

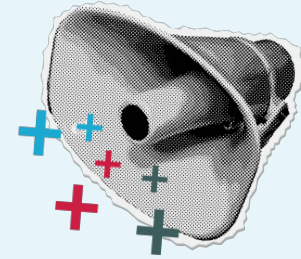
Media Kit

Summary

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Sparx would like to acknowledge that we work on the traditional, ancestral, and unceded territories of the Coast Salish peoples – Sk̓wxwú7mesh (Squamish), Stó:lō, and Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) Nations; the Kwikwetlem (Coquitlam) Nation; the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples (Toronto); the Siksika (Blackfoot), Kainai (Blood), Piikani (Peigan), Stoney Nakoda, and Tsuut'ina (Sarcee) as well as the Cree, Sioux, and the Saulteaux bands of the Ojibwa peoples (Medicine Hat); and the Ojibwa, the Odawa, and the Potawatomie (Windsor).

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.

The Sparx Difference

We are the only full-service, purpose-driven marketing agency in Canada specializing in sustainability and circular economy communications.

Our combination of purpose-driven focus and full-stack marketing is unique in the industry — providing specialized sector expertise alongside a comprehensive suite of solutions.

14+

Years in market

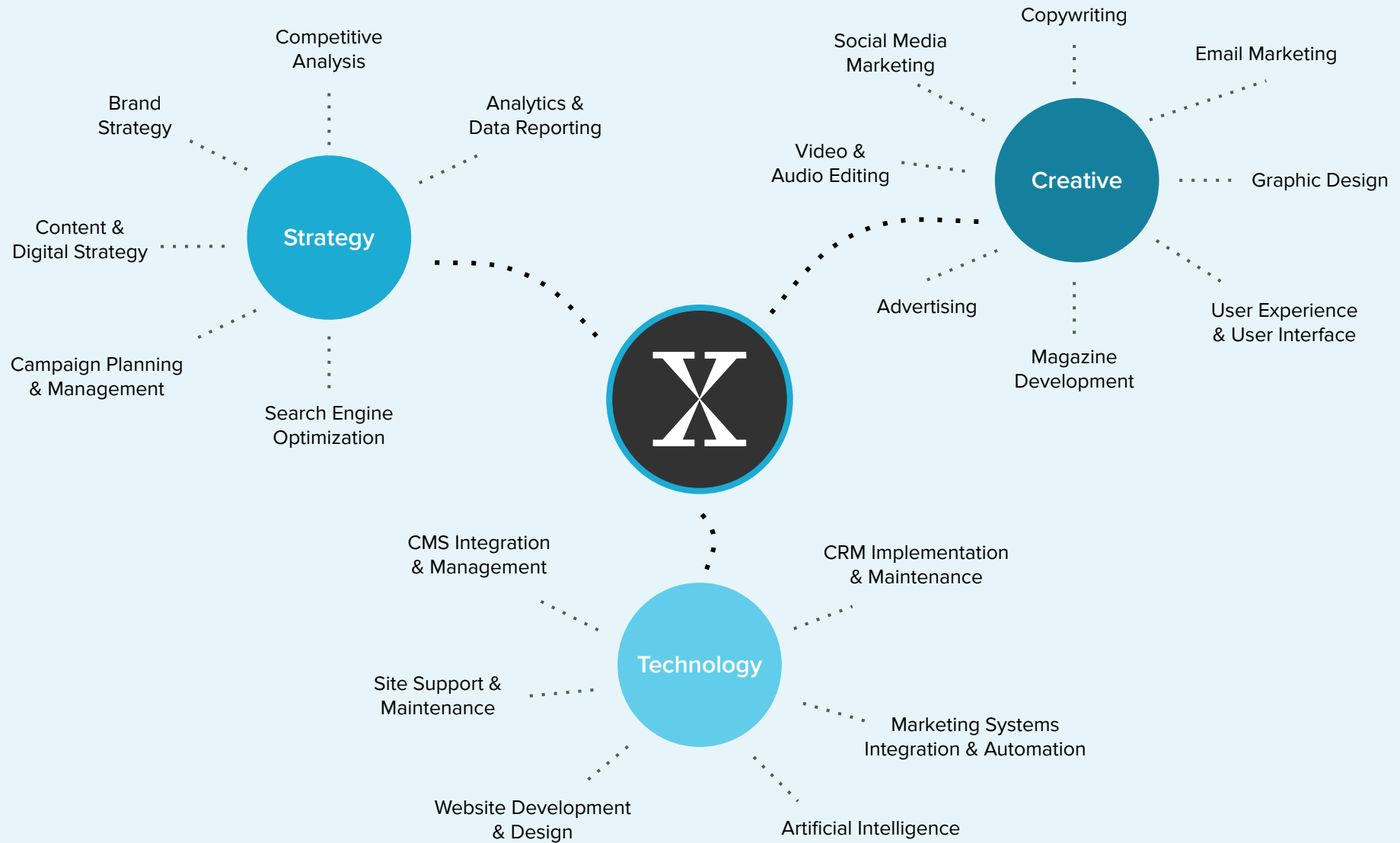
90+

Organizations served

Full-Stack

Strategy, creative &
technology

Our Services



We've Touched 90+ Organizations and Stories



Our Team



Hamish Khamisa (he/him)
President & Founder



Ken Yeung (he/him)
VP, Operations



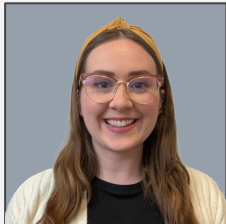
Alexandra Nikitina
(she/her)
Head of Growth



Amber Clowe (she/her)
Marketing Coordinator



Elisabeth Choi (she/her)
Sr. Designer



Libby Shabada (she/her)
Lead Copywriter



Michelle Baleka (she/her)
Copywriter



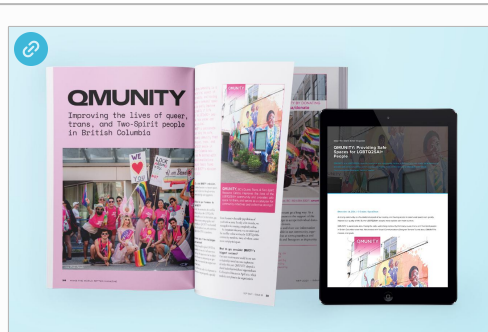
Nicole Yeh (she/her)
Sr. Graphic Designer



Sonia Lau (she/her)
Technical Project Manager

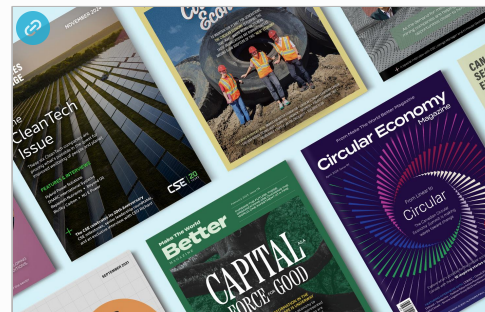
Our Work

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



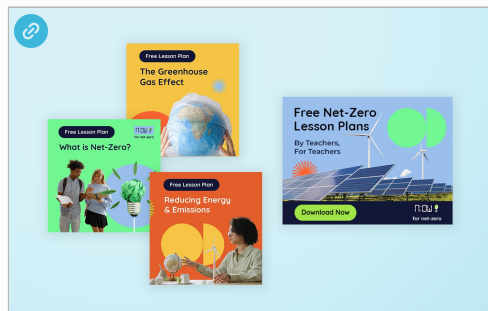
Thought Leadership

Magazines / Blog Posts / White Papers



Brand Awareness

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



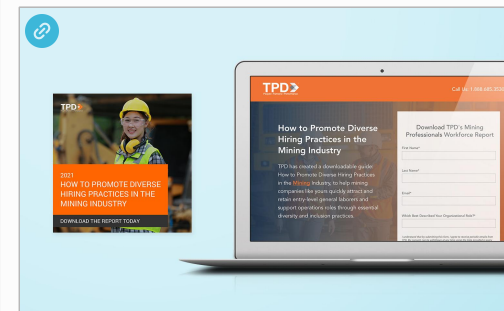
Contact Acquisition

Events / Search Engine Optimization / Advertising Campaigns



Analytics & Data-Driven Marketing

Monthly Analytics



Search Engine Optimization

Search Engine Optimization Growth

Results We've Delivered

A sample of measurable impact we've driven for purpose-driven organizations.

Canadian Securities Exchange

14+ years of sustained multi-channel marketing management — our longest-standing client relationship, delivering ongoing thought leadership, social, and brand content.

Return-It

Drove thought leadership and content strategy for Canada's leading beverage container recycling program, building public engagement across BC.

EFS-plastics

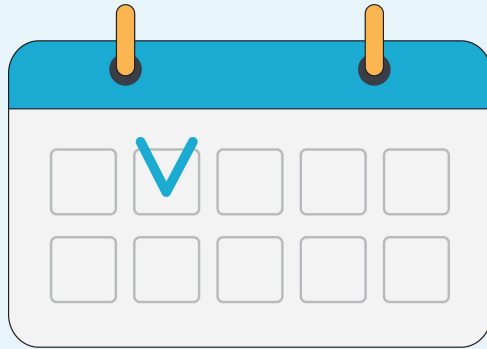
Full social media, email, web, and design execution helping communicate plastics recycling progress to wide audiences and stakeholders.

CELC & CIC

Long-form strategic content and thought leadership for Circular Economy Leadership Canada and Circular Innovation Council, positioning them as national authorities in the sector.

Engagement Models

We offer flexible engagement options to fit your organization's needs and budget. Retainer packages start at \$4,000/month; fixed-scope projects available on request.

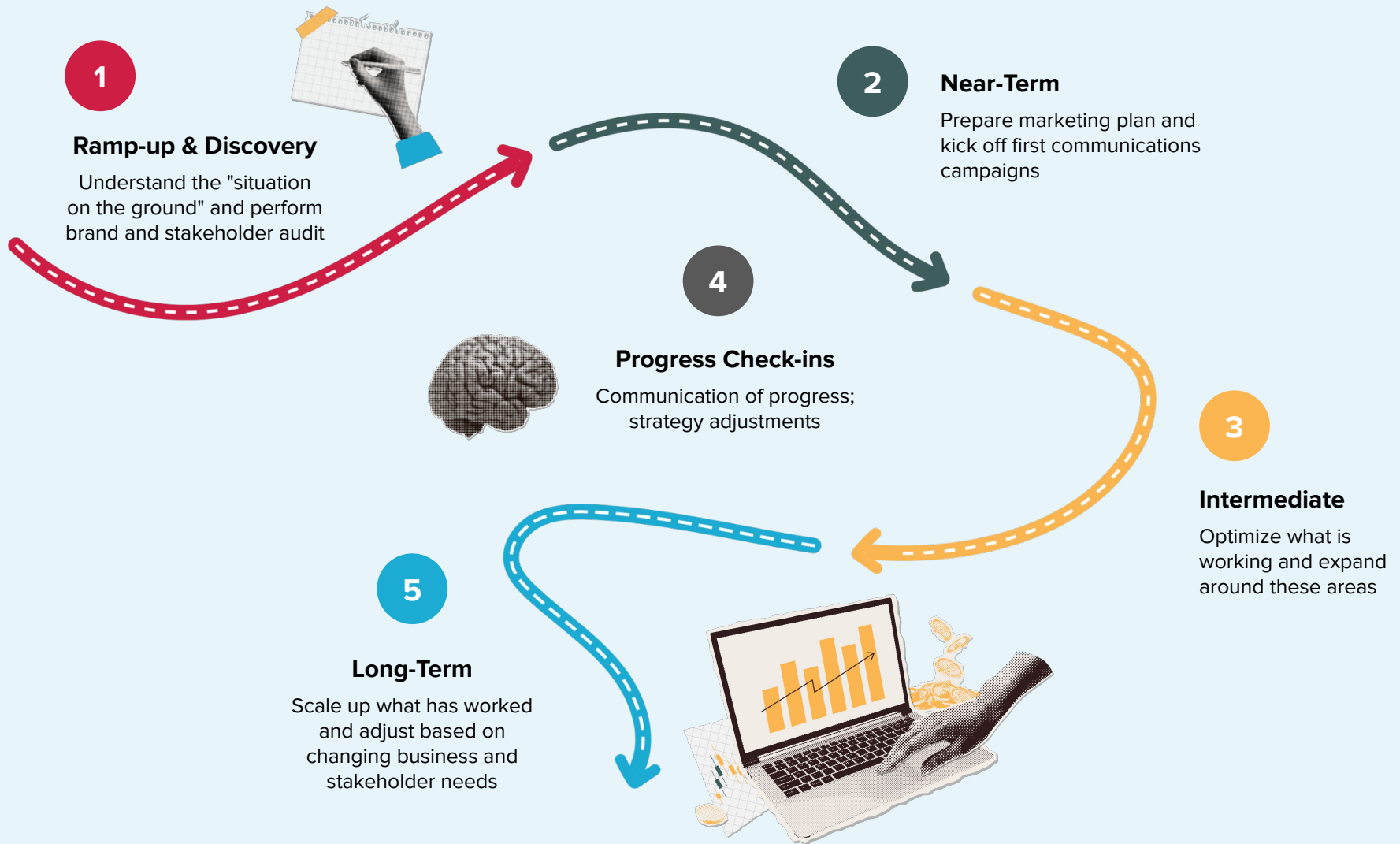


**Retainer
Packages**



**Fixed
Projects**

How We Work



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

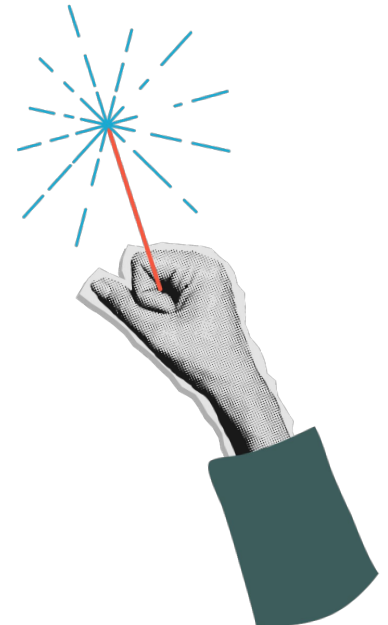
Responsiveness

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.

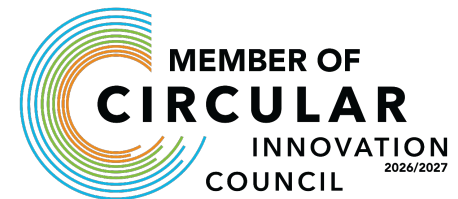


Our Credentials

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



SHIFT Lite



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](#)

