



CASE STUDIES

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SixStar Sports Nutrition

ASK: Create a campaign that would leverage sports celebrities in an authentic way.

SOLUTION: The concept of "Greatness is Earned" supported the belief that professional and amateurs athletes, needed more than raw talent to succeed.

RESULT: The Campaign launched through multiple channels and is still being used today.



TV & online campaign

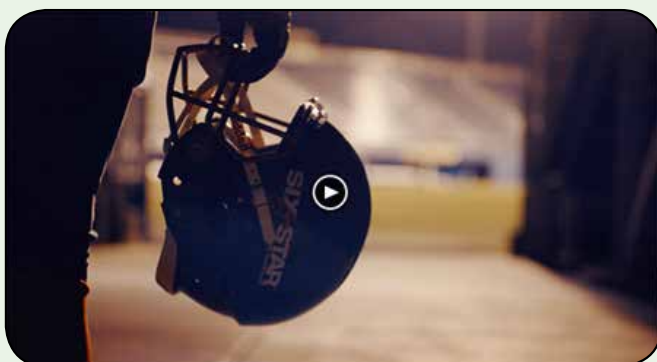
<https://vimeo.com/album/5316857>



Social media posts



Social media posts



15 sec. online teaser videos



Website

CASE STUDIES

Leukemia & Lymphoma Society of Canada

ASK: Create an event in February that would support their annual “Light the Night” Charity walk.

SOLUTION: Create an online experience that would allow supporters to shine a light of support using their phone.

RESULT: The campaign enlisted over 2000 new sponsors.



TV & online campaign <https://vimeo.com/202212835>



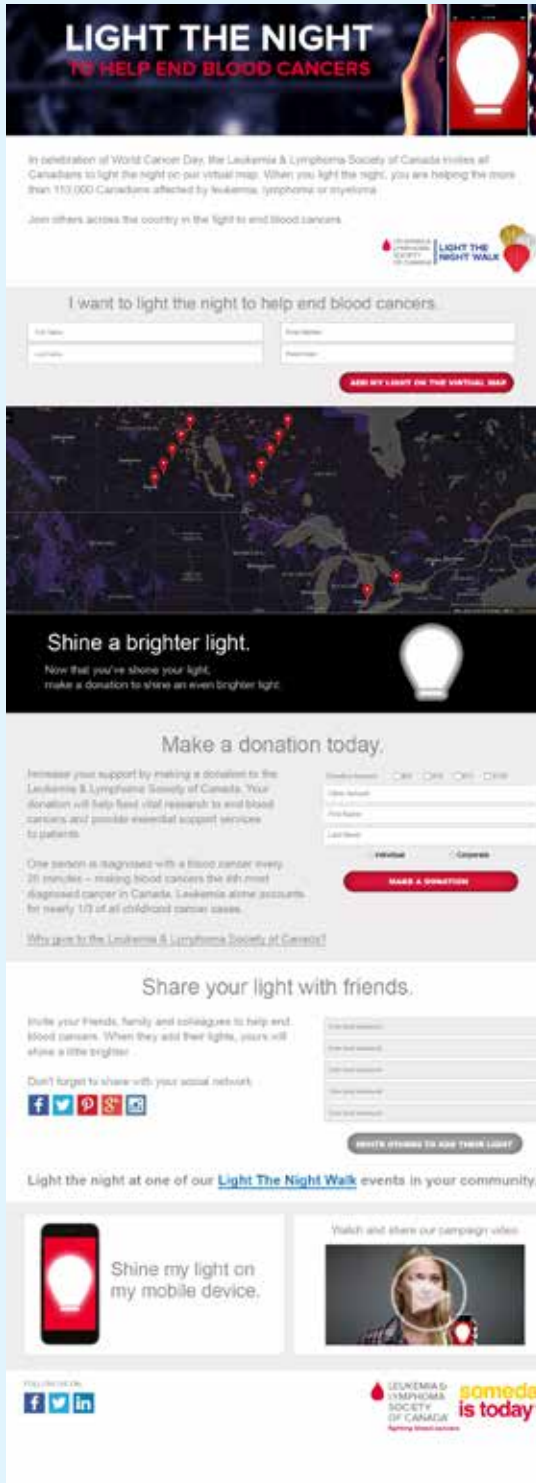
Print



Facebook post

CASE STUDIES

Lukemia & Lymphoma Society of Canada



Website



Thunderclap posts



Social media posts



Blog badge



Blog badge



Website

CASE STUDIES

Golf Link

ASK: Create an integrated membership campaign support Golf links 20th Anniversary.

SOLUTION: Using a familiar celebratory icon (a balloon) I incerted it onto a golf course landscape.

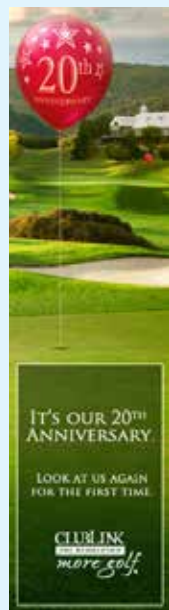
RESULT: A highly impactful and engaging campaign through multiple mediums.



Print ad



Print ad



Tower ad



Banner ad



Mobile ad



Big Box digital ad

CASE STUDIES

SCOTIA ITRADE

ASK: Create an online brokerage brand

SOLUTION: We developed a brand that allowed the trader to become empowered. We positioned the brand with the line “for me” allowing the logo and call to action - “i TRADE for me” to become a single thought.

We created a brand icon a “ball” that became the metaphor for their control.

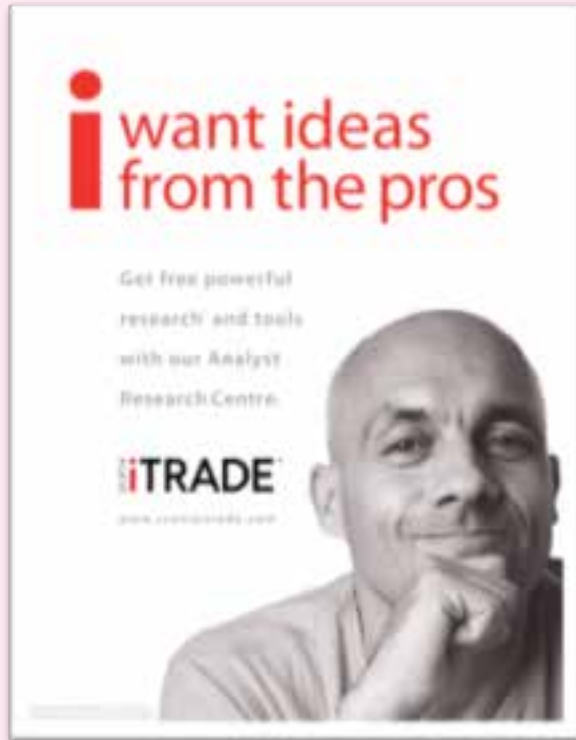
RESULT: We created a distinctive brand and voice that leveraged its Scotiabank heritage and created brand assets to leverage in all mediums.



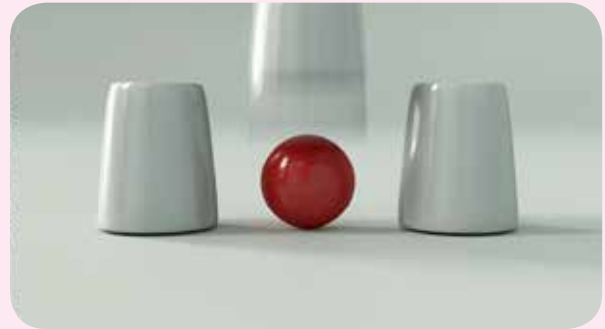
CASE STUDIES

SCOTIA ITRADE

Print, Display Marketing , Television and Online banners

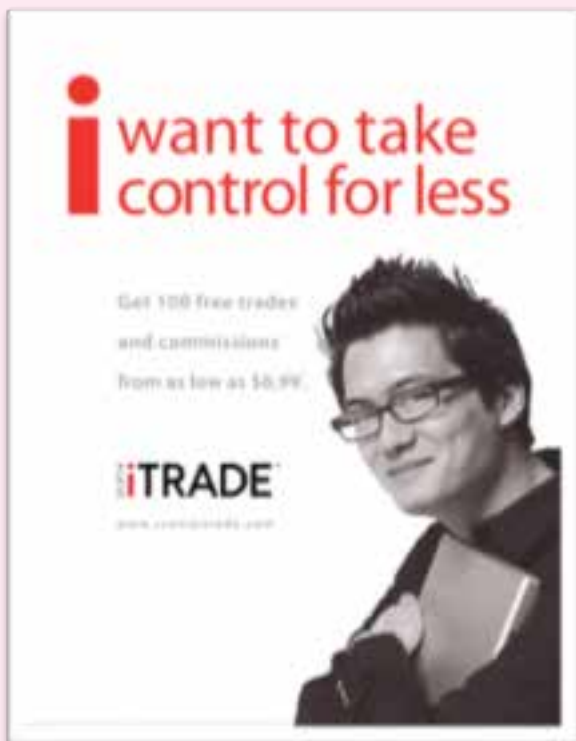


Print & Outdoor

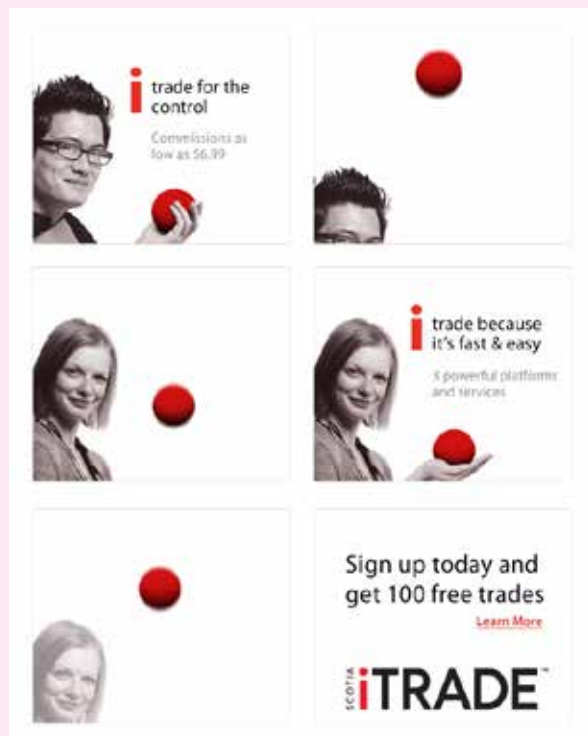


TV & Online video

<https://vimeo.com/album/5317882>



Print & Outdoor



Web banners

CASE STUDIES

SCENE Card

ASK: Relaunch the SCENE CARD partnership between Cineplex and Scotiabank.

SOLUTION: We relaunched the brand by positioning the card as an exclusive offer dedicated to those who love film. The foundation of the brand came through the line "Movie lovers get it."

RESULT: We created the most successful joint partnership program in Scotiabank history.



TV, cinema and online video
<https://vimeo.com/album/5317826>



Print



Print

PETER COOKE CASE STUDIES

SCENE - Continued



Print



Print



Email & Facebook templates



Website


CASE STUDIES

SAFeway SELECT BANK


ASK: Launch mortgage banking services within the grocery environment.

SOLUTION: Create a brand dialogue that merged financial services with grocery appetite appeal.

RESULT: Exceeded the goal of \$10 million in funds managed within 6 months.




Mortgages. Fresh Daily.




No fees. Great rates. Free groceries.
Powered by AmStar

Visit our pavilion or www.safewayselectbank.com


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Mortgages. Fresh Daily.



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Visit our pavilion or www.safewayselectbank.com

Print/ In-store posters


CASE STUDIES


SAFeway SELECT BANK

Additional campaigns integrated financial icons and food imagery.

Print /Grocery retail posters


Introducing a no fee bank that even your taste buds can appreciate.





No fees. Great rates. Free groceries.
Presented by American Express

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The only no fee bank that may require you to go on a diet.





No fees. Great rates. Free groceries.
Presented by American Express

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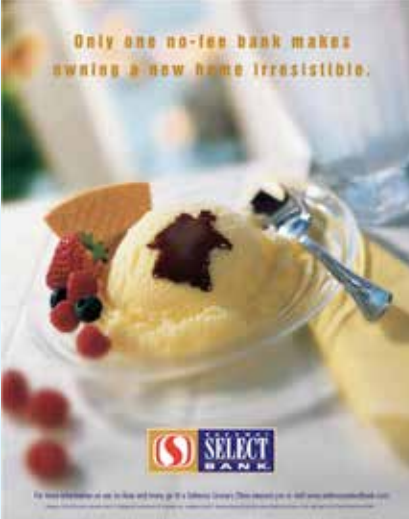
The only no fee bank recommended by 9 out of 10 dentists.





No fees. Great rates. Free groceries.
Presented by American Express

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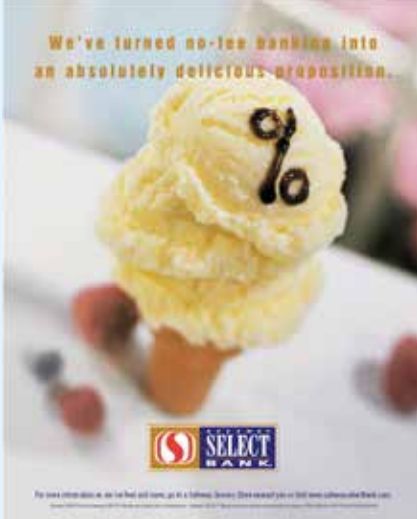
Only one no-fee bank makes owning a new home irresistible.





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No fees. Great rates. Free groceries.
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www.oldadguys.com

154 Pearl Street, Toronto,

Ontario M5H 1L3

416 795 4516