



WY CONSULTING GROUP

TURNING YOUR PURPOSE INTO ACTION...



RECOMMENDATIONS	3
OPPORTUNITY ASSESSMENT	4
ABOUT WY CG	5
OUR STORY	6
WHAT WE DO	7
OUR APPROACH	8
SERVICE CATEGORIES	9
BRANDING & DEVELOPMENT	10
MARKETING SERVICES	11
LEADERSHIP DEVELOPMENT	12
PR COMMUNICATIONS	13
FLEXIBLE SERVICE TERMS	14
MEET WY CG	15
STANDARD RATES	16
CONTACT INFO	17

PROPOSAL

REVIEW

RECOMMENDATIONS

RECOMMENDATION 1

Detail the broad suggestion to follow up with later in the presentation to specifically address client requests or any areas that were discovered during the needs assessment.

RECOMMENDATION 2

Detail the broad suggestion to follow up with later in the presentation to specifically address client requests or any areas that were discovered during the needs assessment.

RECOMMENDATION 3

Detail the broad suggestion to follow up with later in the presentation to specifically address client requests or any areas that were discovered during the needs assessment.

RECOMMENDATION 4

Detail the broad suggestion to follow up with later in the presentation to specifically address client requests or any areas that were discovered during the needs assessment.

B2B2C PLANNING

The step to a successful media and marketing plan is setting the foundation of your **branding** and **communication plan**. Our first month together will be used to develop the strategy and asset content on file in order to ensure we are taking the correct steps towards brand goals.

To begin, this will involve a discovery to understand the needs of each individual social outlet and brand, providing a focused goal for each. We will look at what has been done to this point, develop strategies for viewer engagement, and at what cadence. Drafting a storyline that will first prioritize key milestones and events within the calendar and revolving the themes around these concepts will be the main priority, collaborating with partners as much as possible.

This work will set the foundation for the overarching **B2B2C communication plan** that can be elevated in so many different ways depending on timeline and budget. The more statements made throughout business activities, event calendar and customer meetings, the more opportunities for content to be curated and shared.

CONVERSIONS

COMMUNICATION PLAN

BUDGET ALLOCATION

OPPORTUNITY ASSESSMENT

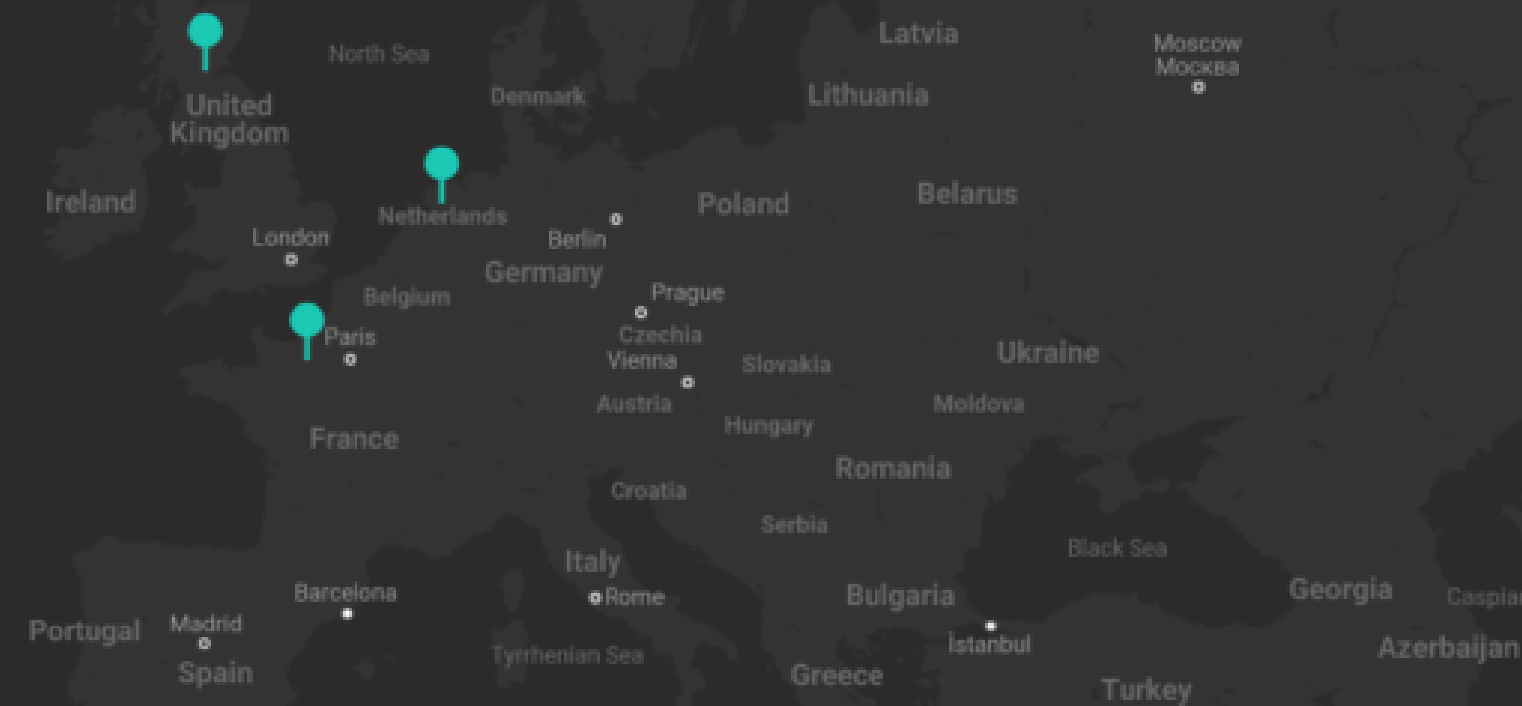
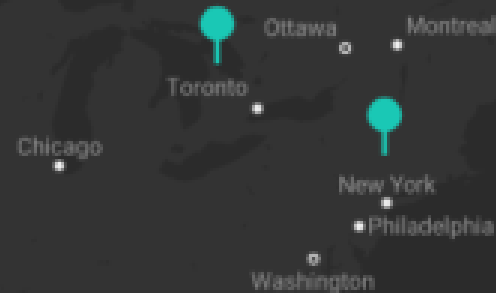
YOUR WHY



ABOUT WY CONSULTING GROUP



OUR STORY



The roots of WY CG began through a recognition from its agency's founders that there was an absence of truly holistically-minded agencies. As a result, our leadership team combined decades of diverse professional experience that stream through marketing, operations and human resource leadership development to create a resource for businesses of all shapes and sizes to grow.

Our approach to communications and strategic development focuses on four critical business areas that aims to:

Achieve Business Goals

Grow Sustainably

Develop Resources: People and Technology

Enhance the Customer Journey

Our team works as director's on-demand for teams that require leadership presence throughout marketing or operational divisions, or as an extension to teams that require specialized, strategic capabilities or support during peak business periods.

Our team is based throughout Canada, USA and Europe and have a diverse portfolio of global experience. We are where our clients are and provide services to suit each client's unique requirements and budget.

1



A Clear Path to a Holistic Strategy: The Internal & External Connection

At WY Consulting Group, we believe in a focus on outcomes. We consider it our job to remove the clutter that is blocking you on the pathway to success. We believe that the best way to do that is through a holistic approach that places equal emphasis on the external and internal elements of your business. Our cumulative experience has taught us that this approach builds strong brands and long-term results. In business, everything is connected and plays a key role.

Our external communication seeks to bring your brand to life, we work to develop marketing strategies that will engage your audience. Examples of services offered through our external communications include: Press/Media Planning, Content Strategy, and Social Media Management.

Through our internal communications we guide leadership and its people to live the brand that you are trying to sell externally. We help you develop internal strategies to foster team cohesion, and leadership. Engaging your employees is essential because these are the people who are going to be on the front lines putting your strategy into action. We have learned that you will not see external results without strong internal strategies and development. The internal development element of WY consists of programs such as Employee Development Programs, Leadership Transformation, and Corporate Culture Consulting.

Working through both of these lenses builds strong brands. This strategy is truly holistic as it addresses every corner of your business. Each of the benefits that you will from each perspective are different but are part of the cohesive whole that is a successful business. Through our external communications you will see it reflected in things like ROI and through our internal communications you will see it through engaged employees. This is core to WY's value proposition.

OUR FOCUS

2

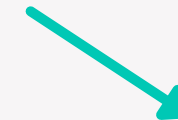


Scope

The scope that our agency is able to provide you is unparalleled. Our collective collaborative has experience in Marketing, Communications Strategy, Leadership Development and Web Development. Each member of the WY team has something unique that will benefit your brand. This highly skilled team will help provide you with an excellent end result and open the doors to your next success.

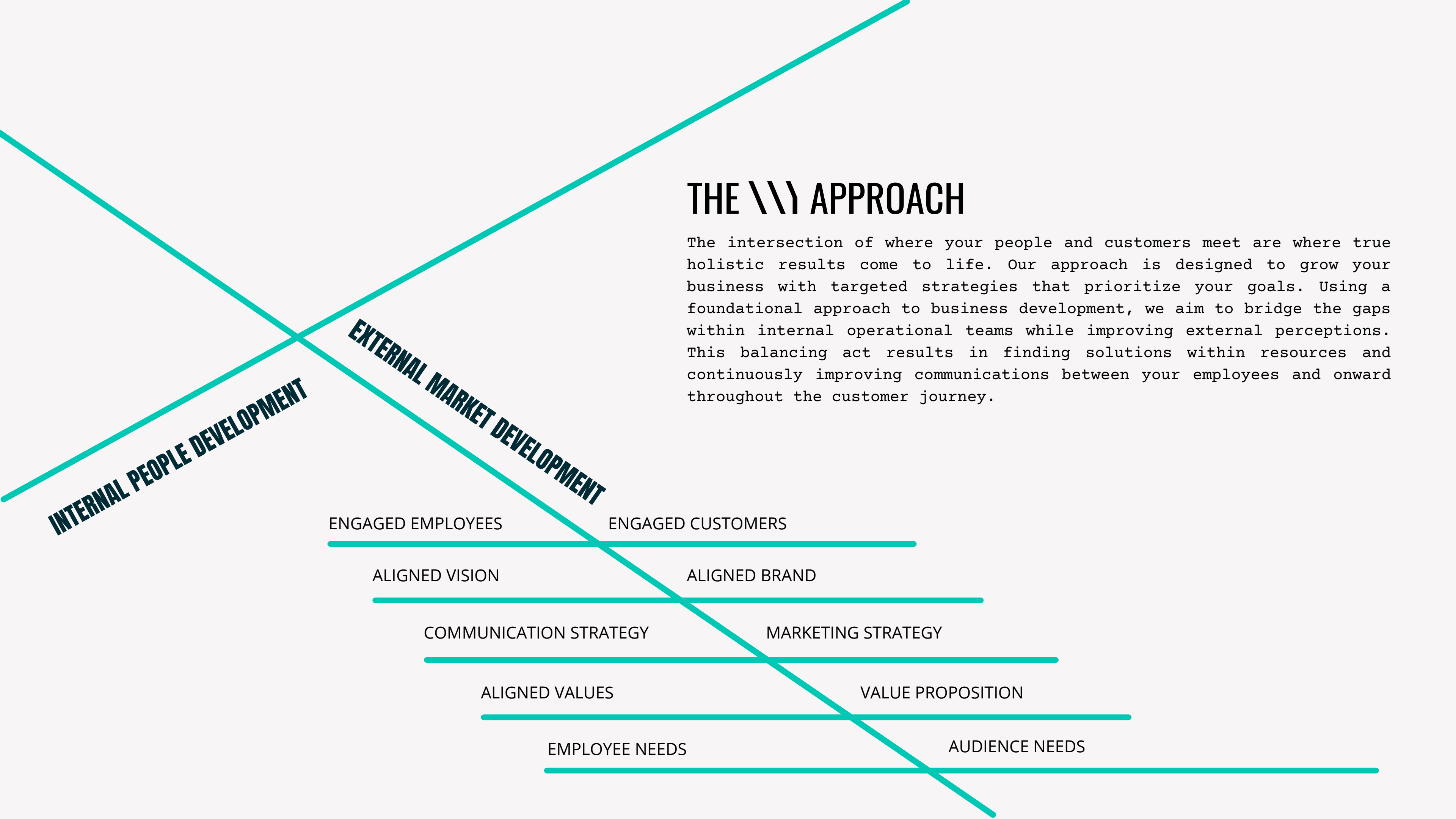
The breadth of our expertise is only rivaled by our geographic footprint. The fact that our people are present in Canada, France and the Netherlands gives us a unique perspective, one especially beneficial for international brands.

3



B2B2C (Business to Business to Consumer) Agency

Our model is known as B2B2C (Business to Business to Consumer). This model acts similar to how a Business to Business model would behave, however it anticipates the end result will involve a consumer interaction or transaction.





BRANDING & DEVELOPMENT

STRATEGIC MARKETING



LEADERSHIP & DEVELOPMENT

PR & COMMUNICATIONS



WHAT WE DO

WY CG specializes in four critical areas of a communication strategy. We work collaboratively with every client to determine which services meet the needs of their business objectives. This is done to help achieve each goal that is set. Our holistic services approach allows impact to reach all areas whether internal or external so that your business can grow as a whole.





Branding & Development

External

We want to help you define your brand. We've got all the tools needed to create stunning visuals to help you dominate your industry.

WEB DEVELOPMENT

With many different platforms to choose from, we can provide your website with a 'face lift' by integrating all parts of your business & fostering a unique digital experience.

GRAPHIC DESIGN | PHOTOGRAPHY

We provide a wide list of on demand services to create content that supports your branding and visual identity.

VIDEO PRODUCTION | ANIMATION

Our in-house team provides professional production and animation services as per your needs.

BRAND ASSETS

By creating brand assets, we help you differentiate against your competitors as well as increase overall brand recognition & awareness.

Strategic Marketing

We create a blueprint for your brand, thus improving comprehension. This will allow your customers to easily navigate through its content.

- Internal
- External

WY CONTENT STRATEGY

We create a custom blueprint for your brand, thus improving comprehension. This allows customers to easily navigate through every section of your media content.

MARKETING SERVICES

We take the time to get to know your corporate objectives and develop customized marketing goals. With a full-scope plan, we create focused campaigns that will resonate with key audiences.

SALES AND CLIENT REPRESENTATION

We create customized content to integrate internal resources with external audiences, helping you to develop your brand and speak to your target consumer.

SOCIAL MEDIA MANAGEMENT

We offer social media solutions from strategy development to complete execution with options to focus only on insights, ad management and content creation.





Leadership Growth & Development

Internal

Well thought communication can elevate your company to new heights and we've got you covered. No matter if your audience is your own people or your customers, we're prepared to assist you to get your message out.

EMPLOYEE DEVELOPMENT PROGRAMS

With many different platforms to choose from, we can provide your website with a 'face lift' by integrating all parts of your business & fostering a unique digital experience.

CORPORATE CULTURE CONSULTING

Our in-house team provides professional production and animation services as per your needs.

LEADERSHIP TRANSFORMATION

Utilizing "The Kirkpatrick Method," you'll work directly with our strategists to co-create the culture your team seeks by addressing underlying issues and transforming them from the inside.

Public Relations & Communication

At the core, a company's success relies on its people. Our various programs help you build strong working relationships, and cultivate your ideal company's culture.

Internal

External

INTERNAL COMMUNICATIONS

We look to increase overall communication internally while understanding your business operations and adapting to government policies & consumer changes.

BRAND ACTIVATIONS & EVENTS

With decades of combined industry experience, our team collaborates to plan and execute the experience you're seeking.

PRESS | MEDIA PLANNING

By comprehending the motivations & influences on target markets, we execute the most successful tactics to gain exposure for your business.



CONSULTING

Suitable for hands-on clients who prefer to be taught how to enhance results and professionally manage their marketing efforts. This can be implemented as a one-time workshop of weekly goals to discuss the entire business.

ON DEMAND

Suitable for clients who create concepts and content and need a specific task or deliverable created spontaneously, or need to utilize support during peak times. No commitment to this service, you simply contact us when you need something.

PROJECT-BASED

If you have a bunch of tasks that need to be created or are in the midst of changing or updating marketing or operations, this is the option for you. You will know all your costs, deliverables and date of completion upfront.

SUBSCRIPTION

Suitable for clients who are looking for regular work to be completed or outsource tasks completely. This plan is created based on your individual needs providing you with a complete strategy development, create opportunities and insights.

HOW WE WORK

Each project is unique and our work style differs according to your preferences, needs and budget. Each option ensures our clients receive the service and level of thinking required for sustainable results from strategic planning to execution to ongoing support.



Nadeen Borg

Founder, Communication Strategist

Katrina DeAngelis

Co-Founder, Leadership Development

www.wy-cg.com



Christina Ampelikiotis

Head of Development

Elnaz D. Giboulot

Head of PR + Communications

Specialized in Translational Effectiveness

Bilingual in French



**MEET
YOUR
TEAM**

NEED MORE INFORMATION? CONTACT US!



Nadeen Borg

Founder, Communications + Strategy Development



(647) 829 - 1155



nadeen@wy-cg.com



www.wy-cg.com

