SPARX
Publishing Group

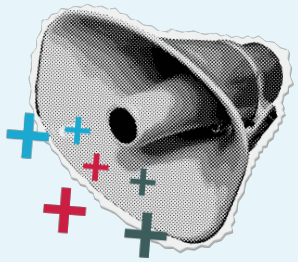
Media Kit

Summary

1. Introduction
2. Values
3. Services
4. Team
5. Who We've Worked With
6. Our Work
7. What We Offer
8. How We Work
9. Credentials

Sparx would like to acknowledge that we work on the traditional, ancestral, and unceded territories of the Coast Salish peoples – Sḵwx̱wú7mesh (Squamish), Stó:lō, and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) Nations, as well as the traditional, ancestral, and unceded territories of the Snuneymuxw (Nanaimo) Nation, the Kwikwetlem (Coquitlam) Nation, the Kanien'kehá:ka Nation in Tiohtià:ke (Montréal), and the Lenape Nation in Lenapehoking (New York).

Sparx PG exists to amplify voices that catalyze positive change.



We're a Vancouver-based purpose-driven, full-service digital marketing agency on a mission to make the world better by accelerating awareness and adoption of sustainability-focused solutions.

Our talented content, creative, and technical team of professionals live out our social purpose by taking a holistic, data-driven approach to marketing.

The result? Comprehensive marketing support, backed by leading practices and powered by purpose.

Our Core Values

1

Integrity

Sparx is built on trust – we work ethically to follow through on our commitments.

2

Grit

“Giving up” is not in our vocabulary. We're always ready to take on any challenge and we are not intimidated by the unknown. We simply view it as "yet to be learned."

3

Collaboration

We work as a team to build custom solutions that ensure we achieve business goals, every time.

4

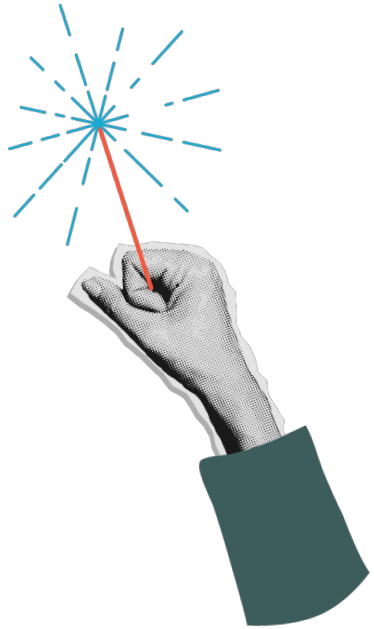
Responsiveness

Communication is vital to any working relationship, and we're always there when you need us.

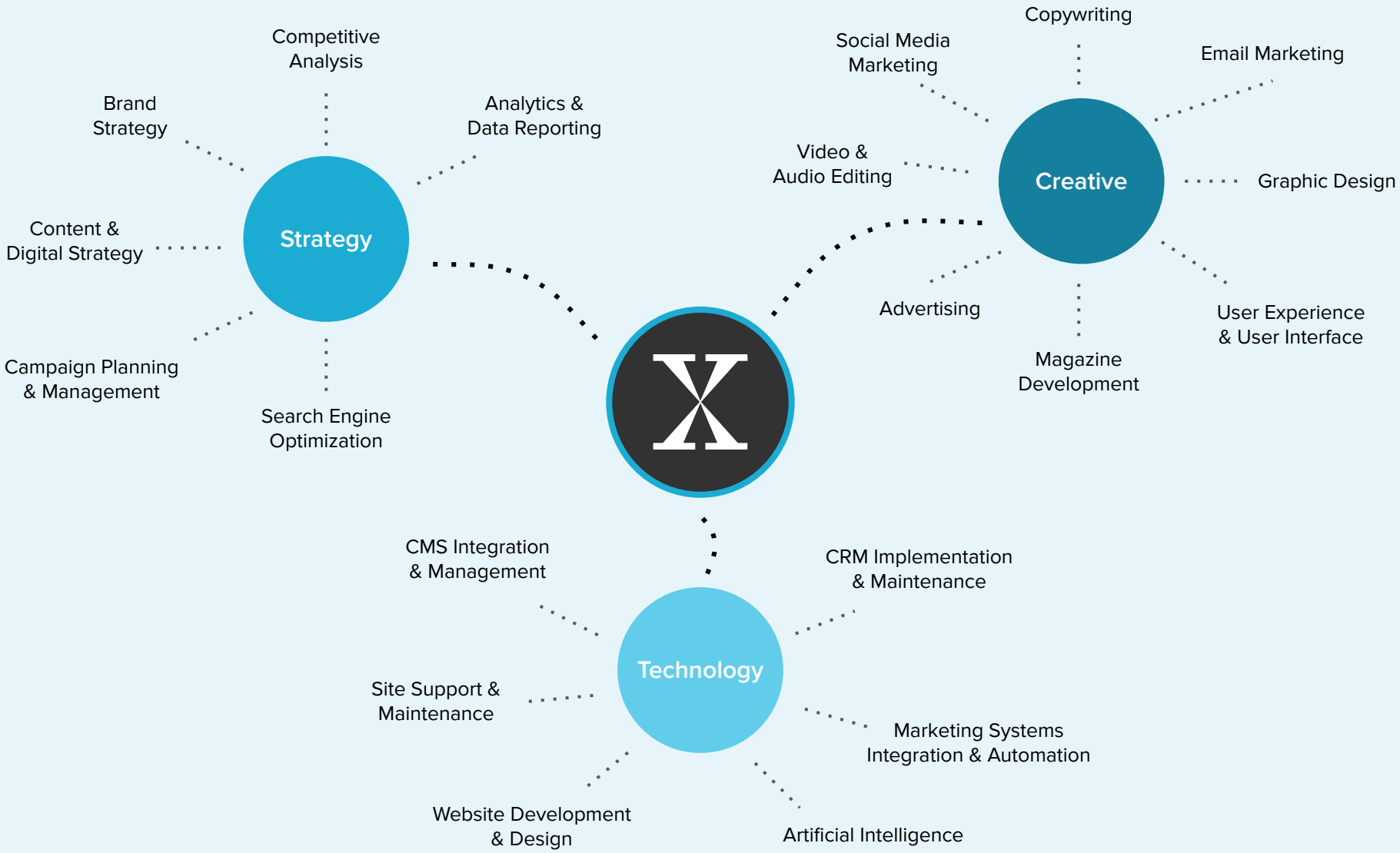
5

Quality

We continually go above and beyond for our clients.



Our Services



Our Team



Hamish Khamisa (he/him)
President & Founder



Ken Yeung (he/him)
VP, Operations



Alexandra Nikitina
(she/her)
Head of Growth



Meghan O'Neil (she/her)
Copywriter



Brandon Ashcraft
(he/him)
Marketing Coordinator



Amber Clowe (she/her)
Marketing Coordinator



Elisabeth Choi (she/her)
Sr. Designer



Libby Shabada (she/her)
Lead Copywriter



Michelle Baleka (she/her)
Copywriter (*on leave*)



Nicole Yeh (she/her)
Sr. Graphic Designer



Sonia Lau (she/her)
Technical Project Manager

We've Touched 90+ Organizations and Stories



Our Work

Our expertise in combining analytics, technology, project management and creativity enables us to consistently exceed client expectations and help them build meaningful connections with their audiences. Browse through our portfolio to discover how we positively impact our clients.



Championing Diverse Voices

Blog Posts / Social Media Posts



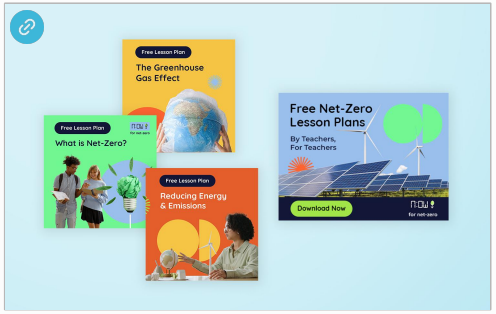
Thought Leadership

Magazines / Blog Posts / White Papers



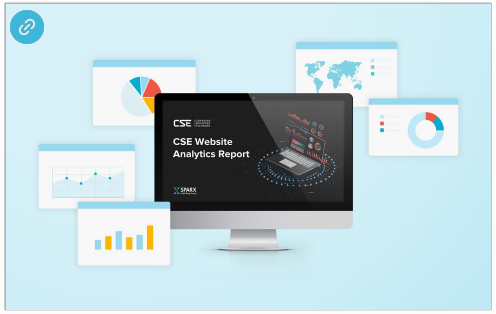
Brand Awareness

Advertising Campaigns / Marketing Collateral / Visual Branding / Website Development / Tagline Development / Brand Guidelines



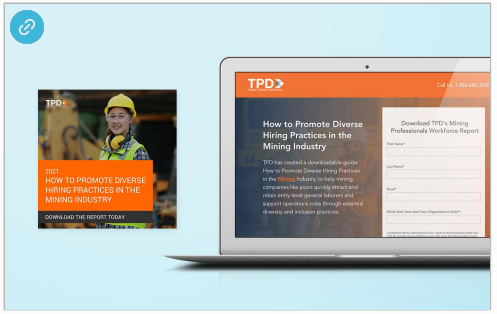
Contact Acquisition

Events / Search Engine Optimization / Advertising Campaigns



Analytics & Data-Driven Marketing

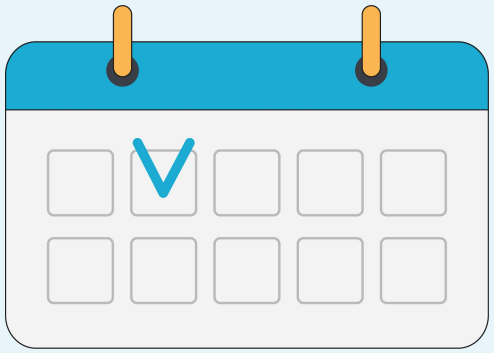
Monthly Analytics



Search Engine Optimization

Search Engine Optimization Growth

What We Offer



Retainer Packages



Fixed Projects

How We Work



1

Ramp-up & Discovery

Understand the "situation on the ground" and perform brand and stakeholder audit

2

Near-Term

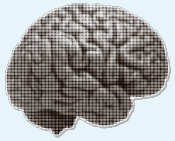
Prepare marketing plan and kick off first communications campaigns

3

Intermediate

Optimize what is working and expand around these areas

4



Progress Check-ins

Communication of progress; strategy adjustments

5

Long-Term

Scale up what has worked and adjust based on changing business and stakeholder needs



Our Credentials

As a member of the purpose-driven community, we're proud of our certifications, recognitions, and partnerships.

SUSTAINABLE DEVELOPMENT GOALS

UNITED WAY BRITISH COLUMBIA
SOCIAL PURPOSE INNOVATOR

COAST
WASTE MANAGEMENT ASSOCIATION

CANADIAN PURPOSE ECONOMY PROJECT

WELLBEING ECONOMY ALLIANCE

BETTER WAY ALLIANCE

CIRCULAR ECONOMY LEADERSHIP CANADA

Share Reuse Repair INITIATIVE
making the most of Things

SHIFT Lite

TAP CANADA'S TRADE ACCELERATOR PROGRAM

zeroWASTE
NATIONAL ZERO WASTE COUNCIL
An Initiative of Metro Vancouver

RECYCLING COUNCIL OF BRITISH COLUMBIA

What's Next?

You have a vision, we help you bring it to life.

Sparx PG develops and delivers customized and impactful marketing solutions for your business in a constantly evolving landscape.

Like you, we're world-changers, using our skills to make a positive impact. We'd love to amplify your organization's story and help you grow.

Are you ready to spark positive change and bring your vision to life?
Reach out to us to discuss your marketing needs at **sales@sparxpg.com** or fill out our contact form at **sparxpg.com**

Contact Us

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