

backgrounder



EDMONTON : Phone: 780.426.3627 Suite 6, 10235 - 111 Street, Edmonton, AB T5K 2V5

VANCOUVER : Phone: 778.328.7656 Suite 610, 555 West 12th Avenue, Vancouver, BC V5Z 3X7

redtheagency.com

RED The Agency

Founded in 2001 by Lori Billey and Monique Fikar-Janower, RED The Agency has offices in Edmonton and Vancouver and a staff of 40 professionals. With the joining of MKM, RED is now among the largest independent agencies in western Canada. Today they provide strategic marketing solutions, creative innovation and digital services to a range of national and regional clients.

RED has been the force behind many notable campaigns over the past 11 years, including the first ever NHL outdoor Heritage Classic Hockey game, Sport Select's Pools Hall of Fame, and the Government of Alberta's groundbreaking 'Bloody Lucky' workplace safety campaign. Key clients include OK Tire, EPCOR, Canadian Western Bank, the Office of Traffic Safety, Western Canada Lottery Corporation, Goodwill, the Alberta Gaming and Liquor Commission, and Productivity Alberta. The company has received local and national awards for its work.

Founders Lori Billey and Monique Janower are ranked 52nd on Profit Magazine's W100 list of top Canadian female entrepreneurs, building on previous rankings of 100 and 98 in 2006 and 2007 respectively.

RED is an accredited member of the Institute of Communication Agencies (ICA), a national organization that promotes higher standards and best practices, and serves as the largest source of information, advice and training for the Canadian marketing communications industry.

To see a sample of client work and employee profiles see redtheagency.com.

For more information on the Profit W100 list visit <http://www.profitguide.com/microsite/profitw100/2012>.

MKM

MKM opened its doors in 1990 and up to the date of the merger was jointly owned and actively managed by partners Margaret Kool and Andy Feher. Over the years MKM grew into a full-scale marketing consulting agency with a brand promise to provide clients with sound, breakthrough marketing communications strategies that deliver tangible results.

In its 21-year history the company worked with a number of high profile clients, including TELUS, EPCOR, TV Guide, Pizza 73, College of Chiropractors of Alberta and National Home Warranty. In addition to growing sales revenues for its clients, the agency won numerous creative, strategic and production awards over the years including Best TV commercial at the 2012 AMPIA Awards.

The merger on October 15th, 2012 marks the next great chapter in MKM's history and allows RED The Agency to build its strengths in traditional, digital, and social media.

To see a sample of client work and employee profiles see mkm.ab.ca.