception of going to see silent films. This has resulted in a dramatic increase in both brand recognition and perception for TSFF, which has since allowed them better negotiation ability. The festival's perceptions have changed. This campaign was also recognized both locally and internationally winning at both The One Show and The London International Awards.



TELEVISION BUREAU OF CANADA

CASE STUDY #3

The Challenge

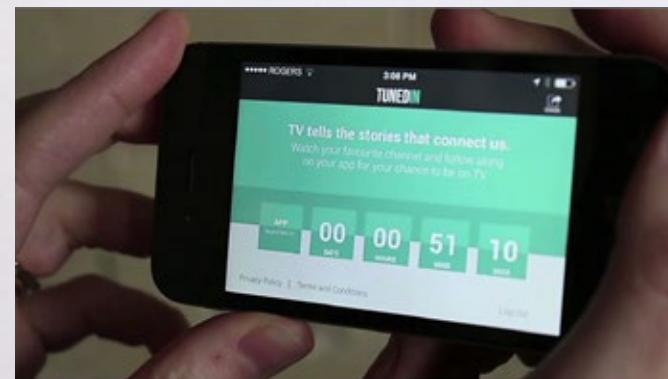
As a representative of the Canadian Television industry, the Television Bureau of Canada was facing a reduction in advertising dollars spent on TV and a reduction in the amount of media spend recommendations. The majority of people's social interactions have been slowly occurring more and more digitally. Because of this, most "water cooler" stories are no longer centered around television programing. Although TV shows are a tremendous source of online conversation, viewers are simply not giving it credit for the role it plays in their social lives. This continuing slip in perception of relevance is leading to less revenue through advertising and programing.

The Idea

In order to illustrate the powerful role television plays in people's lives provide them with an easy way to express this. Create advocacy through the viewers by allowing them to share stories that will instantly connect with others, by linking them through the content of those stories.

The Execution

We created TunedIn, a mobile app that gave Canadians the chance to share their love for TV, on TV. The app brought advocacy back to the medium, demonstrating the important role it plays in their lives. That television tells the stories that connect us. A TV campaign encouraged app downloads, promising Canadians the chance to be on TV. The app activated in sync with a launch event that aired on every major network. Users followed along on their apps and submitted video responses about their favourite TV shows. Minutes later, we began airing user-generated videos across the country, which encouraged further downloads. The Tuned In app worked in conjunction with the TunedIn website, which hosted our database of user-submitted videos that consumers could browse and share. Consumers could also see the submissions that made it to TV, hosted on both the website and YouTube.



TELEVISION BUREAU OF CANADA CASE STUDY #3

The New Behaviour

As a result of this campaign, in the first hour after launch, our upload rate exceeded that of YouTube. Illustrating the renewed power of television. The involvement of our audiences had changed. The TunedIn campaign also achieved 85% awareness, and 76% agreement with the statement "TV tells the stories that connect us". The perception of television had also changed, this was most acute when the app was downloaded at a rate which exceeded industry norms by 3200% In all, a new behaviour had been established, one that helped illustrate the power of television to both motivate and play an affective role in peoples lives.



MOTHERS DAY SURPRISE

CASE STUDY #5

The Challenge

The KitchenAid Stand Mixer is the undisputed leader in the stand mixer category, however, with increasing competition how could KitchenAid set itself apart from its competitors and give the ultimate gift for Mother's Day?

The Idea

You'd be surprised by what KitchenAid can do. KitchenAid wanted to leverage the passion we all share for moms using the iconic Stand Mixer as the cornerstone to one's culinary journey.

In combining the gift of surprise with the iconic stand mixer, three moms had a truly special and memorable Mother's Day. Good things do happen to good people.

The Execution

KitchenAid wanted to give three young adults the chance to show their love in a surprising way. By using social media and video, KitchenAid enabled a touching display of love by using the KitchenAid Stand Mixer and it's attachments to bake a cake from scratch and share the story via social media.



MOTHERS DAY SURPRISE

CASE STUDY #5

The New Behaviour

During the two-week promotion period the campaign garnered over 1 million impressions as well as 4209 likes, comments and shares on Facebook. This traffic brought our story over 15,000 views on YouTube.



ADDITIONAL ACHIEVEMENTS

In addition to the case studies we have prepared for you, some of our most notable accomplishments over the past three years are:

Whirlpool Canada

Developed four distinct brand platforms and activation ideas for Whirlpool, Maytag, KitchenAid and Jenn-Air

Jenn-Air

Developed a first of its kind interactive magazine campaign

Kraft Canada

Re-launch for Kraft Singles that led to increase in unit sales

Sound Communication

Developed an award winning app that allowed people to see how they hear

Marketing Awards

Gold – Best App/Mobile – Sound Communication (2014)

Gold – Creative Use of Technology – Sound Communication (2014)

Joe Boxer

Rebrand and package design – Cassie's Award, Bronze



**THE INDIGO
TEAM**

THE INDIGO TEAM

At our core, all employees of Red Lion are creative capitalists focused on creative solutions that increase your brand value. We have purposely staffed our agency to be a collective of people from diverse backgrounds from everything including digital, strategy, industrial design, technology and social. We do not work within traditional silos of creative partnerships of art director and copywriter to ensure that the solutions we provide are unique, inspiring and accountable. With the proven track record of the Red Lion team and our awards and recognition we are poised to understand your challenge and deliver an inspiring solution that gets people to Indigo.

We have put a passionate team together to work on the Indigo account who are a combination of proven brand builders and young creative thinkers.



THE INDIGO TEAM

Executive

**MATT LITZINGER**

President & Chief Creative Officer

"Advertising sells nothing, people talking about your advertising sells everything." It is with this thought in mind that Matt Litzinger has built his career. As Red Lion's President and Chief Creative Officer he has carried this mantra through his agency.

A true team player, he believes that the best work is created using a collective approach and he's been able to build a varied list of clients' businesses and garner global recognition in the process. In his over 18 years in the business his work has been awarded locally and internationally.

Matt's list of client experience has spanned across every business category, from blue chip international companies to small independents, including but not limited to TSFF, MOCCA and The Toronto Zoo. In his spare time he enjoys watching his children... do basically anything.



THE INDIGO TEAM

Strategy

**JOHN SCHOFIELD**

Managing Director, Strategy

With over 12 years of advertising experience, John has worked across virtually every category imaginable. He brings a unique blend of creativity and business acumen to any challenge presented. John has a relentless curiosity that drives him to constantly look for new ways of approaching the most difficult problems. In recent years, he has developed a DAA for Kia, constructed a new creative platform for Air Miles that re-established their role as a leader for Canadian travellers, and helped launch the Publicis Vancouver office. John prides himself on understanding the finest details of his clients' business and challenges, working with them to determine the brand behaviour that will distinguish them, from their competitors.

**MICHAEL COULSON**

Digital Strategist

Obsessed with uncovering the "so what" of everything we do, Mike has been guiding clients in digital for over 8 years. His career began with Rogers Wireless as they launched one of the first Canadian brands on Facebook. He has provided strategic guidance for eCRM, social, website, and mobile campaigns for clients such as LG, Alexander Keith's, CIBC, Purina and Metro Grocery.

THE INDIGO TEAM

Accounts

**CHRISTINE MCARTHUR**

Managing Director, Client Services

A compulsive team player coupled with an innate curiosity to understand business and consumers alike, Christine has over 15 years of experience and has been with Red Lion since its inception. Christine prides herself on building teams that best serve the needs of a Client and dedicates herself to a Clients' business to be a valued partner. She has worked on a number of award winning creative and business building campaigns on a variety of brands including CIBC, Kraft, Coca-Cola and Campbell's.

**KAITLIN DOHERTY**

Account Director

With over 8 years of experience, Kaitlin has executed integrated national campaigns for brands like P&G, President's Choice and Bud Light. While working on McDonald's Canada, Kaitlin helped lead a team that produced creative which resulted in record sales and that was leveraged across the global market. Her passion for travel and exploring even her own backyard has given Kaitlin an appreciation for experiencing living history and culture.

THE INDIGO TEAM

Accounts

**MEGHAN CASSIDY**

Account Executive

Meghan has been with Red Lion for 2 years, bringing her impeccable customer service skills and sunny disposition. In the time that she's been in advertising she's managed a number of accounts, including Labatt USA, Air Miles, Whirlpool, Maytag, Kraft, and Sound Communication. As a history major, Meghan offers a unique perspective to understanding the ROM business. Meghan enjoys spending her weekends embracing the culture in Toronto.



THE INDIGO TEAM

Creative



WILL HARMER
Industrial Designer

New to the world of advertising, Will has spent the past 7 years in academia. With a degree in Industrial Design (University of Alberta) and currently in the process of completing a Masters in Strategic Design (Aalto University, Helsinki, Finland), Will has amassed a diverse knowledge and skill set that allows him to work through complex problems. Relevant projects which Will has been apart of include a cultural project focusing on the preservation of a regions identity in Asuke, Japan , and the creation of community tools to improve cross-generational dialogue in the city of Kauniainen, Finland.



SHANNON MURPHY
Copywriter

Shannon is a passionate copywriter interested in Middle-Earth, cultural magazines and design. During her tenure as the copywriter at Drake Hotel Properties, she helped shape the brand's language and visual signature while executing national campaigns for the Drake General Store, The Drake Hotel and Drake 150. For the last four years, Shannon volunteers with children at the Toronto Public Library in Parkdale.

THE INDIGO TEAM

Creative



STEPHEN SANDIAN

Art Director

Stephen started his career in advertising over two years ago working on several different big brands, including Kia Motors and Toshiba Canada. He has worked on TV commercials, online videos, and multiple digital campaigns. During his free time Stephen paints, draws and has a passion for photography.



KYLE CARPENTER

Copywriter

Over the past four years, Kyle has written campaigns for major brands, including award-winning work for Google and Rogers. Prior to his work as a copywriter, he managed Coca-Cola Canada's social media communities. Recently, he gave a guest lecture about creativity and digital marketing at the University of Toronto.

THE INDIGO TEAM

Creative



DUNCAN COLLIS

Designer

Since entering the industry as a designer, Duncan has worked on a unique spread of national and niche clients including McDonald's, Habitat for Humanity, General Mills, and Tapestry Opera. With an Applied Arts Young Blood Design award to his name, Duncan has focused on helping brands express themselves. His most relevant projects include; the refocusing of the McDonald's mailer which steadily increased viewership, and the complete overhaul of Tapestry Opera which allowed an obscure opera company's contemporary vision to shine through.

Technology



JACOB BONDRE

Technology Director

Jacoub is a creative technologist with over 15 years experience. He has built and overseen the technology teams in NYC, Toronto, Calgary and Vancouver. He has worked on award winning national and international campaigns for brands like Budweiser, Honda, HP, and Sprint. Some of these awards include but are not limited to 2 Silver Lions, 1 Gold and 2 Bronze Pencils from the One Show, a Grand Cleo and several CMAs. Jacob is also an educator and speaker, having held faculty positions at IADT, Humber and Seneca.



Indigo®

