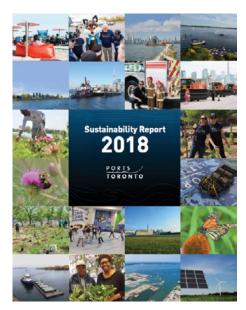


### PortsToronto—Sustainability Reports

PortsToronto Sustainability Reports are published and designed in French and English.

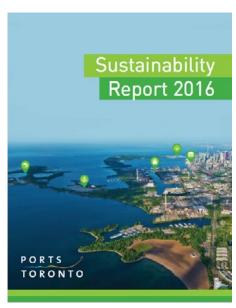




### 2019

Gold National Award of Excellence from the Canadian Public Relations Society
Best External Publication

PortsToronto 2018 Sustainability Report



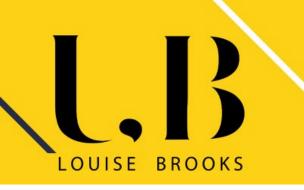


### 2017

Gold National Award of Excellence Canadian Public Relations Society
Best External Publication

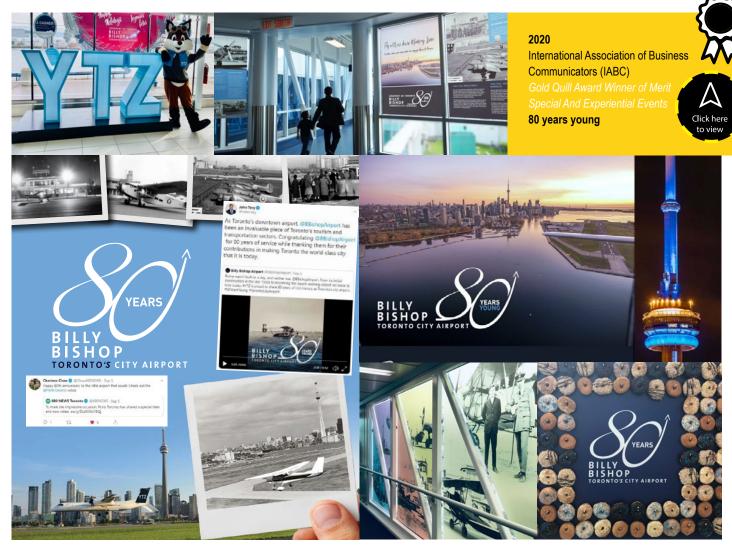
PortsToronto 2016 Sustainability Report





### Billy Bishop Toronto City Airport 80 years young

In 2019, Billy Bishop Airport turned 80, the full year campaign featured, a "Reflections of the past exhibit", "New Horizons" exhibit, CN Tower light display, social cinematographic. In addition to a retrospective, the airport's public spaces, were transformed to mini activations, including; "80-Days of Kindness" campaign where small YTZ gifts and experiences are provided to passengers including our mascot "Billy the flying fox" to demonstrate our appreciation, YTZ selfie spot, 80 year donut wall and digital advertising through out the airport.







### It's my Airport

Billy Bishop Toronto City Airport's "It's My Airport" campaign, features real-life passengers, unpaid and unscripted, telling their stories about the airport. Recruited through Billy Bishop Airport's social media feeds, where they were already posting positive sentiments about their experiences – and that authenticity helped make the content more vivid and real. The goal of the campaign was to heighten awareness of the airport and the role it plays in the personal lives of travellers and as an important piece of travel infrastructure in the City of Toronto. Produced in a modest two months, the campaign unfolded across OOH, Print, Video and Radio – each platform needing multiple versions to represent the diverse group of advocates. The "It's My Airport" campaign has generated 44.7 million measure impressions and 173,188 Youtube views to-date.





Airports Council International (ACI-NA) 2016 Excellence in Airport Marketing, Communications, and Customer Service Award Best Marketing Campaign in North America in the Small Airports category for the

"It's My Airport"

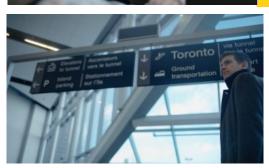




International Association of
Business Communicators (IABC)
Gold Quill Award Winner
Marketing, Advertising and Brand Communication

"It's My Airport"







Video samples: https://vimeo.com/161085197 https://vimeo.com/161085194 https://vimeo.com/161085188

https://vimeo.com/161051318 https://vimeo.com/161085190 https://vimeo.com/161085192



### Event Management—ALS Plane Pull

Billy Bishop Airports signature fundraiser for ALS. The Plane Pull brings together teams of 12 to pull a 37,000-lb plane by hand for 100 metres while being timed. Participants raised an astounding \$195,000, more than doubling the 2018 fundraising goal. All funds are donated to invest in research to make ALS a treatable, not terminal, disease.

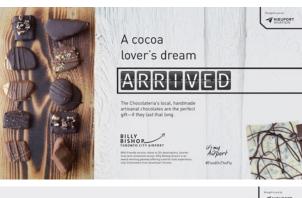




Airport new concession advertising























### BC Hydro's Happy Holiday digital card and message

BC Hydro's current messaging was: Be Smart With your Power, Be Power Smart. Most campaigns were based around switching to CFL lightbulbs to conserve energy for future generations. So a CFL lightbulb with a holiday twist seemed appropriate.





### Animations and Videos

Various animations and videos for digital advertising, social and e-blasts.































### PortsToronto-Seabins Pilot Project



















### **Background Samples**

http://www.portstoronto.com/portstoronto/media-room/feature-stories/

https://rochmanlab.com/trashteam/seabins/

https://rochmanlab.com/2019/09/21/what-litter-is-entering-toronto-outer-harbour-marina/





Robert Eaton Environmental

Award of Excellence

**Seabin Pilot Program** Campaign



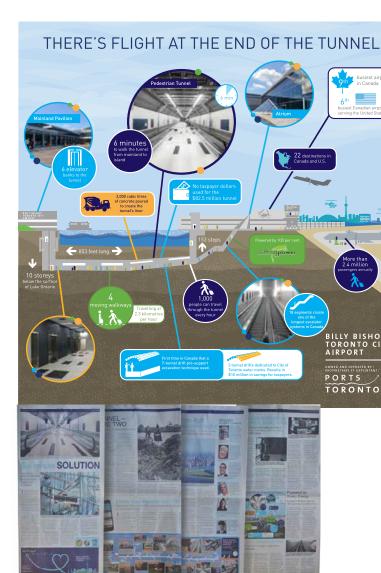






### Billy Bishop Toronto City Airport — Pedestrian Tunnel

The opening of the Billy Bishop Airport Pedestrian Tunnel featured a highly engaged multi-year media campaign, which resulted in more than 40 media outlets attending the tunnel's ribbon-cutting event and resulted in 500 individual media articles, radio clips and television segments – which equated to 7 billion media impressions.







### 2016

National Award of Excellence
Canadian Public Relations Society
Award of Excellence
Canadian Media Relations Non-Agency
Campaign of the Year

Billy Bishop Toronto City Airport Pedestrian Tunnel Opening

International Association of
Business Communicators (IABC)
Gold Quill Award Winner
Media Relations

Billy Bishop Toronto City Airport Pedestrian Tunnel Media Campaign







### Fish and Wildlife Compensation Program

The Fish and Wildlife Compensation Program for B.C. approached me to deliver a logo for the program through BC Hydro. Requiring Regional and First Nations approvals, the concepts were pitched and approved for market.



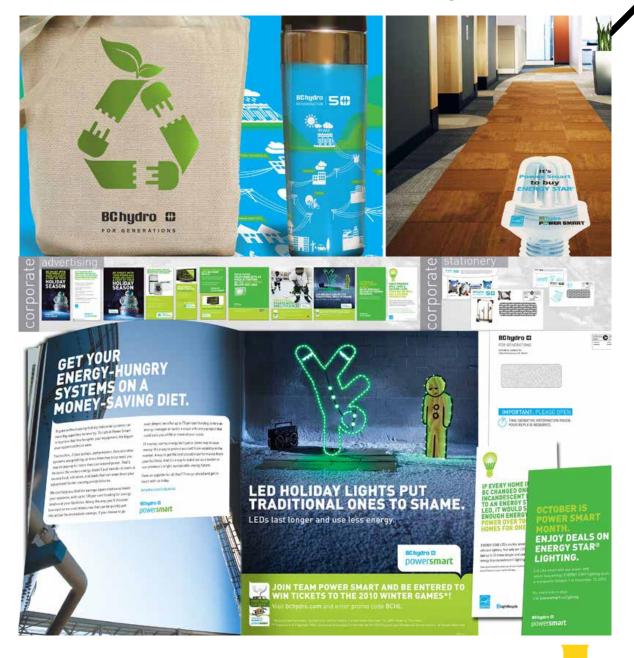


BC Hydro and Power Smart communication materials





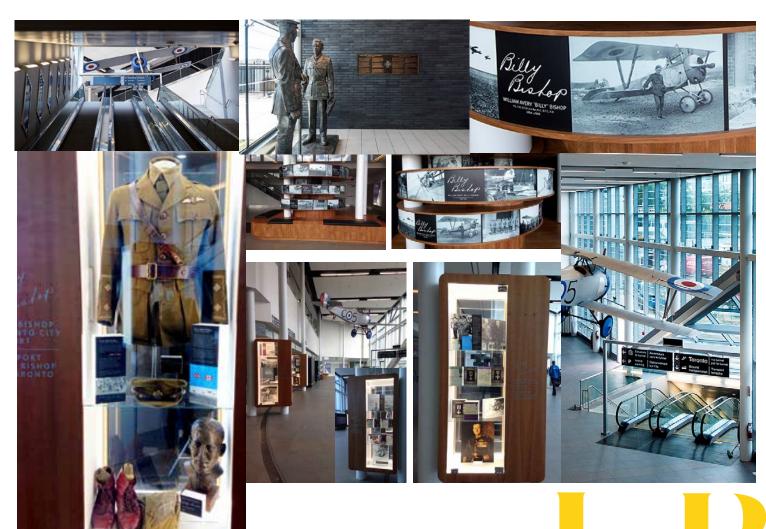
BC Hydro Energy Store merchandise, direct mail and Power Smart advertising





### Billy Bishop Toronto City Airport —Billy Bishop historical display cabinets and seating, including William (Billy) Avery Bishop exhibit.

This special project entailed working with a furniture maker to create display cabinets and seating for our passenger experience and pay tribute to our Canadian War Ace Billy Bishop. The logo is made from Billy Bishop's World War II military submission papers. All pieces were curated sourced to various these or stages of his military life and all award replicas researched and made. At the unveil the Billy Bishop's family were invited, they were super touched by the display and wanted copies of photos of some rare photos that they had never seen before or him.





### Billy Bishop Toronto City Airport 75 anniversary —Fly with us down memory lane

The 75 year anniversary campaign consisted of digital and print media advertising and exhibits.





### *BC Hydro Displays and historic exhibits*A selection of 2010 VANOC Olympic Game collateral, various corporate displays

A selection of 2010 VANOC Olympic Game collateral, various corporate displays and trade booths.







### Internal Communication newsletters

A selection of various internal print and digital communications and newsletters.

















### Event—Sail-In Cinema

The inaugural Sail-In Cinema<sup>™</sup> was held in 2011 to mark PortsToronto centennial year. Last year the event attracted more than 11,000 people on land and 100 boats over the three-day period. Sail-In Cinema<sup>™</sup> is now a permanent fixture on Toronto's summer calendar.



International Association of Business Communicators (IABC) Gold Quill Award Winner

Sail In Cinema















