



Spotlight

Winter 2009

Spotlight on KELLETT Built in the North. Thriving in the North.

An article recently ran in the local paper where I was quoted as saying that for a business turning 10 in the North it's a little like turning 1. You know you're here to stay but you've still got a lot of ground to make up to become part of the fabric of the North. Fair enough. And there's only one-way to get there – keep on going.

Our first 10 years were great. We wanted to let everyone know how important this milestone was so we became our own clients. Our campaign utilized all our collective resources and while there were definite hiccups, we hope these weren't outwardly obvious. In the end, the direct mail to clients got out the door; our TV ads ran and accomplished the top-level awareness; the new website was launched successfully; the promotional items made it through customs; and yes, even the editorial coverage materialized in a recent issue of the Yellowknifer. All said, it was a great success and a true team effort.

While new clients are exciting and valued, KELLETT has a strong appreciation for the clients that have helped us reach this point. One of these in particular was the Workers' Safety and Compensation Commission for whom we were agency of record for four years. Last fall, after a competitive review, they decided for change. We wish them best success in their future communications. We hope one day to have the opportunity to work with Dave Grundy and his team again.

Their commitment and professionalism was exceptional at all times.

Now our team has turned our attention forward again and have our sights firmly set on exceeding both the standard for great advertising and our goals for building our business. With a bit of time on our hands we have used the opportunity to put extra effort into our current projects. Ongoing work for Northwestel, Mackenzie Valley Review Board, Atuqtuarvik Corporation and the Nunavut Development Corporation is sure keeping us busy. So busy in fact that we are adding a few more staff to secure the capacity to service new and potential clients. Check back next issue to meet some of the new faces.

Until then, keep up the pursuit.

Bill

P.S. We're not the only ones celebrating milestone anniversaries this year - congratulations to Great Slave Helicopters for an outstanding 25 years operating the in North, Atuqtuarvik Corporation for 10 great years, and Aurora College who has had a very successful 40 years! And finally, to the new territory of Nunavut, who also celebrates turning 10 - that in itself is an amazing accomplishment!

As with most businesses, KELLETT continues to grow and change. Here is what has been happening with our team...

Welcome!

Nigel Fearon

August 2008 - Graphic Designer. Nigel brings progressive ideas to design and balances it with an understanding of big picture corporate objectives, with the ability to program on website projects. Wow!



Betty Kongayona

October 2008 - Administrative Assistant. Betty brings great organization skills to our lives and keeps the office ticking along.



Dave Brosha

November 2008 - Online Marketing Specialist. Dave brings a diverse skill set to KELLETT, combining an extensive background in web technologies and e-Marketing with a blossoming career as a professional photographer.



Devin Boyd

January 2009 - Junior Designer. Devin's approach is to start with a simple and clean design, and then add details to catch the audience's eye and draw them into the message.



Congratulations!

Our fiery Graphic Designer, **Shannon Bartoszewski**, had a baby girl, Ani Noel, January 11th. Mom, Dad and big brother Neo are all getting used to having a little one in the house and loving every moment of it.

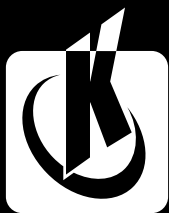
Good Luck!

Zie Sibanda, who was our friendly voice at the end of the phone for over four years, resigned in August to follow a different career interest.

Andrea Coyne completed her contract with us, helping to make KELLETT run more efficiently. We'll miss her!

Michael Ericsson resigned from our team at the end of January to pursue new endeavors.

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KELLETT

5006 50th Avenue
Yellowknife NT X1A 2N7
T 867 669 9344
F 867 669 9354
kellett.nt.ca

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KELLETT celebrates 10 years

IN RELENTLESS PURSUIT

In late 2008, KELLETT gathered its clients, suppliers, friends and staff for an evening of celebration.

Jim Kellett, founder of the company, traveled to Yellowknife for the special event, giving him the opportunity to reflect where it all began and compliment how successful it has become in the skillful hands of his younger brother Bill.

Thank you to all who attended and those who sent their best wishes otherwise. We look forward to another successful 10 years, and beyond, In Relentless Pursuit of the perfect idea for all your communication needs.



KELLETT Spotlight on Client Solutions

Our past ten years...

Over the years, not only has KELLETT changed and evolved, but so have our clients – some in their messaging or defining their focus, others in developing or refining their brand. We strive to change with them and develop new and better ways for them to communicate.

For our 10th anniversary party, we compiled a list of the top 10 projects we are most proud of and displayed the artwork at the party. We are continually pleased that clients have chosen KELLETT to help them communicate – and keep us chasing greatness.

1. Arctic Energy Alliance Annual Reports
2. Nunavut Development Corporation Arctic Char material
3. Mackenzie Valley Review Board Annual Reports
4. Protected Area Strategy Visual Identity
5. Northwestel Visual Identity and branding campaigns
6. Workers' Safety and Compensation Commission I'm Not a Number campaign and Safety Education campaign
7. Gwich'in Development Corporation Corporate Identity
8. Nunavut Development Corporation Inuksuit Project
9. Latitude Wireless branding campaigns
10. GNWT, Industry, Tourism and Investment, Government Certified Canadian Diamond material

Our next ten years... and then some

Here are some of our new clients and the interesting projects they brought to us:

- Nunavut Planning Commission – Building a specialized website with a customized and interactive mapping system for specific NPC data and information.
- City of Yellowknife – Developing a Cold Weather Prospectus, a document that promotes cold weather testing in Yellowknife through case studies and local interviews.
- Environment and Natural Resources - Creative development and media planning for GNWT-sponsored campaign to promote use of reusable grocery bags.
- Yellowknife Health and Social Services Authority – Development of an educational video to promote the benefits of breastfeeding.
- Atuqtuarvik Corporation – Completing a brand review exercise with the organization and recommended strategy for a new visual identity.

And new highlights for current clients:

- Northwestel – Updates to the CMS on their website and full integration of all their online properties into nwtel.ca.
- Great Slave Helicopters – Creating their 2009 calendar, which highlights 25 years of working in the beauty of the North.
- Mackenzie Valley Review Board – Working with their Board and Staff to complete a brand review and new visual identity development. This led to the relaunch of their website and a new, more advanced look for the entire organization.



Nunavut Development Corporation
Inuksuit Project



Mackenzie Valley Review Board
Annual Reports



Latitude Wireless
branding campaigns