



## Our Methodology )

We are a different kind of marketing firm, one deeply rooted in business strategy.

Strategic Marketing ONE's consultants offer clients fresh ideas and insights from a cross-discipline perspective, approaching each and every engagement with the same guiding principles that can be summarized in three words: **Think. Create. Deliver.**

We are committed to not only developing idea-infused business strategies and strategic marketing campaigns, but are committed to ensuring the successful implementation of those strategies... and delivering results!



## Ideacia ONE )

The name Ideacia is a combination of two words: idea and indicia.

**"Idea"** because Ideacia ONE is in the business of ideas. We develop them, help source funding for them, bring them to market, and more. Ideas are the source and inspiration for everything we do.

**"Indicia"** because it refers to a stamp or identifying mark. That's the outcome of what Ideacia ONE does... we make our mark by helping our clients make theirs with ideas.

For more information on how Strategic Marketing ONE, an Ideacia ONE company, can help your business visit [www.marketingone.ca](http://www.marketingone.ca) or call us at **1.877.266.0005** for a free consultation. Ask us about our service guarantee.

[www.ideaciaONE.ca](http://www.ideaciaONE.ca)

R&D 

STRATEGIC marketing 

M&A 

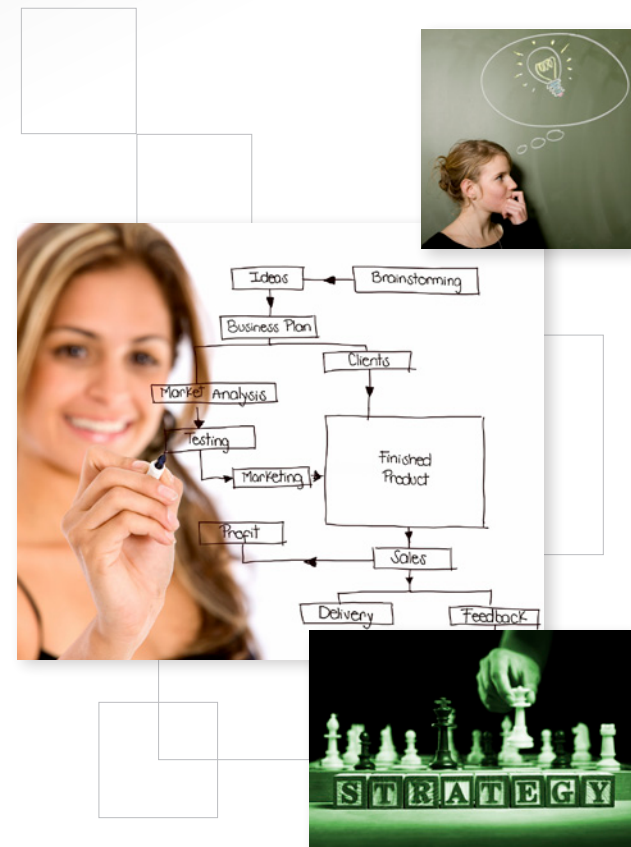
### Head Office

3100 Steeles Avenue East, Suite 802, Markham ON L3R 8T3  
1.877.266.0005 TF 1.866.845.1445 F

Toronto Ottawa Montreal Moncton Vancouver

# The Next Step in Innovation

A strategic, multi-disciplined approach to growing your business



STRATEGIC marketing  **one** || YOUR NEXT MOVE



## Business and Marketing Strategists )

Strategic Marketing ONE consultants understand what it takes for companies to thrive in today's competitive market.

At our core we are business and marketing strategists who have a deep appreciation for the importance of linking our clients' sustainable business models directly to their competitive growth strategies and marketing campaigns.

Unlike many traditional business strategy and marketing firms, our team is comprised of experts in the fields of business, marketing, and finance, as well as scientists and engineers across all fields of science.

Our strategies help clients improve their competitive position and achieve impressive profitable growth.



Danny Ladouceur and Jennifer Powers  
Principals & Co-Founders

## Partners in Innovation )

An idea, an innovation alone, is not enough. Strong market intelligence and competitive growth strategies are critical for ensuring that new ideas and innovations succeed in achieving sustainable long-term profitable growth and optimal competitive positioning.

Strategic Marketing ONE consultants work in partnership with your senior management team, offering the following core services:

- Internal and External Environmental Analysis
- Competitive Analysis
- Stakeholder Mapping and Segmentation Analysis
- Creation of Business Models that Provide Sustainable Competitive Advantage with Supporting Growth Strategies
- Business and Marketing Plan Development
- Implementation Support with Competitive Growth Strategies and Marketing Campaigns
- Economic Development Consulting

Strategic Marketing ONE is a member of the International RAN•ONE network of over 500 business advisory firms with members in North America, Asia-Pacific and Europe, enabling us to draw upon the combined experience and resources previously only accessible to large, international consultancies.

## What makes us different )

is our commitment to:

- **Applying Proven Approaches & Methodologies** – Generating results for our clients by following proven methodologies and approaches. Taking an approach that looks at the business holistically, from a cross-functional perspective.
- **Guiding You Through the Implementation** – We believe in our work as strategists and are committed to ensuring our clients' success. This is achieved by helping to guide them beyond the strategic planning stage, and also throughout the implementation.
- **Measuring Results** – Our financial experts assist clients in developing relevant key performance indicators and measuring the impact as they implement their new strategy.
- **Providing In-House Expertise** – Providing access to expertise in the fields of business, marketing, and finance, in addition to in-house engineers and scientists from every field of science.
- **Forward-Thinking** – Challenging our clients to think differently and distinguish themselves within their market space.
- **Becoming Your Innovation Partner** – Working with innovation-driven companies throughout each phase of the innovation cycle by leveraging the expertise available within each one of the Ideacia ONE boutique consulting firms, which include Strategic Marketing ONE, R&D ONE, and M&A ONE.
- **Forming Strategic Partnerships** – Developing strong partnerships that complement our existing service-offering portfolio and adding measurable value to our clients.