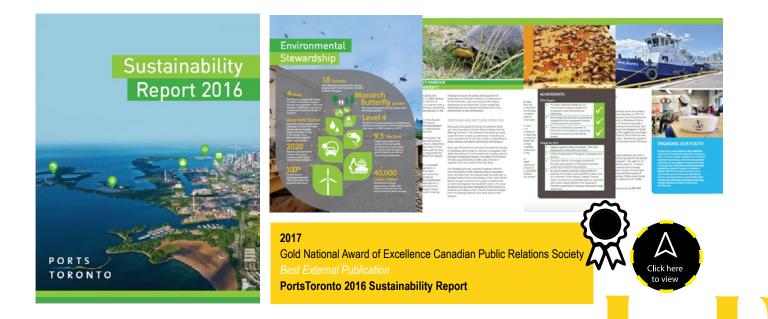
## portfolio/

### PortsToronto-Sustainability Reports

PortsToronto Sustainability Reports are published and designed in French and English.



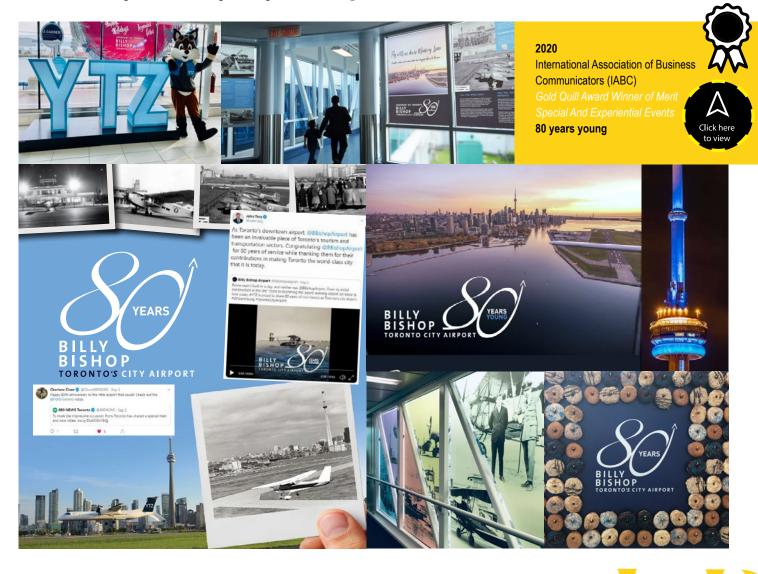


### Billy Bishop Toronto City Airport 80 years young

LOUISE

BROOKS

In 2019, Billy Bishop Airport turned 80, the full year campaign featured, a "Reflections of the past exhibit", "New Horizons" exhibit, CN Tower light display, social cinematographic. In addition to a retrospective, the airport's public spaces, were transformed to mini activations, including; "80-Days of Kindness" campaign where small YTZ gifts and experiences are provided to passengers including our mascot "Billy the flying fox" to demonstrate our appreciation, YTZ selfie spot, 80 year donut wall and digital advertising through out the airport.



portfolio/

### It's my Airport

LOUISE

Billy Bishop Toronto City Airport's "It's My Airport" campaign, features real-life passengers, unpaid and unscripted, telling their stories about the airport. Recruited through Billy Bishop Airport's social media feeds, where they were already posting positive sentiments about their experiences – and that authenticity helped make the content more vivid and real. The goal of the campaign was to heighten awareness of the airport and the role it plays in the personal lives of travellers and as an important piece of travel infrastructure in the City of Toronto. Produced in a modest two months, the campaign unfolded across OOH, Print, Video and Radio - each platform needing multiple versions to represent the diverse group of advocates. The "It's My Airport" campaign has generated 44.7 million measure impressions and 173,188 Youtube views to-date.





International Association of **Business Communicators (IABC** "It's My Airport"



Click here

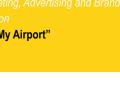
https://vimeo.com/161051318 https://vimeo.com/161085190 https://vimeo.com/161085192



"It's My Airport"







## portfolio/

### Event Management-ALS Plane Pull

Billy Bishop Airports signature fundraiser for ALS. The Plane Pull brings together teams of 12 to pull a 37,000-lb plane by hand for 100 metres while being timed. Participants raised an astounding \$195,000, more than doubling the 2018 fundraising goal. All funds are donated to invest in research to make ALS a treatable, not terminal, disease.



## portfolio/

### Airport new concession advertising





### portfolio/

### BC Hydro's Happy Holiday digital card and message

BC Hydro's current messaging was: Be Smart With your Power, Be Power Smart. Most campaigns were based around switching to CFL lightbulbs to conserve energy for future generations. So a CFL lightbulb with a holiday twist seemed appropriate.

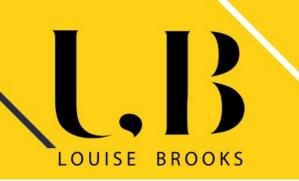
### A SWEET TWIST ON A HOLIDAY CLASSIC

Enjoy the holiday season, and join BC Hydro's Power Pioneers in giving to the BC Children's Hospital Foundation.

BChydro C FOR GENERATIONS

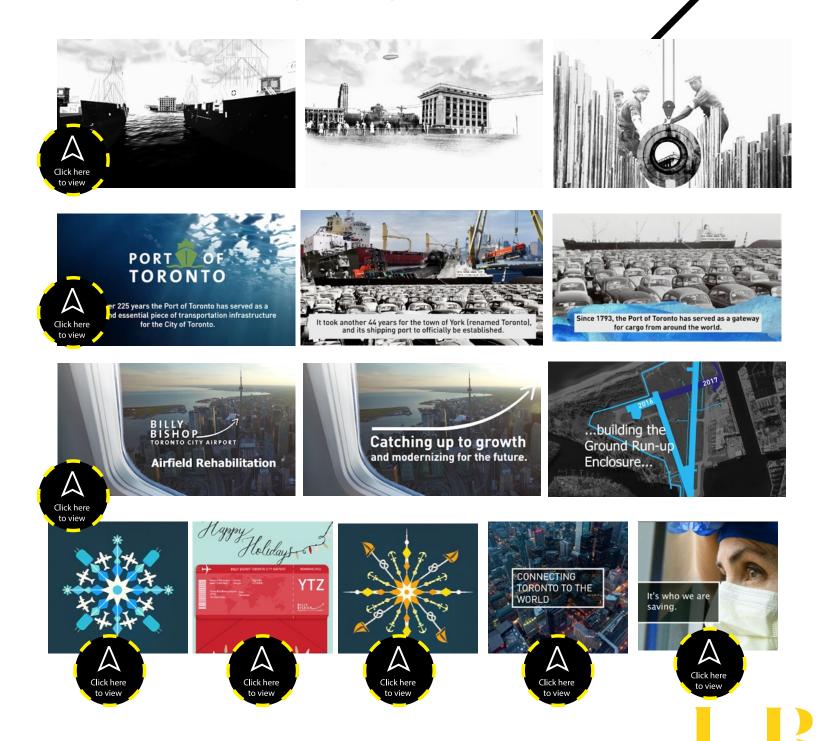






### Animations and Videos

Various animations and videos for digital advertising, social and e-blasts.



### PortsToronto-Seabins Pilot Project



BROOKS

#### About the PortsToronto Seab Pilot Program

LOUISE

Owned and operated by Ports Toronto, the Seabins located al Toronto's historic Pier 6 are the first to be installed in a North America harbour. This follows Ports Toronto's Seabine in Canada-an Itoronto's Outher Harbour Marins This innovative technology designed by Australian surfers transide the generation of plastic polition in the cosen, is characted by the generation of plastic polition in the cosen, is tool to the problem of lister in our waterways.

The Seabin is a floating rubbish bin that moves up and down with the natural flow of the water and collects all floating debris, including microplastics as small as 2 millimetres—smaller than a grain of rice—and hydrocarbons like fuel and oil that can spill into water over

#### Le Projet Seabir

Des podelles de mer Seabn, détenues et exploités par Ports Torolto, et de femses en place à Torolto, au initeau de Thiotorique Jetée 4 - une premiere dans un poplace ment à lange por PortsTorolto - devenir la premie entité commerciale às e dotre de santens au Canadatans la Marina de Canan-port de Torolto. Cette technologie notative, mise au point parte sur favors autoritades complexement à lange et des sur favors autoritades positi retaixement au probleme de la pollution de nos cours de auga reta écheties.

Le collecteur de déchets Seabin est une poubelle flottante qui monte et descend au rythme des mouvernents natures de l'eau, et capture tous les débris flottants – y compris les microplastiques mesurant seulement 2 millimiètres flues petits qu'ungrain de rizil et les hydrocarbures comme le carburant et l'huile e comptibile de décarant de caburant et l'huile



Can collect more than four kilograms of waste per dayincluding microplastics, floating natural debris and

#### How does it work?

panese through a catch hag before being pumped lack in the harbour, according titer and defore in paped in the collect upward of & kilograms of deforms in a day, titering a sumch as 1.4 mellitor toos of transition expansion. The Seaths is the first days in Persist Sorahit's a cator planing addition to investing in education and reares the prevent deforts from entering the harbour in the first place and action plan aming in education and reares that is reconstructed and the seater of the seater of the of Errorist swaterhoot reason-case. Ports/Consta will commune the operation of the seater operative seares devices the seater of the seater of the seater operative seares devices the seater of t

#### Comment fonctionne cette

eau de surface est aspirée dans la poubelle Seabin et basse dans un sac collecteur avant d'être rejetée dans le aver au moyen d'une pompe, Landis qu'ordures et débri restent piègés dans le sac collecteur, ce qui permet neutie de les éliminer correctement. Une poubelle Seabin peut collecter jusqu'à 4 kilos de débris par jour, est 1 freuet collecter jusqu'à 4 kilos de débris par jour,

matallation de la poubella Seabin est la première geo à plan d'action de la PertaTionnoi. En effet, en herrier en annoi l'accumulation de débris dans la pertuherrier en annoi l'accumulation de débris débrasser paletament le havre des plastagues et microplastagues pollations est assus. La total que gardenne et a social de la pollation de la social de la pollation de normo. PertaTionnois continuents à travailler en étroite liteorités de la contexte de la pollation de acceste de la contexte de la pollation de social d



#### **Background Samples**

http://www.portstoronto.com/portstoronto/media-room/feature-stories/ seabins.aspx

https://rochmanlab.com/trashteam/seabins/

https://rochmanlab.com/2019/09/21/what-litter-is-entering-toronto-outer-harbour-marina/



Award of Excellence First in Canada—Comm Seabin Pilot Program Campaign

Robert Eaton Environmenta





#### FAST FACTS





100% Recyclable Seabin construction is

100% recyclable.

P O R T 5





Can collect more than four kilograms of waste per day including microplastics, loating natural debris and larger plastic waste



2000 pieces of plastic

24 hours, 2000 pieces of plastic as captured by the two bins during hase One of the Seabin Pilot Project t the Outer Harbour Marina.

Phase Two



1.4 metric tonnes One Seabin can collect 1.4 metric tonnes of waste per year including microplastic, floating natural debris

 $\widetilde{\mathbb{C}}$ 

2 mm microplastics

The Seabins can capture microplastics small as 2 millimeters—smaller than a grain of rice.

A Star





### Billy Bishop Toronto City Airport — Pedestrian Tunnel

BROOKS

LOUISE

The opening of the Billy Bishop Airport Pedestrian Tunnel featured a highly engaged multi-year media campaign, which resulted in more than 40 media outlets attending the tunnel's ribbon-cutting event and resulted in 500 individual media articles, radio clips and television segments – which equated to 7 billion media impressions.



portfolio/

## portfolio/

### Fish and Wildlife Compensation Program

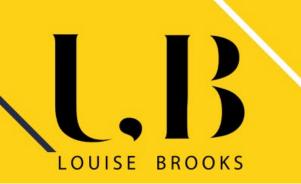
The Fish and Wildlife Compensation Program for B.C. approached me to deliver a logo for the program through BC Hydro. Requiring Regional and First Nations approvals, the concepts were pitched and approved for market.



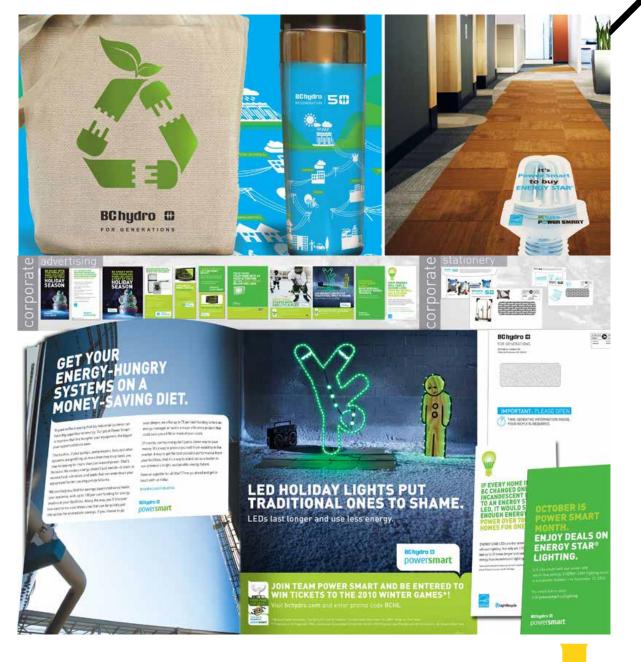
## portfolio/

### BC Hydro and Power Smart communication materials





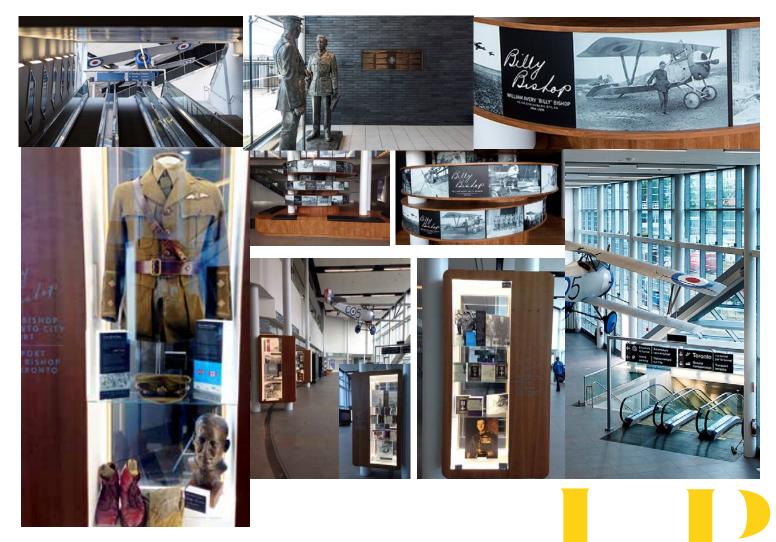
### BC Hydro Energy Store merchandise, direct mail and Power Smart advertising



## portfolio/

### Billy Bishop Toronto City Airport —Billy Bishop historical display cabinets and seating, including William (Billy) Avery Bishop exhibit.

This special project entailed working with a furniture maker to create display cabinets and seating for our passenger experience and pay tribute to our Canadian War Ace Billy Bishop. The logo is made from Billy Bishop's World War II military submission papers. All pieces were curated sourced to various these or stages of his military life and all award replicas researched and made. At the unveil the Billy Bishop's family were invited, they were super touched by the display and wanted copies of photos of some rare photos that they had never seen before or him.

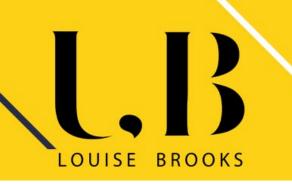


### portfolio/

### Billy Bishop Toronto City Airport 75 anniversary —Fly with us down memory lane

The 75 year anniversary campaign consisted of digital and print media advertising and exhibits.





#### *BC Hydro Displays and historic exhibits* A selection of 2010 VANOC Olympic Game collateral, various corporate displays

A selection of 2010 VANOC Olympic Game collateral, various corporate displays and trade booths.





## portfolio/

### Internal Communication newsletters

A selection of various internal print and digital communications and newsletters.









### Event—Sail-In Cinema

The inaugural Sail-In Cinema<sup>™</sup> was held in 2011 to mark PortsToronto centennial year. Last year the event attracted more than 11,000 people on land and 100 boats over the three-day period. Sail-In Cinema<sup>™</sup> is now a permanent fixture on Toronto's summer calendar.



"Toronto has plenty of outdoor screenings, but only one that you can attend from the comfort of your yacht. Sail-In Cinema returns to Sugar Beach with two popcorn classics."

Yay!!!! Labyrin

-Toronto Life

nto's famous Sail-In Cinema returns to the waterfront tomorrow!"

PROMO VIDEOS https://vimeo.com/104117357 https://vimeo.com/177285118

Communicators (IABC)

Sail In Cinema

International Association of Business

portfolio/











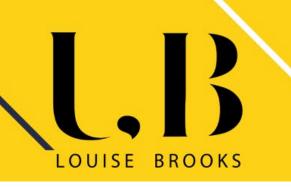


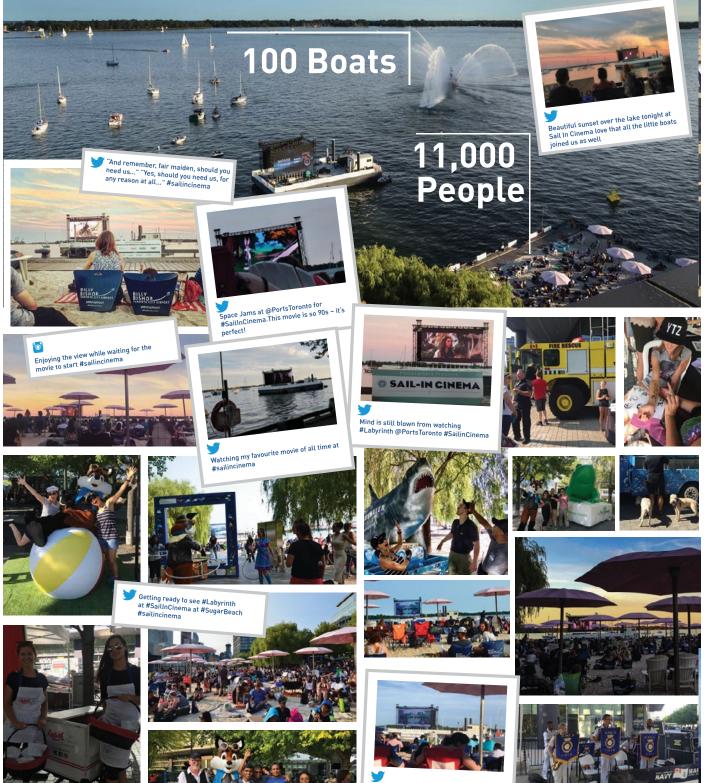


-DailyHive

Whoomp there it is! Space Jam on Toronto Harbour #themesongstillh Toronto Harbour at Sugar Beach

b farbour itheriteranea





Gorgeous night! @PortsToronto #SailInCinema #Labyrinth