



## MARKETING

- Market Research & Interpretation
- Survey Design, Implementation & Evaluation
- Advertising & Media Assessment
- Creation of Direct Marketing & Advertising Campaigns
- Development, Execution & Analysis of Strategic Market Plans
- Creation & Implementation of Promotions, Campaigns & Contests



## CREATIVE & GRAPHIC DESIGN

- Conceptual Artwork
- Concept Design & Layout of Promotional & Educational Materials
- Design & Production of Publications/Magazines
- Design & Layout of Brochures, Posters, etc.
- Creation of Advertisements
- Design of Logo & Corporate Identity Packages
- Fine Art, Illustration & Cartooning (traditional and digital)
- Our design team has many years of experience in fully preparing digital files for final film output, including scanning, photo manipulation and colour separations.



## EDITORIAL

- Promotional & Ad Copy Writing
- Telemarketing & Prospecting Scripts
- Report & Technical Writing
- Editing & Translation
- Radio & Television Ad Scripts (including musical themes and jingles)
- All services offered for both official languages.



## NEW MEDIA

- Web Site Planning & Creation
- Web Site Marketing & Email Campaigns
- Illustration and Animation
- Listing, Ranking & Web Site Analysis
- E-commerce, Database Design & Programming
- Promotional & Educational CD Rom Planning & Creation



## PROJECT MANAGEMENT

- Art Direction
- Photography
- Print Management
- Distribution Planning & Supervision
- Event Planning, Promotion & Execution



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## "CREATIVITY

IS A TYPE

OF

LEARNING

PROCESS

WHERE

THE TEACHER

AND PUPIL

ARE LOCATED

IN THE SAME

INDIVIDUAL."

ARTHUR KOESTLER  
(1905 - 1983)

# Worth KNOWING About

# ...EXPOSE YOURSELF



EXPOSE YOURSELF - GETTING YOUR MESSAGE OUT

SUMMER 2003

## Take Advantage of Public Relations

**Corporate communications go beyond your brochure, ad campaign and Web site. Any time a member of your organization communicates with an external company/person, you have a marketing opportunity. It is important that your message is consistent in portraying your mandate and philosophy—that it reinforces your brand.**

Different objectives, budgets, timelines and markets dictate what methods of marketing are most suitable for your organization. (Of course, that's where some strategic market planning would come in handy, eh?) In today's hesitant economy, a marketing strategy ensures that you continue to push your organization in a positive direction and take advantage of all opportunities.

Capitalizing on inexpensive methods of promotion allows you to get your message out despite tight budgets. The following is a list of such opportunities. For more information on how you can benefit from a comprehensive strategy, don't hesitate to call us.

- **Publicity and Media Relations** include a variety of methods to contact and provide information to the media: news releases, press kits, media advisories/invitations, press conferences, personal letters and phone calls to editors and reporters. Keep in mind that the media are only concerned with newsworthy items, so try to make your information relevant and interesting.
- **Special Events** are used to draw attention to your organization or bring people to your place of business. Open houses, fundraisers, trade shows, festivals, awards, ceremonies, contests, demonstrations, receptions, speeches by VIPs, etc., all contribute to attracting attention and media.
- In either print or Web-based format, **Newsletters** are short publications, usually four to 12 pages, filled with articles, industry information, helpful hints, etc., aimed at a targeted audience. It is an effective means of demonstrating your expertise and keeping (both existing and potential) clients, suppliers, members, donors, etc., up to date.

- **Email Campaigns** take advantage of technology and communicate urgent or timely information. The intent is to provide new exposure and motivate the recipient to take a specific action, such as clicking through to a Web site,

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**PROSAR**  
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making a purchase, writing a letter to a public official, making a donation. These campaigns, which are often formatted as an HTML file, generally contain images and pleasing design to encourage action.

- By writing **Letters to the Editor** (of local or national newspapers or magazines), you can promote your expertise by contributing your point of view and observations to items in the news—providing help or clarity on industry-related topics, etc.
- Take advantage of local the Speakers Bureau and have individuals in your organization speak at meetings of professional and trade associations, service clubs, civic organizations, and community groups. Try to arrange for TV, radio or newspaper interviews on industry—related events.

- **Sponsorship** of an event or organization can often provide valuable exposure for your company. Ensure that the event/organization harmonizes well with your mandate as well as with your targeted market.

- Most people will agree that, like citizens, corporations have an obligation to the community. It is gratifying and comforting for employees to see their company making **Charitable Contributions** to worthy causes. It is also appreciated by the community at large; an ongoing commitment to charities reflects positively on a corporation. Criteria in choosing a charity include: one that reflects your corporate culture and mandate; is of interest to employees; is run locally; offers valuable exposure.

- **Thank You Notes and Letters** are powerful ways of staying in touch with clients, prospects, media and suppliers. Recipients will be touched that you thought of them. Not only is it the courteous thing to do, but it is effective in building long-term relationships. ●

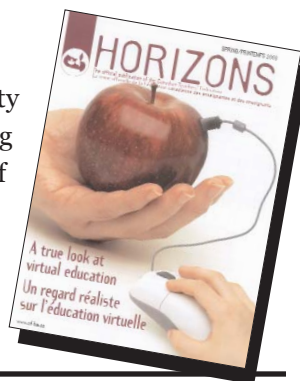
## ON THE HORIZON

Interested in reaching the teaching community across Canada? PROSAR is in the process of selling advertising space in the third issue of *HORIZONS - The Canadian Teachers' Magazine*.

ISSUE THREE WILL BE DISTRIBUTED IN OCTOBER/NOVEMBER '03.

CONTACT [DEBORAH@PROSAR.COM](mailto:DEBORAH@PROSAR.COM) FOR DETAILS.

Capitalizing  
on  
inexpensive  
methods of  
promotion  
allows you  
to get your  
message  
out despite  
tight  
budgets.



## How Can Businesses GIVE BACK To the Community?

Contributing to a worthy cause not only makes you, your employees and the people you help feel good, it can also generate positive publicity for your business. You can give to the charity of your choice while being recognized and acknowledged for your contributions and generous efforts. Best of all, you don't have to spend a lot of money to make a real difference—for example, if you are a restaurant and contribute to a feed the homeless program, you have found a creative way to positively and effectively manage your surplus food.

When it comes to community giving, business owners have numerous options to demonstrate your creativity and ingenuity. Consider the following:

- Donate money or gift certificates that can be redeemed at your business. If you write a check to the charity, you generate favorable publicity when you find your business listed as an event sponsor. And a gift certificate that can be redeemed at your store makes a great addition to a charity's silent auction, with the winner visiting your store and perhaps becoming a loyal customer.
- Donate products. If you are a sporting goods store, donate equipment, clothes or athletic wear to your local boys and girls clubs. Or sponsor the uniforms and equipment for your neighborhood little league teams. Your business's name will probably wind up on the players' backs—visible to customers and prospects alike during the weekly games.
- Donate services. Perform pro bono work for groups that otherwise may not be able to afford your services, such as offering advertising, design, accounting or even telecommunications services.

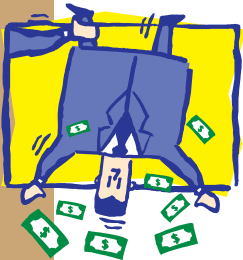
- Offer to host a charitable event at the office. You'll bring important community leaders to your business premises while earning their appreciation for your support.
- Look before you leap. If you decide that you want your company to work for a cause, make sure that the charity you choose is worthy of your support.
- Set objectives and create a budget. Decide what you would like your contribution to achieve—both for the nonprofit organization and for your company (e.g., increased visibility, opportunities to network with business and community leaders, possible tax deductions). Then develop a budget based on how much money and time you're willing to spend.
- Choose an organization with which you can partner. Your contribution will be more effective if you see it as a step toward building a business relationship, rather than a one-time gesture of goodwill. Make sure the group you choose to support shares your goals, priorities and standards of professionalism.

With a little forethought, company-sponsored philanthropic efforts can be extremely rewarding. In addition to bringing personal satisfaction to you and your staff, charity work can help draw attention to your business. And if you make a good impression, you could earn some new customers, as well as the community's gratitude and recognition. ●

Source: *Business in the Community/Research International*



## TRADE SHOWS



Exhibiting in a trade show is a major financial undertaking. It is not unheard of for an organization to spend more than \$50,000 (USD) on an average-sized booth, including design, construction,

transportation and rental space. You must also factor in the cost of travel, accommodation, marketing materials and personnel.

So why bother? Because the long-term benefits have the potential to far outweigh the costs. For example:

- As an exhibitor in a trade show, you have access to a targeted audience that is interested in making purchases.
- *Tradeshow Week* figures reveal that 86% of trade show attendees were either buyers or were in positions to influence purchases. Eighty-five percent had not been visited by a salesperson prior to the show, while 75% made at least one purchase during the show.
- An exhibit allows active participation. You can interact with attendees, form relationships and demonstrate your product or service in a cost-efficient and effective way. Research has shown that prospective customers have a greater recall when they see your product "up close and personal."
- The news media will also attend trade shows, allowing the opportunity to get coverage for your company and your product.
- Your competitors will also be at trade shows and will likely showcase products similar to your own. This presents the opportunity to do a little comparative research.
- In addition to new clients, trade shows provide the occasion to introduce your company to potential distributors, investors and venture partners.

The trade show business is a \$70 billion (USD) industry. In 2001, more than 600,000 organizations exhibited

in over 12,000 trade shows in the United States, attracting an estimated 65 million people. For some organizations, it can be a large and focused niche to tap into.

Plan carefully if you choose to participate in a trade show so that you maximize the return on your investment. This includes pre-, during and post-trade show. Many organizations have poor implementation strategies for the contacts they gather during a show. The impressive image you presented at a show erodes quickly if appropriate follow-up isn't done. A unique idea or approach can create quite a stir—creative thinking and strong prospect management can pay tenfold at a trade show.

### NOT AN EXHIBITIONIST?

If your company or product is not ready to exhibit at a trade show, attending an event can still be very strategic:

- Rent a room and pre-schedule appointments.
- Take the opportunity to speak with other attendees.
- Check out your competition.
- Work the floor and learn more about your market and trends.
- Contact organizers and volunteer as a speaker.
- Host a hospitality suite.
- Sponsor a small event, seminar or demonstration.
- Advertise in the trade show guide or arrange for a promotional item to be distributed during the show.

### VIRTUAL TRADE SHOW

Not all organizations have the resources to attend large shows, but could benefit from an interactive demonstration opportunity. The Internet offers a cost-efficient means of providing an ever-present show environment online. Combined with an email campaign, as well as online and traditional advertising, your Web site can provide many of the advantages of a trade show. With online forms, tracking and site statistics software, you can still involve the important step of following-up with prospects. ●

## Taking it outside!—OUTDOOR ADVERTISING

The recent increase in outdoor advertising has put local and national businesses on a more even playing field. In the United States, this form of publicity accounted for \$5.2 billion (USD) in 2001\*. Outdoor advertising communicates effectively with both existing and future clients, has round-the-clock presence and can be a very cost-efficient means of promotion. Prices range from a few hundred dollars a month, although costs depend on type, size, location and season.

Outdoor advertising can be very effective in positioning your company/product/service to the public at large; and with careful planning, can allow you to target specific demographics.

You must first determine where your potential customers are to determine the most appropriate form and location of your outdoor advertising. Options include, but are not limited to, billboards, street furniture, transits and shelters, street level signage, and storefronts. By and large, billboards remain the most popular form, and have become more creative in recent years. Technology has taken outdoor advertising to a new level. Outdoor billboards can change digital images based on timers or can interact with digital assistants using shortwave radio. Bus stop benches, newspaper stands and other forms of street furniture are

effective ways of getting your message out to pedestrians and commuters. Transit advertising includes taxi tops, interior and exterior ads on buses and trains, terminals, etc.

Alternatives include shopping carts, bicycle racks, restaurant and public restrooms—even sand impressions and hot air balloons! ●



### WHO'S GETTING THEIR MESSAGE UP AND OUT?

#### Top 10 Outdoor Advertising Categories†

1. Local Services & Amusements
2. Public Trans., Hotels & Resorts
3. Retail
4. Media & Advertising
5. Restaurants
6. Automotive Dealers & Services
7. Financial
8. Insurance & Real Estate
9. Beer & Wine
10. Automotive, Automotive Accessories & Equipment

\*Outdoor Advertising Association of America Inc. (OAAA)

†Based on 2002 year-end outdoor expenditures



## Networking 101

Excerpts from a speech given by Scott Vetter to University of Ottawa graduates at a campus career seminar on April 29, 2003.

Networking is not an attempt at getting immediate business—that's called a sales pitch. The objective of networking is to build a trusting relationship that creates an ideal environment for

business to happen. And it is more strategic than simply meeting people. Certain people or organizations will be better suited to assist you, so set criteria and source the contacts and organizations that can best help you to achieve your goals, and then work on nurturing those relationships.

The primary objective of networking should be to create strategic relationships, not to gain immediate results. Long-term relationships provide much more value and even end up building more networks. If you could put the talents and contacts of others to work for you, why wouldn't you?!

You never know what existing or new contact may open new doors and provide new opportunities. Be prepared to take advantage of such opportunities, and be ready to assist others as well. Networking is not a take, take, take environment. If you try that, you'll quickly find that others are not willing to assist you, or even talk to you. Respect people within your networks and do what you can for them, when you can—what goes around comes around.

Associations can be good places to network, but be wary of wasting time or effort; be selective and consider these points:

1. Do you agree with the goal/mission of the organization?
2. Are you genuinely interested in helping this organization?
3. Will you be able to make a valuable contribution?
4. Do you feel that your contribution will be appreciated?
5. Who are the board members?
6. What time commitment will you have to make?
7. Are the meetings at a convenient time and location?
8. To assist in your decision-making, can you get a reference from someone you trust?

Once you select an association and start attending functions, remember to relax and be sincere. Don't try too hard to impress and be aware of your motives. People can often sense whether you truly care, or if you are simply trying to make a sale. Focus on helping others and being a solution provider, and you will build more sustaining relationships...and reap far more.

Remember the 80/20 rule—listen for 80% of the conversation. People enjoy talking more than listening. They will recall more of your interaction and you will make a better impression if they do most of the talking. It also allows you to learn more about them and gives you less opportunity of putting your foot in your mouth!

When it is your turn to speak, be prepared! You still have to do some homework:

1. What is your goal? Be specific and write it down.
2. What do you know about the person/organization you are contacting?
3. What do you have to offer them? Give more than you receive. People who feel indebted to you usually see your worth and are more inclined to try to help you.

4. Do you have two to three conversation starters?
5. Can you state your service, product, or worth in less than 30 seconds? Practice a short, concise and informative Value Statement.

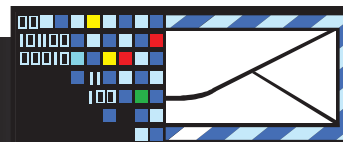
Consider what needs to happen in order for you to feel this was worth your time and effort?

And finally...follow-up, follow-up, follow-up. A relationship is not built after one meeting. It takes time and effort to build an ongoing relationship. This means you must manage your database effectively. Assess your efforts routinely and change accordingly—get more involved, attend more meetings, leave an association and look for another better suited to your goals, etc. ●



Achieve your  
**MISSION**  
call  
**PROSAR**  
CANADA INC.  
Marketing & Design  
Result Oriented Communication  
MISSION IS POSSIBLE

MISSION  
IS  
POSSIBLE



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