



Who is uhlig.ca?

uhlig.ca is a creative management resource with deep design skills. We help companies build their desired brand image, tell the right story, and attract the right investors and the best talent. Our team works to develop strategies and ideas tailored to specific projects, and then assembles the superior expertise to execute them. uhlig.ca is an expandable, right-sized marketing and communications service – as in, expertise how and when you need it!

“But I already have marketing people...”

Your internal staff is streamlined to focus on day-to-day operations. uhlig.ca steps in to provide additional project-based marketing resources when an immediate or out-of-scope issue arises. We augment your internal staff with a carefully-assembled team to address special circumstances or projects with immense scope but limited duration.

Rounding out your creative team with our project-based marketing expertise is a sound business decision. uhlig.ca has the experience to evaluate and deploy the specialized skills and dedicated resources to achieve maximum results.

Our project-based marketing resources allow you to:

- 1. Be cost-effective and efficient.** uhlig.ca utilizes specific skill sets as needed to negate employing full-time resources for a one-time project.
- 2. Utilize only the resources you need.** uhlig.ca will contract with you for the duration of the project, then happily depart until needed again.
- 3. Focus internal staff resources where they work best.** uhlig.ca can provide an external center for branding compliance so you have the accountability you need – without feeding internal biases.
- 4. Count on a proven track record.** uhlig.ca has more than 60 years of combined lead team experience in evaluating, creating and deploying outstanding marketing and communications solutions and services.

What uhlig.ca offers

The uhlig.ca lead team has the expertise to:

- Project a positive image of progress;
- Design collateral that tells the right story to the right audience;
- Develop a project-based marketing strategy to anticipate challenges and proactively develop solutions;
- Communicate prospective gains and longevity to stakeholders and shareholders;
- Address audience concerns in an authentic, respectful and informed manner; and
- Blend seamlessly with internal teams to give marketing initiatives specialized support.

uhlig.ca works with business leaders and C-suite executives to grow recognition for their enterprises, and with entrepreneurs who are striving to take their innovations to a larger forum.

Areas of Specialty

Brand Management

When brands evolve, business units merge or diverge, or tastes change, most brand specialists will create a new brand. But at uhlig.ca, we can also:

- extend your brand into new ventures;
- merge two or more brands into one;
- contemporize your brand; and/or
- modify your brand to reflect your changing business.

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Areas of Specialty CONTINUED

Initiative Identification and Solution Building

First and foremost, we want our clients to be successful. Our breadth of experience and broad industry knowledge enables us to find potential solutions to business issues you might not otherwise consider. For some initiatives, the uhlig.ca team runs roundtables and workshops to help identify and prioritize business issues – and potential solutions. For others, our process is intensively consultative. Our 367° process can help identify the best track for success and deployment of resources. *We do what it takes to find the best solution.*

Design Services

Graphic design is where we started, so our skills run very deep. From formulating a successful solution and knowing whether to use illustration, infographics, stock or custom photography to execute it – to the production and fulfillment of the solution, we are confident that the final product will yield results. In corporate communications, usability and ease of comprehension are paramount, so we stay apprised of the latest trends, technologies and tricks of the trade.

Creative Resources, Communications Resources and Marketing Resources

In addition to the talents and capabilities of our core lead team, uhlig.ca works with a broad base of talented individuals who average more than ten years of experience in their areas of expertise which include:

Strategic and Key Messaging	Illustration	Print Procurement	Video
Creative Direction	Copy Writing	Project Management	Marketing
Graphic Design	Social Media	Production	Loyalty
Web Design	Photography	Workflow Design	Info Graphics
	Event Management		

uhlig.ca offers you a wide array of specialized skills sets to blend seamlessly with your internal team to achieve results. We will add on as needed, or provide constant liaison and oversight.

Get People Talking About *Your Story*

When they need specialized skills on-demand to support new projects and business development initiatives, entrepreneurial-minded business people, innovators and companies turn to uhlig.ca. For more than two decades, we have crafted design solutions for unique challenges, behind the scenes, for a diverse range of clients that includes those to the right.

Call us today at 416-366-8804 or send an email to info@uhlig.ca

- Acura
- AlliedSignal Aerospace Canada
- AON Hewitt
- Burson-Marsteller
- Canada Malting Co. Limited
- Choirs Ontario
- CIBC
- Decima Research
- Easter Meat Solutions
- Feigelson Keller
- Freightliner-Benz Trucks
- George Weston Limited
- GWL Realty Advisors
- Heart & Stroke Foundation
- Hill+Knowlton
- Honda
- Internet Payment Processing Inc.
- ITER Canada
- Learning disAbilities Association
- Liebherr-Canada Ltd.
- Masterfile Corporation
- Mazda Canada
- Mercedes-Benz Canada
- Mikhail Gorbachev Dinner
- Ministry of Education, Ontario
- Northland Power Inc.
- Ontario College of Art and Design
- Ontario Hydro
- Osteoporosis Society of Canada
- Pratt & Whitney Canada
- Procter & Gamble
- Schneider Corporation
- Scholmark
- Scouts Canada
- SHL Systemhouse Inc.
- SMTC Corporation
- Spar Aerospace
- Strewn Winery
- Sunnybrook Health Science Centre
- Toronto Research Chemical
- Tower Hill Child Care
- Toyota
- Upper Canada College
- Volvo Canada
- Waddingtons.ca
- Westinghouse
- Wine Australia
- WineSpeak

Clients Past and Present