

PORTFOLIO

ADVERTISING

Business without advertising is like a play without an audience. It may be great, but who will know? You must be **visible to succeed**. Visible in a special way that your audience will respond to. Persona advertising gets noticed and gets **results**.

STRATEGY & CREATIVITY

**"Strategy oriented
with killer creative."
Marketing Magazine**



P E R S O N A C O R P

IMAGE YOUR SUCCESS

STRATEGY



Persona does not believe in chance.

Every detail of business should be planned for maximum advantage.

To win the war that is **marketing**, you need **strategy**, and strategy depends on knowledge. Don't do anything until you know exactly what needs to be done. The Persona team are the experts in helping businesses find their uniqueness, shaping their unique message for their **target** audience, and delivering it where it needs to go.



C A M P A I G N

“Your work was absolutely fab. I’ve never written anyone to tell them they are amazing! It’s one of the best I’ve ever seen.”
The Sloan Agency Inc.



Richmond condominium

Faced with the challenge of creating a unique way to market this condominium community being built downtown by Tridel Corporation, we identified several specialized target markets — single mothers, single professionals, gay couples — and created a hip “adult” comic book style of ad (adult comics are popular in these audiences). An assortment of characters representing the target markets appeared in weekly installments of the ongoing — and somewhat daring — story in full-page newspaper ads. This unique campaign merited several international awards.



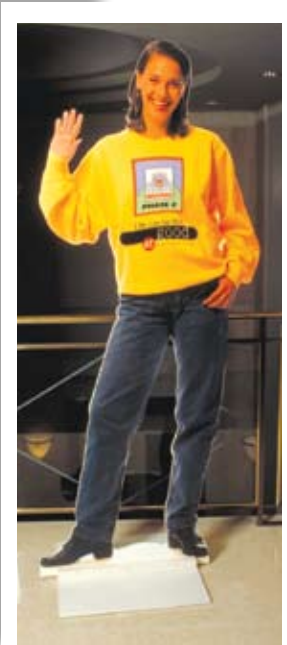
P E R S O N A C O R P

IMAGE YOUR SUCCESS



“Your ideas alone made the difference.”

Tridel



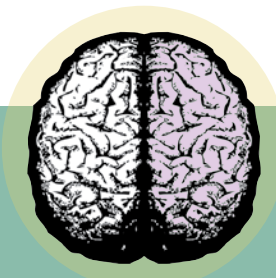
Consilium Condominium

This highly successful, multi-award-winning campaign illustrated lifestyle with the fictional Keith and Brenda, representing a “typical” young urban couple shopping for a first home. In newspaper ads, billboards and transit they argue and tease each other while showing the reader the many benefits of the Consilium. Keith and Brenda obtained huge awareness and sold out the target homes months ahead of schedule.



P E R S O N A C O R P

IMAGE YOUR SUCCESS



CAMPAIGN

“More than met our expectations. We all feel we received top value for our money.”
Marshall Macklin Monaghan

Abria
7%
The world is changing
A.G.A.I.N.[™]

Abria is a unique investment opportunity from Abria that provides you with a diversified, guaranteed quarterly return of 7% per year. Abria is the only alternative investment company that provides you with a guaranteed return of 7% per year. Abria is the only alternative investment company that provides you with a guaranteed return of 7% per year.

Abria Diversified Alternative Income Series 1

- 7% per year guaranteed quarterly return
- 100% liquid
- Investment in the world's best companies
- Managed by a team of experienced investment professionals

The future is alternative.

Abria
7%
The world is changing
A.G.A.I.N.[™]

Abria is a unique investment opportunity from Abria that provides you with a guaranteed, quarterly annual distribution. Our mission is to give back the benefits of the investment process. We have done it A.G.A.I.N., with the world's first guaranteed income rate with guaranteed quarterly distributions.

The future is alternative.

Abria
1
The world is changing.

By capitalizing on the world's best ideas, we deliver them with expert alternative investment management. From the world's best ideas, we deliver them with expert alternative investment management. From the world's best ideas, we deliver them with expert alternative investment management.

The future is alternative.

A.G.A.I.N.
The future of investing.

Are you searching for... Again - the search is over.

Abria is a unique investment opportunity from Abria that provides you with a diversified, guaranteed quarterly return of 7% per year. Abria is the only alternative investment company that provides you with a guaranteed return of 7% per year.

Abria
The future of investing.

Welcome to Abria Financial Group. Abria is a unique investment opportunity from Abria that provides you with a diversified, guaranteed quarterly return of 7% per year.

People listen to experts. Experts have credibility. Experts are respected.

Abria is a unique investment opportunity from Abria that provides you with a diversified, guaranteed quarterly return of 7% per year.

Abria Financial Group

Hedge funds, or alternative investing, are perceived by many as risky. To overcome that perception, we built an image of experience, solidity and expertise for this award-winning alternative investment company.

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P E R S O N A C O R P

IMAGE YOUR SUCCESS



Scene 1: Boy's tooth tied to door, looking nervous.

VO: Throughout our lives we receive advice.

Sound FX: A door creaking slightly, then slamming shut loudly.



Scene 2: Pouting girl looking at giant mound of broccoli, not happy.

VO: Sometimes we take it because it's ... good for us.



Scene 3: Boy stuck to icy pole in school yard; big trouble.

VO: Sometimes we need it in a hurry.

Sound FX: Sounds of other kids playing in a playground. Laughter, shouting.



Scene 4: Lively animated sequence, hands reach up to cradle globe, suggestive words orbit earth.

VO: But planning your financial future, you need the best advice available. Ask your financial advisor about Atlas Mutual Funds.

Sound FX: musical "stinger".



Scene 5: Globe transforms into Atlas logo.

VO: We're helping you manage your world.



Scene 6: Mom with bucket of steaming water.

"Thankh mom."

Atlas Mutual Funds

This campaign of three 30-second TV spots for Atlas Mutual Funds took a different approach from the majority of fund advertisers — important in a crowded RRSP season. Rather than showing adults either planning their retirement or living it, we used children to illustrate, in a gently humorous way, the benefits of a sound financial strategy.

"The Atlas marketing is quite outstanding!

The Atlas TV commercials have managed to make your message very human and personal...

Great work."

Atlas Board of Governors



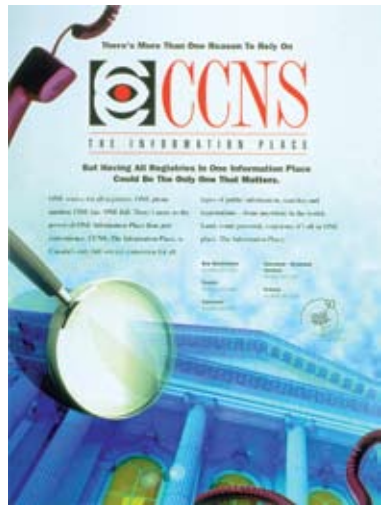
P E R S O N A C O R P

IMAGE YOUR SUCCESS



C A M P A I G N

“Brilliant.
I congratulate you.”
Academy of Canadian
Cinema and television



CCNS
A range of materials — print ads, trade show booth, brochures and direct mailers — created by Persona to solidify image, raise awareness among their target market and position the company as the only full-service information place in Canada.



P E R S O N A C O R P

IMAGE YOUR SUCCESS



I would recommend you to anyone — except our competition!"

D-Link Networks

You have 15 million times longer to pay for your D-Link network equipment than this CHICKEN could remain airborne.

0% interest
0 payments for 6 months*

CALL 1-800-354-6522

D-Link
Link for less!

She could produce enough milk (12,672 litres) to fill a swimming pool in the time you have to pay for your D-Link network equipment.

0% interest
0 payments for 6 months*

CALL 1-800-354-6522

D-Link
Link for less!

This snail could almost finish the Boston Marathon before you have to pay for your D-Link network equipment.

0% interest
0 payments for 6 months*

CALL 1-800-354-6522

D-Link
Link for less!

D-Link Networks

This humour-based print campaign was designed for impact: none of D-Link's competitors ran anything like them, and they were noticed. LINK magazine, below, gives D-Link the credibility to be more daring in their advertising.



In the time you have to pay for your D-Link network equipment "BUBBLES" will forget her name 62 MILLION times.

0% interest
0 payments for 6 months*

CALL 1-800-354-6522

D-Link
Link for less!

NEW! FROM D-LINK! THE SPY THAT CAME IN WITH THE WIRE!



P E R S O N A C O R P

IMAGE YOUR SUCCESS



"You are very original, dynamic, thought-provoking."

Nabisco

"I am so glad to know that America now has a flutist of this order."
Record Gajutsu, Tokyo

STALLMAN'S FLUTE
SPELLBINDING
NEW YORK TIMES

ROBERT STALLMAN
THE AMERICAN FLUTIST

- Representation: Hannah Woods
- Telephone: 215-893-9030
- Toll free: 888-US-FLUTE
- Fax: 215-893-9443

C A M P A I G N

STALLMAN'S FLUTE
Fabulous
THE NEW YORK TIMES

ROBERT STALLMAN FLUTIST

"Stallman is no ordinary virtuoso of the flute ... He dazzles because of his penetrating artistry."
The London Times

Representation:
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Telephone: 215-893-9030
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"Stallman is no ordinary virtuoso of the flute, though virtuoso he emphatically is, he dazzles because of his penetrating artistry."
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ROBERT STALLMAN
THE AMERICAN FLUTIST

"Stallman is no ordinary virtuoso of the flute, though virtuoso he emphatically is, he dazzles because of his penetrating artistry."
The London Times

Robert Stallman, Flutist

Image ads created for the American flutist Robert Stallman, an internationally famous musician. These ads appeared in the "bible" of American music, *Musical America, International Directory of the Performing Arts*.



P E R S O N A C O R P

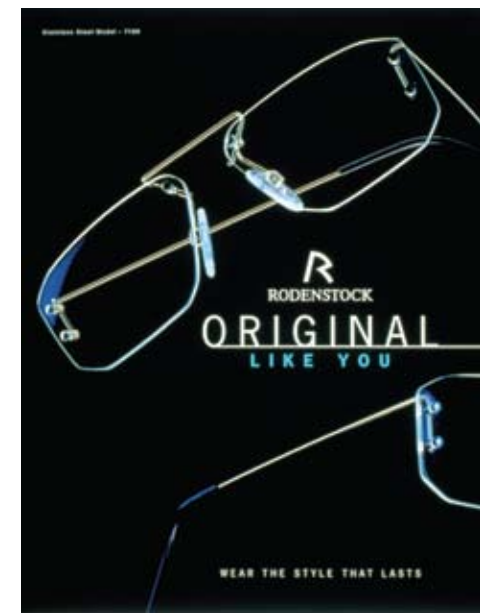
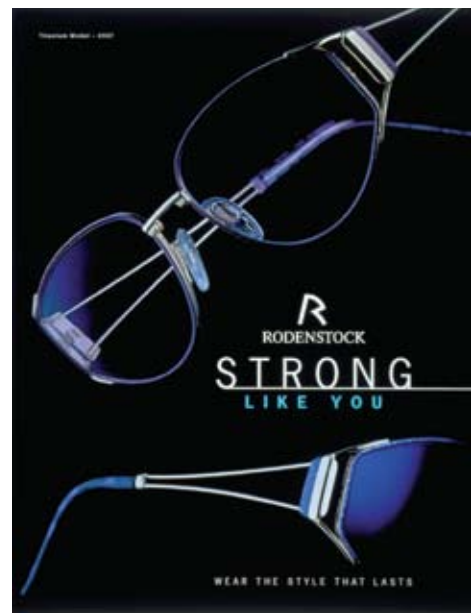
IMAGE YOUR SUCCESS



CAMPAIGN

“I would use you
for any project,
large to small,
corporate to
the arts...”

Ministry of Culture



Rodenstock

Well-known for top-of-the-line eyewear, Germany's Rodenstock can afford to use elegant, simple, understated imaging messages.



Fairview Mall

A campaign that involved several seasonal events — Chinese New Year poster, Spring Hop transit ads, and Christmas fund-raising campaign run extensively in daily newspapers.

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P E R S O N A C O R P

IMAGE YOUR SUCCESS

CLIENT LIST

Arts and Entertainment

- Academy of Canadian Cinema and Television
- CBC TV
- CFTO TV
- Fox TV
- Gemini Awards
- Genie Awards
- Ontario Arts Council
- Robert Stallman Flutist
- Sony Music
- Stratford Festival

Associations and Charities

- Autism Society of Canada
- Canadian Education Association
- Canadian Figure Skating
- Catholic Church of Canada
- Heritage Foundation
- Hospital for Sick Children
- TSSA
- World Preferred
- Workers' Compensation Board

Consulting and Services

- Andersen Consulting
- Deloitte & Touche
- CCNS, The Information Place
- Centra Gas
- Contemporary Personnel
- Deucalion Disaster Recovery
- Ecrutier
- Home Express
- Market Facts
- Marshall Macklin Monaghan
- National Public Relations
- Hydro
- Profile Investigations
- Tigertel UTR

Distributors and Wholesale

- Accenta
- Letraset
- Lenbrook
- Rodenstock Eyewear

Education

- Ministry of Education
- Ministry of Colleges and Universities
- School Voyagers
- The Winston Academy
- York University

Ecommerce

- Amer.com
- Antiquezen.com
- Cars4u.com
- ecrutier.com

Events

- Autism International Conference
- Christie: Children's Book Awards
- Paris Air Show
- Purina Hall of Fame

Fashion and Accessories

- Lonix
- Parktown Hats
- Urban Warrior
- Zoo T

Finance and Insurance

- Acuity Mutual Funds
- Atlas Mutual Funds
- CIBC
- Comtech Credit Union
- Laurier Life
- Merrill Lynch
- Midland Walwyn
- Montreal Trust
- National Trust
- Royal Insurance
- Retrocom
- Sun Life
- Trout Trading

Food and Beverage

- Appletree Natural Foods
- Becker's Best Cookies
- Coors
- Nestlé
- Foodland Ontario
- Miller Genuine Draft
- Molson Brewery

Government

- Ontario Human Rights Commission
- DMDC (previously OFDC)
- Ontario Ministry of Agriculture and Food
- Ontario Ministry of Citizenship and Immigration
- Ontario Ministry of Community and Social Services
- Ontario Ministry of Culture
- Ontario Ministry of Education
- Ontario Ministry of Economic Development and Trade
- Ontario Ministry of Health
- Ontario Ministry of Training, Colleges and Universities
- Ontario Ministry of Tourism and Recreation
- Senior's Secretariat

Information Technology and High Tech

- 9003 Inc. Aquazon
- Bryker Datasystems
- Castek Software
- Digital Sound
- Hoover & Nebrig
- D-Link
- FTG
- IBM
- Idenovo
- Info
- Insystems
- ISN
- Lean
- LSF Software
- Platform Computing
- Silcom
- SMART
- Soft Smile
- Voice IQ
- Whisper

Manufacturing

- Armor Tile
- Arvin
- Boeing Canada
- Bosch
- Castle Top
- deHaviland
- DSC
- Gescso Industries Inc.
- Engineered Plastics
- Royal Building Systems
- Shilling Optical

Pharmaceutical

- C.E. Jamieson & Co.
- Jamieson Vitamins
- Genpharm
- Propharm

Products

- Chesebrough-Ponds Canada
- Coors Talking Can
- Christie Brown and Co
- Purina
- Q Tips

Publishing

- Buy and Sell Newspaper
- eye
- Penguin/ Viking Books
- Simon & Schuster

Retail

- Fairview Mall
- Canadian Tire
- Loomis + Toles Artsmart
- National Grocers

Real Estate

- Ashton Manor Group
- Cadillac Fairview
- Consilium
- Governor's Hill
- The Richmond
- Tridel

Telcom

- Cable Sat
- Regional Cable TV
- RR Enterprises
- Shaw Fiberlink

"We're absolutely excited about it.

The best thing we have ever seen.

We're absolutely thrilled."

Merrill Lynch

STRATEGY & CREATIVITY

75 First Street
Suite 128
Orangeville, Ontario
L9W 5B6

Phone: 647-477-8179



P E R S O N A C O R P

www.personaco.com

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