

SitePartners

Specialized Marketing

Built for the Industrial Sector

We Solve Problems & Drive Growth

SitePartners is a marketing agency + consultancy built for the industrial sector.

We believe that to produce good work, you must be specialized.

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SitePartners


Who We Are

**A specialized marketing
agency + consultancy built
for the industrial sector.**

Our Partners



**We help leaders
in the industrial
sector win work,
attract talent &
build market
share.**



SitePartners was created from a realization that the industrial sector is in a period of massive change.

SitePartners was created to be the marketing partner to help industrial brands respond to change & disruption the right way.

What We Believe

We believe this industry is special. And we are motivated to help our partners build the world.

The leaders of tomorrow will be the businesses that invest in their people & their brand today.

Our Team

With over 100 years combined experience working in the industrial sector, we understand what it takes to brand a company, launch a product, enter new markets, and win business.

Team Members



Andrew Hansen
Founder & CEO



Danica Gallaher
VP, Communication
& Strategy



Brett Rutledge
VP, Creative



Anthony McLaughlin
VP, Technology



Adam Froese
Chief Financial Officer



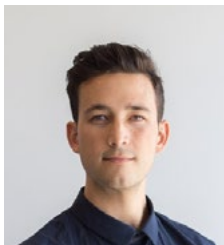
Justin Van Mulligen
VP, Operations



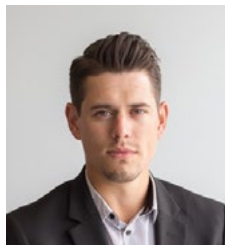
Kayla Bordignon
Director,
Communications
& Engagement



Tyler Jacobson
Director of Client
Services



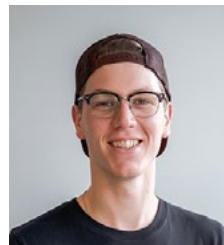
Caleb Maurice
Digital Marketing
Manager



Dallas Holt
Strategy & Growth



Aaron Candido
Copywriter



Chris Ruiter
Content Strategist



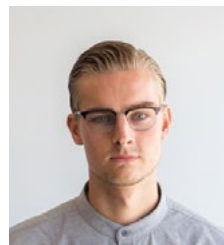
James Cook
Graphic Design
& Branding



Ben Lum
Video Production Lead



Quinn Patterson
Video, Post-Production
Lead



James Hielema
Strategy & Growth

**When you hire SitePartners,
you get a diverse team with
deep experience**

**We start from a position of knowledge & experience
that no other agency can match.**

Why SitePartners

With SitePartners you get a specialized team that are experts, not generalists.

You get a team that understands what they are good at, and the trust of quality work.

01 Experience

02 Speed

03 Specialization

04 Trust

05 Results



**We know the
industry.**



Our Process

We deliver a custom marketing framework for our industrial partners.

To help industry leaders win work, build market share, and attract talent.

The Toolkit

01

Research & Review

We perform a detailed audit of the business, brand, and marketplace.

02

The SiteVisit

We visit our client's job site, to understand how the brand is managed.

03

The BluePrint

We compile our data to build our instructional document.

04

Marketing Plan

From our BluePrint we build our strategic operating document.

05

Content & Creative

From video and photo production, to digital and web products.

06

Campaigns & Delivery

We build-out and design our distribution plan and delivery process.

07

Measure & Adapt

We track our output, measure the results, and make adjustments.

**From concept to campaign,
we solve business problems
for the industrial sector with
strategy & creative.**

Our Services

- | | | | |
|-----------|---|-----------|--|
| 01 | Strategy & Growth | 07 | Employer Branding
& Recruitment |
| 02 | Design & Brand
Development | 08 | Public Relations |
| 03 | Video & Photo
Production | 09 | Indigenous Relations |
| 04 | Web Design &
Development | 10 | Stakeholder
Engagement |
| 05 | Digital Marketing | 11 | Market Research |
| 06 | Advertising | 12 | RFP Submission
& Proposals |

**Our specialization in the construction,
manufacturing & resource sectors,
allow us to provide unmatched marketing
services for our partners.**



Our Work

Our partners are responsible for some of the largest projects & complex services across North America.

We are proud to showcase the strategic & creative work we have created for them.

Case Studies

01 **Wales McLelland**

02 **Division15**

03 **IWC Excavation**

04 **SiteMax Systems**

01

Wales McLelland Branding an Industry Giant.

Scope Of Work

Strategy, Web,
Video, Photography,
Social Media, Public
Relations

Wales McLelland Construction is a leader in commercial and industrial construction. For over 50 years they have been building excellence and partnership across Canada.

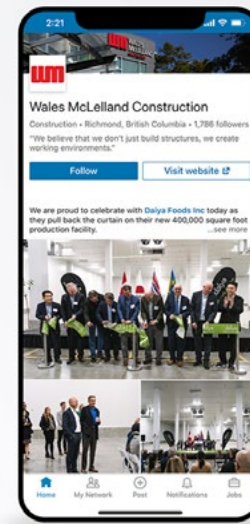
Their Challenge | Entering their 50th year in business in 2020, Wales McLelland decided this was an ideal opportunity to modernize their brand and marketing, to showcase their position in the marketplace. In the construction industry there are a lot of builders, but very few are specialized. Wales McLelland exclusively builds for the commercial and industrial sectors, and needed a brand to reflect that.

Our Solution | Our team at SitePartners completed a 3-month strategic review of the brand and business for Wales McLelland, which lead to a new positioning statement, along with a marketing communications plan to position Wales McLelland as a leader in the marketplace.



Attracting Talent with Video

Through a new culture & values video, we developed a story to connect with talent in the workforce, to bring their career to the industry's best.

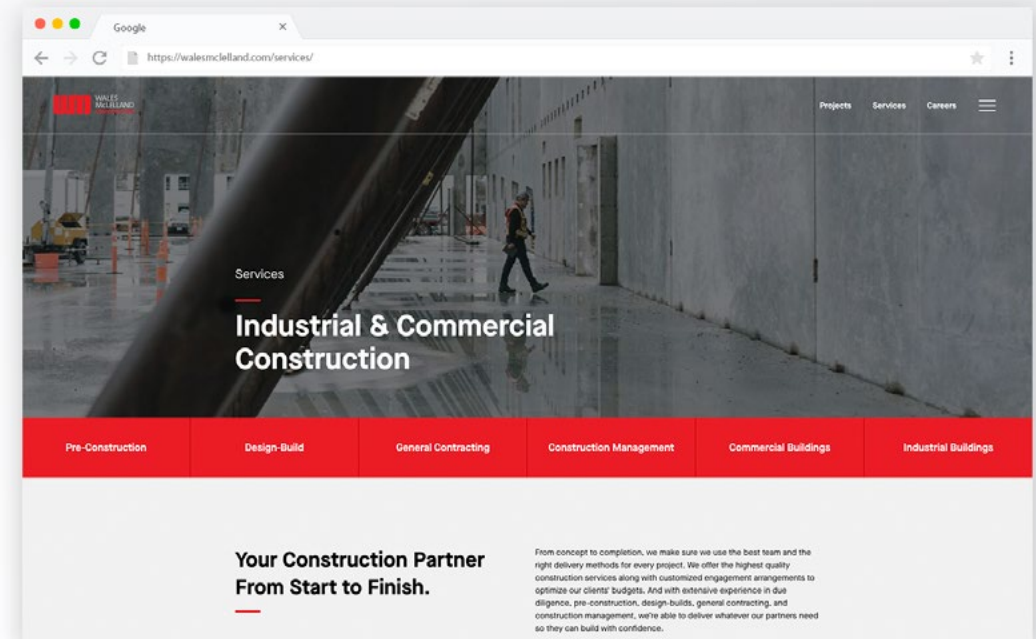


Creating Authority through PR & Social

We used public relations and social media to position Wales McLelland as an industry leader in commercial and industrial construction.



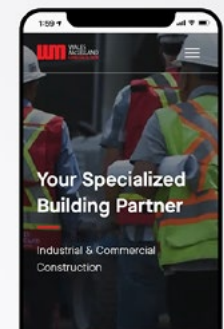
Breaking ground ceremony at Porsche Centre located in Richmond.



A New Website: Showing Confidence

Showcasing the strength and specialization of Wales McLelland was achieved through brand imagery, visual layout, and video banners.

Their new website experience showcased in-depth project profiles, with custom sorting functionality between industrial and commercial markets.



02

Division15 Mechanical Winning Work on Value, Not Price.

Scope Of Work
Strategy, Web, Video,
Photography

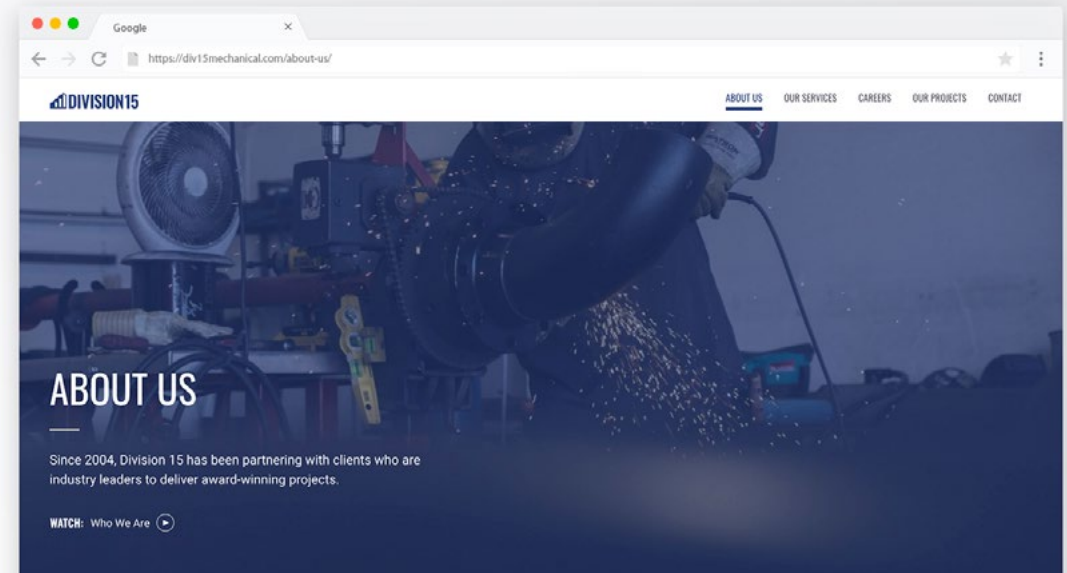
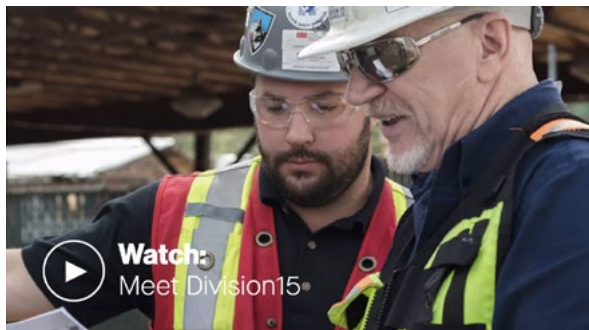
Div15 Mechanical is an award-winning construction firm that provides mechanical solutions throughout Western Canada. With a team of over 100 staff, Division15 has completed over 230 projects and built over 5,000,000 sq ft of mechanical systems.

Their Challenge | In 2019 they were celebrating their 15-year history as a firm, and were in a unique period of growth and momentum. The team at Division15 was looking into a new way to communicate their story and modernize their brand, to reflect their history and share their vision for the future.

Our Solution | SitePartners worked with Division15 to create a new brand and visual identity. Following the rebrand, SitePartners designed a new website and a series of corporate video productions, to showcase the new Division15 to the industry.

Recruitment and Culture

To show that Division15 is an organization that builds careers, we created a video that positioned their people and culture as their strength.

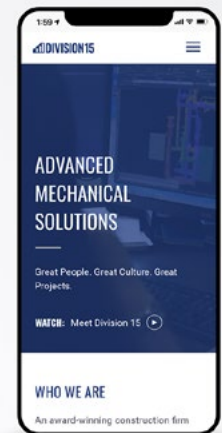


A Modern and Mobile Website

Building from the brand redesign, we created a mobile-first website with an intuitive user experience, using sharp imagery and video to tell their story.

A Renewed Identity

We modernized Division15's new identity while honouring the essence of their history, which was released in time for their 15 Year Anniversary.



01. Logo Clearspace

When using the Division15 logomark or tagline, be sure to adhere to the clearspace guidelines as indicated below. By following these standards we ensure maximum legibility and brand recognition.

The clearspace for the logomark is equivalent to half the height of 'N'. Be sure to follow this same principle when applying the tagline. It is of utmost importance that all brand executions are consistent.



03

IWC Excavation

A New Brand for an Industry Leader.

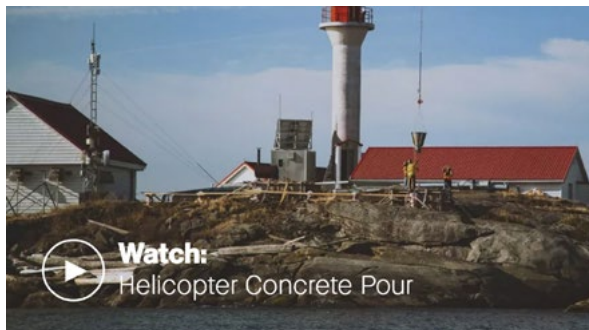
Scope Of Work

Strategy, BluePrint,
Brand, Web, Video,
Photography, Social
Media

IWC Excavation is a full-service civil construction firm based in Nanaimo, British Columbia. With over 100 staff and over 50 pieces of equipment, they had a track record of success.

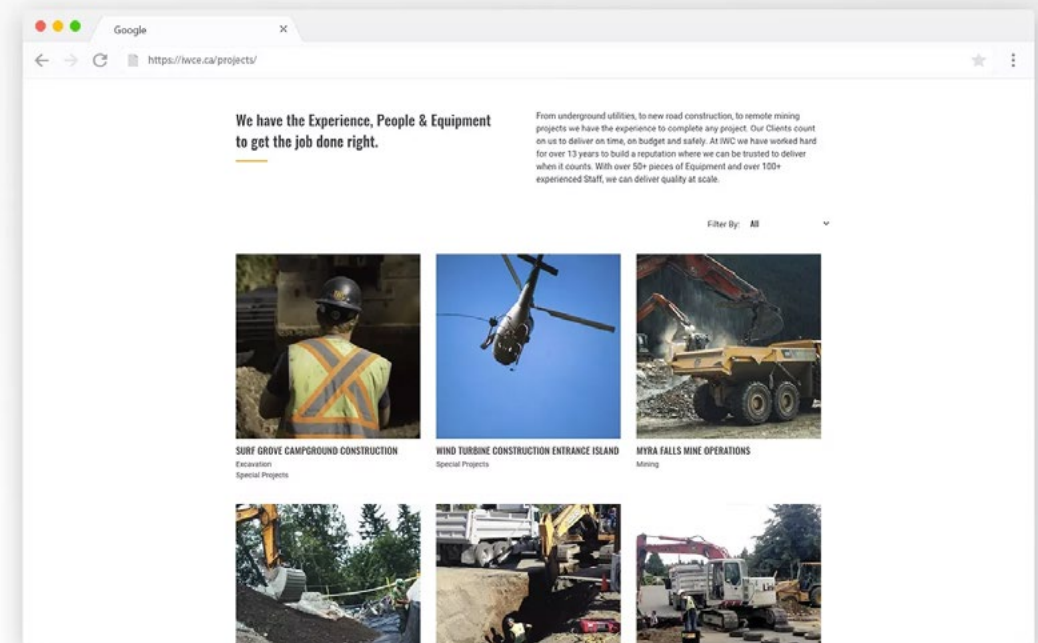
Their Challenge | They had already done the hard part: building a company with scale and specialization that was known for quality. Their challenge was that their current brand and messaging didn't represent who they were, what they did, or the scale of projects they could handle.

Our Solution | SitePartners was brought in to create a new image and brand to share their corporate story the right way, to win new clients and attract new talent. Throughout 2019, SitePartners was able to refresh the brand and communicate their story.



Showcasing Their Technical Builds

We used video to showcase their unique projects, capturing the IWC Excavation team in action doing what they do best.

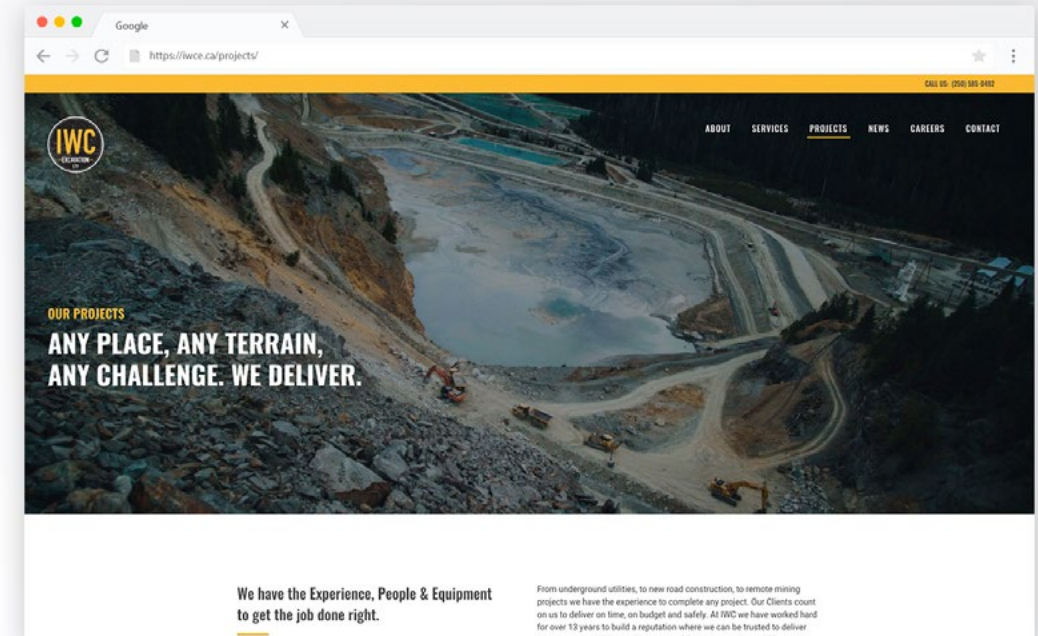


A New Website

To position IWC Excavation as a leader in the market, we created a new website to showcase the scale and specialization of their projects.

Telling Their Story

To communicate the IWC story to the right audience, we published job site content to showcase their remote project work and specialization.



04

SiteMax Systems

How We Shaped a Story to Drive Sales.

Scope Of Work

Strategy, Blueprint,
Brand, Video,
Photography, Social
Media, Public Relations

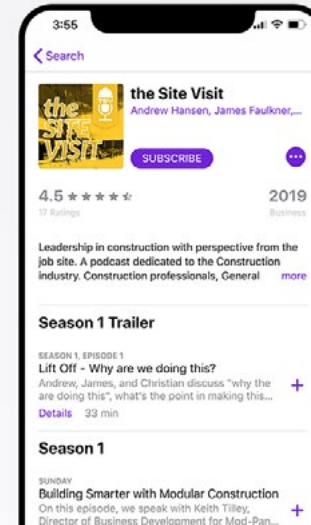
SiteMax Systems is a Vancouver-based construction software company, focused on building solutions for the job site. When we first met we knew it would be a perfect fit. We started working with SiteMax in early 2018, and have enjoyed a multi-year partnership that has led to creative campaigns, business results, and industry awareness.

Their Challenge | Buying construction software is a big decision. SiteMax needed help in simplifying their message and designing a strategy that created results. To achieve growth, SiteMax needed creative assets that showcased authority and drove buying behaviours.

Our Solution | Through creative campaigns to complex video series, we're shifting an industry perspective and are building a story to drive sales.

Sharing Customer Stories

To help earn trust in the early stages of their customers' buying cycle, we created a series of case study videos to share customer success stories.



Increasing Brand Authority

With SiteMax's goal to connect and empower the construction industry, we launched a podcast to build a community and motivate a new generation.

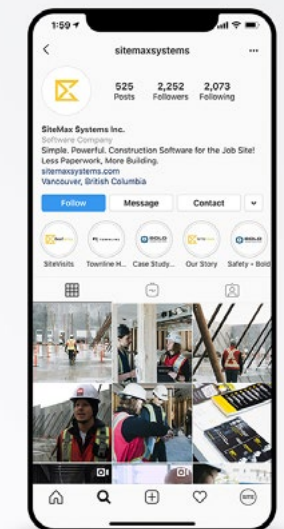
A Clear Strategy

After identifying their ideal customer profile, we developed a new tagline and positioning statement to build momentum in their industry.

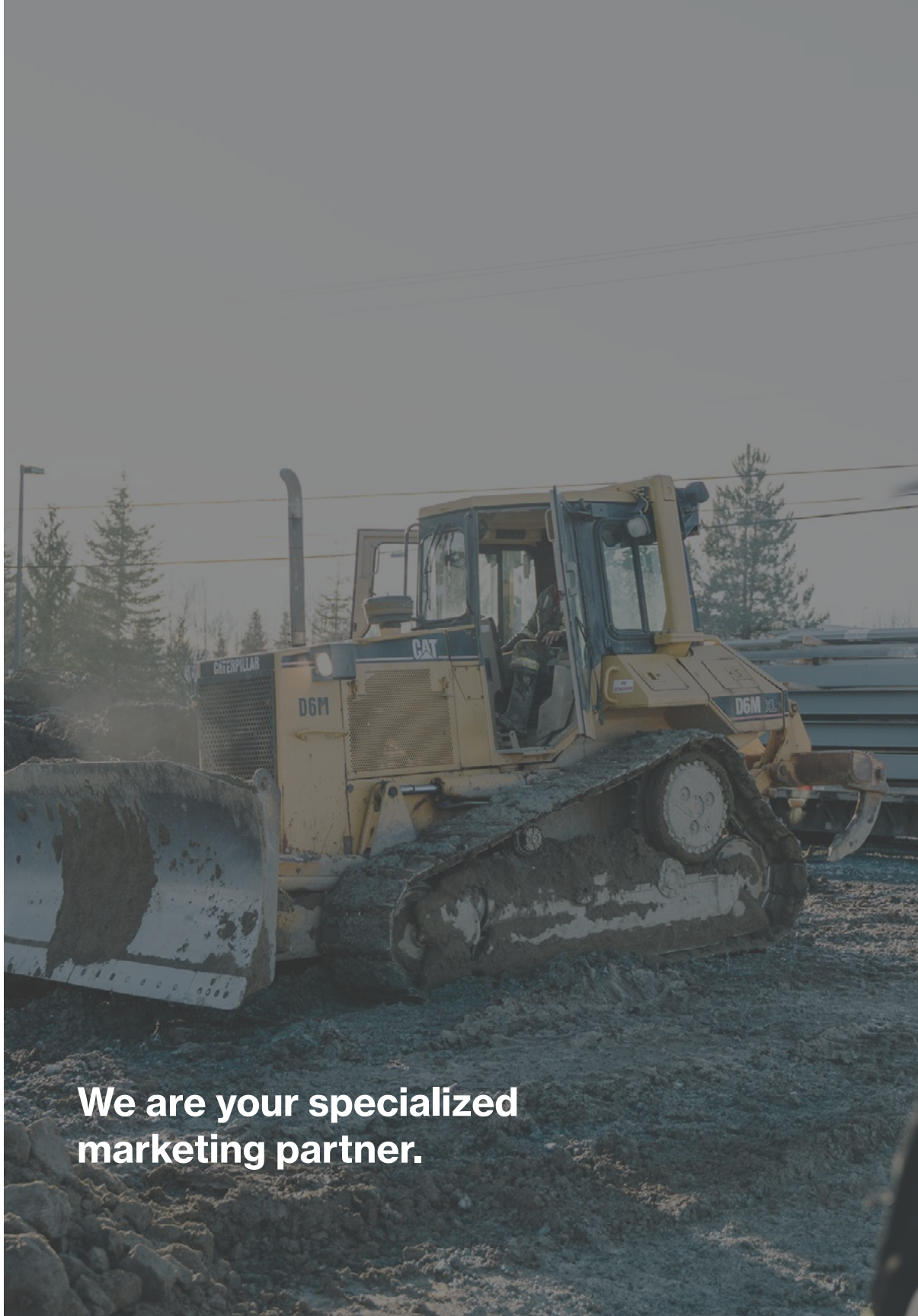


From Educating To Converting

To help communicate the story, benefits, and advantages of SiteMax, we used social media to connect with workers and industry stakeholders.



We build
brands to earn
credibility &
trust, we share
their stories
to increase
visibility & spark
conversations.

A yellow Caterpillar D6M bulldozer is shown in a construction setting, pushing a large pile of dark soil. The bulldozer has "CAT" and "D6M" markings on its side. The background shows some evergreen trees and a clear sky.

We are your specialized
marketing partner.

SitePartners

**Let's build something
great together.**

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