

BUSINESS CREATIVE™

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In business, we focus on logic, proof and results. Creative is more about imagination, unconventional ideas and colouring outside the lines. For many, these two worlds exist separately. But, harnessing the power of each of them is an incredible opportunity. Where business meets creative. Where deductive and inductive thinking come together to drive insight and success.

This is where brand must live — encompassing the whole organization, not just the logo or the product or the latest tweet. It's the meeting place, where people interact with each other and make decisions about how or why they choose to support you.

**Brand is the community of your organization.**

# The End

## **Understanding the end is just the beginning.**

Great businesses don't just happen. They're planned and nurtured. Their creators are focused and decisive. They start with the end in mind.

Decide who you are. Then, do everything to get to that point and drive perception to where you want it to be.





# DYNASTY BUFFET

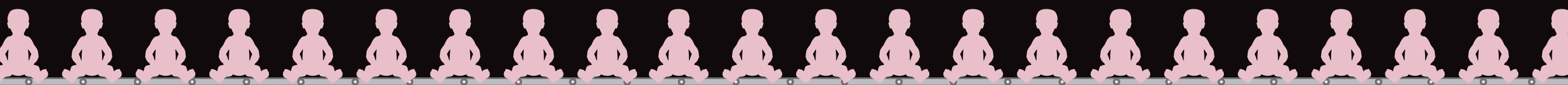
**Your brand is a valuable asset. You decide how people see it.**

Many organizations ignore the state of their brand and in turn, the overall effect on customers' view of who they are. Protect your asset and take care of it the same way you would anything that represents you.

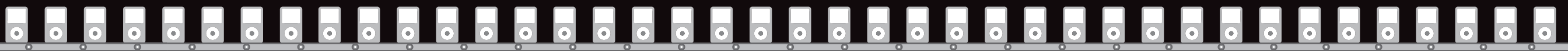
It's the window into your reputation.



Commodities are no longer an advantage.



Some will build it better, some will do it faster, some will sell for less.





Creativity is the best way to differentiate.

Strategy needs to be more than a collection of opinions. It must focus on the user—the customer, the client, the person.

**Frame your thinking around intent, connection and experience.**



# INTENT

Focus on what really matters. Not just goals or objectives — a creed that you stand behind, that drives your organization and everyone attached to it.

**Look beyond where you are to where you could be.**







# It's never about the money.

Businesses need to survive—that's a given. But after the money, what else matters? To the leaders, investors, employees and customers. What's your "why"?





**There's what you say — and then there's what you truly believe.**

The search for what you believe is the most important part of  
defining your intent.



# CCONNECTION

Your brand community won't care if they can't see themselves in everything you do.





## XML MP3 Player

### SPECIFICATION

Internal Storage Capacity: 64MB  
 AM/FM/Digital Tuner: FM  
 Audio Modes: Normal, Repeat  
 Audio Playback: MP3, Linear PCM  
 Audio Quality: 64 kbps; 128 kbps  
 Battery Type: AAA  
 Playback Time: 6 Hours  
 Dimensions: 8.15cm x 2.5cm x 2cm  
 Weight: 215 g  
 Colour: Black  
 Hardware Requirements: USB Port

## QY7 MP3 Player

### SPECIFICATION

Internal Storage Capacity: 128MB  
 AM/FM/Digital Tuner: FM  
 Audio Modes: Normal, Repeat, Shuffle  
 Audio Playback: AAC; MP3; WMA  
 Audio Quality: 64 kbps; 128 kbps  
 Battery Type: Built-In  
 Playback Time: 6 Hours  
 Dimensions: 4.27cm x 9.72cm x 1.3cm  
 Weight: 145 g  
 Colour: Black  
 Hardware Requirements: USB Port



## MP3 Player XV 7B

SAVE \$15  
**\$79.99**



### SPECIFICATION

Internal Storage Capacity: 64MB  
 AM/FM/Digital Tuner: FM  
 Audio Modes: Normal, Repeat, Shuffle  
 Audio Playback: MP3; WMA  
 Audio Quality: 64 kbps  
 Battery Type: Built-In  
 Playback Time: 6 Hours  
 Dimensions: 5.25cm x 6.87cm x 1.12cm  
 Weight: 143 g  
 Colour: Black  
 Hardware Requirements: USB Port

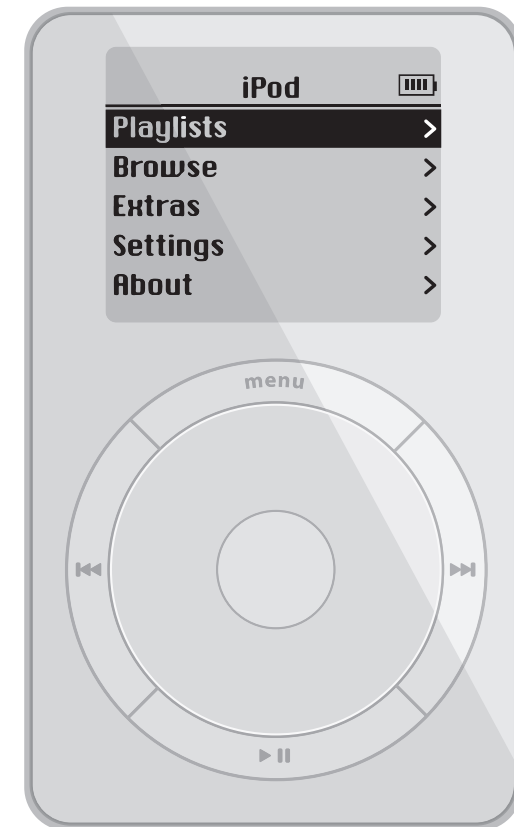
## HY-108 MP3 Player

128MB



### SPECIFICATION

Internal Storage Capacity: 128MB  
 AM/FM/Digital Tuner: FM  
 Audio Modes: Normal, Repeat, Shuffle  
 Audio Playback: MP3; WMA; Linear PCM  
 Audio Quality: 64 kbps  
 Battery Type: Built-In  
 Playback Time: 4 Hours  
 Dimensions: 9.15cm x 3.55cm x 1.1cm  
 Weight: 125 g  
 Colour: Blue  
 Hardware Requirements: USB Port



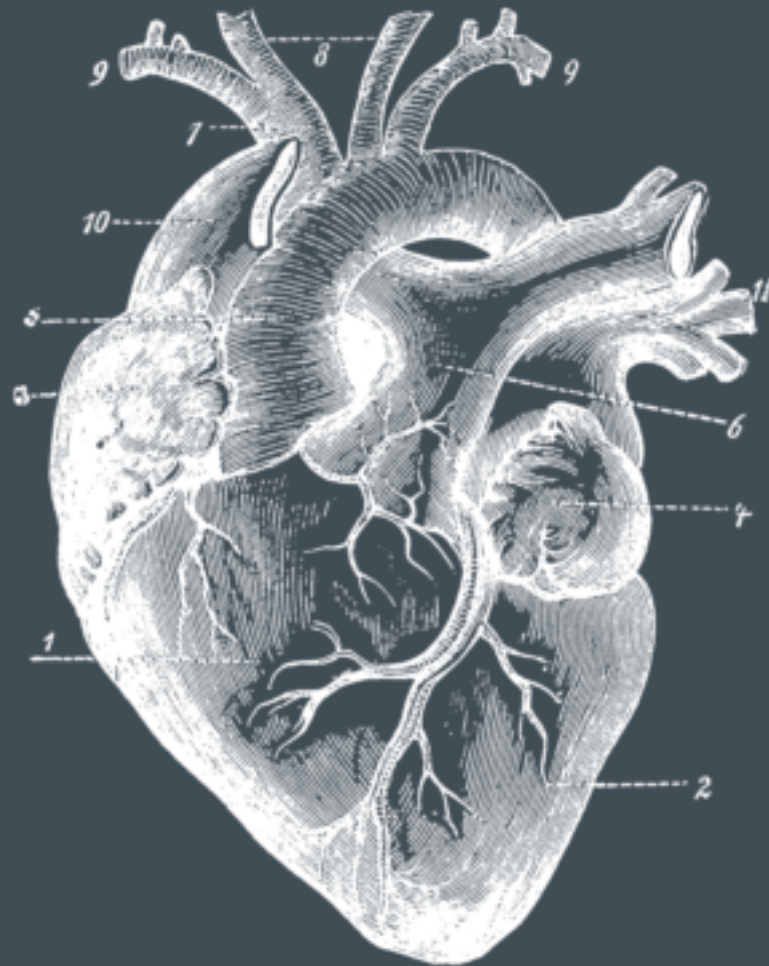
# 1,000 songs in your pocket.

Get to the point. Position your message in a way that is meaningful to the audiences you need to reach, not the management of your organization or the latest focus group.



What is important to people? What are their pain points?  
What are they afraid of? What makes them happy?

To make lasting connections, emotion and reason must come together.  
**You must win hearts and minds.**

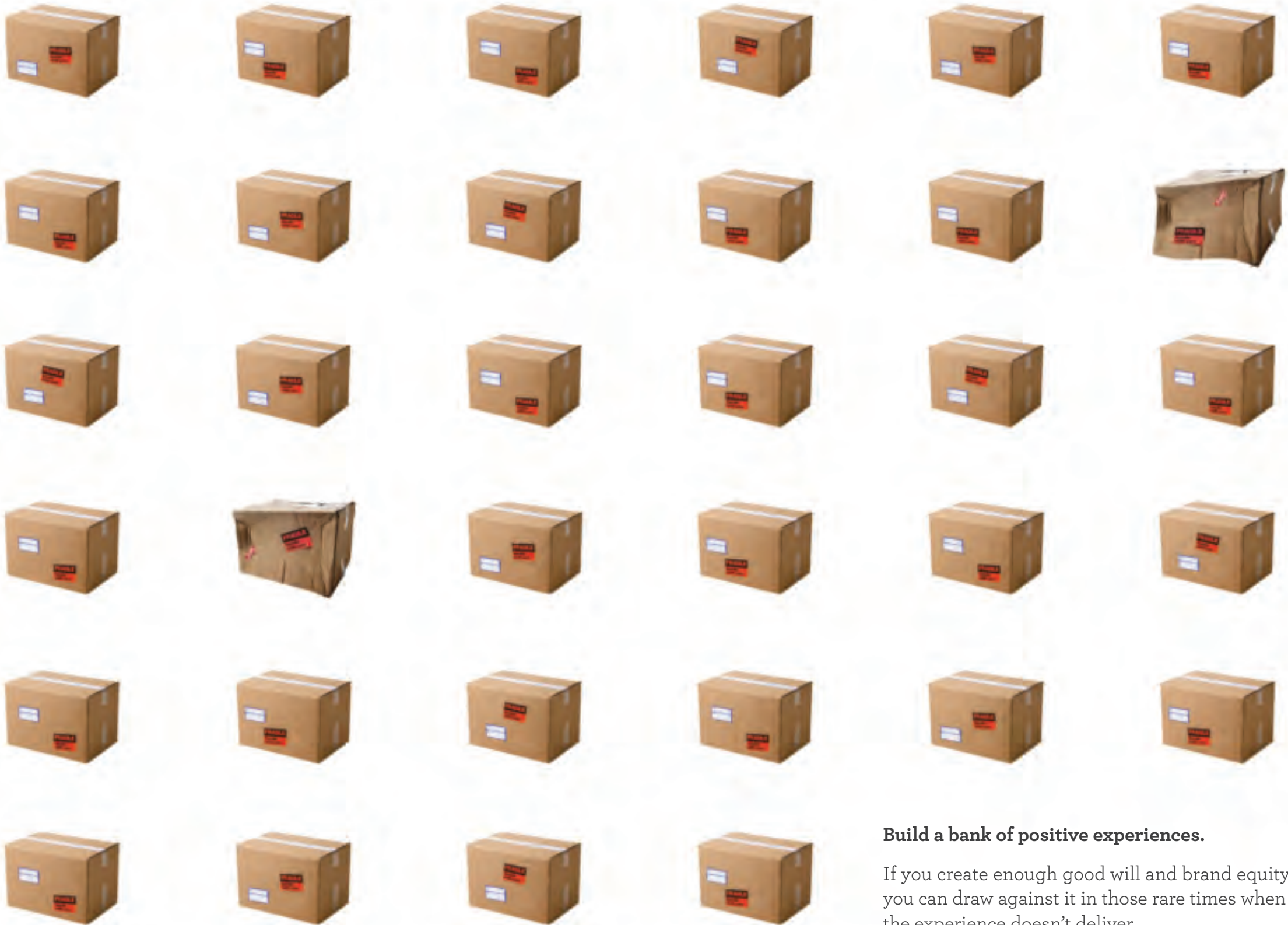


# EXPERIENCE

It's every channel, every touch point. It's the culmination of everything you believe, everything you do and everything you say.

**It's the proof of who you are and what you stand for.**





**Build a bank of positive experiences.**

If you create enough good will and brand equity, you can draw against it in those rare times when the experience doesn't deliver.





All elements must come together to determine your commitment. Just slapping on a red nose and calling yourself a clown isn't going to cut it.



Know the experience you want people to have with your brand and then focus all of your resources to create it.



# START OVER



## **In the end, it's back to the beginning.**

No idea lasts forever. Be in constant review of your approach. Focus on intent, connection and experience. Challenge convention, reimagine and reevaluate. Build and connect with your community — they give meaning to your brand.

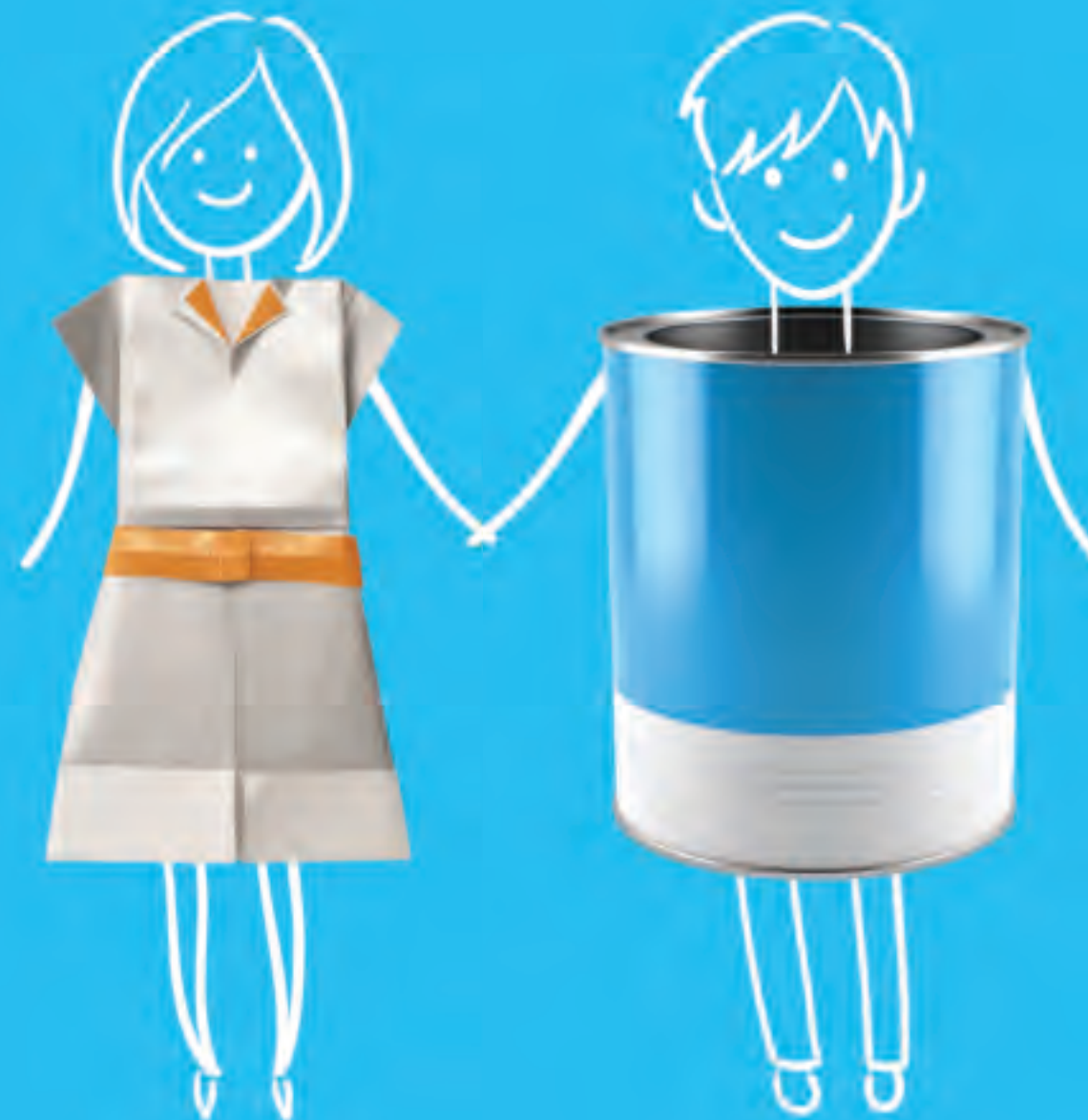
# Some things are just made for each other.

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Monadnock Papers are unmatched in quality and sustainability. They are beautiful, affordable, FSC certified and manufactured carbon neutral with renewable energy. Available exclusively from Unisource Canada.



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Flash Reproductions is a printing company that likes a challenge. We also like a beautiful finished product. We're always combining the two and will work tirelessly with you to do just that.



FLASHREPRODUCTIONS.COM



# coexist

Wayward Arts

Volume 1, Issue 8 | \$30

## W/A

Wayward Arts is an inspirational monthly magazine showcasing the pure unfiltered spirit of Canadian graphic design. Each month a prominent Canadian design studio will design a new issue filled with innovative design, featuring specialty printing and finishing techniques. Every issue will be an unpredictable expression of creativity!

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### STAFF

Rich Pauptit — Biological father

David Gallant — Guidance counselor

Derek Emerson — Truant officer

[waywardarts.ca](http://waywardarts.ca)

## zync

Zync is a brand and marketing agency focused on delivering highly creative, strategic solutions. We pride ourselves on our ability to forge strong relationships.

Our team builds compelling brand and marketing campaigns for leading organizations across a wide range of industries. Work with us and use Business Creative™ to help define your voice, connect with your audience and stake out your opportunities in the marketplace.

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### CONTACT

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### SPECIAL THANKS

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Printed on Monadnock Papers Astrolite Silk 100 lb text and 100 lb cover, available exclusively from Unisource Canada, Inc.

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