

AN INTRODUCTION TO

SIMPLE SIMPLE ADVERTISING



STRATEGY | BRAND TO MARKET | ADS | SOCIAL



**WE HELP
BRANDS
TELL THEIR
STORIES**

01.

COMPANY BRIEF

We're a Calgary advertising agency that provides creative brand direction, fun online integration, and targeted programmatic ad buys.

We turn brands into stories that people want to emulate, listen to, and share with their friends.

Simple Simple provides a full service agency experience for those who want to work in a boutique setting. We effect change in process, thinking, and long term strategic goals for our clients with an emphasis on data modeling and multi-channel digital integration that includes real life experiences.

We get on top of a demo and communicate with them.

PRINCIPLES

Always speak positively.
Create solutions not criticism.

You are part of a team.
Have fun.

SERVICES

- Digital Ad Buys / SEM
- Brand Creation
- Strategic Direction
- Campaign/Contest Deployment
- Social Content Marketing
- Website Development / SEO

CONTACT

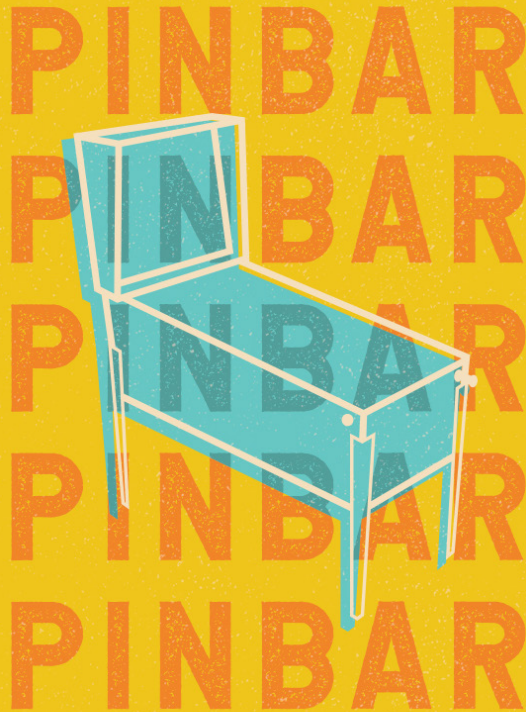
Simple Simple Advertising Inc.
5, 1304 - 4th St SW. Calgary, AB

Tel: 403 697 3635
Email: info@simplesimple.ca

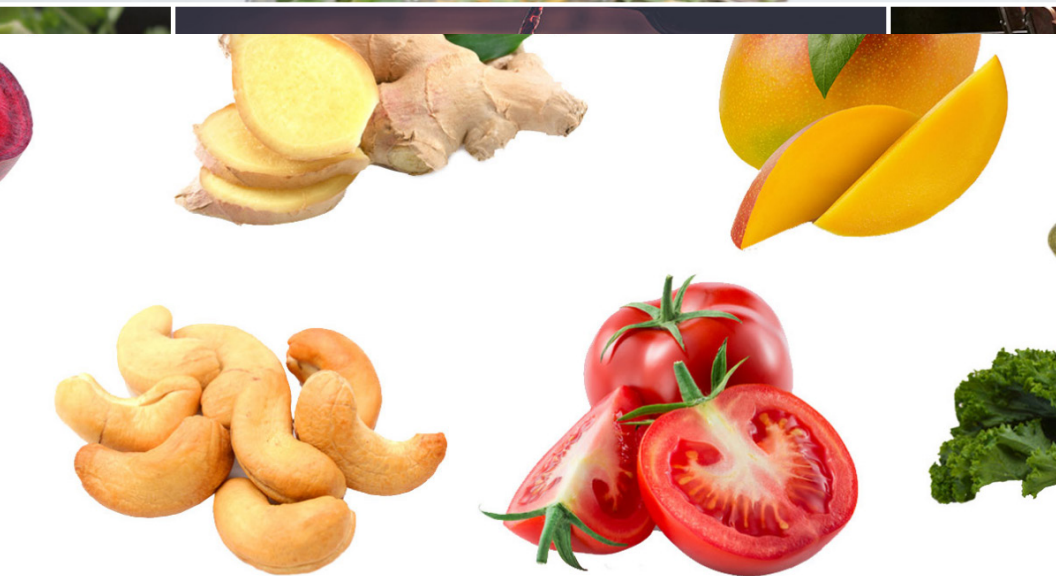
    /SimpleSimpleAds

UNCONVENTIONAL ASSET PLANNING

Challenging economics with a different risk profile



CHEF BRANDON STYLE IS NATUR



02.

WHAT WE DO...

**WE'RE AN AWARD WINNING CALGARY ADVERTISING
AGENCY THAT GETS PRODUCTS IN FRONT OF
TARGETED DEMOGRAPHICS.**

BUT, we also take really cool photos. Make neat illustrations and create campaigns that help companies best communicate, get noticed, and go viral. We make business owners and management teams smile :)

A regular week will see us deploy a responsive website, build an integrated seasonal online marketing campaign, make a concert poster, draft a long-term brand strategy, or dissect millions of rows of data to create business intelligence dashboards.

WE GET EXCITING CAMPAIGNS IN FRONT OF PEOPLE'S EYES AND PROVIDE OUR PARTNER COMPANIES WITH CREATIVE FULL SERVICE DESIGN AGENCY ADVANTAGES.

The web, mobile apps, and social media have dramatically changed the advertising landscape. Understanding the tools and science that enable the impactful delivery of creative campaigns is the task of the contemporary advertising agency.

Advanced digital campaigns give brands the capacity to have unique conversations with their audience -- to unite market research, creative design, and programmatic advertising into complex social environments that are extremely powerful engagement tools.

Campaigns are no longer about static billboards and newspaper ads that end with one idea -- advertisements need to be personal, timed, approachable, and feel like they're an organic experience.

We excel at marrying online and offline goals into immersive campaigns that stretch across mobile, social, and digital channels. The outcomes are often, butts in seats, bags on planes, or heads on pillows. We believe we operate in the fulcrum between digital and experiential.



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Angel Ruiz



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ICSSON NORTH AMERICA





CAMPAIGNS THAT GET PEOPLE TALKING

FIND OUT MORE ONLINE
SIMPLESIMPLE.CA

LIKE US TO ENTER

ENTER
TO WIN



SEAHAWKS

VIP WEEKEND *for TWO in* SEATTLE!



03.

WHO WE ARE...

A TEAM THAT LAUNCHES RECOGNIZABLE BRAND CAMPAIGNS WRAPPED WITH OUR ANALYTICAL SLANT.

Our team features classic illustrators through to social media experts, SEO analysts, campaign strategists, and website developers. Each campaign receives a dedicated team so that brand continuity and direction is always emphasized with a core of individuals best suited to the project.

As occasions present themselves, we work with a roster of freelance talents and agencies so that we can most effectively realize a client's vision. Our freelance network consists of award-winning photographers, inspired content creators, strategic PR teams and social influencers.

JOHAN DENOOIJ

Interactive Director, Partner

Johan's in-depth understanding of the technical aspects that drive the internet enables vast digital visions to be successfully executed. His experience architecting web projects ensures feature-rich, scalable results.

Johan has over 15 years of experience overseeing development teams that deploy corporate intranets, cloud applications and custom responsive websites. He is the interactive director and a full partner at Simple Simple.

JFRY CRAIG

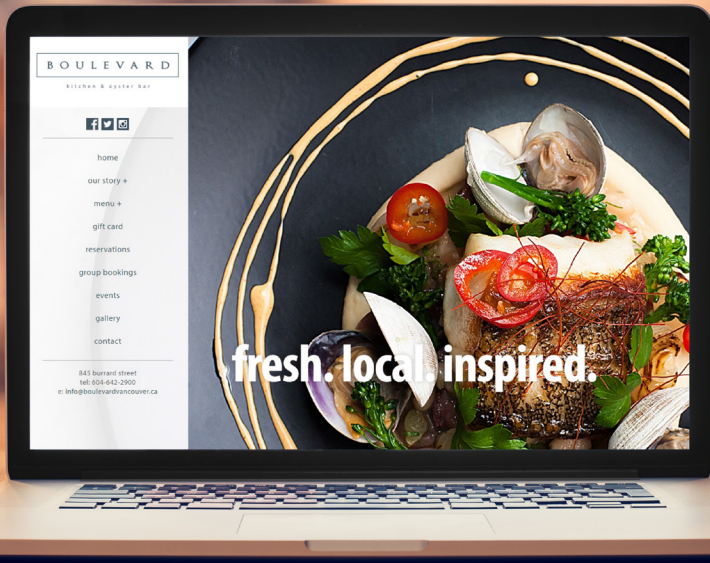
Strategic Director, Partner

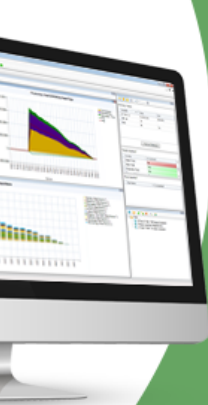
Jfry's direction allows brands to blossom by marrying digital channels, social and ad buys. His expertise rests in placing offline material within harmonized digital systems that emphasize maximizing budgetary impact with memorable creative and advanced ROI reporting.

He has over 20 years experience marketing for the entertainment, hopsitality, and tech industries. He is the strategic director, and founder of Simple Simple.

Our core business is website design, digital advertising, brand development, and business intelligence reporting. We specialize in personalized programmatic advertising that creates the feel of an organic experience for our brands.

We execute on search advertising (adwords), display advertising, video advertising, and social network placements. Our ad buy expertise is unique because of the sheer volume of units that we've delivered on emerging channels like Google, YouTube, Facebook, Twitter, LinkedIn, Instagram, SnapChat, and TikTok.





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*warning, this good feeling might become contagious

A DAY IN THE LIFE



207 TOTAL LEARNERS
ENROLLED IN BRIDGE

118 FEMALES
89 MALES



46%

Transitioned
from Bridge



34%
Incompleters

20%

Bridge registrants

WHERE LEARNERS ARE FROM



COUNTRY OF ORIGIN (SINCE SEPTEMBER 2007)

24%	SUDAN	6%	AFGHANISTAN
8%	COLOMBIA	5%	INDIA
7%	PAKISTAN	5%	CONGO
6%	IRAQ	5%	CHINA

04.

WHO WE DO IT WITH...

**WE ASSIST MANAGEMENT, MARKETING, AND AGENCY
TEAMS WITH STRATEGIC PLANNING AND CREATIVE
EXECUTION.**

Our clients lean on us to augment their brand services by providing digital, campaign design, ad buy, and reporting expertise.

We provide services to clients in Canada, the US, and Europe. Our typical brand engagement is \$50k to \$500k. We can execute on campaign-level display and social ad buys from \$5k to \$2m.

IN 2021

Our Digital Team

... deployed over 3 billion viewable impressions on programmatic advertising networks

... created CPA connections that were 50% better performing than previous benchmarks for over 5 industry verticals

... crafted social and newsletter marketing that saw performance metrics that were more than 10% above industry averages

... grew “follower” rates for clients by an average of over 94% YoY

... created over 2 million dollars in value through SEO modifications for a single client's non-ecommerce website

... executed on over 5,000 unique social network ad buy programs

... crafted highly personal re-marketing campaigns that averaged over 400 unique demographic profile touch points

... initiated business intelligence reporting that resulted in SKU, marketing, staffing, and C-suite decision making changes

... onboarded 5 existing companies which we supported with marketing, ad buying, and strategy

... enabled goal realization, fun brand support, and overall good times for our clients :)

IF YOU LIVE IN CALGARY

You've seen our work with

Calgary Public Library, Bridgewater Bank, Bow Valley College, Mayfair Diagnostics, Heritage Park, 17th ave BRZ, Worfest, Hotel Arts, Concorde Group, MNP Centre, Palantir Solutions or

You've seen us brand and do interior design for Home & Away, Double Zero, Big Cheese, Model Milk, Pinbar, Palomino, Shuffle Club, among others

IF YOU LIVE ABROAD

You've seen our work with

Alliance Atlantis, AMA, Denny's, Ericsson, Hockey Canada, Lethbridge College, Moxies, MTV, Sandman Hotels, SpredFast, CBC, Boulevard, and Telcordia among others.





SANDMAN HOTEL GROUP

Advanced revenue reporting and business intelligence

Sandman Hotels is a Canadian hotel chain owned by Northland Properties, with the corporate headquarters based in Vancouver; the company currently has 47 properties across Canada under the brands Sandman Inns, Sandman Hotel & Suites, and Sandman Signature Hotels & Resorts. Three Sandman Signature properties now operate in the UK based in Newcastle, Aberdeen and London Gatwick, alongside a resort in Ireland; Portmarnock Hotel & Golf Links.

We work with Sandman Hotel Group providing them with advanced business intelligence reporting, incorporating their myriad of data sources (TravelClick, OTAs, digital ad accounts, website analytics, social media users, and email marketing). All of this information is compiled in “living dashboards” that provide up to the minute insights that inform revenue modelling, promotion success, user migration patterns within the sales funnel, and immediate remarketing opportunities for high-quality sales opportunities with power or decision-cycle users.

These dashboards are used by their operations, marketing and C-suite teams to understand which levers are positively (or negatively) affecting all sides of their business so that future decision making can be more effective and based on verifiable data analysis.

Behind the scenes, we provide them with regular analysis services, making sure that they are properly interpreting the data with effective decisions based on the intelligence available. The results of this analysis affects changes in media buys, localised operational changes, and on-the-fly pricing models.



HERITAGE PARK

Tourism website and ticketing system implementation

Heritage Park is Canada's second largest living history museum, it is one of Calgary's most visited tourist attractions, with their website receiving millions of hits a year from both local and international consumers. Simple built and maintains a web marketing platform that requires a separate multi-faceted ticketing system with complete digital and email integration for users from across the globe.

The platform needs first class accessibility because it is the primary revenue and communication centre for the tourist destination. As such, transactions with foreign credit systems can't fail and language conversion on the website needs to be compliant with all available digital translation services.

From a revenue perspective, the transaction system needs to be four tiered (seasonal subscription, daily passes, group passes, and unique event passes). Once a transaction is complete, all users receive follow up email tickets and then Heritage Park can internally burn those tickets while opening their funnel to remarket to users who might have attended specific "category" events, leveraging user data to create return visits.



MOXIES RESTAURANT FRANCHISE

Franchise website with 3 integrated e-commerce streams

Moxies is a Canadian restaurant chain operating in eight provinces, as well as the U.S. states of Texas and Florida. Our requirement is to have an “always up” web environment that services over 70 restaurants over 5 time zones in two countries, which is the backbone to three primary revenue streams (reservations, take out & delivery, gift card sales), which contribute to over 50% of overall revenue.

We’ve built the digital infrastructure for the restaurant group which includes their website, feedback management and social media posting application. With a parallel staging and production website we guarantee that only the most recent and relevant material is going live, which includes the database of 18 zone menus which populate all 3rd party delivery systems and include accessibility issues such as pricing and unique language differentiations between provinces and countries.

Our system provides advanced user analytics and reporting while operating in two countries with different currencies. We provide business intelligence reporting on seasonal campaigns which creates changes in both marketing and operations departments.



MAYFAIR DIAGNOSTICS

Website, ad buys and DPS systems

Mayfair Diagnostics provides screening, diagnostic, and interventional medical imaging services across 14 locations in Calgary, one in Saskatoon, and one in Regina. Each year their expert team uses state-of-the-art technology to serve more than 700,000 patients and interpret images from over 90,000 patients in rural and remote locations.

This client has a very sophisticated patient intake system, which has to adhere to maximum governmental privacy and security protocols. The website has unique requirements for each of the different 16 locations given their modalities, but most importantly is making sure that the patients receive their medical exam scheduling confirmation through email with absolute user security.

The DPS (Digital Patient Schedule) system requires connections between the website, phone administration, email notification systems, as well as intake offices in order to effectively book a patient. It is the backbone of the entire business and sequences all appointments based on a web-based core which lives completely separate to their front-facing marketing platform.

We built and manage the marketing and implement the DPS system, as well as buy ads and report on user funnel results. Ads are segmented with different URL parameters, as well as variable phone numbers so that we can determine how much traffic is being generated through referrals, ads, or organic search/social in order to assist the sales team in understanding their success rate at driving end-of-funnel results. This assists in understanding the call centre capacity, wait times, and modality specific booking preferences.



WORDFEST

Festival website and ticketing architecture

Wordfest is a not-for-profit arts organisation that produces one of Canada's largest international literary festivals. In addition to the yearly festival, Wordfest also facilitates and hosts year-round events, event panels, publishing industry workshops, art installations, and youth and multilingual programming.

Simple Simple maintains their front-facing website and architected the ticketing system required for multiple venues which require on-the-spot ticket burns – it also necessitates digital interactions with consumers so that site changes, times, cancellations, or refunds can be effectively communicated and executed with users.

We also created an online portal so that they could effectively integrate a video library which became paramount to their mission throughout COVID-19 and is now a core pillar for the festival, moving forward.

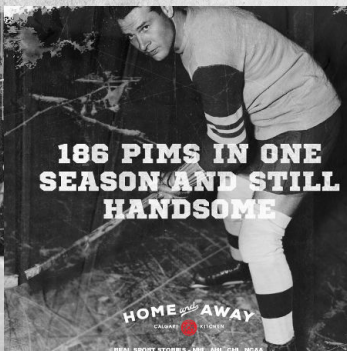
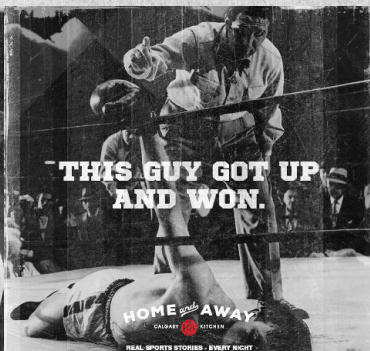


HOME *and* AWAY

CALGARY



KITCHEN



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**CAN WE HELP
WITH YOUR
STORY?**



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