



S U M M A R Y

# CREDENTIALIALS

**Persona® Credentials Summary** — Thought Leadership in Strategic and Creative Marketing Solutions. **Right-Brain Solutions:** World-Class Award-Winning-Creative. **Left-Brain Solutions:** Proven Success Methodologies.

STRATEGY & CREATIVITY

"Proven to work every time."  
Strategy Magazine

"Killer Creative."  
Marketing Magazine

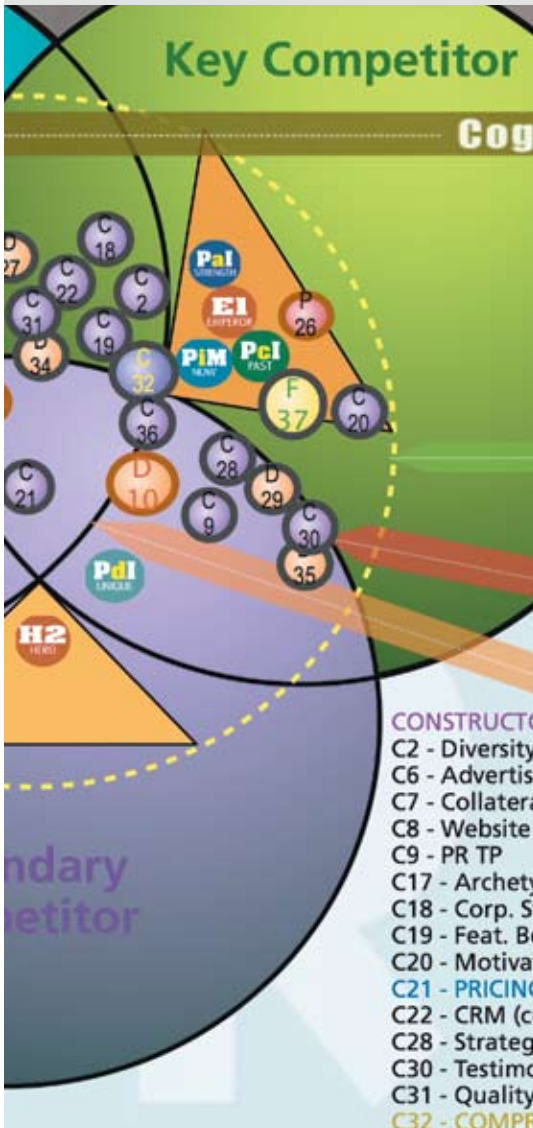


P E R S O N A C O R P

IMAGE YOUR SUCCESS



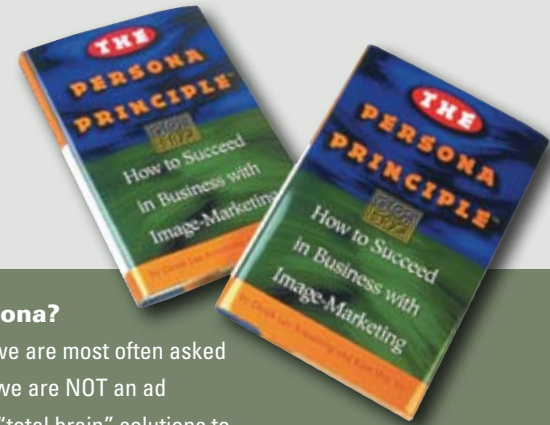
# Total Brain Marketing Solutions



**The Two Sides of Persona:**  
**Left brain, right brain; strategic and creative solutions. Two personalities, one solution.**

**Why?**

**Because great creative without solid strategies is not enough. And brilliant strategies based on proven analysis and planning methods cannot succeed without focused, right-brain creative.**



**So What Is Persona?**

This is the question we are most often asked after we reveal that we are NOT an ad agency. We provide "total brain" solutions to address marketing and business issues.



**Left Brain:**

proven, proprietary analysis and planning, now deployed by thousands of companies (via our software) and hundreds (via our expert principal planners). You've heard of the methods: Persona Plan, CogniMATRIX, ImagINDEX and other tools pioneered, perfected and owned by Persona Corp.

**"Proven to work every time."**

*Strategy Magazine*

**Left-Brain Strategic**

*Persona invented Image Marketing and Percept Marketing. We developed the famous — and proven — proprietary systems that fulfill their highest ideal: Persona Plan, CogniMATRIX and we also authored the best-selling The Persona Principle books, now in 5 languages (above).*



**Right Brain:**

you've seen our work for Merrill Lynch, CIBC, Sony Music and hundreds of others. Our creative teams execute brilliant left-brain tactics. The result? A 97.5% track record against client goals for more than two decades. And our teams of creatives have swept every major award!

**"Toronto's hot shop!"**

*How Magazine*

**Right-Brain Creative**

*Applying our deep knowledge of Image Marketing to all creative, our award winning teams consistently bring solutions that achieve client objectives. Our 20-year history includes many recognizable campaigns including full Persona development for IBM Software, positioned as "Aim for Productivity", Tridel's "Built for Life" branding and the persona for Paris Air Show.*

P E R S O N A C O R P

# International Recognition



## brand

### Award-Winning Logos

Over ninety-two awards for logo design and branded work, including best-in-shows in New York, Golds in every category and recognition as Grand Award Winner in several competitions.

## advertising

### Results-Driven Creative

The Toronto Star described our creative director, Kam Wai Yu as "Canada's best." Hundreds of golds, silvers, and best-in-shows demonstrate our unique ability to communicate every client's unique message with flair and uniqueness.

## memorable

### World's Best

Kam's brilliant poster "Libraries for the Environment" won "World's Most Memorable Poster" in a competition with 4500 creatives spanning 36 countries.

## client awards

### The Ultimate Thanks

All of our clients are lavish with praise and we love the "thank you's." The Gemini Awards went as far as to present Persona with an honorary Gemini Award for our work on the brand. See our testimonials for client praise.



## TOP

*Famous Creative Director Kam Wai Yu* standing in our hall of fame in front of a small collection of our 900 plus International Awards...  
RIGHT BRAIN AT ITS BEST!

**"They capture the top design awards."**

Toronto Star

## What the Media say about Persona



1

### “Captures Top Design Awards”

Toronto Star

Profiling the big win of our well-known self-promotion SPOTS.

Excerpt from article by Priti Yelaja

“Spots spells success for Kam Wai Yu ... That’s the name of a self-promotional produced with partner Derek Armstrong ... And it’s won big — 12 awards so far, including the prestigious Mobius, the academy awards of advertising ... Yu’s Libraries for the Environment poster was picked as best in North America and is entered in the World’s Most Memorable Poster competition in Paris next month ...”



2

### “Turning Point Went to the Dogs”

Toronto Sun

Profiling company in YOUR MONEY.

Excerpt from article by Terri Williams

“They hit the spot by going to the dogs. The firm’s two Dalmatians are featured everywhere ... This company has continued to enjoy 400% growth... work for clients like FOX TV has resulted in dozens of international design awards ...”



3

### Profile of Kam and Derek

Marketing Magazine

Persona’s Left-Brain Principal Derek Armstrong and Right-Brain Principal Kam Wai Yu were described as “strategy oriented with killer creative.”

Excerpt from feature by Marni Shaw

“They continue to wow the industry with work that remains strategy oriented, with killer creative.”



4

### “Ad team releases book on image marketing.”

Strategy Magazine

Profiling Persona and the release of The Persona Principle (Simon & Schuster, NY).

Excerpt from feature by Patti Summerfield

“They are in the top 5% by revenue in Canada for their work with Boeing, CFTO-TV, Hospital for Sick Children, CBC TV, and many others ... Persona ... a system that brings science to marketing ... a mathematically indexed process ... makes marketing accountable...”

## What the Media say about Persona



5

**"Fame and Fortune."**

How Magazine

Profiling Persona as Canada's top shop.

Excerpt from article by Bryn Mooth

"They grew 400% each year with clients such as de Havilland, CBC, Deloitte & Touche, Andersen Consulting, Molson, IBM and Fox TV ... They were first known as Toronto's hot shop for creative ..."



6

**"Persona Launches Major Brands."**

Studio Magazine

Profiling Persona as the success driver of many brands.

Excerpt from Studio Magazine article

"Persona was used to successfully launch major new companies and products of all sizes ... Persona is a brilliant example of how Armstrong and Yu continue to reinforce their own extremely successful Persona."



7

**"The Principles of Image Marketing."**

Applied Arts Mag

Persona as the Image Experts.

Excerpt from article by Janice Biehn

"A company that generates millions of dollars from their principles of Image Marketing ... They wrote a best selling book of the same name, translated into several languages and adopted as a textbook in Universities ... Persona is riding a wave of popularity."



8

**"Persona uses the crucial 8 Persona Factors and 88 Persona Codes to help you excel ..."**

Profit Magazine



9

**"Persona is growing in importance."**

Entrepreneur Magazine

## What our clients say about Persona



1

**"Persona shows you how to capitalize on the most important asset you own — your image."**

Senior VP, CIBC



2

**"Savvy Creative and unbelievably great strategic services. I would recommend them to anyone. Except our competition!"**

Toron Lee, VP D-Link



3

**"You are very original, dynamic, thought-provoking. Would we use you again? Of course, because you are the best. Everyone loved your work."**

VP Marketing, Nabisco



4

**"Absolutely thrilling work, the best ever."**

Frank Tucci, Senior VP Merrill Lynch



5

**"Persona works. We only hope our competition doesn't catch on."**

CEO of CCNS



6

**"Your bicycle garage idea alone made the difference."**

Jim Ritchie, VP, Tridel



7

**"I would use Persona for any project, from corporate to the arts, from big to small."**

Director, Ministry of Culture



8

**"You are North America's most creative."**

Simon & Schuster

## Persona Is... Is Not...



**Creative and strategic marketing solutions that can help you**

IMAGE YOUR SUCCESS™

### Persona Is ...

- “Canada’s best” creative solutions
- “Toronto’s hot shop” for creative
- “Strategy oriented with killer creative”
- Inventors and thought leaders of Image Marketing
- Developers of Percept Marketing
- Total-Brain solutions for clients of all sizes with a 97.5% track record against client objectives across a two-decade history
- The leading experts in strategic-creative solutions, a team that is “growing in importance.”
- Internationally famous for work with over 300 clients
- Committed to the success of their clients.

### Persona Is NOT ...

- NOT an ad agency
- Does NOT offer services outside of strategic and creative marketing solutions
- Does NOT believe in markups, commissions or sub-contracts
- CanNOT work with every prospective client — APOLOGIES IN ADVANCE.

# 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
- recruiter.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
- OMDC (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



## STRATEGY & CREATIVITY

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P E R S O N A C O R P

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