



# THE SHIP'S LOG

a brief inventory of selected projects



# DO YOU HAVE YOUR SEA LEGS?

The sea can be a dreadful place. Frigid temperatures and choppy waters strike fear into the hearts of all but the most seasoned sailors. Icebergs the size of mountains bob coyly, eager to taste the steel of your hull. Prehistoric beasts lurk in the deep, hoping for the leftovers.


But it's not all grim. The sea is also a wonderful place, teeming with life. **Opportunity.** The salty spray and prospect of clear skies makes leaving the shore an undeniably seductive idea. Staying afloat in the chaotic ocean of information that is our world, however, takes sea legs. Thankfully, **jib limited** has them.

You have many concerns: product development, process streamlining, environmental certification, recruitment, picking up the dry cleaning. Your brand deserves the full-attention of an agency that is dedicated to its success. Don't venture out alone; from concept to conversion, jib limited offers **clear navigation.**



**HOW DO WE**


# WORK?



**The story of jib limited's strategy**

Any good agency has a methodology. A philosophy. A modus operandi. Ours is simple, and effective. Before we tell you some of our clients' stories, we'd like to share a bit of ours.

**INTRODUCTION**



# CHARTING A COURSE

What do you want? What do you need? You have a budget, but what are you expecting in terms of ROI? Are those expectations reasonable? Are they really measurable? What are you hoping to accomplish? Do you want to run print ads? A social media campaign? An off the wall guerrilla stunt? Why? Why not?

So often we have assumptions about what a journey should be. About what success looks like. It's important to question these assumptions, establish appropriate goals, and develop a firm strategy. We feel so strongly about strategy that we decided to put it in our name: jib limited.

Yes, we're a design and advertising agency. But design isn't only all about aesthetics: it's about having a sensible plan and a destination. Clear navigation means charting a course.



Okay, so you've got your map. You know where you're going. You raise anchor... now what? How do you get there?

Well, the rest of the journey – the tools you use to get your brand and your message in front of the right customers, with the right presentation and the right tone – all depend on one key factor: **The Big Idea**.

Getting The Big Idea right is essential. It is the True North. Clear navigation is impossible without that bright point in the sky upon which to fix your gaze. Simply updating this or that piece of collateral is not good enough. Disparate and disjointed initiatives will ensure that your message doesn't get heard. Unity gives your communication the best chance of ringing

out clearly. **Distinctly**. There is enough noise to contend with as it is. Reasons all flow out of The Big Idea. If something does not have a sufficient reason to be, it shouldn't be. The inclusion of haphazard and reckless elements will just serve to distract your audience from what you are trying to say.

While it's important to be intentional, it's also important to be flexible. After all, it's the new and unexpected that turns people's heads. Clever, witty, risky, shocking, understated. There is no stock formula. There is no single approach. Each project presents new challenges and considerations.

The Big Idea helps us move beyond the shore – beyond the surf. With it safely stowed, we can finally get under way.

**BEYOND**  
**BE**

**THE SURF**



# FROM STEM TO STERN

There are so many tools at our disposal. You wouldn't be the first person to feel **overwhelmed by the choices**. Critical mistakes are these: assuming that a new tool is a mere fad, or that an old tool is irrelevant. Social media works. But so can a clever and elegant piece of direct mail. See, The Big Idea wants to become something. It wants to take a particular form. jib limited unpacks The Big Idea, allowing it become fully realized. We care about details. A truly successful campaign requires finesse and precision. It demands focus, from stem to stern.

# THESE ARE OUR COMPETENCIES



## IDENTITY

- Name generation
- Logo & mark creation
- Brand systems & standards
- Slogan & tag line creation
- Marketing strategy



## ONLINE

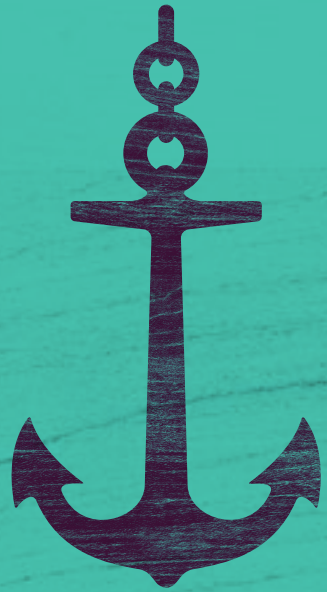
- Web development
- Search engine optimization
- Digital advertising
- Social engagement
- Content creation & management



## OFFLINE

- Brand collateral
- Print advertising
- Direct Marketing
- Tradeshow & P.O.S display
- Media planning

# DROPPING



# ANCHOR

SO, WE'VE ARRIVED AT OUR DESTINATION... **OR HAVE WE?**

The site is launched, the postcards are in the mail, the tradeshow is underway, and sighs of relief resound throughout company headquarters. So, we just pack it in and call it a day right? **Wrong!** Now we analyze.

Of course, some results are easier to measure than others. Again, expectation management is important. It's easy to quantify click-throughs to a website or how many people subscribed to your mailing list. It's also easy to measure sales. But how do we establish a link between the two? What if that sexy new ad campaign actually generated \$20 million in sales, but you lost \$15 million somewhere else, for different reasons?

One can do their best to establish clear, causal relationships between marketing initiatives and ROI, but it's not a science. Anyone who tells you otherwise is selling you a **bill of goods**.

Rest assured, jib limited is not scared off by the nebulous nature of measurement. We care about **quantifiable results**. The trick is to develop campaigns that easily lend themselves to measurement in the first place. We measure what we can, and help you draw intelligent conclusions about what we can't.

Everyone cares about ROI. No one wants to waste money. We'll give you comprehensive, no nonsense analysis of the data we collect. What that data teaches us will help to direct the next voyage and shape the next Big Idea.

**YOU'VE BEEN SO PATIENT.  
HOW ABOUT WE LOOK AT SOME EXAMPLES?**

**MARKS**



PIGEON **BUSTERS**

  
**relo to**

**cnobonic**



**DCL**  
Technology Group

**SM° J°E**  




**ZYMEWIRE**

# WEB

# FIORIO.

Salon Spa Products The FIORIO Experience Education Find a location

Services  
Promotions  
Find a location  
[Book Now](#) # [Sign In](#)

## Celebrating 35 years of passion & expertise.

2011 marks Fiorio's 35th year in business. With over three hundred employees, nine salons, seven spas, an educational facility and a product line, Maurice Fiorio has grown his empire one hair cut at a time.



### Salon

We invite you to explore the Fiorio experience in one of our multiple locations throughout Canada. [Book Your Appointment](#)



### Spa

Enjoy the Fiorio experience in one of our boutique spas throughout Toronto. Your urban destination for stress relief and relaxation. [Book Your Appointment](#)



### Products

Our goal in creating the Fiorio Hair Care Collection is to create products that make hair look luscious, shiny, and healthy. [Buy Now](#)



### Our Story

Maurice Fiorio, the man behind the name brand associated with high fashion and high quality began his career in France more than 30 years ago. Encouraged by his mother, he began to cut hair at age fourteen, and completed his apprenticeship in a salon town in France.

In 1971 he came to Canada in search of a place where his burgeoning career as a stylist could flourish, and Toronto became his home. After only a few days here he was hired at a small salon downtown, where he worked as a stylist for five years.

In 1976 Mr Fiorio went out on his own and opened the first FIORIO salon at Yonge and St. Clair. He saw an opportunity to offer clients a better salon experience. His greater understanding of fashion, beauty and business gave him an edge over the existing competition.

[Read more](#)

## FIORIO.

Where beauty comes naturally.

# Make A Clean Statement



CELEBRATING  
**FORTY**  
YEARS OF SERVICE

HOME LOCATIONS LAUNDRY CARE SERVICES ENVIRONMENTAL TRAINING CONTACT

## WHERE SOUTHERN ONTARIO COMES CLEAN

### The Fussier You Are, The Better We Get

Some garments just shouldn't be cleaned at home. When is where Sketchley happily comes in. Sketchley Cleaners has been helping Ontarians take their businesses since 1973. And the fact that our customers are very busy and very tight-jointed is to be taken into account when we develop new and environmentally friendly ways to treat them.

#### Dry Cleaning

Professional cleaning services with a low-amount use of 1-2 cups. Expert care is best for exotic garments and fine fabrics such as silk, wools, leather, fur and more.



LEARN MORE

#### Wet Cleaning

Using water, special biodegradable detergents, high-sonic cleaning and finishing equipment, Sketchley treats finished garments with unparalleled cleanliness.



LEARN MORE

#### PILLOWS

Restore any type of feather pillow to nearly new condition.



LEARN MORE

#### Laundry

We restore any type of leather shoe to nearly new condition. Includes removal of leather dust, decontamination and sanitization.



LEARN MORE

#### Environmental

We are committed to being a leader in the garment care industry by minimizing and eliminating the impact on the environment.



LEARN MORE

## ROSEDALE FAMILY DENTAL CARE

PURSUING EXCELLENCE AND TRUST IN PATIENT CENTERED DENTAL CARE

About Us  
Dr. Archer  
Services  
Testimonials  
Blog  
Contact Us

Book Appointment Online

416.964.9070 >



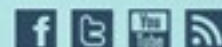
### Dr. Natalie Archer D.O.S.

Dr. Archer obtained her Doctorate of Dental Surgery from Dalhousie University in Halifax, Nova Scotia in 2001. She has both a B.A. in Sociology and a B.Sc. in Biology and represented her graduating class at Dalhousie as Vice-President and is now a practicing Toronto dentist.

Read More >

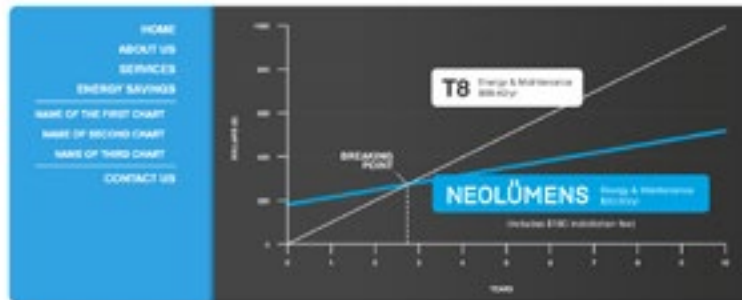
### Our Philosophy

We are committed to excellence in dental care and we are proud of our dedication to our patients. Your health and comfort are our primary concern.



## NEOLÜMENS

This is the statement that talks about retrofitting bulbs and saving buckets on energy costs.



### ENERGY BENEFITS

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HOME // NEWS // WHAT // WHY // WHO // HOW

potentia



Potentia has taken the confusion out of going green.

Moving your organization's energy and HVAC systems in a greener direction can be daunting; that's why Potentia exists. We manage, own, and operate energy systems on your behalf. This approach means that our bottom line is your bottom line. *Going green has never been easier.*

HOME ABOUT US SOLUTIONS ENERGY SAVINGS CONTACT US



# VIGNETTES & CASE STUDIES

These next few spreads offer a glimpse into the kind of work we do. Our clients come in all different shapes and sizes, from a wide range of industries. Whether a young startup or an international corporation, jib limited is able to handle almost any challenge.

After a few brief vignettes, you will find in-depth case studies which offer a more detailed look into our method and madness.

# VIGNETTE: SARAFINO



## THE BRIEF

Sarafino distributes a wide variety of artisanal foods in North America. From stay-at-home moms to elite chefs, Sarafino has a loyal following of gourmands who count on their roster of high-quality products. Seeing the dining room table as a battleground, Sarafino came to us to help develop a brand that captured their role in the fight.

## THE BIG IDEA

The name Sarafino is derived from the word *Seraphim*, a type of angel that has six wings made of fire; the word literally means, "fiery ones." The name is appropriate, given Sarafino's somewhat militant attitude toward bad food. It's their mission is to revive an old-world relationship to food. Their identity took on a decidedly rustic feel, the colours, textures, and embellishments all being inspired by their core principles.

## BEHIND THE SCENES

Any decent mark has a backstory. Pages of scribbles. False starts. Unseen exploration. Here are some of our early drafts that ultimately led to Sarafino's present logo.





# VIGNETTE: SOLARLINE POWER

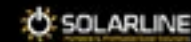


## THE BRIEF

Sustainable energy is humanity's next frontier. Solarline Power hopes to lead the charge. A small start-up out of Toronto, Solarline produces a line of mobile solar generators, and also installs residential and industrial solar panel systems. They needed a brand that was as futuristic as the products they manufacture and install.

## THE BIG IDEA

So many brands related to "sustainability" use bright, fresh, green imagery. That's tired and boring. Clichés are invisible. With Solarline, we took a different approach. Since they work with solar power, we thought it best to gather inspiration from space exploration and science fiction. This yielded far more interesting and memorable results.



CLEAN, QUIET, RENEWABLE.  
PORTABLE SOLAR POWER.

Imagine portable power without fossil fuel.  
Disaster relief events, Lawn care, Construction or remote living.

LEARN MORE



### A LIFE HAS BEEN DRAWN

The sun has produced energy for billions of years. Solar energy is free, and its supplies are unlimited. Every year, the Earth absorbs 3,800,000 exajoules (EJ) of solar energy. It's time to harness it. Solarline Power is an off-grid and on-grid solar solution specialist. We manufacture and assemble portable solar generators (PSG) that are efficient, reliable, quiet, and deliver clean renewable power. We also design and install solar power systems for grid-tied homes, businesses, places of worship, and solar farms that earn passive income from the Ontario Power Authority's feed-in-tariff program.

### PORTABLE & PROFITABLE SOLAR SOLUTIONS

If you're currently using dirty, noisy, diesel generators for your remote power needs, or simply want to make your business greener, then you should consider a quiet, clean, environmentally friendly Solarline PSG™ - portable solar power to help. [Learn more](#). Or talk to us about installing a PV or microPV solar solution on your property today - and start earning **Sun Money** today!

#### OUT-AND-MICROFIT

Solarline can also help you earn "Sun Money" with an OPA approved microFIT rooftop or ground solar installation. [Read More...](#)

#### PSG

Does a solar generator work alright or when it's cloudy? YES. The deep cycle batteries store energy for days, sometimes weeks. [Read More...](#)

#### BLDG

[www.blg.com](#)  
Renewable Energy Storage  
[www.blg.com](#)  
2000W Energy Solar Tracking System  
Exceeds Your Output  
[www.blg.com](#)  
Resilient Solar Lighting

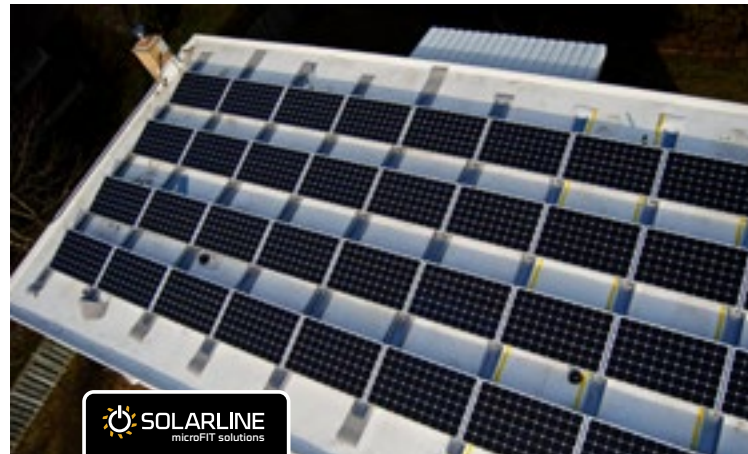
#### ABOUT US

By harnessing the power of the sun, our goal is to provide an environmentally friendly alternative to fossil fuel generators. [Read More...](#)



## Ontario microFIT Program How to Guide for a Solar System

There are several steps that one must follow to ensure that the guidelines set forth by the OPA are met when setting up a roof mounted solar panel system. This guide will ensure Home Owners meet all the required standards as well as offering tips to get the best value and success setting up a Solar Panel Project.



### Case Study

#### Whitby Solar System Installation

Since our client's home is on a corner lot and thus very visible, they were looking to maximize their southern exposed roof but also wanted a system that would not over power the roof line and look of the home. The SolarLine Power solution was to use a black panel that would better blend with the dark green roof and have a more modern appeal.

The steep roof line, west side roof cut off angle and window peak in the middle created a challenge both for the installation and maximization of the total roof area.

After the removal and relocation of a few roof vents, installation began and the panels were aligned to the east side to match up with the roof edge.



You've  
got a  
great  
sunline!

And, it could be  
making you money.

[SunMoney.ca](http://SunMoney.ca)



**SOLAR = GET UP TO  
PANELS \$1000  
A MONTH**

**SunMoney.ca**

Designed & Installed by  **SOLARLINE**



# VIGNETTE: FAR COAST



## THE BIG IDEA

Far Coast produces a range of coffee and teas, and is a subsidiary of Coca Cola. It was the official hot beverage of the 2010 Vancouver Winter Olympics. Not too shabby. We were brought in to offer fresh creative, smooth out some brand inconsistencies, and give leadership as Coca Cola sought to expand the brand's presence in Canada.



An advertisement for Far Coast's 'Chai-Athlon' product. It features a white paper cup with the Far Coast logo and the slogan 'Taste. Well travelled.' The cup is placed on a stack of colorful, textured slabs. The background is a blue sky with snow-capped mountains. The text 'Chai-Athlon' is prominently displayed in white. At the bottom, there is a teal banner with the Vancouver 2010 logo, the text 'PROUD PARTNER / FIERE PARTENAIRE', the website 'www.farcoast.com', and the year '© 2005 VANOC'. The vertical text 'coffeeteacocoa' is on the right side.



vancouver 2010  
PROUD PARTNER  
FIERE PARTENAIRE



coffee tea cocoa



THE PERFECT  
**START AND  
FINISH**  
TO EVERY EVENT

PROUD PARTNER OF THE VANCOUVER 2010 OLYMPIC WINTER GAMES

© 2005, VANOC





## OH, YOU GUYS DO THAT?

Illustration? Of course. Many people are under the false impression that designers merely sit in front of computers all day, fussing over fonts. On the contrary; designers also sit in front of sketchbooks, fussing over colour and texture. If your Big Idea calls for original artwork, who are we to say no?



# BORANA<sup>®</sup>

## FRESH BREWED MEDIUM ROAST

# VIGNETTE: ENWAVE



## THE BRIEF

Enwave Energy Corporation supplies district heating and cooling to buildings in Toronto's downtown core. From Deep Lake Water Cooling to geothermal installations, most of the services they offer are highly sustainable. We've worked on a variety of projects for Enwave. Here are some spreads and excerpts from their 2008 Annual Report.



## Core Values

### Innovation

We will differentiate ourselves in the marketplace through our innovative approach. We will encourage and support all thinking that challenges conventional wisdom and preconceived notions of the world in which we live.

### Environmental Stewardship

We are committed to leading the market in the development of sustainable energy solutions that will have a positive impact on our environment. We will contribute to and support the development of environmentally responsible policies and procedures for the benefit of our stakeholders.

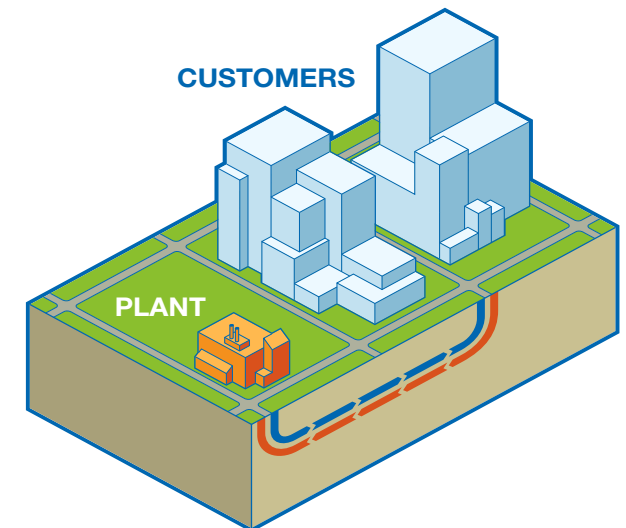
### Teamwork

We will collaborate with internal and external stakeholders to achieve our objectives. We will promote and encourage the sharing of ideas, information and responsibilities as a means to achieving success.

### Respect and Integrity

We will work towards our objectives with respect for each other and for all our stakeholders. We will maintain the highest levels of personal and professional integrity in our work and develop trust and respect from those with whom we interact.

Finally, with the support of our shareholders, we are championing and developing new technologies, which are re-shaping the energy markets in which we do business. Our signature Deep Lake Water Cooling project is not only reducing energy consumption but also improving air quality and providing cleaner drinking water. Our cogeneration projects make efficient use of depleting natural resources to generate both heating and power while our continuing research is uncovering new technologies and new ways to improve on methods currently in use.





### Heating & Cooling Customers

Enwave's customers range from hospitals, education and government institutions, sports and entertainment facilities to commercial and multi-residential buildings.

**Some of our customers include:**

- 1 123 Front Street West
- 2 Air Canada Centre
- 3 Commerce Court
- 4 George Brown College
- 5 Hummingbird Centre
- 6 Lucille Place
- 7 Marriott Residence Inn Hotel
- 8 MaRS Research Center
- 9 Massey Hall
- 10 Metro Hall
- 11 Metro Toronto Convention Centre
- 12 Michener Institute for Applied Health



WHAT **MARK** ARE WE LEAVING ON OUR CITY?

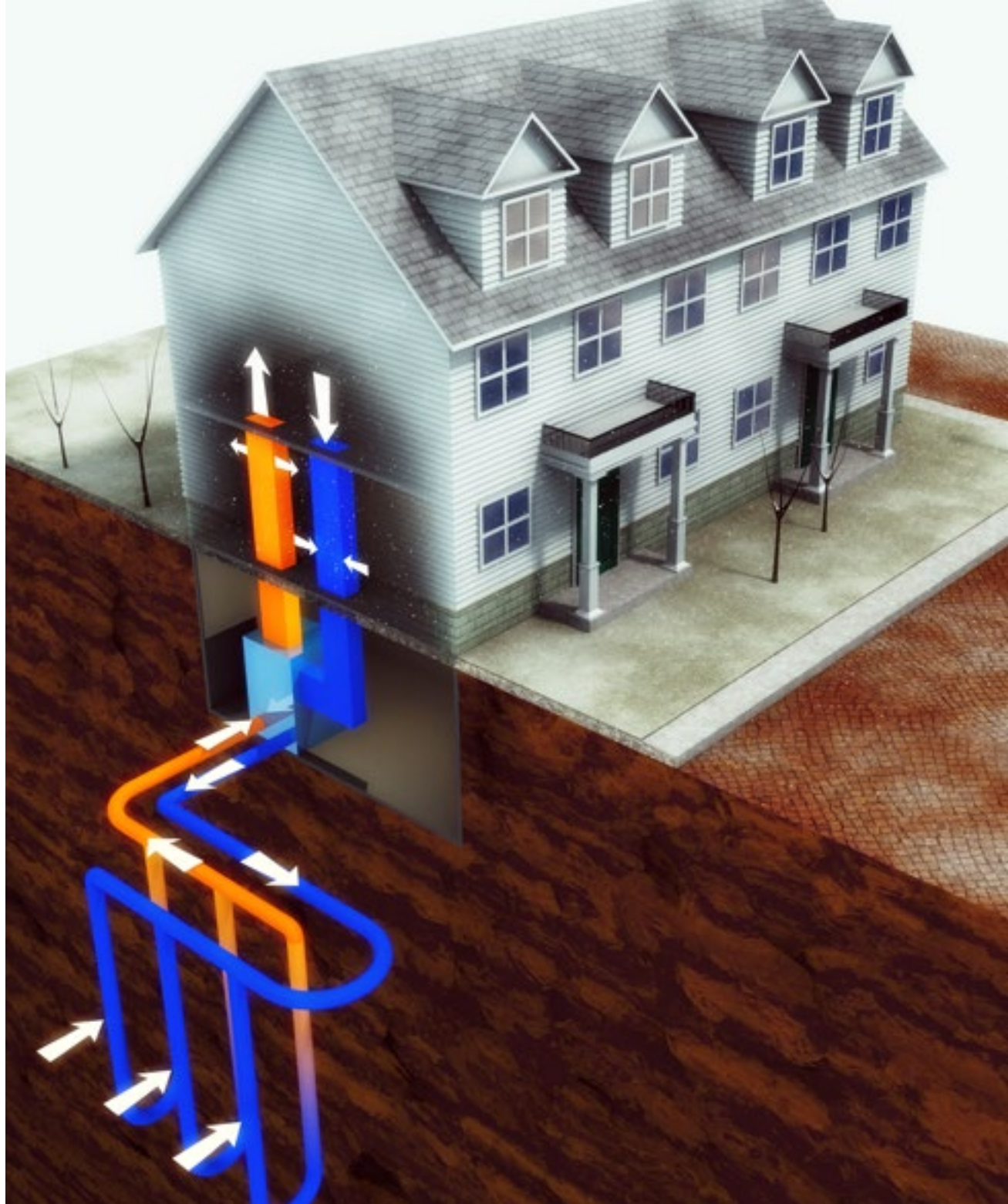
An aerial night view of a city skyline, likely Toronto, with numerous skyscrapers illuminated by warm yellow lights against a dark blue sky. The buildings are densely packed, and the lights create a vibrant, glowing effect. The perspective is from a high angle, looking down on the city.

## **VISION**

To be the leading provider of clean, reliable, and cost competitive energy.


## **CORPORATE PROFILE**

Enwave Energy Corporation, formerly Toronto District Heating Corporation is a fully integrated energy service provider based in Toronto. With more than 40 km of pipes buried deep in the city right-of-way, Enwave currently distributes steam and chilled water with unsurpassed reliability. We provide cost effective and environmentally friendly heat and cooling to over 140 institutional and commercial buildings. Enwave's innovative Deep Lake Water Cooling (DLWC) business has positioned the company as one of the largest providers of outsourced heating and air conditioning in North America, and a leading provider of renewable energy.






**THE HINDRANCES TO ENGAGING, CAPTIVATING WORK ARE SELDOM BUDGETARY. SURE, MONEY HELPS WHEN CREATING A LIBRARY OF VIDEO ASSETS OR DEVELOPING A CUTTING EDGE MOBILE APP. BUT IDEAS TYPICALLY FAIL BECAUSE THEY LACK ONE KEY INGREDIENT:  
**COURAGE.****



**The story of how Amvic started to kick ass, and take names.**

Amvic System, based in Toronto, manufactures styrofoam insulation, including, Insulated Concrete Forms (ICFs) for use in residential and light commercial construction.

**CASE STUDY ONE**



# CASE STUDY ONE: AMVIC

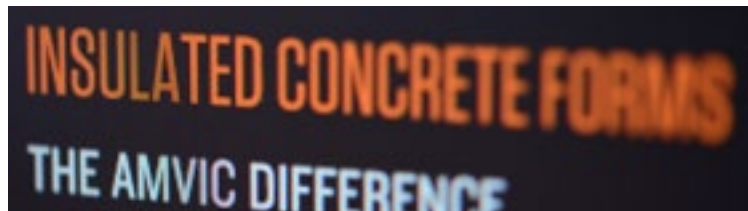
## HOW THE LITTLE GUY CAN KICK ASS, AND TAKE NAMES



### THE BRIEF

It's a common plight: overwhelming needs, and an underwhelming budget. The temptation is to do nothing. After all, good creative is expensive, right?

Well, Amvic knew better. When they initially approached us in 2010, it was to spruce up their languishing website. They wanted a fresh, easy to navigate site that could serve as a platform for their brand message, as well as an informative resource for builders, architects, and engineers. Of course, they also wanted show up on the first page of Google (at the time, they were no where to be found). Now, the story could have easily ended there, but again, they knew better. The project scope grew to include product videos, printed collateral, and point-of-sale displays.



### THE BIG IDEA

There were a few key challenges with Amvic. The first task was to simplify and properly pace the delivery of information so that the audience wouldn't get overwhelmed. It's a common mistake to make every piece of information prominent because it all seems important. The truth is that very little information is truly important. The core message needs to take centre stage. Too much information - even when seemingly relevant - is noise. Noise prevents the audience from clearly understanding what you have to offer, or why they should care.

After establishing a proper information hierarchy, the next step was re-tooling Amvic's aesthetic. They needed some new clothes. Clean lines, a sophisticated handling of space, thoughtful typography. These things become increasingly important when marketing to creative types like architects. Appearances matter, and giving Amvic an appropriate visual style was essential to their credibility.

As far as messaging goes, Amvic opted to play it a bit more straight, with no-nonsense copy. While a captivating and attention-grabbing campaign would have brought them more traffic and interest, the work we did do for them made a significant impact.

## THE BREAKDOWN

The results speak for themselves: Amvic is now on the first page of Google for all their keywords. But more exciting than that, they have been invited by Lowes (the national hardware retailer) to sell their product in stores across North America, and in so doing, have displaced comparable products from DOW and Owens Corning, the two largest manufacturers of insulation in the world. No question their improved image made it easier for a massive outfit like Lowes to take them seriously.

"Too much information - even when seemingly relevant - is noise. Noise prevents the audience from clearly understanding what you have to offer or why they should care."



## LET US ENTERTAIN YOU



**Silverboard Video:** [jib.ca/qr/silverboard](http://jib.ca/qr/silverboard)

With no video assets, Amvic relied on us to create 3D animation to showcase their Silverboard insulation.



**ICF Video:** [jib.ca/qr/icf](http://jib.ca/qr/icf)

Similarly, there were no video assets for the ICF video Amvic requested. We were able to combine our 3D animation with new original and stock footage. The combination of real and virtual assets created a far more comprehensive presentation.

SO, YOU NEED **COURAGE**. BUT COURAGE CAN BE RECKLESS.  
ANY FOOL CAN DIVE HEADLONG INTO ONCOMING TRAFFIC.  
COURAGE FOR COURAGE'S SAKE IS NOT VIRTUOUS. IT'S  
DECADENT. COURAGE BECOMES BEAUTIFUL WHEN IT IS  
DIRECTED TOWARD SOMETHING WORTHWHILE:  
**A CAUSE.**



**The story of how Kingspan used a risky Big Idea and social media.**

Kingspan manufactures Insulated Metal Panels (IMPs). IMPs are used for exterior walls in buildings, specifically high-end, institutions like museums, universities, opera houses.

**CASE STUDY TWO** 

# CASE STUDY TWO: KINGSPAN

## HOW BIG IDEAS & SOCIAL MEDIA CONTESTS CAN HELP BUILD BRANDS



### THE BRIEF

Kingspan presented us with a unique opportunity. Their mandate wasn't to generate leads or push a particular sales message. Rather, it was to whip up an engaging brand awareness campaign. They understood that what they needed was high-level thinking. It would take excitement to captivate their target audience: architects.

### THE BIG IDEA

We began by identifying the main psychological hooks for architects. Architects want to leave monuments behind; their primary motivation is legacy. But what is a legacy? We determined the legacy of a 21st century architect hinges on two key points: sustainability and design.

Having a grasp on the mind-set of the architect, the next challenge was to develop an effective strategy to stand out. This is becoming harder and harder to do. Architecture magazines are filled with pictures of new shiny, buildings, so rising above the din would mean taking a different tack. It would require risk. We presented Kingspan with three concepts. Much to our delight, the one they selected was the most adventurous. The most risky.

The setting is a post-apocalyptic world, some time in the distant future. Humanity has been reduced to scattered tribes, each struggling to survive. Amidst the rubble, they unearth unusual - almost alien - fragments. They happen to be fragments of buildings that were built with Kingspan IMPs. Attributing these buildings to an Unknown Architect and using the fragments as a guide, humanity rebuilds the world beautifully and sustainably. The Unknown Architect's legacy became so much more than his buildings.



Watch “Legacies are Built”  
[jib.ca/qr/legacies](http://jib.ca/qr/legacies)

The ad campaign was a series of ads that took viewers through a fictional museum exhibit, featuring the fragments. The ultimate point was this: by using Kingspan Insulated Metal Panels, the architect is better able to leave behind a legacy that will endure, even after the buildings have come and gone. The real legacy is leaving behind a functional and sustainable world for future generations, not one that is irrevocably marred.

The campaign was controversial, unexpected, and thought provoking. Accompanying the print campaign was an online exhibit which featured a design competition. Professional architects and students of architecture were invited to submit papercraft models of buildings they would like to establish their legacy upon.

The top ten finalists were to be decided by community voting and of those ten finalists, a panel of judges would then select the winner and runners up.

The winner of the contest would win a MacBook Pro, and a \$5,000 scholarship was to be established in their name (if the winner was a student, they would receive the scholarship to help with their tuition costs). Including an educational focus reinforced the concept of legacy.

When future archaeology uncovers our architectural legacies, will yours be among them?

Centuries from now, archeologists will unearth monuments from the present. Fragments discovered will tell a story of people applying advanced thinking, materials and building techniques toward a viable future.

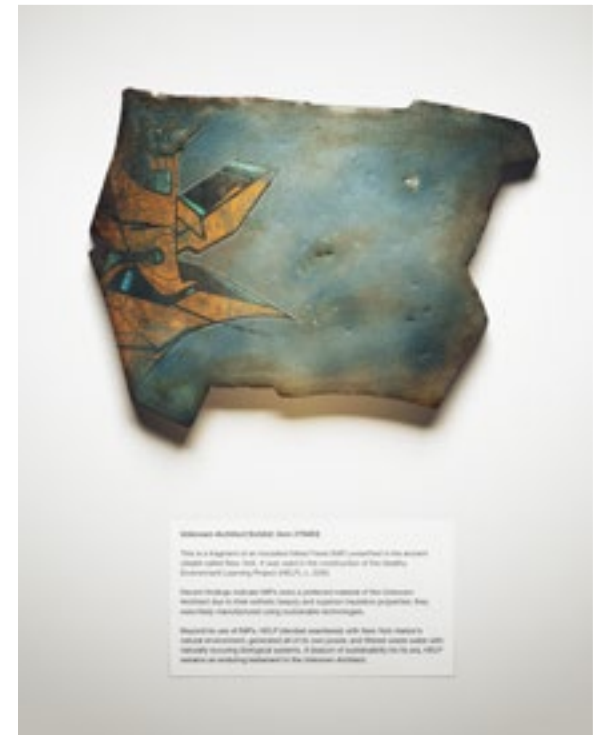
We are among those people. Kingspan Insulated Metal Panels are North American made and offer exceptional energy efficiency, while capturing every nuance of your signature design. We are dedicated to helping architects build legacies that will endure.

Legacies take many forms – our \$5,000 scholarship award is one of them. The Kingspan Legacy Competition is a design challenge open to architects and architecture students alike. The winner will receive a high-end workstation and a bursary of \$10,000 made in their name, awarded to a promising architecture student. If the contest winner happens to be a student, they will be the bursary's recipient.

To enter the competition, and to view additional artifacts from our Unknown Architect Exhibit, visit [LegaciesAreBuilt.com](http://LegaciesAreBuilt.com)



Legacies are built.



“Architects want to leave monuments behind; the primary motivation for them is legacy.”



# CASE STUDY TWO: KINGSPAN





## THE BREAKDOWN

Engagement was high thanks to strong social components like community voting. On top of the high traffic and participation, Kingspan is also on the first page of Google for all their keyword phrases. For a reasonable spend, they were able to move to the forefront of the industry's consciousness, in approximately one business quarter. The campaign also won Platinum in the Marcom Marketing Awards. Not too shabby. Bottom line, Kingspan asked for brand awareness, and that's exactly what we gave them. Thanks to its initial success, the *Legacies are Built* campaign has found a permanent home on Kingspan's marketing roster, running several times a year. Bold concept. Tasteful execution. Thoughtful social engagement.

## IT WAS ONE FOR THE BOOKS

The *Legacies are Built* contest ran from May to September 2011. A mere four months. While the final stats are impressive, it's important to remember that each campaign is different, and nothing is ever guaranteed. Numbers aren't everything, and a properly executed, socially-driven campaign can work wonders for your brand's visibility, offering secondary benefits that can be difficult (if not impossible) to measure.

But to give an indication of what's easily possible, here are some of the stats:

278,000+ PAGEVIEWS

12,943 USER ACCOUNTS

1,599 ENTRANTS

439 USER COMMENTS

65,000+ UNIQUE VISITS

12,445 VOTES

505 USER PHOTOS

64 OFFICIAL ENTRIES

FULL OF **COURAGE** AND ARMED WITH A **CAUSE**, YOU'RE READY TO TAKE ON THE WORLD. WE SPOKE ABOUT THE BIG IDEA. HOW VITAL IT IS. BUT DON'T FORGET, IDEAS HAVE A FORM. THEY HAVE CLEARLY DRAWN BOUNDARIES. IDEAS THEMSELVES BLOOM OUT OF SOMETHING MORE SEMINAL: **CONCEPT.**

NS



**The story of how Greenlight Glass is winning the game by making the rules.**

Greenlight Glass sells remarkable products, most notably GlassX, a revolutionary wall system. But how do you market a product when you don't even know what to call it?

**CASE STUDY THREE** 

# CASE STUDY THREE: GREENLIGHT GLASS

## HOW GREENLIGHT GLASS IS WINNING THE GAME BY MAKING THE RULES



### THE BRIEF

New products present unique challenges. Who's the audience? How confused will they be? What do we call the bloody thing? While GlassX already had a name, it didn't have a succinct description. What exactly was it? We were tasked with taking this extremely complicated product, and distilling it into an easily digestible consumer message.

Thermodynamic Glazing.

### THE BIG IDEA

GlassX is four panes of glass, containing a prism which reflects solar radiation in summer months, allowing it to pass in winter months. It also contains a Phase Change Material (PCM) that absorbs heat during the day, and releases it at night. It's more energy efficient than any other wall system in the world, allowing buildings to reduce their heating and cooling loads by 30-50%. It's also translucent, so spaces can be filled with natural light.

A simple description. But that kind of simplicity had to be gleaned from hundreds of pages of schematics and technical papers, and mile-long eMail threads. But could we get simpler? It seemed best to us to define the product category. What is the essence of GlassX? Well, it is glazing (a wall made of glass) that has remarkable thermodynamic properties. Thermodynamic Glazing. It seems so obvious. It might even sound like something you swear you've heard before. It's not. jib limited invented the term.

Good design takes the complex and disjointed, and yields something simple and harmonious. The goal is to create something that seems to be brand new and yet, somehow, timeless. This balance of **the familiar and unfamiliar** is essential to getting noticed, and being remembered.

## THE BREAKDOWN

It should be no surprise that GlassX is on the first page of Google for Thermodynamic Glazing, since we coined the term! Armed with a succinct product description, sleek video, and a slew of other sexy marketing materials, expect to hear the words “thermodynamic” glazing and “GlassX” pop up soon at a water cooler near you.

## How GlassX works.

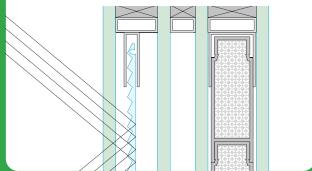
At the heart of GlassX is its Phase Change Material (PCM). As ambient temperatures rise, the PCM changes phases from solid to liquid. As the environment cools, the PCM solidifies, releasing the latent heat it's stored.

Completing the all-in-one passive solar design is quadruple insulated glazing with inert gas and low-e coatings, which provides insulation equivalent to that of an R12 wall.

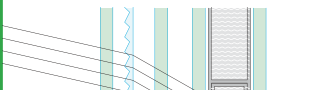
The PCM core of GlassX is comprised of salt hydrates, hermetically sealed in clear polycarbonate. It has a latent thermal storage of up to 376Btu/ft<sup>2</sup>, which means on average, 8-14 hours before heat is transferred. This thermal storage has two effects; shifting peak energy demand later into the night when temperatures typically fall off, and reducing average interior room temperatures by 5-9°C, drastically reducing the need for air conditioning. Conversely, in winter, GlassX maximizes solar gains, charging up the PCM core, allowing it to radiate throughout the night as it solidifies.

How does GlassX know what season it is? Thanks to its prismatic later, GlassX reflects summer solar radiation (>40°) but allows winter solar radiation to pass (<35°), in effect creating a variable g-value.

**Summer**  
Sun high in the sky > 40°  
Total reflection of the rays



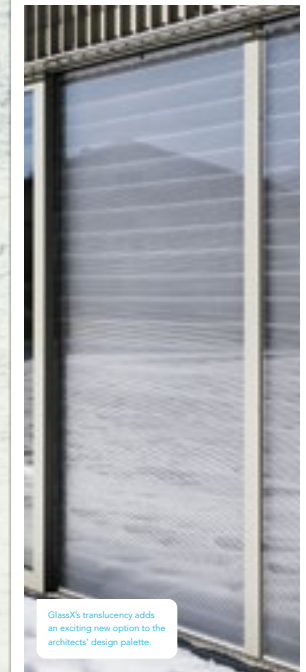
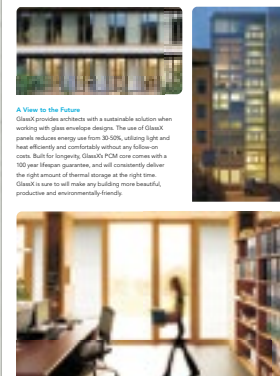
**Winter**  
Sun low in the sky < 35°  
Loss-free passage of the rays




**Lighten the load.**  **GLASSX**  
Thermodynamic Glazing

Introducing GlassX – the world's first Thermodynamic Glazing system.

GreenSource | GreenSource | GreenSource **PIA '11**

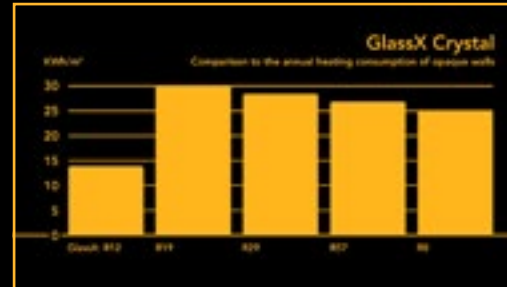
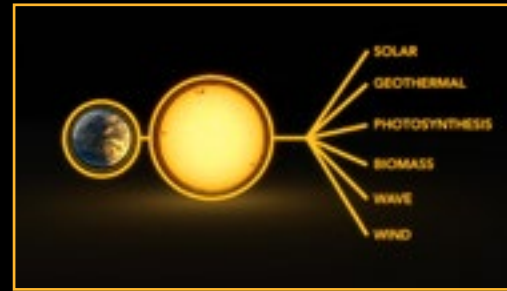
**A View to the Future**  
GlassX provides architects with a sustainable solution when working with glass envelope designs. The use of GlassX panels reduce energy use from 30-50%, letting light and heat efficiently and comfortably without any follow-on costs. Built for longevity, GlassX's PCM core comes with a 100-year lifespan guarantee, and will consistently deliver the right amount of thermal storage at the right time. GlassX is sure to make any building more beautiful, productive and environmentally friendly.



# PHASE CHANGE MA



# MATERIAL



## If content is King, video is Prince

Using video, in the span of 30-60 seconds, you're able to transfer an entire website's worth of content into the minds of your viewers. Kinda like when Neo learns how to do kung fu in the Matrix.

Videos are easy to eMail around or pull up at a tradeshow. Video will also give your page a bump in search engine rankings. But most importantly, a good video is memorable. Digestible.



[jib.ca/qr/glassx](http://jib.ca/qr/glassx)



SO YOU HAVE A FEW THINGS GOING FOR YOU NOW:  
**COURAGE , A CAUSE, & A CONCEPT.** BUT UNLESS YOU'RE IN  
IT FOR A LARK, YOU WANT TO ACHIEVE A GOAL. YOU LIKELY  
HAVE SOME NUMBERS IN MIND. TARGETS. DELIVERABLES.  
THUS, THERE'S ONE LAST THING YOU NEED:  
**CONVERSION.**

CLEAR  
SUSTAINABLE PERFORMANCE



**The story of how Norbord Industries  
cleaned house, then cleaned up.**

Norbord is North America's largest manufacturer of OSB panels. They have \$1 Billion in assets, average \$1 Billion in sales, and when they came to us, were all over the map.

**CASE STUDY FOUR**



# CASE STUDY FOUR: NORBORD

## HOW CLEANING HOUSE HELPS YOUR CUSTOMERS SPEND MORE



### THE BRIEF

It would be impossible to choose one brief. We've worked with Norbord since 2004, and in that time have been tasked with many projects: print ads, websites, branding, promotional and technical videos, tradebooth designs, etc. This case study will give a simple overview of how we brought clarity and harmony across the board.

### THE BIG IDEA

You can see to the lower left just some of the products Norbord sells. Some brands we developed, others we didn't. It's a daunting challenge; trying to pull so many disparate parts together, so that communication is clear, marketing is targeted, and people find what they are looking for... in three languages no less.

The first line of attack was to unify what's easily unified. Streamlining colour palettes, focused font selections, consistent divisions of space. These things can make different products feel as though they are part of a family, without compromising the unique sales propositions of the individual brands.

We noticed, however, that there was a major impediment to really making an impact: OSB is boring. It's a commodity. OSB is the whole-wheat bread of the building industry.

We were able to make it exciting by **"de-commodifying" the commodity**. By highlighting the unique properties of Norbord's OSB (thankfully, they've actually managed to push OSB to its limit) we were able to build "brand stories" that could capture interest far better than the flat, unimaginative marketing that abounds in this space.

**WINDSTORM**  
Wall Sheathing

**TALLWALL**  
4x10 & 4x9 OSB WALL SHEATHING

**PINNACLE**  
PREMIUM SUB-FLOORING      SUSTAINABLE PERFORMANCE

**SOLARBORD**  
RADIANT BARRIER SHEATHING

**TruFlor**  
SUB-FLOORING

**Trubord**  
SHEATHING

# BUILD THE COOLEST HOUSES WITH SOLARBORD

## RADIANT BARRIER SHEATHING

### Send radiant heat back where it came from

As temperatures and cooling costs soar, the new frontier in house construction is increasing energy efficiency. Solarbord uses heat-reflecting foil laminated to OSB to stop 97% of the sun's radiant energy. That can mean attics are up to 30°F cooler, which translates into cooler houses, lower energy costs and happier homeowners.

### Make it the crowning achievement of every build

Solarbord, SFI CoC certified, installs like any roof sheathing and gives builders an extra edge in these energy-conscious times. And because it's made in the USA and backed by a 25-year warranty, you'll have total confidence in its quality and durability.



Build energy efficiency into every house - watch the video at [SolarbordOSB.com](http://SolarbordOSB.com) to find out how



A NEW HIGH IN AFFORDABILITY, DURABILITY AND SUSTAINABILITY. 



SUB-FLOORING'S NEW SUMMIT 

**AFFORDABILITY**  
Pinnacle—the Premium Sub-Flooring at the right price

**DURABILITY**  
Pinnacle features a 50 year warranty and 100 day "No Sand" guarantee

**SUSTAINABILITY**  
Pinnacle is the First Premium Sub-Floor available with **either** FSC or SFI Chain of Custody Certified Wood



**PINNAACLE**

SUSTAINABLE PERFORMANCE   
[www.pinnacleosb.com](http://www.pinnacleosb.com)

Like water off  **STABLEDGE'S** back

Wasted enough time sanding swollen sub-flooring edges after it rains? Got better things to do than trying to fit panels together?

You're ready for Stabledge. It never swells in the rain, and its tongue & groove edges fit together without a fight. Sheets always lay flat, without buckling or warping. For the best value in premium sub-flooring on the market, get Stabledge. You may even learn to love rain.

TO LEARN MORE, VISIT [WWW.STABLEDGEOSB.COM](http://WWW.STABLEDGEOSB.COM)

**STABLEDGE**  
The premium edge in sub-flooring.

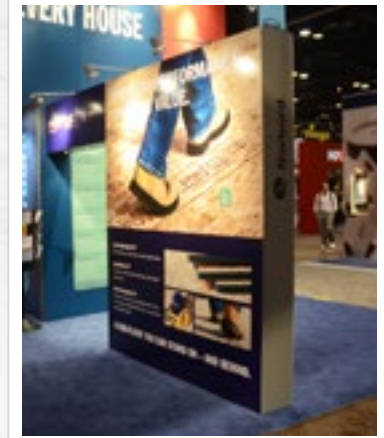


“OSB is the whole-wheat bread of the building industry... We were able to make it exciting by ‘de-commodifying’ the commodity.”

# CASE STUDY FOUR: NORBORD

## THE BREAKDOWN

As a result of our projects with Norbord, there have been three notable results. Firstly, they are on the first page of Google for all their keywords. Second, they've seen a **rise in sales** of their value-added products; again, commodities that we essentially “de-commodified.” And thirdly, they have been invited by Home Depot to be their de facto OSB supplier, displacing their competitors. That kind of distribution is impossible without a fitting brand presence.



**TALLWALL®**  
4x10 & 4x9 OSB WALL SHEATHING

**AN AIR-TIGHT CASE**  
Norbord recently asked the NAB Research Center to compare the air leakage between horizontally installed panels and vertically installed TallWall. There was no comparison – TallWall won hands down, with wall air leakage being reduced by up to 60%. TallWall stretches from floor framing to top plate, making unnecessary horizontal joints a thing of the past.

**EVERYBODY WINS**  
TallWall can save you labor and material costs while simplifying the application of wall sheathing. It also delivers a higher quality build, improved comfort, better indoor air quality and higher resale value. With so many benefits for the homebuilder and homebuyer, you'd be hard pressed to find a reason not to switch.

**TALLWALL®**  
4x10 & 4x9 OSB WALL SHEATHING

**BUILD ENERGY EFFICIENCY INTO EVERY HOUSE**

**ENERGY, COMFORT, SAFETY AND RESALE VALUE IS ON HOMEBUYERS' MINDS.**  
They want lower energy costs, better indoor air quality and, improved resale value. Air leakage decreases the comfort of a residence by allowing moisture, cold or hot drafts, and unwanted noise to enter. Air infiltration can reduce indoor air quality by permitting dust and airborne pollutants into the home.

**BUILDERS WHO TAKE THESE CONCERNS SERIOUSLY STAND TO BENEFIT SIGNIFICANTLY – SIMPLY BY DELIVERING A BETTER HOUSE FOR THE MONEY.**

**PLUG THE HOLES IN YOUR BUILDING STRATEGY – GO VERTICAL – USE THE ORIGINAL AND TESTED TALLWALL PANEL**

Also available in either FSC or SFI CoC

[www.TallWallOSB.com](http://www.TallWallOSB.com)

**UNLIMITED TIME OFFER  
60% OFF**  
Wall sheathing is a pressure sensitive product.

► REDUCED WALL AIR LEAKAGE  
► LOWER ENERGY COSTS  
► 38% INCREASE IN WALL STRENGTH  
► LOWER LABOR COSTS  
► LESS WASTE

**TALLWALL®**  
4x10 & 4x9 OSB WALL SHEATHING

**OUR STRENGTH IN NUMBERS**  
Walls built with TallWall OSB are up to 38% stronger, and we can prove it. We had 24 wall specimens\* evaluated by an independent testing laboratory to determine their ultimate strengths, stiffness and displacement capacities. The results show TallWall OSB panels†...have a significant benefit to the structural performance of the wall.

Capacity (compared to 4x8 panels)	
4x10 TallWall	on 8" wall +38%
4x9 TallWall	on 8" wall +22%

Stiffness (compared to 4x8 panels)	
4x10 TallWall	on 8" wall +24%
4x9 TallWall	on 8" wall +31%

Displacement (compared to 4x8 panels)	
4x10 TallWall	on 8" wall +22%
4x9 TallWall	on 8" wall +22%

\* Results were achieved with the TallWall panels covering the floor framing and covering the top plate.

**PRESSURE TESTING FOR AIR LEAKAGE**  
Two test walls over 8' tall were built using drywall, tape, joint compound, insulation, with one electrical outlet (on the inside) and an electrical wire running through the studs. One wall was built with horizontally installed 4x8 panels, the other with vertically installed TallWall panels. Each wall was then tested using three different pressure differentials (1, 2, and 3) H2O SCFM. House wrap was then installed (according to manufacturer's specs) with one vertical joint, and the same three pressure tests were conducted. A final three pressure tests were completed after installing seam tape (according to manufacturer's specs) over the joint in the house wrap.

**THE RESULTS SPEAK FOR THEMSELVES**

% Decrease from 4x8 Wall at 1" H2O using TallWall	
Basic Wall*	-38%
With House Wrap**	-29%
With House Wrap and Tape***	-56%

% Decrease from 4x8 Wall at 2" H2O using TallWall	
Basic Wall*	-47%
With House Wrap**	-43%
With House Wrap and Tape***	-64%

% Decrease from 4x8 Wall at 3" H2O using TallWall	
Basic Wall*	-42%
With House Wrap**	-22%
With House Wrap and Tape***	-63%

\* Basic Wall 4x8, horizontal installation, all joints spaced 24" vertical joints on studs, 2x4 studs, fiberglass insulation, drywall taped and joint.  
\*\* House wrap was installed over the OSB with one vertical joint installed per manufacturer specs and overlapped but not taped.  
\*\*\* House wrap was then taped and the test repeated.

**CONCLUSION: TALLWALL REDUCED AIR LEAKAGE BY UP TO 60%**  
Whether the test wall had no house wrap, house wrap or house wrap with taped seams, the tests revealed a sharp reduction in air leakage – up to 60% compared to 4x8 panels installed horizontally under the same conditions.

**BUILD ENERGY EFFICIENCY INTO EVERY HOUSE**  
Plug the holes in your building strategy – Go Vertical – use the original and tested TallWall panel.

**READ THE OFFICIAL REPORT @ TALLWALLOSBS.COM**

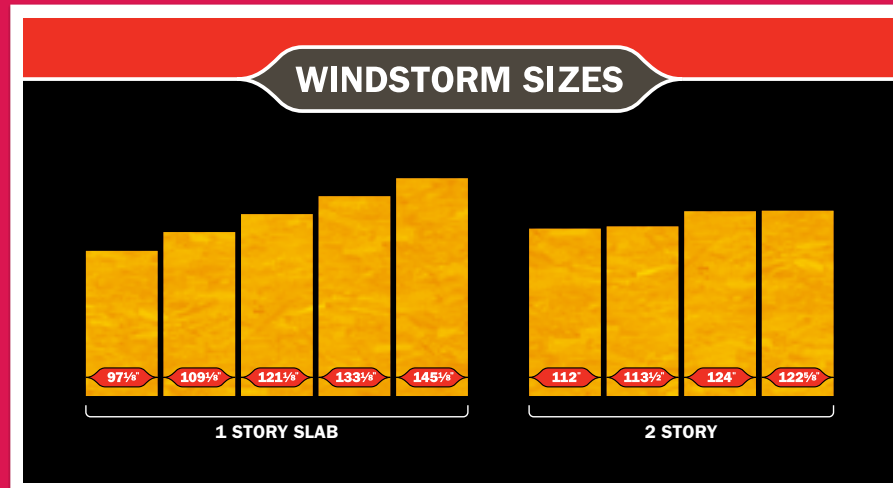
## DE-COMMODIFYING A COMMODITY

Norbord revolutionized OSB by producing it on a roll. This allowed them to cut it at varying lengths. The implications were huge. Instead of building with staggered, horizontal 4x8 panels, builders could now go from bottom-plate to top-plate, with one panel. This means reduced labour, waste, and cost. It also means increased wall strength. Since horizontal seams have been eliminated, home owners will enjoy a 60% reduction in air-leakage.

Windstorm was marketed in high-wind (hurricane) zones. Much of the marketing materials we had to

produce for them involved the “de-commodifying” of the product. In other words, taking the familiar, and making it unfamiliar. Windstorm isn’t just OSB; it is an entirely new way of thinking about building. This is a critical step when marketing anything, but in particular when the thing being sold is commonplace and easily glossed over.

By pulling out key messages – like the \$1,000 savings per house, or reduced air leakage – we were able to re-frame “boring old OSB” as an exciting innovation with endless benefits.



**Windstorm could save you over \$1,000 per house by eliminating or reducing wall uplift hardware, blocking, and filler strips. Plus Windstorm reduces wall air leakage.**

**ALL THE FACTS ARE NAILED DOWN.**  
Full scale in-slab (crawl and wall) testing has been done with numerous support systems for the Windstorm OSB. Simply nailed to one, Windstorm helps you easily meet the requirements for: 2005, 2009, 2012, 2015 and 2018 code. From 1000psi Minimum Lateral Shear, 1000psi, 1500psi, or 2000psi (average) per code.

There are quite a few other Windstorm can save you up to \$1,000 per house. Windstorm comes with right-hand and left-hand nail and regularly applicable.

**HOW WINDSTORM REDUCES AIR LEAKAGE.**  
Windstorm offers an alternative to traditional OSB construction. Windstorm joins together. This significantly reduces wall air leakage. Windstorm provides the most air tight solution to the building market. There are no loose joints or gaps. (Photo credit: Norbord)

So, if you want to meet high-wind code and save money, make sure you're not overlooking your Windstorm. Specify Windstorm to your contractor.

**THE EXPENSIVE METHOD:**  
• Nails and 2" x 8" posts  
• Blocking filler strips  
• Truss and systems  
• Insulation construction  
• Windows doors  
• More on average per house

**THE WINDSTORM METHOD:**  
• Nails and Windstorm panels

**SCALE**  
1/4" = 1'-0"  
VERTICAL  
1/4" = 1'-0"  
HORIZONTAL

[www.WindstormOSB.com](http://www.WindstormOSB.com) 



Watch the Video  
[jib.ca/qr/windstorm](http://jib.ca/qr/windstorm)



**MEET HIGH-WIND CODES THE BETTER WAY**

**WINDSTORM**  
Not Shoring

**REDUCE COST  
BUILD FASTER  
INCREASE PROFITS**

SFI   

Build energy efficiency into every house - watch the video at [WindstormOSB.com](http://WindstormOSB.com) to find out how. 

# FORTUNES: HARMONY PHI CAMPAIGN

an ancient treasure  
REDEPHINED

Introducing the HarmonyPhi pendant;  
a symbol of our connections to each  
other and to the universe.

In sterling silver with 24kt gold, at  
\$175 the HarmonyPhi pendant makes  
a brilliant gift.

Connect with someone special this  
holiday season – call 1 866 981 1618  
or visit [harmonyphi.com](http://harmonyphi.com).

 HARMONYPHI



celebrate life's  
connections

—————  HARMONYPHI —————



Watch the video: [jib.ca/phi](http://jib.ca/phi)

“While the HarmonyPhi design represents the connection between all of us, the message to someone close is very personal.”

Dear guests

Over the past twenty-two years I have had the privilege of designing hundreds of wonderful, individual pieces for wonderful, amazing people, all expressing unique sentiments. Now I am pleased to present to you a singular, stylish piece born from an idea that I have been developing over the past two years.

The concept is born of a special ratio based on Phi. I have combined this ratio and the harmony that exists within creation, that is bound to the ratio, along with a reminder of the cherished connections we have to the people closest to us. I have called the series HarmonyPhi.

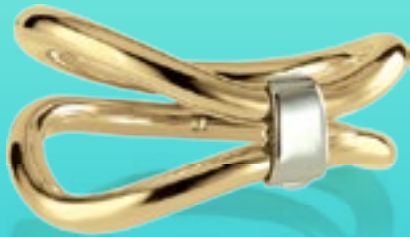
While the HarmonyPhi design represents the connection between all of us, the message to someone close is very personal. The HarmonyPhi pendant makes a truly perfect gift between husbands and wives, mothers and daughters, sisters or simply between friends. It's an amazing and beautiful new look at an ancient discovery. Please visit the website or better yet, visit me.

*Miguel*

**Sterling silver with 24kt gold – \$160**  
To purchase visit online at [www.harmonyphi.com](http://www.harmonyphi.com)



# VIGNETTE: MISCELLANY



need some momentous ideas?  
get them from fortunes.



"The Pagoda ring"  
18kt white gold and diamonds  
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Excellence in Design  
Winner.





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2006 Canadian Excellence in Design Winner.



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a beautiful custom

*Fortunes*  
FINE JEWELLERS

beautiful custom

Warmest winter wishes.

Breaking the chain of conventional jewelry design.

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FINE JEWELLERS

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Toronto, ON Canada  
1.416.787.4545  
www.fortunes.com



Thanks for coming aboard with us.  
We look forward to hearing from you.  
Bon voyage.

[jib.ca](http://jib.ca)

