

PORTFOLIO

2024

ON POINT AGENCY

CREATIVE AGENCY BASED IN MONTREAL.

INTRODUCING (Y)ourTeam

At On Point, we thrive on the unique. We specialize in crafting bespoke strategies that blend creativity with data.

Meet the minds behind OPA – with a passion for unusual projects and out-of-the-box ideas, we’re here to partner with brands that embrace the power of creativity in their marketing endeavors!



NATALIA

Founder & Marketing



VERONICA

Digital Marketing & Project Manager



BRIANNA

Marketing Assistant & Graphic Designer



NYLA

Marketing Assistant & Graphic Designer



LIZ

Marketing Coordinator



Canadian SME
Award Nominee
2023



Canadian Choice
Award Nominee
2023



RBC Canadian
Women of Influence
Award Nominee
2024



Our *Founder*

HISTORY

Natalia started OPA in 2021 after 8 years as an award-winning marketing leader. Her goal was to run her business with two core guiding principles:

- creativity at the heart of everything we do;
- marketing is a cooperation and partnership.

Our contracts and projects are taken on based on mutual interest, respect, and desire to push each other to grow rather than scarcity or necessity.

The background features a large, stylized number '1' on the right side, composed of several overlapping, semi-transparent shapes in shades of orange, red, and yellow. To the left of the '1', there are several overlapping circles in similar colors, creating a layered, sun-like effect. The overall color palette is warm and vibrant.

Services: *360 Marketing*

From product launches to annual sales planning, we take the reins and plan a full-year, 360 marketing strategy tailored to your goals. Our comprehensive approach includes market research, brand identity creation, go-to-market launch plans, and more. We can also serve as your internal marketing team for startups and new companies pending budget, expectations, and partnership agreements.

Case Study

Hotline is a crypto-powered platform that offers highly connected web experiences between fans and creators.

SERVICE HIGHLIGHTS:

COMPETITIVE ANALYSES
CAMPAIGN CREATION AND EXECUTION
SOCIAL MEDIA CALENDAR AND COPYWRITING
CONTENT CREATION
VISUAL IDENTITY
COMMUNICATION GUIDE
SOCIAL MEDIA STRATEGY AND MANAGEMENT
(FULL ENGAGEMENT)
INFLUENCER RELATIONSHIP MANAGEMENT





Results

**"BEST EMERGING COMPANY" NOMINEE AT
BUCHAREST SUMMIT 2022**

**"EMERGING BRAND OF THE YEAR" NOMINEE AT
XBIZ LA AWARDS 2023**

SEVERAL ORGANIC PR MENTIONS ACROSS
INDUSTRY NEWS SOURCES

OVER 1,000 SIGN UPS FOR WAITLIST FOR BETA

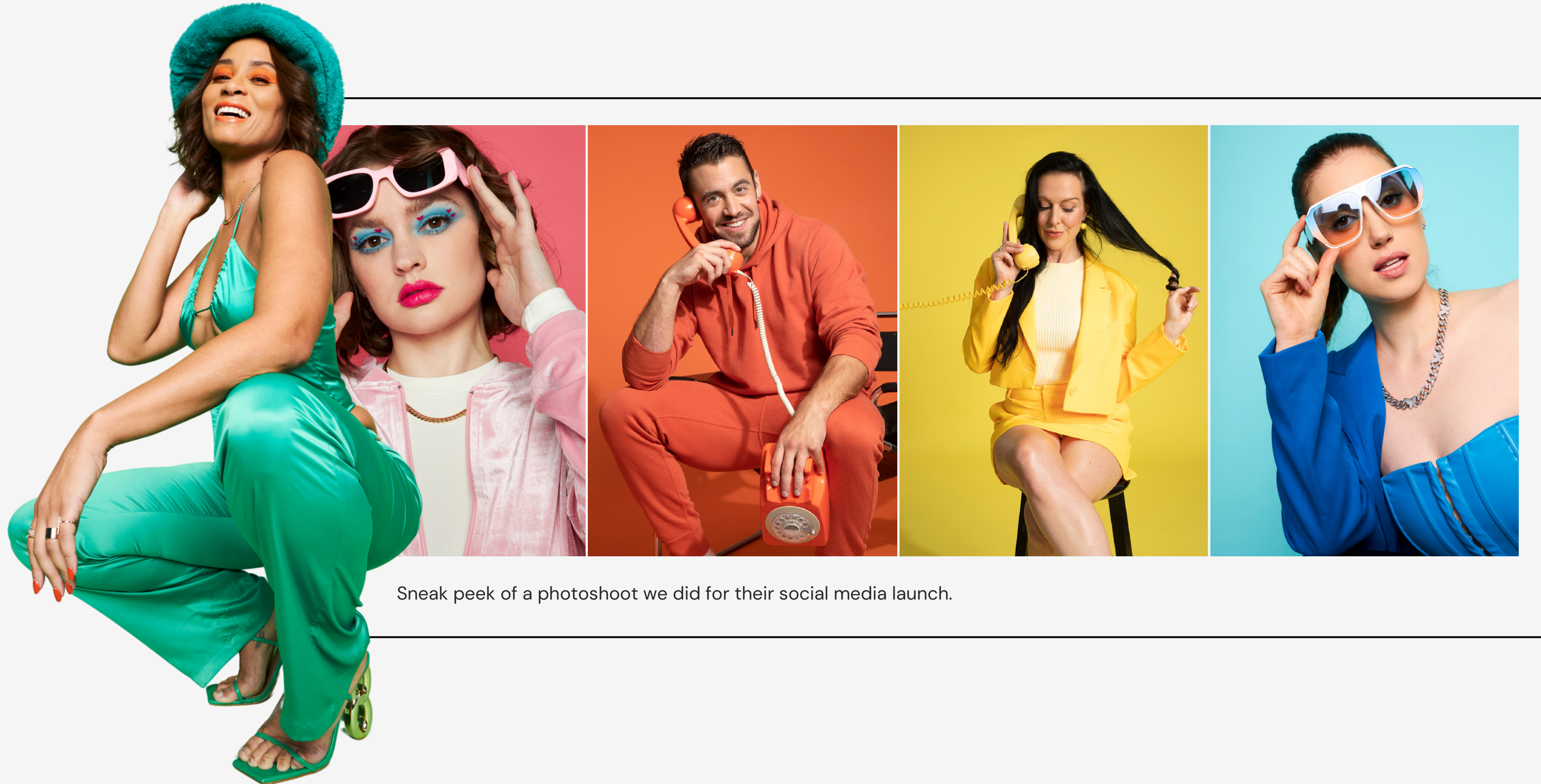
CONTINUOUS SOCIAL MEDIA GROWTH

INSTAGRAM;

4,000% INCREASE IN PROFILE VIEWS
9,000% INCREASE IN WEBSITE CLICKS

TWITTER:

40% INCREASE IN FOLLOWERS
66% INCREASE IN IMPRESSIONS
334% INCREASE IN WEBSITE CLICKS.



Sneak peek of a photoshoot we did for their social media launch.



Services: *Campaigns*

Our specialty!

We love out-of-the-box, unusual, and guerrilla marketing campaigns. From proposal to launch, brainstorming to execution, we're here to guide you and help you reach those qualitative and quantitative goals.



Case Study

TerraSense transitioned from an R&D-focused company to viable product creation in 2021. In 2022, they wanted to test the waters for conference events with a presence and small, low-budget marketing campaign for brand awareness. With consideration to the audience at the event (predominantly men) and the company's general fun-loving spirit to create a tongue-in-cheek advertisement: the brand logo as targets inside the event space's urinals with the company brand name and tagline of "Never Miss Your Target" on the head of the urinal. The CEO placed the stickers daily himself in the urinals before the conference began.

Results: 41% increase in website traffic, 89% of that traffic came from new visitors.

Responses to the guerrilla placement were vast: the brand was the most talked about at the event, with prominent industry figures coming to find the team to mention the laugh they got out of it. This elicited strong responses and feelings around the concept, and it is still being mentioned by competing companies and potential investors two years later.

While we value a good, wholesome campaign, we believe our guerilla marketing is a testament to the creative, out-of-the-box thinking we do here.

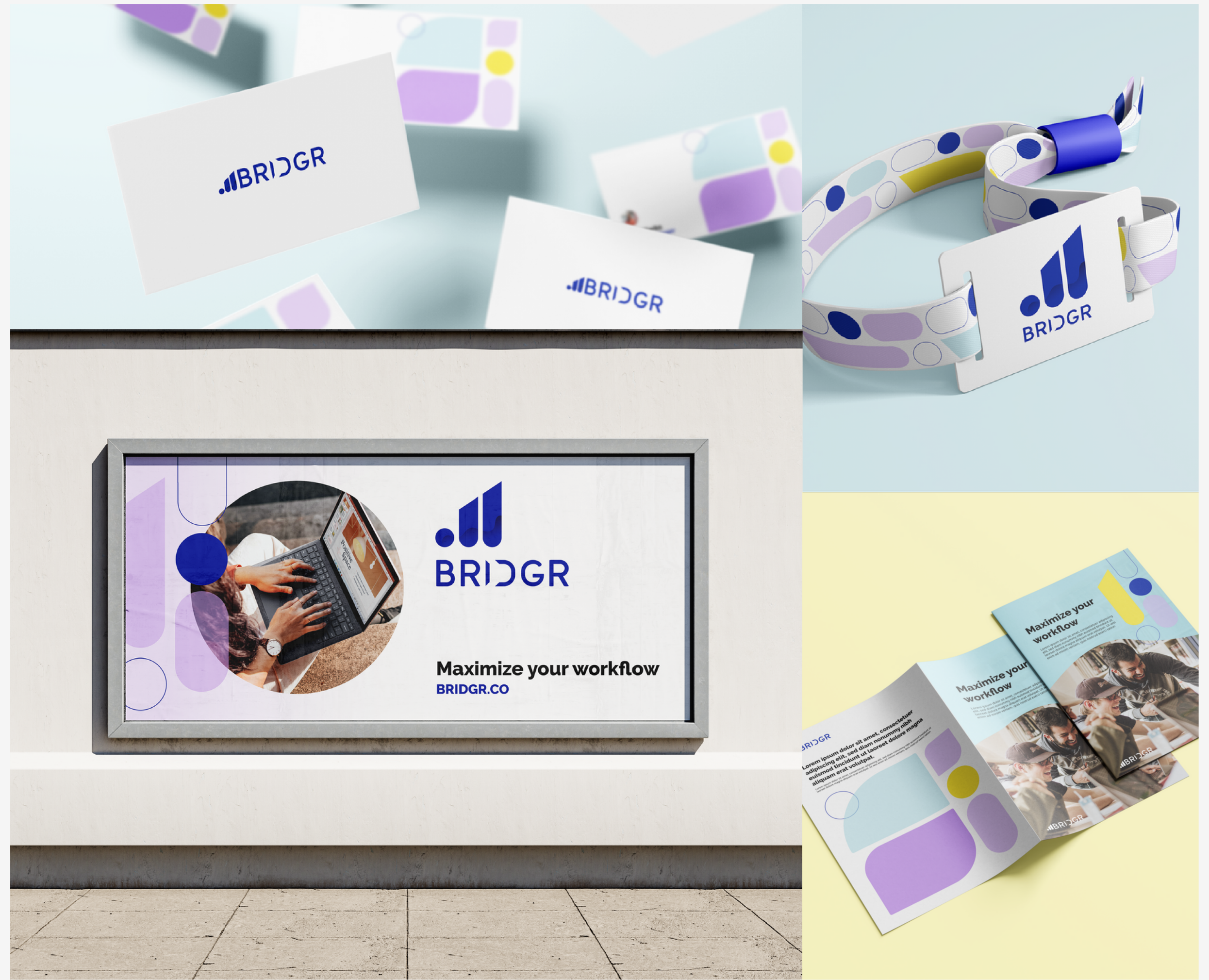
Disclaimer: The campaign mockup displayed is for illustrative purposes only and does not represent actual photographs or finalized materials.

Services: *Branding*

In the world of business, your brand is your identity and is the way that consumers distinguish and remember you. At On Point, we understand the profound importance of branding. Whether you're establishing a new brand or looking to revitalize your existing one, our branding services go beyond the ordinary. We specialize in creating and transforming brand identities across digital and physical mediums, offering comprehensive, premium visual guides, templates, and more.

Branding work:

- MARKET AUDIT AND RESEARCH
- LOGO RE-DESIGN
- COLOR PALETTE
- BRAND VISUAL GUIDE
- MERCHANDISE MOCKUPS
- PRESENTATIONS, LETTERHEADS, BUSINESS CARDS AND OTHER PRINTABLE MOCKUPS



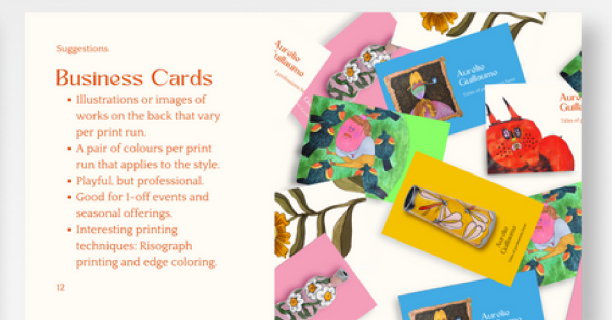
Branding work:

- MARKET AUDIT AND RESEARCH
- BRAND VISUAL GUIDE CREATION
- MERCHANDISE MOCKUPS
- MAIL MATERIAL, LETTERHEADS, BUSINESS CARDS AND OTHER PRINTABLE MOCKUPS
- BOOKLETS AND SERVICE MAGAZINES



Branding work:

- MARKET AUDIT AND RESEARCH
- LOGO RE-DESIGN
- COLOR PALETTE
- FONT RESEARCH
- BRAND VISUAL GUIDE
- WEBSITE RE-DESIGN AND CREATION (IN PROGRESS)
- MERCHANDISE MOCKUPS
- PRESENTATIONS, LETTERHEADS, BUSINESS CARDS AND OTHER PRINTABLE MOCKUPS





Services: *Consulting & Brainstorming*

Unlock the power of expert insights and collaborative brainstorming sessions with our consulting services. Tailored to your specific needs, our sessions are designed to tackle challenges head-on and transform ideas into actionable solutions. Grounded in a solutions-oriented, data-driven approach, our creative brainstorming methods foster innovation and drive results. Partner with us to navigate complexities and realize your vision with confidence.

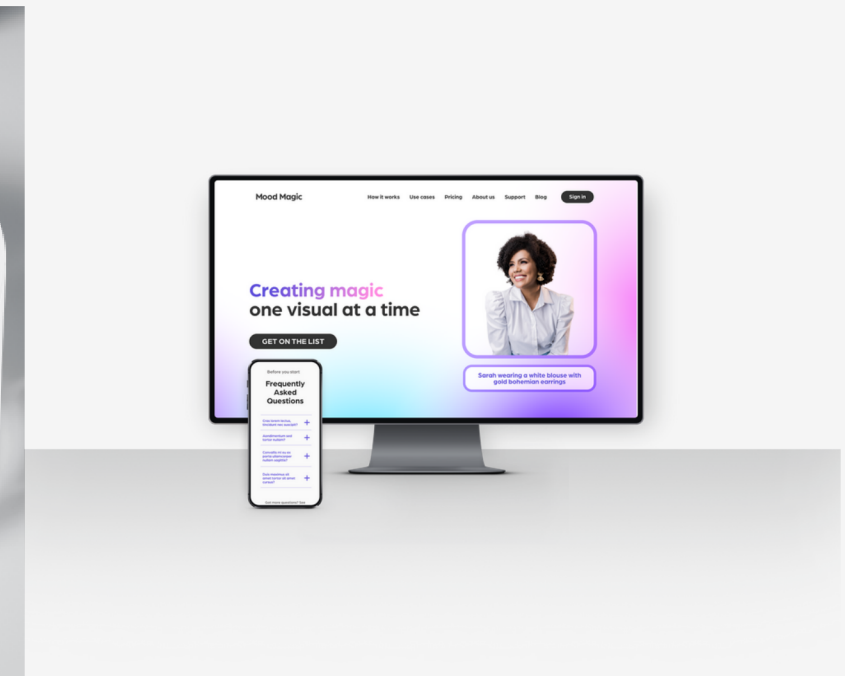
Consulting work:

- BRAND STARTUP GUIDANCE
- BUSINESS CONSULTING
- BRANDING CONSULTING
- MARKETING MATERIAL CREATION
- FUNDING AND FINANCE CONSULTING



Consulting work:

- BRANDING AND COMMUNICATION COACHING
- CONNECTING WITH VC FUNDS
- CONNECTING WITH JOURNALISTS AND PUBLISHERS
- CONNECTING WITH POTENTIAL CLIENTS



Other Services

1

MARKET ANALYSIS & BRAND AUDIT:

Ensure your brand is reaching the right audience with data-backed answers and solutions to questions and challenges about your target market, audience, and messaging.

2

WORKSHOPS, TRAININGS, & COACHING

Designed to fit your needs, whether you're on a tight budget or looking to bridge skill gaps in your team, our customized workshops make marketing accessible and manageable. We tailor sessions to your specific needs, offering one-on-one training, personalized materials, and post-training email support.

3

COMMUNICATIONS STRATEGY:

Align your brand's values and core products, team, and messaging across all channels, from website updates to newsletters, social media, and presentations.

4

EVENTS:

Whether it's a small holiday party, large scale formal conference, or product launch PR event, we're here to plan and execute so that your event is the toast of the town.

5

SOCIAL MEDIA:

We'll make sure your brand is in front of those who matter with the visual appeal it deserves, whether that includes auditing and strategic content planning, visual template creation, ad management, or engagement consulting.

Who we *Work with*

At On Point, we don't just seek projects, we're on the lookout for collaborations grounded in trust and mutual respect. Our aim is to make sure we're a good fit and can succeed together.

Where we shine:

1. **Creative Opportunities:** We thrive in environments that embrace creativity, offering the space to bring innovative ideas to life.
2. **Strategic Planning:** From campaigns to content, we excel when given the opportunity to strategically plan and execute initiatives that elevate brands.
3. **Open Collaboration:** We seek brands that value open collaboration, understanding that the best results come from a synergy of expertise.

We don't:

1. **Pigeonhole ourselves into one industry.** If you have a project that interests us, regardless of what field you're in, we're open to taking it on.
2. **Takeover asynchronously.** We work as a team WITH you and your team, not FOR you.

Client *Reviews*

Matthew Bruna

Infloww, CEO

“On Point Agency played a big part in our **company's early growth**. We initially hired them to map out a **go-to-market strategy** that could help us enter the market. Natalia's expertise and industry insight allowed us to move quickly and tactfully. I could not recommend a better team.”

Johnny Shea

Hotline, CEO

“Working with On Point for our campaigns is always a pleasure! **Deadlines and expectations are consistently met or exceeded**, with unique ideas and creative solutions to any problems.”

Teresa D'Agostino

Pawsome Concierge, CEO

“We couldn't believe how quickly OPA **truly understood the core of our brand identity** and the branding goals we were looking to achieve. Their **creative designs and eye for aesthetics were top-notch**, and they were able to bring our vision to life. We loved working with this passionate team.”

Pricing *Structure*

At On Point, we believe in providing flexible and accessible pricing options to accommodate diverse budget and goals. We offer three-tiered pricing packages for all our services, ensuring that clients can choose the level of support that best suits their needs. Additionally, we provide monthly retainer options for a set number of hours, allowing clients the freedom to use our expertise as needed.

As believers in transparency and efficiency, we want to make sure your time and ours is respected. Rather than us proposing a plan of action outside of your scope, we ask that you provide our team with a budget parameter so we can create a marketing plan that best uses our skills and gets the results that you want.

Thank *You*

We look forward to hearing about your projects and challenges!

Reach out to our team for a personalized consultation and review.

 hello@onpointagency.ca

 onpointagency.ca

 [onpointagencyinc](https://www.instagram.com/onpointagencyinc)