



**If everyone is moving
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then success takes
care of itself.**

- Henry Ford



Right *Thing*

Every **Time**

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SWMG

SMALLWORLD MARKETING GROUP INC.

Integrated Marketing Communications Agency

ROBINSON SOLUTIONS

Campaign: Posters

CONCEPT: Change management campaign to attract high-calibre talent.

Robinson Solutions, a building systems management company, was growing and wanted to find like-minded and talented individuals to help them forward. They needed to sub-brand their corporate culture around their existing mandate: Doing the right thing, every time.

GOAL: Lead by example.

We brought the message to life by profiling the ideal Robinson employee in an internal campaign mounted at their Kingston and Toronto facilities.

REALITY: A mandate, a vision.

The client was very pleased with the campaign which they said helped breathe life into their mandate, disseminate their vision, and create a culture where employees would do the right thing, every time.

“Because SWMG understands our company so well, they can create concepts and produce materials that reflect our values AND our value proposition.”

Eileen Dent,
Communications Manager



SWMG INC - WHERE CONCEPTS BECOME REALITY

2263 Princess Street • Kingston-ON • K7M 3G1 • 613.547.6662 • marketing@swmg.ca • swmg.ca