

Just the facts.

WHO WE ARE

Since our inception in 1989, Taiji Brand Group has helped hundreds of clients maximize their success by way of world-class branding and communications. We are experts at bringing clarity and focus to products, companies, ideas, causes, places and experiences. Our clients range from visionary startups and non-profit organizations to international Fortune 500 companies. We're based in a little piece of paradise called Maple Bay, B.C. and although it's only a 20-minute floatplane flight from Vancouver and a short drive from Victoria, it's a world away in terms of work environments. Clients who visit us often say that it's the serene location that fosters our unique way of looking at their marketing challenges.

OUR VISION

A happy group of clients, each of which has a brand that truly says what they are all about and helps them reach their potential.

WHAT WE DO

Our aim is quite simple: to encourage people to understand your brand as well as you do and feel meaningfully engaged with what you have to offer. All strong, authentic brands do this. To use an analogy, it's like creating a spokesperson, tailoring a suit for him or her and then crafting consistently intelligent and artfully crafted messages. If you have a vision of what you'd like to achieve, we can develop the image and the voice for you.

WE SPECIALIZE IN:

- **BrandEngage:** A process to strengthen the core of your organization
- **TransitionPath:** Help with Integrating brand and culture in merger & acquisition
- **MarketingToolbox:** Practical communications tools that really work
- **DigitalBrand:** Elegant and sophisticated websites that echo the brand spirit
- **BrandCast:** Powerful brand stories told through photo and video
- **SocialSolutions:** Strategies that create opportunities for online conversation.

WHO WE WORK WITH

Our clients come in all shapes and sizes:

- Companies expanding through merger or acquisition that require brand integration
- Evolving organizations that need to ensure their brand keeps pace with growth
- Industry associations under pressure to build visibility and expand social license
- People and causes who aspire to make a positive difference in the world
- Anyone wishing to enhance web visibility and make a strong connection online

RECENT PROJECTS

- **Interfor.** Enriching the online presence of a world-renowned lumber company.
- **Schnitzer.** Facilitating a smooth brand transition for new Canadian acquisitions.
- **Community Futures.** Creating tools to support rural small business development.
- **Open Blue.** Building social license for innovative, deep-ocean aquaculture in Panama.
- **Island Beltone.** Helping a second-generation owner reshape a 50 year old brand.
- **Coaches Across Continents.** Amplifying global sport for social impact movement.
- **Canadian Midwifery Regulators Council.** Building stature for a national association.
- **BC Hydro Power Pioneers.** Showcasing the endless energy of 2,000 Hydro retirees.

FAST FACTS

- Started in 1989 by Carroll and Wayne Taiji, industry experts who weren't busy enough raising six kids on Vancouver Island, Canada
- A virtual company with a team of 15 highly talented content developers, copywriters, graphic designers, photographers, videographers, and account people
- The company's HQ in stunning Maple Bay, BC is LEED Certified and very Feng Shui
- In 2010 the firm created placebrand.ca, used regularly by thousands of citizens, planners, politicians and agencies from all corners of the earth
- There are more oak trees in Maple Bay than maple trees
- Taiji is also the name of a town southwest of Tokyo. Population: 3,428
- Population of Maple Bay: 612
- At least one Taiji client is a rock star



1145 Maple Bay Road
Duncan, BC Canada V9L 5X1

250.483.4143
taiji.ca

placebrand.ca
twitter.com/GoPlaceBrand

facebook.com/taijibrandgroup
linkedin.com/company/placebrand.ca