

OUR WORK

2016/2017



Headquartered in Vancouver, B.C., QuadReal is a new company with deep roots. Built from consolidating the assets and expertise of four seasoned players in the Canadian real estate investment and management industry, we are an independent organization laser-focused on managing and growing [bcIMC](#)'s portfolio of over \$24.5 billion in real estate assets.

QuadReal

- Manage and execute internal IT communication and change management strategy for 300+ incoming employees
- Work closely with and advise senior executives (SVP of IT, EVP of Corporate Communications) on strategy, tone and key messaging for IT communications
- Develop supporting materials including email communications, playbooks, articles, PPT presentations, etc.





bruce eyewear helps clients build an unparalleled wardrobe of eyewear. Specializing in independent brands, bruce eyewear takes great pride in selling classic styles, high quality and unique, artisanal eyewear. As premium eyewear stylists, the bruce eyewear team provides discerning clients in Vancouver and around the world with the newest technologies, finest products and excellence in customer service.

bruce eyewear

- Manage social media accounts and online communities
 - Supported organic growth of Instagram account from 1799 followers in January 2017 to 2297 followers by January 2018 (+498)
- Manage PR and media requests, print and digital advertising and special partnerships
 - EYEREPUBLIC – 2017
 - Best of Vancouver 2015, 2016, 2017
 - Georgia Straight
 - Yelp
- Provide branding advice and on-going support on all marketing and communication initiatives
- Marketing and promotions for designer trunk shows, annual sales, special promotions, “shop hops” and events

*** MEDIA ALERT ***

MOSCOT MAKES THEIR WAY TO BEAUTIFUL BRITISH COLUMBIA!

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*MOSCOT, a New York City institution renowned worldwide for its iconic eyewear—The MOSCOT Originals, MOSCOT Spirit, and MOSCOT Sun Collections—and which this year celebrates its 100th anniversary, is excited to announce two upcoming Trunk Shows in Vancouver, Canada, with the help of their Canadian stockist **bruce eyewear**!*



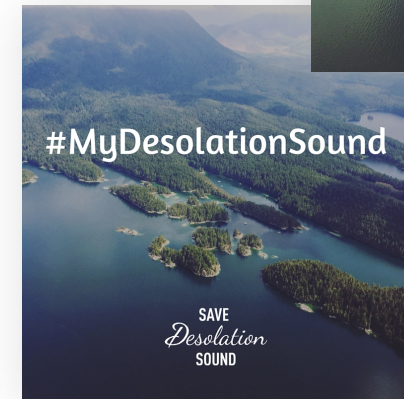
SAVE *Desolation* SOUND

Save Desolation Sound Society is a not for profit organization aimed at protecting the pristine natural environment of Desolation Sound, British Columbia. By raising awareness through education, taking action against potential environmental threats, and better defining the area, Save Desolation Sound strives to protect this spectacular place for generations to come.

In 2016, Save Desolation Sound worked to raise awareness about a proposed gravel pit that was set to extract up to 70 million tons of gravel from Desolation Sound, disrupt the natural environment and greatly impact local tourism. In August 2016, the proposed gravel pit was stopped.

Save Desolation Sound

- Brand development and launch (logo, website, social media channels)
- Organized and executed fundraising dinner event for 150+ VIP guests at Royal Vancouver Yacht Club
- Public relations and media relations support, including media training for spokespeople
- Community building and online engagement
 - 815 Facebook page likes in three months
 - 454 Instagram followers in three months
 - 151 Twitter followers in three months
- **Community and stakeholder engagement led to a successful outcome for Save Desolation Sound – the gravel pit proposal was withdrawn in August 2016**



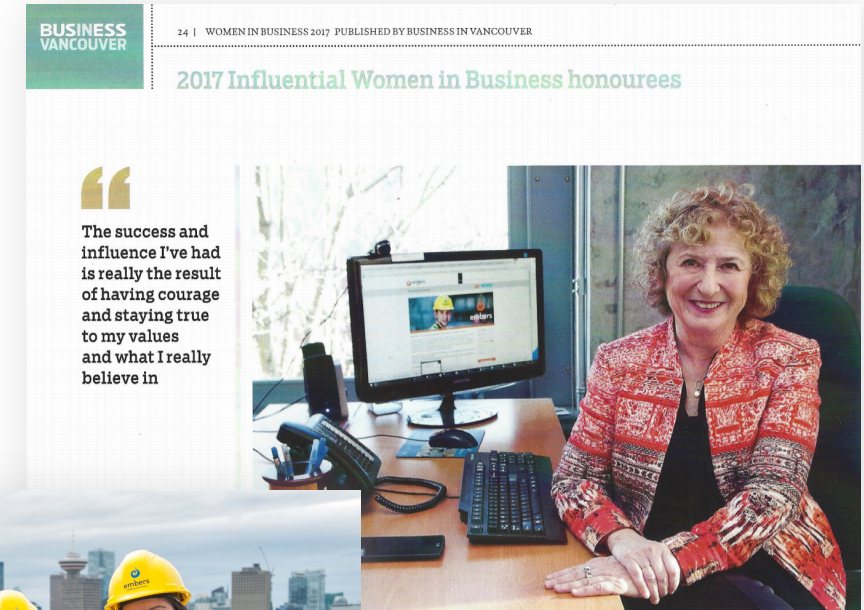


EMBERS mission is to create economic and employment opportunities for people living on low incomes. Over the past sixteen years, EMBERS has helped thousands of people facing barriers to work lead productive, fulfilling lives through employment and self-employment.

EMBERS lead program is its award winning social enterprise – EMBERS Staffing Solutions. EMBERS Staffing Solutions provides people with temporary and transitional jobs, acting as a bridge to full time employment. In 2016 alone, EMBERS placed 1,325 workers on job sites and paid out over \$5.9 million in wages and benefits.

Embers

- Director of Communications (Consultant)
 - Special Projects: Annual Reports, Crisis Communication, Content Strategy
- Media Relations and Public Relations
 - Top Media Coverage:
 - Vancouver Courier
 - Business In Vancouver
 - Vancouver Sun
 - Vancouver Metro
 - Top Awards:
 - RBC Women of Influence Award
 - BIV Influential Women in Business Award
 - YWCA Women of Distinction Award
- Events
 - Annual Golf Tournament
- Stakeholder Engagement
 - Board
 - Clients
 - Sponsors / Donors
 - Community Members





Clearline Chartered Professional Accountants is an accounting and financial advisory firm that delivers clarity, strategy and confidence to clients in Vancouver, North Vancouver and Surrey. Clearline CPA's expert team delivers integrated tax and financial advice to business and personal clients, helping them take control of their finances and reach their goals.

Clearline CPA

- Brand repositioning and redesign
 - Key messaging
 - Brand refresh
- Website redesign
- Client engagement strategy
- Social media management
- Email and content marketing
- Content editing





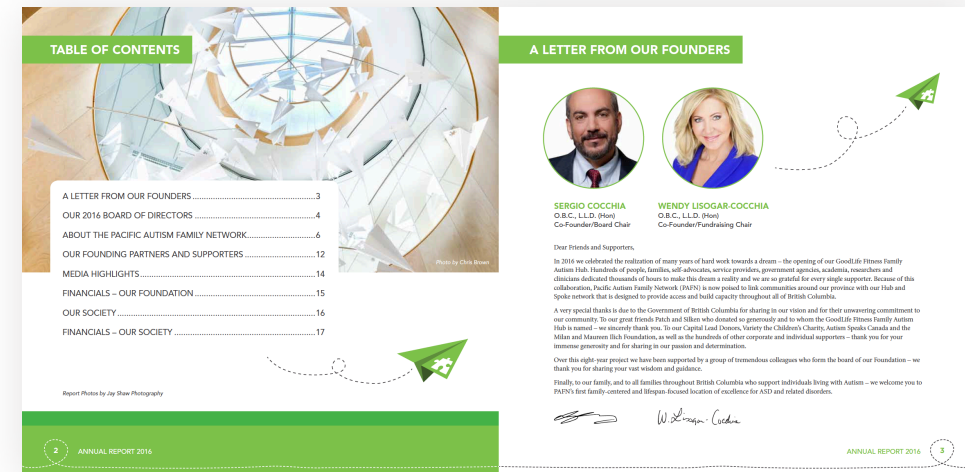
Pacific Autism

Family Network

The Pacific Autism Family Network (PAFN) is a centre of excellence and network of supports for individuals with Autism Spectrum Disorder and their families across the province.

Pacific Autism Family Network

- Creative direction for first annual report
- Copywriting and editing
- Visual communication and information design



WHAT PEOPLE ARE SAYING

2016/2017

"It starts with listening, Corinne and her team listen until they get you. Then together, you discover what you need. You'll get a plan, a coach and a cheerleader. You'll get a journey."

*GRANT T. SMITH, PARTNER,
CLEARLINE CHARTERED PROFESSIONAL ACCOUNTANTS*

“My engagement with the Six Words Communication team has been productive, professional and caring. You have offered us great value.”

NADA VUKSIC, CO-FOUNDER, BRUCE EYEWEAR