



WE·U·S·THEM

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W E • U S • T H E M

— "NOT JUST AN AGENCY." —

WE = US + THEM is not just a formula, it's an ethos  
that resonates and permeates everything we do.



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A black and white photograph of an office interior. On the left, a dark wall features large, white, 3D block letters that read "WE US THEM". In the center, a hallway leads to a desk area with a chair and a window. On the right, a white wall has a built-in display case containing several trophies and awards. A potted plant is visible in the foreground on the right.

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**PART ONE**

# **QUALIFICATIONS/EXPERTISE OF FIRMS ON TEAM**

# **FIRM** INFORMATION -

WeUsThem will be providing these services by themselves as a full service agency with no subcontractors involved. Please note the following: )

Proposed Firm: WeUsThem Inc )

Expertise: Full service ad agency (Advertising, Marketing, Communications, PR, Media, Technical Development) )

Length of Expertise: 13 years )

# FIRM BACKGROUND & COMPETENCIES

## We = Us + Them = Success

It may not look complex, but we know the inner workings of that formula and we are willing to share our not-so-secret strategy. Think of us as the "Service Tank on Retainer", only we charge for the work we actually do. We are a think tank and a service provider wrapped in one.



We proudly showcase over a decade of work done on local, national and international stages for a wide range of clients both big and small. We have four distinct service lines through which we serve our client partners.

First being, top of the line Web design, the development of creative executions and strategies across the web, TV, radio, mobile, desktop, print and other media. This includes the design, development and strategic management of online and social properties, apps and eBooks, advertising and media buying, identity development, and campaign management across multitudes of industries, sectors and consumer profiles. Second being the technical development of digital projects which we can build on a multitude of platforms for users of all levels of digital expertise. Our third service line includes public relations and communications where we support all your media needs, crisis communication and social engagement along with a fourth service line of strategic management consulting.

As noted above, we are also a think tank and consulting force for local and foreign governments, heads of state, small and medium-sized businesses, multinational corporations, and Fortune 500 companies, providing strategic planning in academia,

hospitality, healthcare, real estate, business services and other industries across for-profit, non-profit, and public sectors.

We build relationships and work hard to maintain them. It is at the core of our values and our strategic mantra. We are first your partner and second your vendor.

We lead by example by engaging from within, providing for leaders across our service and product lines that proudly stand by the unique exchanges we facilitate.

We are located on the beautiful east coast of Canada in Halifax, Nova Scotia. Our specific location coordinates are noted below and we invite you to join us for a cup of coffee or tea at our studio:

**1791 Barrington St Suite #402, Halifax, Nova Scotia, Canada, B3J 3K9**

# FIRM BACKGROUND & COMPETENCIES



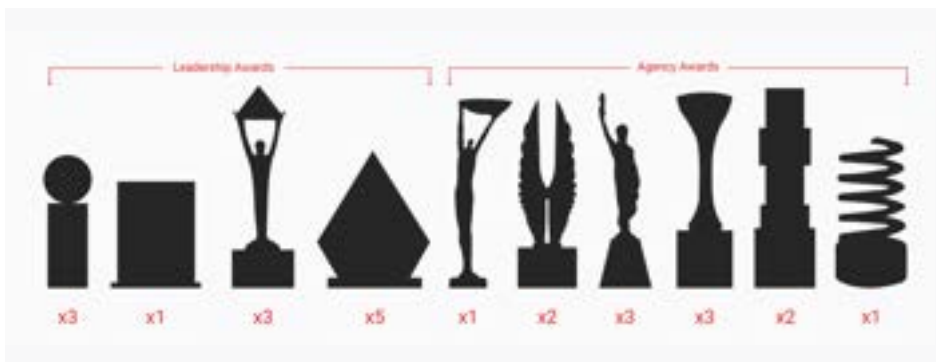
The consulting vertical of WeUsThem Inc. has been in existence for 13 years and the agency has been in operation for over 9 years under the leadership of Ashwin Kutty and Faten Alshazly.

WeUsThem is comprised of 22 individuals, not including our Principals. From our Account team to our Designers and Developers, we can do it all!

## Agency Awards

Our commitment to excellence is exemplified by the numerous recognition and awards we've accumulate. One notable achievement is the Webby award we received for our exceptional work on TeenMentaHealth.org, a website created in collaboration with the IWK Health Centre and Dalhousie University which places us in the Top 20 percent of all websites globally. In addition to our Webby award, we've proudly earned two Gold Davey awards and two W3 awards for our outstanding Marketing Campaigns, Mobile Apps, and Web Applications developed in the past year.

Furthermore, our recognition extends international such as the CLIO award and acknowledgment as Canada's Most Remarkable Business by The Globe and Mail. We've also made our mark on the global stage, with nominations for the coveted CANNES Lions award and the Advertising Age for our exceptional campaigns and user interfaces



## Industry Affiliations

We are also involved with industry and market trends by being members of AIGA, the Canadian Marketing Association, Graphic Designers of Canada, CATA Alliance and The Chamber of Commerce. Not only do we keep up with the current trends, but compete with them to push their own image. We have also led discussions in business, marketing and communications, forward thinking education and medicine, receiving invitations to speak both nationally and internationally.



## Leadership Awards

We have been industry leaders in the area of marketing and communications, with one of our principals, Ms. Faten Alshazly being named Canada's Top 100 Most Powerful Women two times now, the first in the East Coast for Arts & Communications and the second as a Trendsetter and Trailblazer. Faten has also been named the Female Executive of the Year by the Stevie Awards. In addition, Ashwin Kutty has recently been named a top 50 CEO for a second time now, on top of being awarded Canada's Next Generation Executive Leader by the Government of Canada and a Thinkers 50 internationally.

Ashwin has also been awarded two separate awards from the Government of Canada as a national leader in technology. Our team has also received awards for our forward thinking and strategic alignment from ICTC, COACH, the Mental Health Commission of Canada, The Al Ahram Foundation and the Nova Scotia Health Authority.

# WEUSTHEM IS A SME/SMB/WBE/MBE -

WeUsThem is a **Small Business Enterprise**.  
WeUsThem is a **Woman Owned Business Enterprise**.  
WeUsThem is a **Minority Owned Business Enterprise**.



An important aspect of what makes WeUsThem who we are is our commitment to diversity, inclusivity, and equity. It is all encompassing, right down to our name. We are an equal employment opportunity, affirmative action employer. We are committed to the elimination of barriers that restrict the employment opportunities available to women, minorities, people with a disability, and individuals representative of the geographic regions served by the agency. We recognize that equal employment opportunity requires affirmative steps to ensure the full utilization of people of all backgrounds who possess the best available skills.

WeUsThem provides equal employment opportunities for the good of the public without regard to race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, or sexual orientation. Our commitment to equal employment opportunity extends to all job applicants and employees, and to all aspects of employment, including recruitment, hiring, training, assignment, promotion, compensation, transfer, layoff, reinstatement, benefits, education, and termination.

It is this focus on Diversity that has also led to conversions for our clients, not just in their

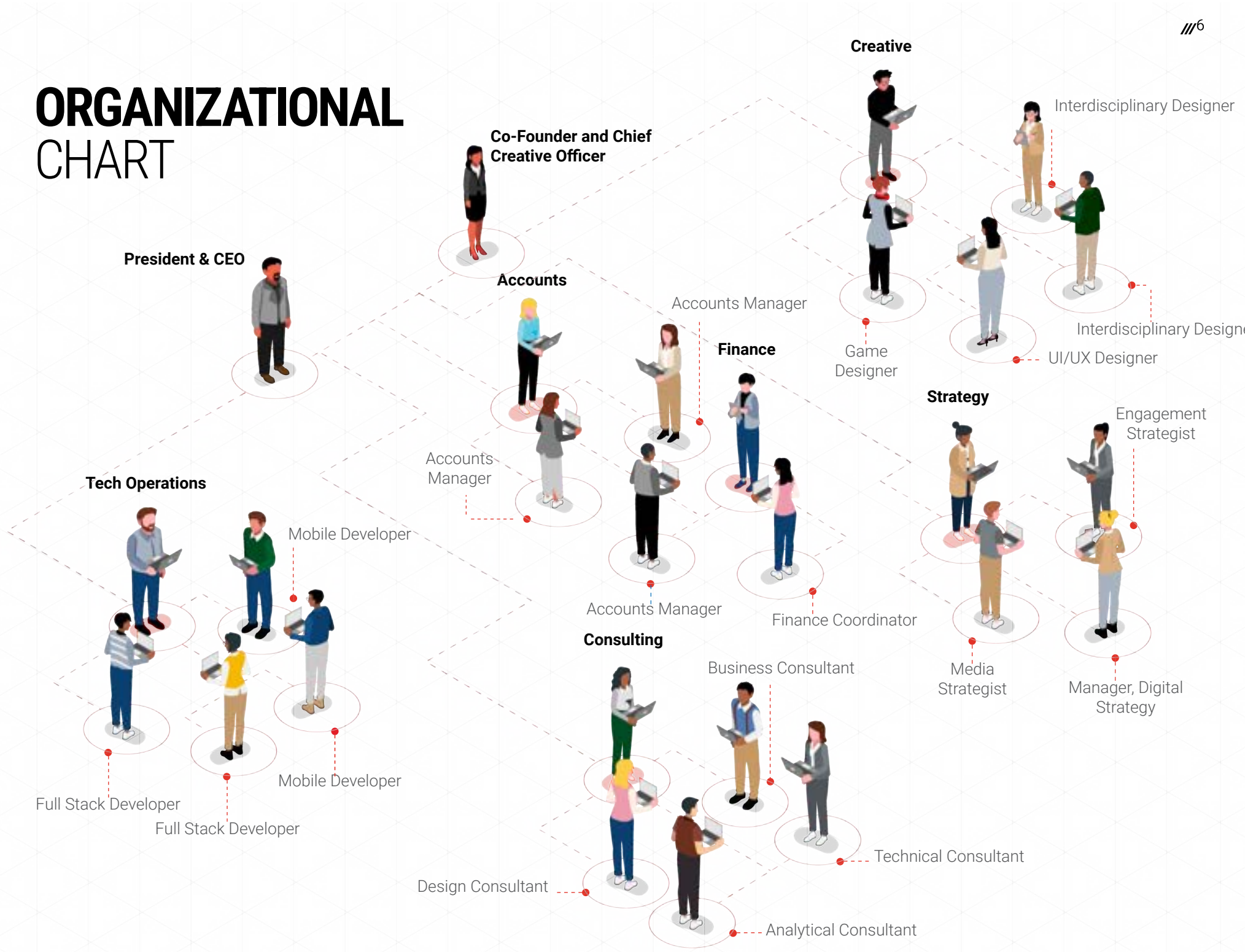
region of direct influence, but also on a national and international stage. With an ever-growing populace with individuals hailing from a variety of backgrounds, geographies, etc, we have mastered what it takes to organically talk to audiences that fit a variety of personas.

Our work is reflective of the audiences they are intended for, which is why the returns our clients receive are far greater than they expect. This focus on DEI at WeUsThem has also translated to diversity and inclusivity of creativity and ideation, with equity in access and profile that are enjoyed not just in-house, but also by our clients' customers. This authenticity is what drives our engagements and the resultant KPIs of success we showcase across industries and sectors globally.

▽ WeUsThem has been named a Top Diverse Employer this year, recognizing how we foster environments that are inclusive and equitable to one and all. A full policy is attached as an Appendix to this proposal for your perusal, as well as our certification as a Diverse Vendor as identified and certified by CAMSC.



# ORGANIZATIONAL CHART



# LOCATIONS

All our employees and services noted above in our Firm Profile are located in our Canadian offices where we deliver services to both State and Federal Governments in the US.

# **PAST** COLLABORATION

As we are the sole contractor that will be managing all of the work required, we do not believe there is a need to identify any prior collaborations.

# STAFF AVAILABILITY -

Name	Availability
Ashwin Kutty	32hrs
Faten Alshazly	32hrs
Taryn Crosby	160hrs
Temitayo Balogun	160hrs
Jed Gemarino	160hrs
Robin Gu	160hrs

# STATE OF WYOMING

## ABOUT

The national Women, Infants, and Children (WIC) is an American federal assistance program of the Food and Nutrition Services (FNS) of the United States Department of Agriculture (USDA) for healthcare and nutrition of low-income pregnant women, breastfeeding women, and children under the age of five.

We have been asked this year to help the State of Wyoming to market and promote this campaign through an integrated mass market campaign across traditional, digital and social media platforms across the State in English and Spanish.

This campaign is currently underway with a strategy that will provide for awareness, stigma reduction, education, recruitment and retention themes across various tactics including the employment of experiential implementations and the use of influencers.

## OUR ROLE



Research



Design



Strategy



PR

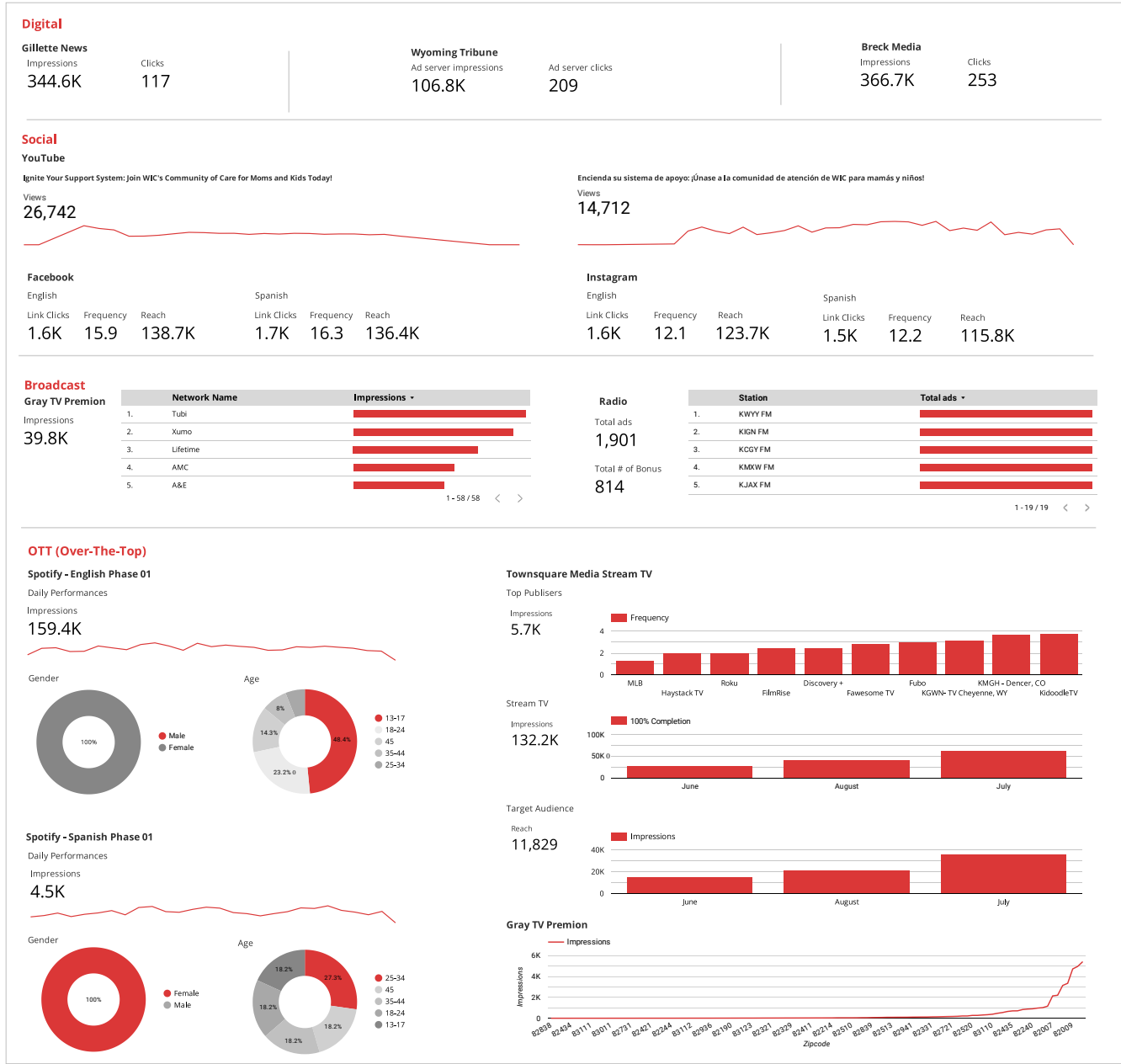


Marketing

## DELIVERABLES

Marketing & Media Strategy | Campaign | Media Relations & Buying | Advertising | Videography | Photography | Spanish Translations

# KEY RESULTS



# 01 Social Media Posts



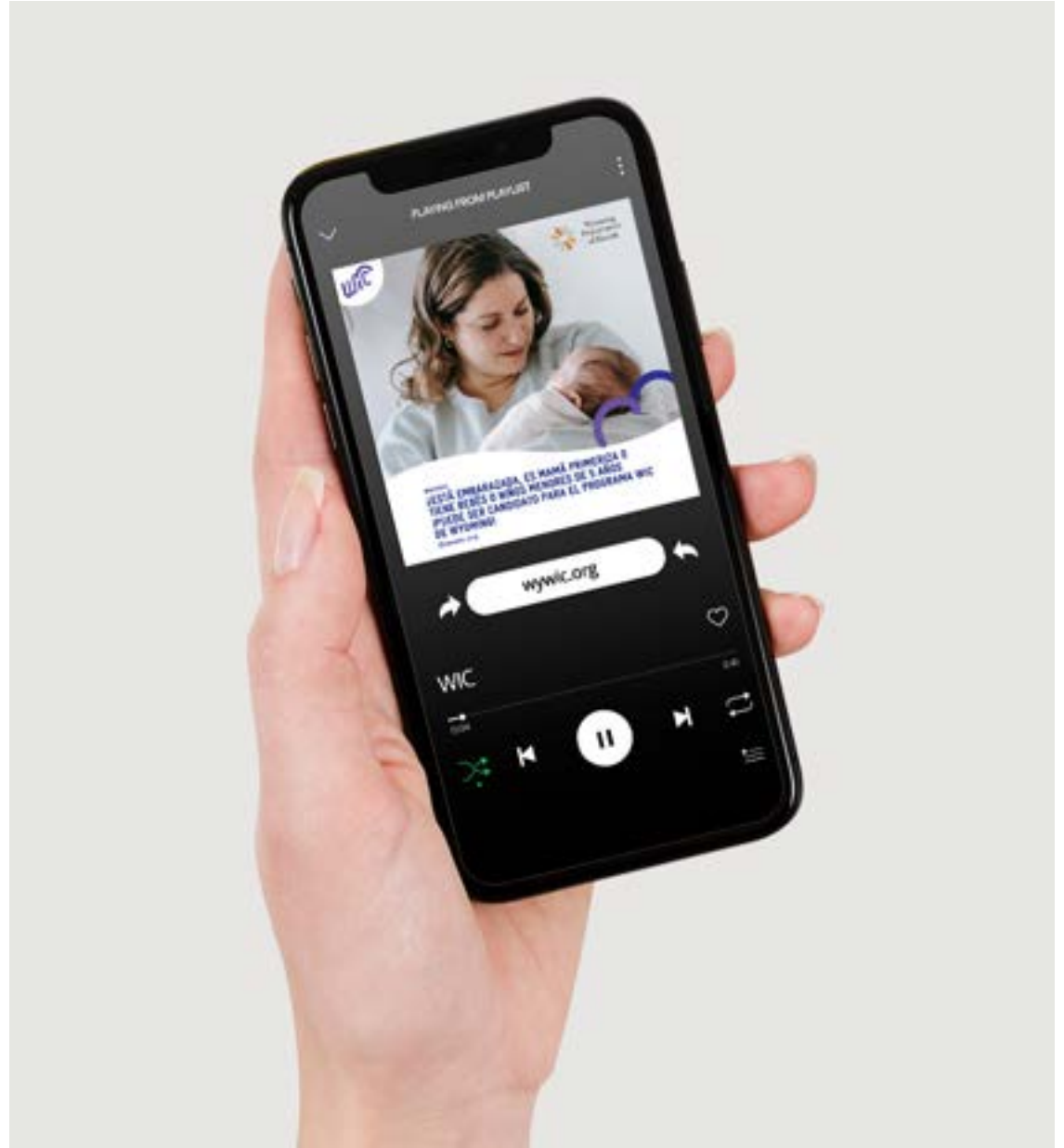
# 02 Broadcast (TV & Radio) Ads



### 03 Print Ads



### 04 Over The Top - Spotify



### 05 Digital Ad Placements





★ AGENCY OF RECORD

# GLOBAL AFFAIRS CANADA

## ABOUT

Global Affairs Canada (Department of Foreign Affairs and International Trade) with the Government of Canada came to us after a decade long relationship with the top public relations agency in the world. Run by the Embassy out of Washington, DC, Connect 2 Canada is an initiative to keep Canadians in the United States connected with Canada.

A marketing campaign at its core, and run through the embassies within the United States, this platform provides for a communication vehicle that informs individuals who sign up to receive the same, content specific to various industries, sectors, policies and programs, etc.

## DELIVERABLES

Strategy | Full Stack Development | Website | Campaign

## OUR ROLE



Research



Design



Develop



Test



Engage



Strategy



PR



Marketing



## KEY RESULTS

# 370%

Increase in mentions during our campaigns

# 108%

Increase in impressions, just on Twitter

# 335%

Increase in reach

# 417%

Increase in engagement

# 250,000+ &

Subscribers to the newsletters

**Hermes Creative Awards**

# 01



## SOLUTIONS

Designing templates for communication through the Engagement platform for both languages was also led by our team to bring forward similar yet unique interface possibilities of communication for the various consumers of the same.

Through design and development of the various properties, we have brought together what was once disparate systems that had been put together over the years, with nary a care for future development, maintenance and upkeep.

With users across the US now accessing materials delivered through our Engagement platform that is uniquely tied to content within the website as well as the social networking accounts for the Department, there is a cohesive approach to information creation, dissemination and consumption using sound knowledge management and translation methodologies.

With a multi-year contract, we will be supporting the Department for the next few years in ensuring this communication vehicle both through the web as well as through direct outreach/marketing is both what users expect and can access. We future proof our solutions, but at the same time, ensure we are leading the curve technologically and creatively without leaving behind users that cannot access the same. Using a Mobile and Accessible first approach, our visuals, technologies and platforms respect the need to ensure continued uninterrupted access for all from where they want, on whatever platform of their choice, when they want to do so.

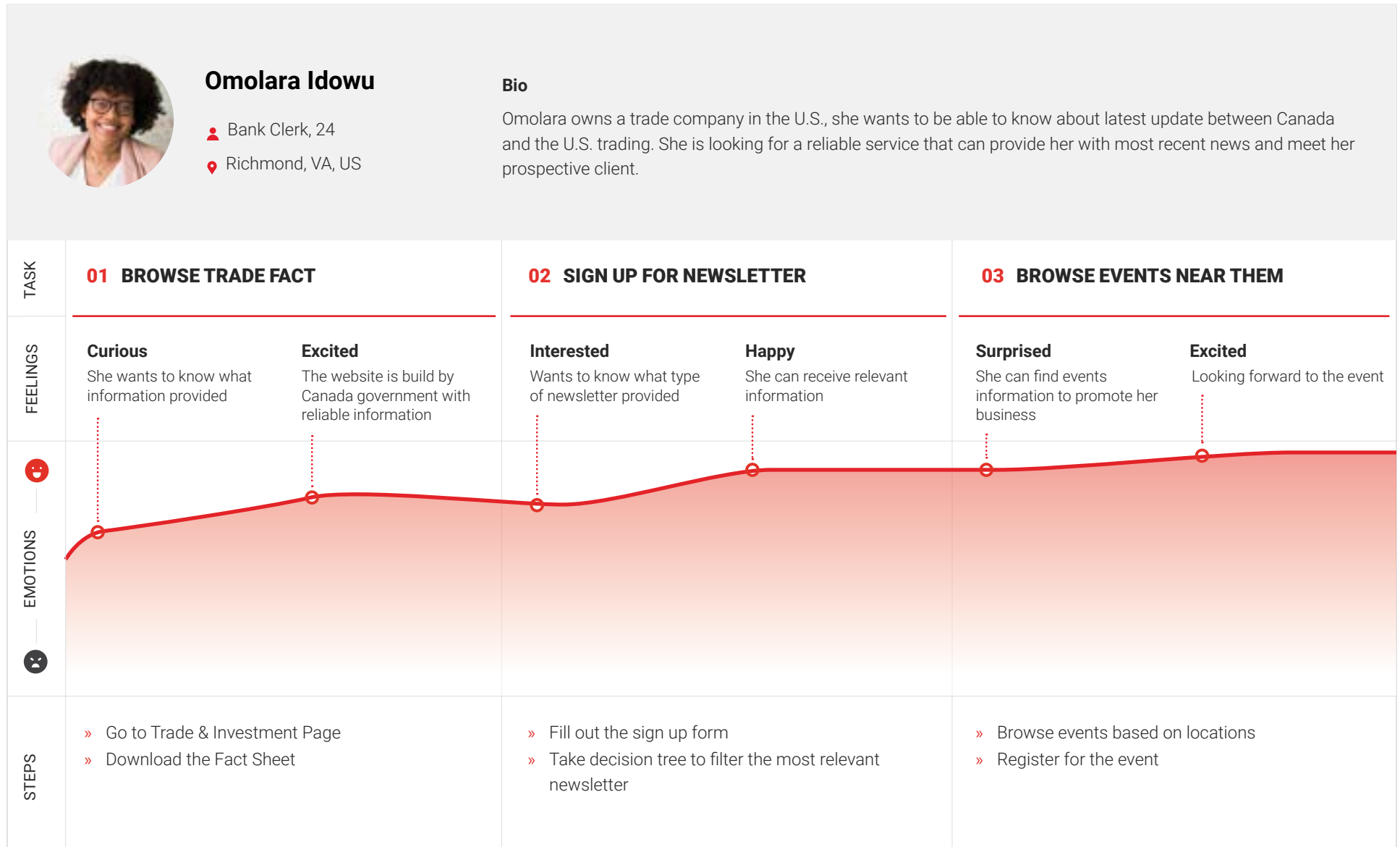
Most recently we have put together the campaign microsite for the department for Canada Day celebrations across the United States by Canadians and others alike. This microsite will serve as a model for the 150th year of Confederation website for 2017 and will serve as a mechanism to rally Canadians across North America not residing in Canada.

**01 Connect2Canada** From a multi-lingual presence relevant specifically to the diaspora in the United States to a hook-in and integration of the Engagement 101 platform that allowed the Embassy to communicate with individuals through e-mail, fax, SMS, social media, etc. the two properties served as the natural launch off point for all engagement designed, developed and destined for this specific demographic within the United States. That said, access to the sites were not limited only to residents of the United States, but the world over. All campaigns, micro-campaigns, events and social exercises were launched off of this platform.



With its historical tie-in being to a Salesforce CRM with multiple decision tree frameworks leading user preferences in a variety of ways to gear content customization and delivery, the platform served as a mechanism to custom curate content that users wanted to consume based on their individual preferences across both language profiles.

### User Persona & Revamped User Journey Map



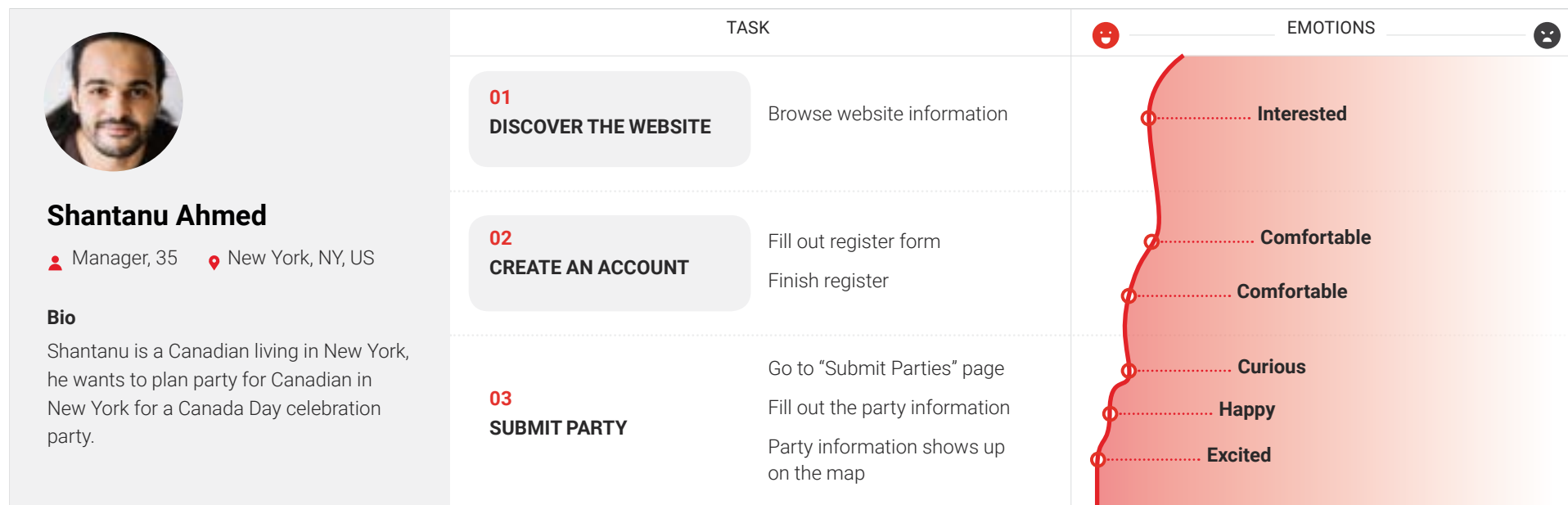
## 02 Canada Day Celebration

Each year, there was also the Canada Day celebrations that ran as a micro-campaign reaching out to everyone throwing Canada Day parties across the United States bringing party planners and goers together. Meant to be as a mechanism to bring people together, Canada Day Across America saw the Embassy sending goody bags to party planners for their parties, while also facilitating through GIS mapping on the platform communication and party planning between complete strangers in true Canadian style.

This platform was brought online each year in preparation for July 01.



### User Personas & Revamped User Journey Map

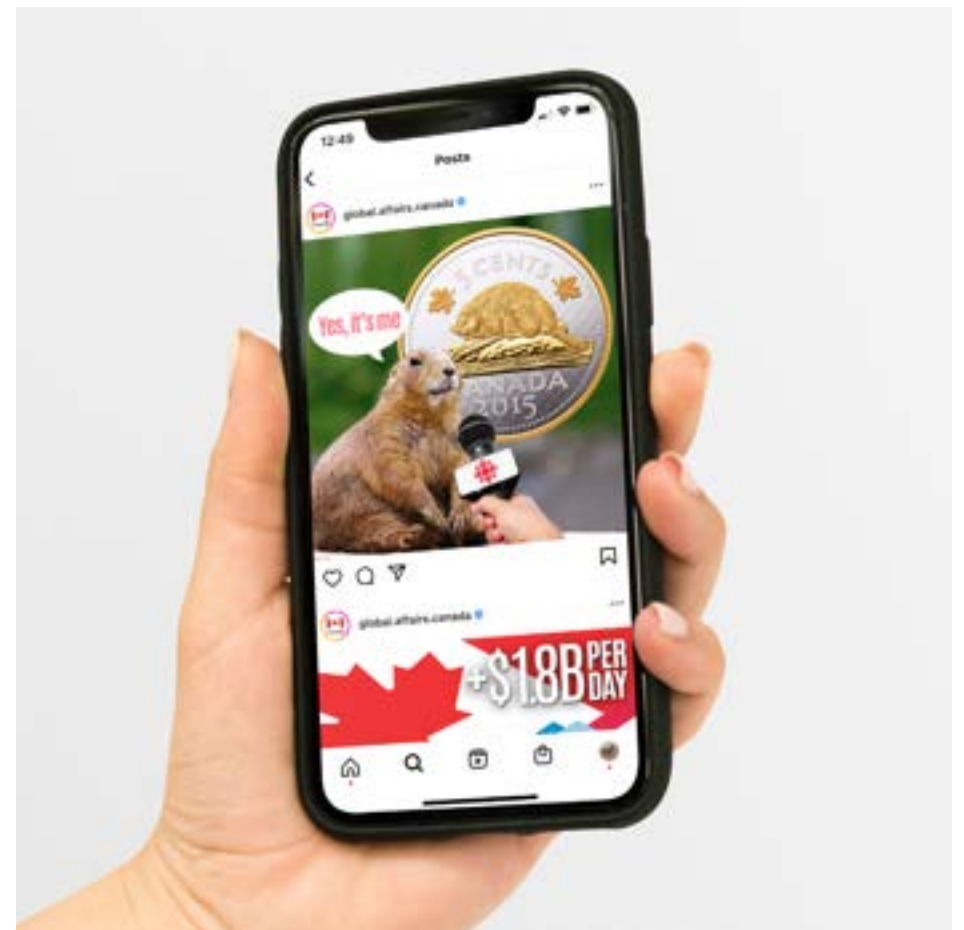




# 04 2017 US Presidential Inauguration

The promotion of Canada as a prosperous, welcoming homeland of economic and social growth is key in maintaining a national sense of loyalty and international sense of appeal. Global Affairs Canada is a government agency which aids in the promotion and management of "... Canada's diplomatic and consular relations, promotes the country's international trade and leads Canada's international development and humanitarian assistance." With Canada as a longstanding leading figure in U.S. trade, economic growth and social development, promotion of this bilateral relationship throughout North America is key in building lasting impressions among both Canadian and U.S. citizens for the desire and respect of both nations wholly.

Global Affairs Canada had approached WeUsThem to run a social media campaign during the 2017 Presidential Inauguration. From the Canadian Embassy's Twitter and Facebook account, Connect2Canada (Canada's network in the United States), organic promotion of Canadian culture, the celebrations that traditionally take place at the Canadian Embassy in Washington, the 150th celebration of Canada's confederation and Canada as a tourism destination had been the overall goal. The campaign resulted in heightened excitement and awareness of Canada as a nation, trusting friend of the United States of America and an ultimate tourist destination throughout the globe.





★ AGENCY OF RECORD

# KEMPINSKI GROUP

## CHALLENGES

The Leela Group of Palaces, Hotels and Resorts, a brand of The Kempinski Group were looking for support on their technical integrations and use of their ERP and CRM systems with a live Digital A/V platform throughout their properties. New to the industry, this integrated technological solution needed to be part of the ethos of their value proposition and it had to set itself apart from their competition.

All of this also needed to simultaneously launch through all their 8 geographically disparate properties. In addition to a fully integrated Digital solution was needed, they were also looking for an Agency of Record that could handle all of their Advertising needs in a highly contested Luxury space for their corporate and their sub-brands across destinations and target markets.

## OUR ROLE



Research



Design



Develop



Test



Engage



Strategy

## DELIVERABLES

Rebranding | Strategy | Full Stack Development | Website | Mobile App | Branding | Print

## KEY RESULTS

# 66%

Unique traffic increased

# 71%

International traffic increased

# 48%

Domestic traffic increased

# 89%

Average occupancy

# 38%

Conversion rate on digital traffic

# 90-100% &

Occupancy rate among three of the eight properties

## SOLUTION - PROJECT MANAGEMENT CONSULTING

We were first engaged by the Leela Group, partnered with The Kempinski Group to manage their project to bring to bear a live Digital Streaming Service across all their eight properties with a total of about 2,000 rooms. Equipped with radio, television, satellite cable, an ERP and a CRM we worked with SONY, Apple and Oracle to deliver and deploy a solution, the first of its kind in the industry for all of their properties. A system that carried your preferences, your live feeds, your personal information and your entire profile as it related to your engagement with the brand from the second you interact with it, to the time you depart, including all touch interfaces like vehicle seats, mirrors, televisions, digital walls, etc. throughout the properties is what has now become a standard in most luxury brands that provide this singular and unique service to their HNW clientele.

## AGENCY OF RECORD (AOR)

As an Agency of Record, we were asked to bring to bear the in-room experience to the world to extend the brand ethos to potential customers from the world over.

### 01 Website

A multi-tiered website highlighting the physical beauty of the destination to the luxury, class and style that one would expect from five star diamond properties such as the ones that were being built out by the Group made it across not just the digital channel of the website, but also simultaneously made its way through a variety of channels. With a fully integrated experience, the website could in real-time allocate resources while also plan for and deliver on promotions to clients globally per their unique preferences.



## User Persona & Revamped User Journey Map &

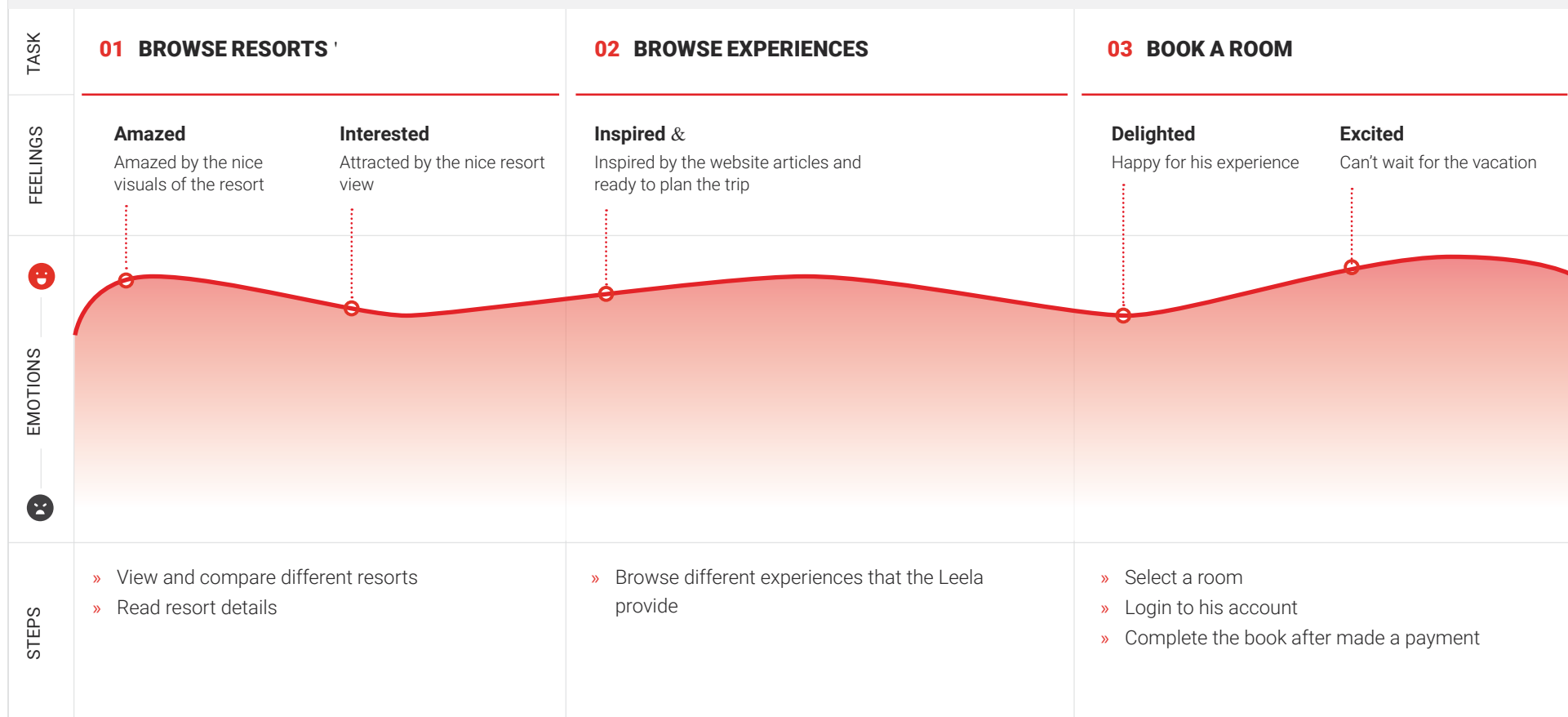


### Venkata Sharma

👤 Manager, 43 )  
📍 Amritsar, Punjab

#### Bio

Venkata wants to take his family to a luxury resort for their vacation. He hasn't decided where to visit yet. He wants to book an appointment at a resort then decide where to go for vacation.





## 02 Re-Branding

With a distinguished domestic and international strategy, WeUsThem took on the task of branding the organization, while also positioning it across all their channels and trafficking new advertising through all traditional and digital media across various target markets.

Exploring the unique attributes of the properties from their lobbies, ballrooms, washrooms, restaurants, guest rooms, spas, clubs, pools, etc. to the unique stories that were being made at these locations were the core of the delivery of the message internationally.

From business collateral to extending the same across all of the interiors, including their linens, clothing, beddings, and packaging, as well as every touch point a customer would interact with were part of the exercise we took on to position the brand for its success on a global scale.



## 03 Campaign

A multi-tiered website highlighting the physical beauty of the destination to the luxury, class and style that one would expect from five star diamond properties such as the ones that were being built out by the Group made it across not just the digital channel of the website, but also simultaneously made its way through a variety of channels. With a fully integrated experience, the website could in real-time allocate resources while also plan for and deliver on promotions to clients globally per their unique preferences.

The hospitality group also worked closely with DMO's such as The Ministry of Tourism to not just promote tourism, but also elevate the destinations it had properties in. A collaboration saw the development of a video that aired domestically and internationally, highlighting not just the destinations, but also the unique properties The Leela had built across their 8 destinations.

From production of a variety of ads that aired across various traditional channels globally, to corporate partnerships that aired the same within their spheres of influence such as Lufthansa and Emirates to their audiences a lot of content was developed that was used across channels.

Media placements that included earned media, influencers promoting the brand across channels through their networks, to celebrating world renown DJ's, Chefs and celebrities that called these properties their home, the brand had an alignment and affinity to various demographics across the spectrum, from those who wanted to stay to those that wanted to eat to those that wanted to dance in their halls.

## 04 Mobile Application

A mobile application that carried the loyalty program catered to each individual uniquely was also developed and provided in conjunction with The Kempinski brand to the clientele of the brand across both domestic and international markets.



## 05 Magazine

With collateral that adorned the hallways to The Leela Magazine that detailed style, opulence and luxury at a level never heard of in their geographies to being celebrated internationally with awards from most travel magazines and awards internationally The Leela is a brand unlike any other. Its properties to this day are identified as a Top 10 property by Travel + Leisure, Conde Nast, CN Traveller and the like globally.



# CAMH

## ABOUT

CAMH is undertaking a new initiative to prevent child sexual abuse. The project takes on a public health approach to inform, educate and provide support and resources to individuals who have offended or are likely to offend per the legal statutes of Canada. Supported by Public Safety Canada as part of their commitment to the prevention of crime and creating a safer Canada, CAMH hopes to accelerate the delivery of early intervention and treatment services into general health care while also providing direct support to individuals seeking the same. Talking for Change (TFC) takes a public health approach to child sexual abuse.

## DELIVERABLES

Marketing Strategy | Full Stack Development | Website | Social Media Campaign | Marketing Collateral

## OUR ROLE



Research



Design



Develop



Test



Engage



Strategy



PR



Marketing

## KEY RESULTS

# 4.7M+

People were reached to

# 1.9M+

Impressions garnered across the country

## 01 Website

Visit the website: [talkingforchange.ca](http://talkingforchange.ca)

## CHALLENGES

- » Managing reduction of stigma associated with mental health and addiction treatments.
- » The sensitive nature of the program and how to successfully navigate public perception of the service in the context of the larger CAMH structure and brand.
- » Endorse the value of prevention programs in Canada to assist minor-attracted persons in leading non-offending lives. There were three separate content management systems (CMS) that need to be merged into two websites, an English platform and a French one.

## GOALS

- » Laying the foundation for community awareness to further encourage the adoption of these initiatives through the development and implementation of coordinated education programs at a national level. )
- » Addressing the need to recognize pedophilia as a mental illness through a comprehensive strategic communications plan.
- » Increase the number of referrals to increase the number of people who utilize the service. There were three separate content management systems (CMS) that need to be merged into two websites, an English platform and a French one.



User Persona & Revamped User Journey Map &

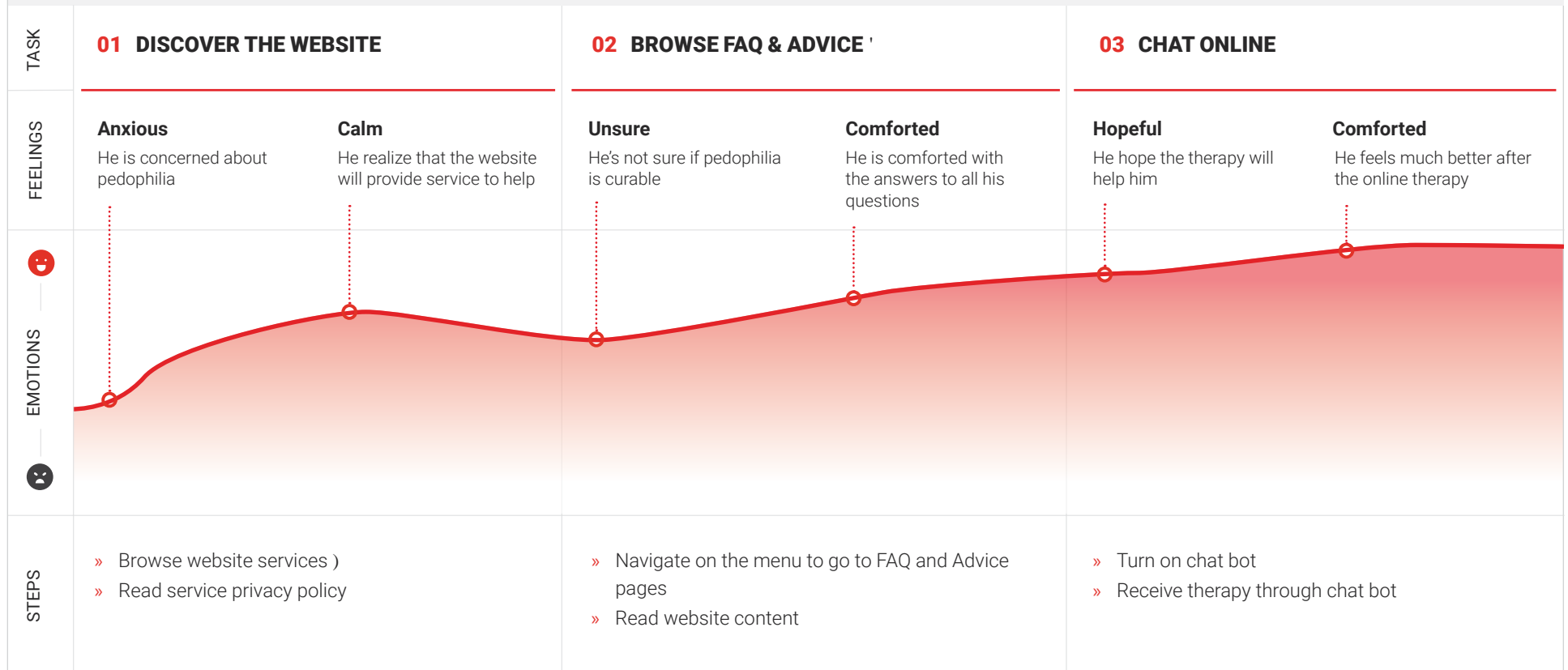


**Abel Jughashvili**

Accountant, 29 )  
Toronto, ON

**Bio**

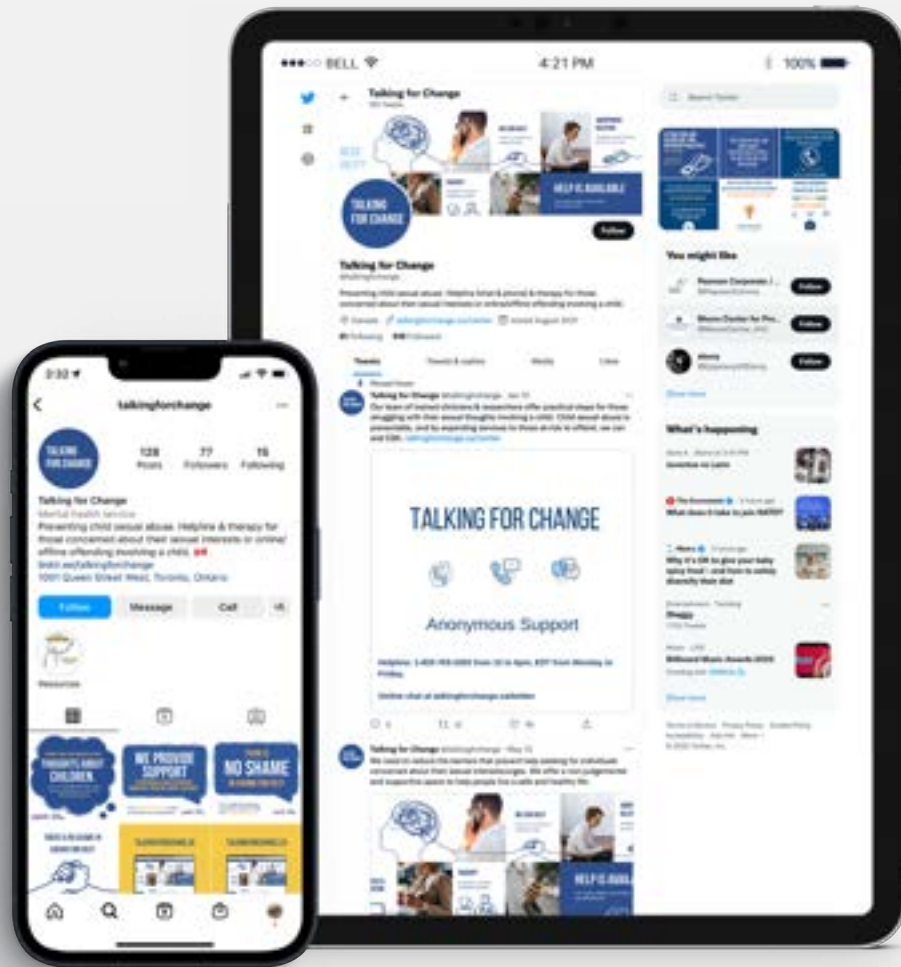
Abel has been diagnosed as Pedophilia. Abel is concerned and needs resources to learn about his mental disorder. He wants to seek for therapy anytime while staying anonymous.



## 02 Marketing Strategy & Implementation



Watch the full video



## 03 Marketing Collaterals





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PART TWO

# QUALIFICATIONS OF PROPOSED PROJECT MANAGER

# PROJECT MANAGER -

Taryn Crosby, a member of our Accounts team, will be the individual to coordinate all activities related to your account. She is phenomenal when it comes to keeping everyone on task. More importantly, she provides for updates as agreed upon on regular intervals ensuring that the work continues to remain on schedule and on budget as agreed upon during project onset within the approved Gantt chart. We have an industry standard project management methodology that we follow as well that allows for iteration, while staying on schedule and on budget at all times.

When WeUsThem takes on a new project we ensure that we always begin the process by working with you on how we work going forward. This includes but is not limited to timelines, staffing, rules of engagement, technical requirements (if applicable) and weekly meeting logistics. Timelines are extremely important to WeUsThem as no one benefits from the delay of a project. That said, our risk mitigation plan allows us to adapt to any unforeseen changes and allows both parties to plan for the future and to be ready for deviations as they appear.

Having a well staffed team is at the heart of any engagement. That said, at no point in the life of your project shall a resource be pulled away to fulfill the requirements of another. The only instances where a team member will be removed from a contract is in the case of termination, retirement or resignation. If this is the case, a new resource shall be identified by us and presented to you within 24 hours. Said resource shall be equally qualified or higher than their predecessor and only after your approval would they be brought on to the account, once they were briefed and brought up to speed on what has happened thus far, along with what the strategies are moving forward. While this were occurring the other members of the team will provide for backup and support to ensure there is no discontinuity of service to yourselves.

If it is determined that the scope of the project is to be adjusted, WeUsThem shall evaluate the proposed change and provide a quote of the extra work to your for approval within 24 hours of the request. Depending on the need, additional resources will be made available within the 24 hour period to your account, once again, with approval from your project team to ensure you are receiving the best that an agency would have to offer, let alone that which WeUsThem can offer. As we tend to have access to a plethora of resources, we would backfill our resources within the other projects and bring on our experienced team members on to the account should it be required.

Risk Mitigation is a role our Account Manager takes quite seriously and it would be paramount for them to ensure all known risks are accounted for and mitigated accordingly, along with those that are unknown discussed with parties on both sides if required with immediate resolution brought forward to affect the solution in short order.

Taryn has recently completed work on two campaigns that required short timelines for the Government of Jamaica and the North American Indigenous Games. We were able to accomplish both projects due to Taryn's organizational and task management expertise.



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PART THREE

# KEY TEAM MEMBERS QUALIFICATIONS



# KEY PERSONNEL -



## ASHWIN KUTTY

**Chief Strategy Officer**  
BSc, MBA, EMM, IMM

Ashwin Kutty is the President and CEO of WeUsThem Inc., a renowned full-service ad agency and management consultancy firm. With an impressive client roster that spans across various countries, including international organizations and governments, WeUsThem is recognized for its exceptional service in different verticals. Ashwin's leadership has earned the company numerous prestigious awards and accolades, establishing them as pioneers in their industry. Additionally, Ashwin is actively involved in various advisory boards and community organizations, demonstrating his commitment to giving back and making a positive impact.

### Experiences

- » President and CEO of WeUsThem Inc., a globally recognized full-service ad agency and management consultancy firm.
- » Serves a diverse clientele, including The Eastern Caribbean Currency Union, World Health Organization, The Kempinski Group, Dalhousie University, the Sinai Health System, Telus Health, and the Governments of Canada, Egypt, Guyana, and Saudi Arabia.
- » Named Advisory Board Member of Creative Commons Canada, contributing to the promotion of open access and creative collaboration.
- » Holds positions on the Boards of the IWK Health Centre and the Downtown Halifax Business Commission, playing an active role in the healthcare and business sectors.
- » Formerly served on the Boards of the Canadian Council for Small Business and Entrepreneurship, the Independent Living Resource Centre, and VON Canada, showcasing his commitment to supporting various causes.

### Community Involvement

Actively gives back to numerous community organizations that hold significance for the WeUsThem team, contributing to local initiatives and causes.

### Awards & Honors

Top 50 CEO

05



Canada's Next Generation  
Executive Leadership

01



Queen Platinum  
Jubilee Medal

01



# KEY PERSONNEL -



## FATEN ALSHAZLY

**Chief Creative Officer**  
BSc, MFA

Faten is a co-founder and principal of WeUsThem Inc. She has over a decade of experience in creative direction and marketing with clients like Pratt & Whitney, Stanfields Ltd., Dalhousie University, ESPN, ABC, The Nova Scotia Federation of Labour, and more. Faten began her educational career in Computer Science and Business from Dalhousie University followed by a Master of Fine Arts in Broadcast and Motion Graphics from the Savannah College of Art and Design in the United States.

### Experiences

- » Co-Founder and Chief Creative Officer of WeUsThem, a full-service ad agency with prestigious clients, including Telus, the Eastern Caribbean Central Union, the Canadian Space Agency, Government of Canada, The Kempinski Group, Kaplan International, the State of California, Nestlé, and Groupe Média TFO.
- » Chief Executive Officer of HealthEMe, a successful startup with groundbreaking intellectual property, reaching markets in the US, Mexico, Australia, New Zealand, Hong Kong, and Canada.
- » First female immigrant chair of the Halifax Chamber of Commerce, making history with her leadership role.
- » Served on the Board of Efficiency One, contributing to energy efficiency initiatives.
- » Founding member of the Women's Leadership Collaborative, actively supporting and promoting women's leadership.
- » Previously served as a director of the Canadian Cancer Society and the Mental Health Foundation of Nova Scotia, demonstrating her commitment to charitable causes.
- » Governor in Council at NSCAD University, contributing to the governance and strategic decisions of the institution.

### Community Involvement

Faten the first female immigrant chair of the Halifax Chamber of Commerce in its 250 year history. Faten also serves on the Board of Efficiency One. Faten is a founding member of the Women's Leadership Collaborative. Previously, she has been a director of the Canadian Cancer Society, the Mental Health Foundation of Nova Scotia and a Governor in Council at NSCAD University.

### Awards & Honors

Queen Platinum  
Jubilee Medal

01



# KEY PERSONNEL -



**Taryn Crosby**  
Project Manager

BCom

Taryn has an extensive background in marketing, communications, engagement, accompanied with a Bachelor of Commerce and major in Marketing. She uses her expertise in engagement to unearth the needs of clients and stakeholders, creating a finished product that is aligned with our partners' strategic goals.

She has been leading clients across industries and sectors with WeUsThem for over 3 years, fostering client satisfaction and building lasting relationships.

## Brands

- » Maritime SPOR Support Unit
- » Telus Health
- » CAMH
- » Alzheimer Society of Toronto



**Temitayo Balogun**  
Strategist

MSc, PR & BSc, Mass Communications

Temitayo is a goal-driven professional with vast experience in Communications, Public Relations, Customer Support and Administration. She joined WeUsThem to explore her love for communications, social media content creation and Digital Marketing. She takes pride in excellent delivery of her assigned task and helping the organization/clients achieve set goals.

## Brands

- » Sunlife Financial
- » Maritime SPOR Support Unit
- » IWK Health Centre
- » CAMH



**Jed Gemarino**  
Creative Team Lead

Diploma of Graphic Design

Jed has explored various mediums, such as watercolor, oil painting, acrylic, sculpting, etching and screen printing, photography, and other mixed media. His experience expands to over six years of work, in commissioned art work, illustrations, and graphic design, which ultimately influenced his present work in digital art. Jed's knowledge of fundamental art and design, along with his creativity, allows him to produce vivid work that manifests an emotion that he, or a client, wants to evoke

## Brands

- » Alzheimer Society of Toronto
- » Simcoe Muskoka District Health Unit
- » Dalhousie University
- » IWK Health Centre

# KEY PERSONNEL -



## **Robin Gu**

### **Designer**

BDes

Robin is a designer with a strong focus on digital products & interactive experiences and creates effective, and insightful UI/ UX experiences for our clients. Robin has over 4 years of experience where she has worked on projects with small to medium sized organizations for their user interface and experience design needs, data visualization, infographics and of course marketing collateral that has been used for print, digital as well as broadcast campaigns.

### **Brands**

- » Alzheimer Society of Toronto
- » Sinai Health System
- » CAMH
- » Simcoe Muskoka District Health Unit



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PART FOUR

# FIRM'S PROJECT MANAGEMENT SYSTEM

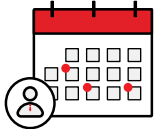
# PROJECT MANAGEMENT APPROACH -

## PRINCE 2 Methodology



### 01 Initiation

The project manager defines what the project will achieve and realize, working with the project sponsor and stakeholders to agree upon deliverables.



### 02 Planning

The project manager records all the tasks and assigns deadlines for each as well as stating the relationships and dependencies between each activity.



### 03 Execution

The project manager builds the project team and also collects and allocates the resources and budget available to specific tasks.



### 04 Monitoring

The project manager oversees the progress of the project work and updates the project plans to reflect actual performance.



### 05 Closing

The project manager ensures the outputs delivered by the project are accepted by the business and closes down the project team.

## Contract

The contract although a legal document sets the stage for the various major components that would be included within the project. This would also include a budget for the project

## Terms of Engagement

A terms of engagement document is developed to ensure that both teams are aware of the rules of engagement and how/when connects can be expected at what times for varying purposes.

## Gantt Chart

A Gantt chart with the major deliverables and milestones, coupled with the accountabilities thereof is developed during project onset to identify when each of the various components are due.

# QUALITY ASSURANCE PROCESS -

At WeUsThem, we prioritize delivering high-quality software solutions. To ensure the success of your project, we have meticulously designed a comprehensive Quality Assurance (QA) process that follows ISO/IEC/IEEE 29119 which is an industry standard.

Here is an overview of our approach that embodies ISO/IEC/IEEE 29119 :



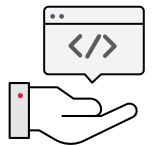
## Agile Software Development

We embrace Agile methodologies, allowing us to deliver your website in iterative stages while maintaining close collaboration with you throughout the process.



## Human Centered (Agile)

Our design approach combines research, especially user research, and design to keep users on track throughout the product delivery life-cycle. Goals are set with the user in mind.



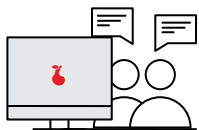
## Coding Practices

Our expert developers adhere to coding standards and conventions tailored for website development such as OWASP. We prioritize writing clean, readable, and maintainable code, ensuring your website's long-term scalability and flexibility.



## Documentation

When necessary, we utilize automated documentation generators, such as phpDocumentor, to provide accurate and up-to-date documentation specific to your website, reducing the reliance on secondary documents.



## Version Control

We maintain a well-structured version control system for your website's codebase, ensuring efficient collaboration and enabling us to deliver a stable and reliable product.



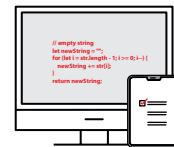
## Security

Your website's security is of utmost importance to us. We strictly follow industry-standard security practices, such as OWASP, and perform rigorous testing to identify and mitigate potential vulnerabilities.



## Implementation

Our development team meticulously implements your website based on the design specifications provided. We ensure accurate implementation of fonts, spacing, colours, images, and responsive layouts, guaranteeing a seamless user experience across various devices and screen sizes.



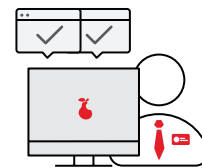
## Testing

We conduct thorough unit testing for your website's non-visual functionality, ensuring its reliability and performance. Our testing suite includes prioritized tests to detect and address critical issues early on.



## Alpha Testing

Before delivering the website to you, we conduct thorough internal testing (alpha testing). This phase allows us to validate the website's functionality, usability, and overall quality, ensuring a high-quality product.



## Beta Testing

Once the alpha testing phase is complete, we involve you in the testing process (beta testing). You receive a beta version of the website for your evaluation. Your feedback on the website's usability and functionality is crucial, as it helps us refine the website to meet your specific requirements.



# ACCOUNT MANAGEMENT & TIMELINES -

## Account Management

We will look to provide you with weekly updates and conference calls. Typically, we carve out a day and time during the week to get on a video call with yourselves. During these meetings we will provide you with updates on the project, as well as talk through the deliverables. Sometimes we may even present you with collateral or strategies that need your feedback or approval. Other regular updates include, but are not limited to:

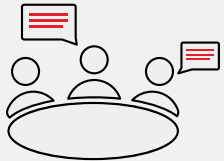
Interim Reports - Regular reports, through meetings, email and Slack, of any updates, concerns or requirements we may have of you.

Notable Areas of Concern and/or Strong Areas of Consensus During the Project - These are the updates that are crucial to ensure the project stays on track, which are

communicated through meetings and formal emails.

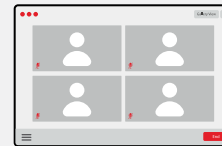
Ensuring Various Levels Stay Informed - As per our Terms of Engagement, we identify the key stakeholders as well as those that need to be kept in the loop for the various levels of communication that need to occur. All individuals are welcome to take part in the Slack channel where secured sub-channels can be created with individuals invited within depending on the terms of engagement we have drawn up and the "need to know" imperative for progress updates as well as team communication.

Below are some of the tools we utilize for client communication.



### In Person Meeting

We are happy to travel to you, or you are welcome to our studio on Barrington Street. Feel free to drop by for a coffee or friendly chat!



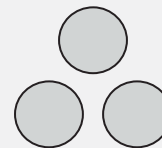
### Videoconferencing

We are happy to communicate with our clients through video conference calls using any technology that is mutually accessible such as Skype, Zoom, GoToMeeting, etc.



### Slack

With a multitude of channels and bots built-in, there are ways to carve out conversations with various members of the teams at various levels should we require the same. It also provides for an ease in sharing documents live, while maintaining it in a singular space/repository that can be accessed by either teams.



### Asana

An instance of our Asana account is instantiated to document any and all issues that are identified through the various test and approval phases identified.

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PART FIVE

# PROJECT DELIVERY APPROACH



# ADVERTISING CAMPAIGN WORK PLAN -



## 01 Market Research

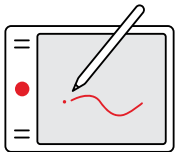
### Annual Iterations - Research revised

We analyze the needs, establish objectives and set target goals. With audience research taking in demographics, sociodemographic, etc.. Environmental research looking into other agencies working on similar behavioral change based campaigns. Also researching literature of the subject and issue at hand.



## 02 Persona Development

We look at the big picture and plan in accordance to the expected outcomes of the client in coordination with their project leads and associated stakeholders. We define various persona for each target audience sets outlining their preferred tone, voice, likes, dislikes, preferred channels, behaviors and more.



## 03 Content, Channel & Media Buy Planning

### Quarterly Iterations - Strategies revisited

We create content defined by the audiences previously outlined. The persona's ultimately determine how we sell the message and what the visuals include. Market channels are determined in the same fashion looking at the majority behavioral figures. Media buy planning sets a blueprint for the campaign ahead.



## 04 Implementation

### Daily iterations - Constantly altering implementation through evaluations & feedback.

We do it. Post the planning and the strategizing, we put the plan to practice, execute the strategic process and create the product. This includes copywriting and daily posting on channels, executing media buys, and ongoing Public Relations which engages target markets and their respective social profiles.



## 05 Evaluation & Adjustments

We act in accordance with our findings from the Study stage. Determine what worked well, and what did not. Take any final actions in accordance to the outcome of the project and the findings from our collective study. This is our way of ensuring that your campaign is not only of a quality that we are proud to call our own, but something you can be proud of as well.

The Project manager will collaborate with your team to develop a specific workplan.

# CONFLICT RESOLUTION -

All team members will report any issues to the Account Coordinator who will directly relay the issue to the Project Manager and to your team. The issue will be addressed in a timely manner and complete transparency around the corrective plan will be provided to your organization.

Risk Mitigation is a role our accounts team takes quite seriously and it would be paramount for them to ensure all known risks are accounted for and mitigated accordingly, along with those that are unknown discussed with parties on both sides if required with immediate resolution brought forward to affect the solution in short order.

We have not had a situation where escalation was required by our clients as all matters are escalated should it be required internally per the frameworks we have set for the project. From timelines, to approved strategies and creative to quality assurance, all of this is handled and reviewed in-house and escalated internally.

# DETAILED TIMELINE & MILESTONES

Feb 14, 2024 - Mar 01, 2024

## Onset & Discovery

- » Contract Signed
- » Meeting(s) with Project Teams
- » Project Management Dashboard Setup
- » Approval of Gantt Chart & Milestones
- » Stakeholder Consultations & Desk Research
- » Requirements Gathering
- » Receive Any and All Collateral

Mar 01, 2024 - May 01, 2024

## Design

- » Draft Advertising Created & Presented for Feedback & Approval
- » Final Advertising Creative Developed

May 01, 2024 - Jun 01, 2024

## Implementation

- » Implementing Media Buys
- » Weekly Progress Reports

Jun 01, 2024 - Jun 14, 2024

## Evaluation

- » Final Report Presented

# TIMELINE CAMPAIGNS

## Timelines

Timelines are extremely important to WeUsThem as no one benefits from the delay of a project. That said, besides from having a well equipped team of professionals to attend to accounts as they come in, we do have some techniques/tools we use to ensure that we stay on time and on task.

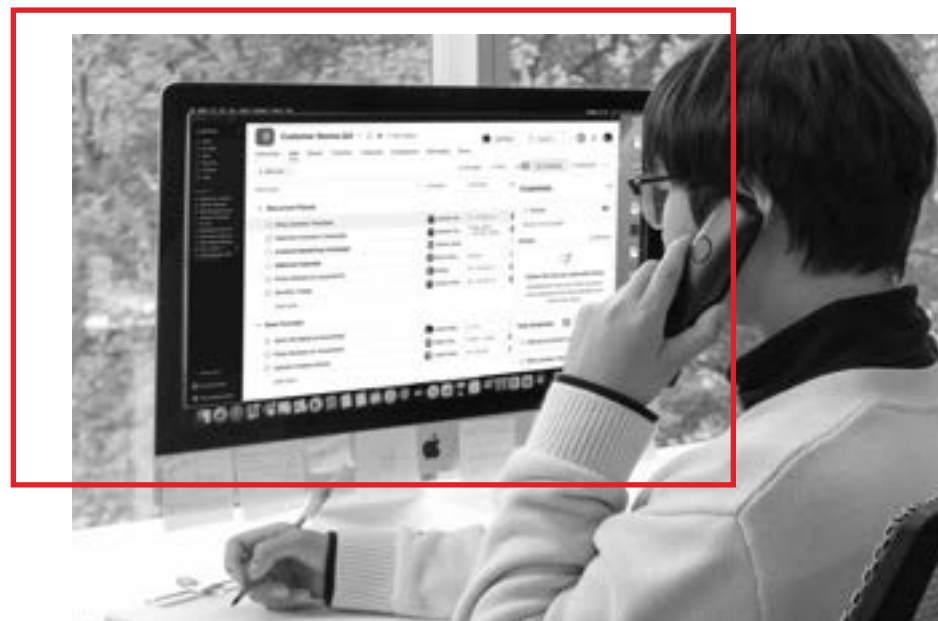
## Account Manager

Taryn Crosby will be the individual to coordinate all activities related to your account. She is phenomenal when it comes to keeping everyone on task. More importantly, she provides for updates as agreed upon on regular intervals ensuring that the work continues to remain on schedule and on budget as agreed upon during project onset within the approved Gantt chart.



## Asana

Asana is WeUsThem's project management software of choice and it houses every single one of our tasks. The neat thing about it is that it is similar to social media, but for professionals. Tasks can be assigned to different team members and others can follow, like or comment on those assignments. This allows Taryn to keep a close eye on tasks and ensure that they finish on time.



## Gantt Chart

One of the first steps we always take when starting a project is creating a Gantt Chart that outlines all tasks and milestones that contribute to the creation of your website. A part of Taryn's job is to keep an eye on that chart at all times, ensuring that we are on schedule. That said, sometimes projects are delayed due to unforeseen circumstances. If that is the case, an updated Gantt Chart will be provided to you within 24 hours for your approval.

# UNDERSERVED POPULATIONS -

We understand that it is essential for this campaign to be thoroughly culturally competent, and we can assure you that we have a diverse and inclusive mindset in all the work we do. As a diverse and minority-owned business, we are fortunate to have staff on board who provide direct insight and first-person voices when it comes to speaking to and reaching underserved and hard-to-reach communities. An important aspect of what makes WeUsThem who we are is our commitment to diversity, inclusivity, equity and accessibility. It is all-encompassing right down to our name. It is this focus on diversity that has directly led to conversions for our clients, not just in their region of direct influence, but also on a national and international stage. With an ever-growing populace of individuals hailing from a variety of backgrounds, geographies, etc. we have mastered what it takes to organically talk to audiences that fit a variety of personas. Our work is reflective of the audiences they are intended for, which is why the returns our clients receive are far greater than they expect.

For example, with the Province of Nova Scotia, we are working directly with Black Canadians, the LGBTQ2+ communities, Immigrants and Refugees, People of Colour, Communities of varying abilities, First Nations and Indigenous Populations, as well as the wider diaspora, to completely rethink the digital service delivery propositions for the Province. As an agency that values our rich communities, it drives us to speak to those who know their communities best and ensure we have a reflection of our cultural melting pot reflected in everything we do.



 [weusthem.com](http://weusthem.com)

 [twitter.com/weustheminc](https://twitter.com/weustheminc)

 [partner@weusthem.com](mailto:partner@weusthem.com)

 [instagram.com/weustheminc](https://www.instagram.com/weustheminc)

 [linkedin.com/company/weustheminc](https://www.linkedin.com/company/weustheminc)

 [fb.com/weustheminc](https://www.facebook.com/weustheminc)





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## APPENDIX I

# CULTURAL COMPETENCE & DIVERSITY POLICY

## Purpose

The purpose of this policy is to ensure equal employment opportunity for all applicants and employees and to promote diversity at all occupational levels of WeUsThem's workforce. The overall objectives of this policy are twofold: (1) to attempt to achieve an employee profile at all levels and categories which reflects the racial and ethnic composition and regional representation of our region; and (2) hiring of culturally diverse staff that provide for that varied and diverse perspectives we so richly need and our clients require. )

Attainment of these objectives call for a prohibition of unlawful discrimination in employment because of race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, sexual orientation, sexual harassment, or pregnancy. )

## Policy

WeUsThem is an equal employment opportunity, affirmative action employer. We are committed to the elimination of barriers that restrict the employment opportunities available to women, minorities, people with a disability and individuals representative of the geographic regions served by the agency. We recognize that equal employment opportunity requires affirmative steps to ensure the full utilization of people of all backgrounds who possess the best available skills.

WeUsThem provides equal employment opportunities for the good of the public without regard to race, colour, national origin, ancestry, sex, religious creed, age, mental or physical disability, socioeconomic status, medical condition, marital status, sexual orientation, sexual harassment, or pregnancy. Our commitment to equal employment opportunity extends to all job applicants and employees and to all aspects of employment, including recruitment, hiring, training, assignment, promotion, compensation, transfer, layoff, reinstatement, benefits, education, and termination.

The monitoring aspects of our cultural competence and diversity plan is the responsibility

of the President. The plan is evaluated and monitored regularly. WeUsThem is totally and irrevocably committed to a good faith effort to provide the opportunity for all employees to perform at full capacity in accordance with their qualifications, abilities, and interests.

## Objective

The cultural competence and diversity plan attempts to achieve as closely as possible an employee profile at all levels which reflects the racial and ethnic composition and regional representation of our region and client service area. WeUsThem will attempt to seek personnel from all segments of the community for all job levels within the company through upgrading recruitment from minority group members and regionally represented individuals.

## Procedure

WeUsThem will employ and promote persons of merit, regardless of their race, ethnicity, age, colour, religion, gender, national origin, sexual orientation, handicap, or socioeconomic status, in relation to the requirements of the position for which they are being considered. The company's cultural competence and diversity plan's goal is to attempt to have staff who reflect, as nearly as possible, the racial, ethnic and regional composition of its service area.

## Dissemination of Policy

- » A copy of this document will be given to every employee.
- » The policy will be discussed in employee orientation and staff meetings.
- » All employment advertising will carry the statement: "Equal Opportunity Employer" or "EOE"

# CULTURAL COMPETENCE & DIVERSITY POLICY

## Responsibility for Implementation

The President shall:

- » Be responsible for the implementation of this policy and any related policies or programs.
- » Take positive measures to ensure that equal opportunity is available in all areas of employment including: recruitment, selection, hiring, promotion, demotion, compensation (including salary adjustments, relocations and performance increases), termination, reductions in force (layoffs), reemployment priorities, training, career development, transfer and other terms, conditions and privileges of employment.
- » Take measures to ensure the work environment is consistent with the intent of this policy and supports equal opportunity.
- » Communicate the company's commitment to EOE policies, plans, and procedures to all employees, applicants and the general public.
- » Provide necessary resources to ensure the successful implementation of the EOE program.
- » Ensure the development and implementation of policies, procedures, and programs necessary to achieve a workforce in each occupational category that reflects the geographic service area and population served.
- » Ensure the development and implementation of an equal employment opportunity plan and program.
- » Periodically assessing hiring and promotion trends toward the evaluation of progress and impediments in the attainment of goals.
- » Assisting in the identification of problems in administering this policy and helping to resolve them.

## Action Programs

**01 Recruitment:** WeUsThem actively recruits qualified applicants, including diverse groups of people and individuals reflecting the geographic areas and individuals served, for all job postings.

- » We will endeavor to hire employees from diverse backgrounds. Any testing or screening procedures will be reviewed on a continuing basis (within resources available) to ensure their job relatedness and validity. Information acquired from the position audits will be used to construct valid job related tests and screening procedures.
- » All employment interview questions will be reviewed for job relatedness. Non job related questions and those items which may tend to screen out a particular ethnic or racial group will be eliminated.
- » On-the-job training and cross-training will be provided to expose employees to a broad range of job duties and experiences.
- » When regular channels of recruitment are not supplying enough individuals to fairly represent the geographic areas and individuals being served, then alternative initiatives must be instituted to better identify, educate and encourage application of candidates of merit, including, but not limited to:
  - » Contact with professional minority group employment and placement agencies;
  - » Recruitment through advertisement in minority group-oriented media;
  - » Identification and contact with university placement officers that have special programs for minorities; and
  - » Contact with groups specifically oriented to, and concerned with, minority groups and individual's representative of the geographic service areas.

# CULTURAL COMPETENCE & DIVERSITY POLICY

## 02 Hiring:

- » Resumes will be requested from each applicant. An objective criteria and minimum qualifications will be pre-established for each vacancy. The resumes will be screened according to the pre-established criteria without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, or handicap.
- » Interviews and employment applications will be offered to qualified applicants. The immediate supervisor and/or the President will conduct the job interviews. After consultation with the President, the most qualified applicant will be offered the position.
- » When the finalists are equal in qualification but one represents a minority group or are representative of the geographic service area and/or those served, they will be offered the job.

**03 Promotions:** Every consideration will be given to internal promotion when seeking to fill vacancies

- » A review of present staff will be made in search of a pool of qualified staff.
- » Job openings and requirements will be posted and application encouraged.
- » Promotions will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, or handicap.
- » Factors to be considered when offering a promotion from within are: qualifications for the position, past work performance, and willingness of the employee.

**04 Transfers:** Transfers will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.

## 05 Demotions:

- » Demotions will be made without regard to race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.
- » May occur if the employee has demonstrated poor work performance in a position for which they are not qualified for any reason.
- » Demotions will be made only in cases where an employee was placed into a position of responsibility above their ability to perform.
- » Demotions will not be used for disciplinary reasons.

## 06 Training:

- » Training will not be influenced by race, ethnicity, age, gender, colour, religion, national origin, sexual orientation, socioeconomic status, or handicap.

## Cultural Competence

WeUsThem will demonstrate cultural competency by designing and delivering services in a manner that will be most effective and respectful given the cultures of the individuals served.

## Grievances

Any grievances or complaints should be directed to the President. Any employee acting in a manner contrary to the plan will be counselled and/or disciplined according to the disciplinary policy and procedures.

# CULTURAL COMPETENCE & DIVERSITY POLICY

## **Monitoring**

Annual reports will be used to monitor the plan. This report analyzes the workforce by race, country of origin, gender, and category. Accomplishments and shortcomings will be noted and corrective actions recommended to the President. )

Appeals and grievances are monitored by the President throughout the year. )

## **Timeframe**

The President will review the program annually. )



# CAMSC

Canadian Aboriginal and Minority Supplier Council  
Conseil canadien des fournisseurs autochtones et de minorités visibles

## CANADIAN ABORIGINAL AND MINORITY SUPPLIER COUNCIL

*This certifies that*

**WeUsThem Inc.**

*Has met the requirements for certification as a bona fide Aboriginal or minority business enterprise as defined by the Canadian Aboriginal and Minority Supplier Council (CAMSC).*

NAICS Code (s): 541810, 541613, 541910, 541850, 541890

June 30, 2023

000003800

Issue Date

Certificate Number

June 29, 2024

Expiration Date

Cassandra Dorrington  
President

CAMSC is affiliated with the National Minority Supplier Development Council (NMSDC)





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## APPENDIX II

# ACCESSIBILITY POLICY

## Definitions

**Authoring Tool** - Includes WYSIWYG web page editing tools, content management tools, development tool for applet, scripts, or applications, non-text media (e.g. video, audio, images) editing tools, social media content authoring tools (e.g. blogs, wikis, social networks). )

**Authoring Tool Accessibility Guidelines (ATAG)** - Accessibility requirements for web authoring tools, including software and services that are used to produce web content, for example HTML editors, content management systems (CMS), or online forums. ATAG guidelines outline both how to make the tools accessible and also how the tools can be built to help create more accessible content. )

**Internal Website** - Website developed or procured to meet an internal WeUsThem Inc. business need, such as timesheet management. Access to such sites is only available to WeUsThem Inc. members of staff, both permanent and temporary. )

**Public Website** - Website developed or procured to support or inform WeUsThem Inc. customers and members of the public. )

**User Agent** - Includes browsers, media players and applications that render web content. )

**User Agent Accessibility Guidelines (UAAG)** - Accessibility requirements for web browsers, media players, and some assistive technologies that process and present web content to users. )

**Web Content** - Includes electronic documents, websites, services, and applications delivered via the web. )

**Web Content Accessibility Guidelines (WCAG) 2.0** - Accessibility requirements for web content, including text, images, audio-visual materials, and the code used for structure, style, and interactions. )

**Website** - Includes websites, services, and applications created using Open Web Platform technologies. Note this includes web applications developed solely for mobile platform delivery. )

## Policy

- » All new and redesigned web content published after the effective date of this policy by WeUsThem Inc., both for public and internal websites and services, will conform to WCAG 2.0 Level AA success criteria.
- » All existing web content published prior to the effective date of this policy will either be archived or modified to conform to WCAG 2.0 Level AA success criteria. Web content hosted on WeUsThem Inc. public websites will be addressed no later than August, 2019. Web content hosted on internal websites will be addressed no later than September, 2019.
- » All internal content management systems (CMS) and web content authoring tools will conform to ATAG Level AA success criteria by Jan, 2016. Where websites, services, or applications provide users with the opportunity to generate content, the interfaces provided will conform to ATAG Level AA.
- » All internal user agents will conform to UAAG Level AA success criteria by Jan, 2016. Where user agents are used as part of a website, service, or application, such as a media player, they will conform with UAAG Level AA success criteria by Oct, 2019.
- » This policy does not stipulate any particular technology or design approach. The aim is to maximize access to and use of WeUsThem Inc. websites by people with disabilities.

## Need for Policy

- » The June 2011 World Health Organization (WHO) Report on Disability estimated that there are a billion people with disabilities. Many of these disabilities can affect access to information technologies, and/or can benefit from the use of information technologies including the Web.
- » Accessibility of the Web is of critical importance to people with disabilities around the world, including people with auditory, cognitive, physical, neurological, and visual disabilities, and is likewise important to those with accessibility needs due to aging.



# ACCESSIBILITY POLICY -

- » Providing accessible web content can also benefit people who do not have disabilities but who are experiencing situational barriers. For instance, when accessing the Web from devices with small screens or in low bandwidth situations, or when experiencing barriers due to language or literacy levels, accessibility solutions can also support improved access.
- » WeUsThem Inc. is committed to ensuring equal access for people with disabilities. As potential customers and employees they are important contributor to WeUsThem Inc. business success and should not be excluded.
- » As a consequence of this policy, WeUsThem Inc. will meet its obligations as defined by its internal mandates and those governing legislations for our clients.

## Responsibilities

It is the responsibility of all members of WeUsThem involved with projects requiring an Accessibility lens to be responsible and accountable as follows: )

- » Ensure compliance with this policy. )
- » Prepare and provide accessibility testing completion and guidance to all clients. )
- » Promote web accessibility awareness internally. )
- » Respond to client enquiries related to web accessibility. )
- » Organize on-going assessment of the accessibility of websites, content, services, and applications identified as in scope.
- » Ensure user feedback mechanisms are included as part of project deliverables.
- » Ensure all staff receive appropriate and regular accessibility training.
- » Choose and implement tools that conform to this policy.
- » Remedy identified accessibility barriers.
- » Ensure submitted content is compliant with this policy.
- » Identify, Recommend and Remediate accessibility issues in authored web content.

## Exclusions

- » Web content that has been archived is not subject to the standards referenced in this policy.
- » Should there be a specific request for access to archived content by any individual with a disability, that content will be made available in a suitable format within 10 business days. Where it is not technically possible to make the content available, a suitable alternative should be agreed with the individual. The department or team responsible for the creation of the content is responsible for making it accessible.

## Syndicated Content

- » Elements of WeUsThem Inc. websites might include web content syndicated from other providers. For example, a social media stream.
- » When considering a syndication service for inclusion in any of WeUsThem Inc. websites, any service review should include an evaluation of the accessibility of the service. Such evaluations must form a part of the service selection criteria.
- » Where a service is selected with known accessibility issues, WeUsThem Inc. will develop or procure a solution that ensures the content delivered via WeUsThem Inc. websites meets the policy standards.

## Reporting

Each department with responsibility for web content, websites, services, or applications must submit an annual status report to the President.

The status report will summarize the efforts and progress towards the aims defined by this policy.

## Policy Review

This policy shall be reviewed at least once a year. )

The review should include input from ICT, Marketing, HR, and Legal. )



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## APPENDIX III

# QUALITY ASSURANCE POLICY -

## Purpose

The purpose of this policy is to provide expected processes for ensuring that work done for clients is of high quality and that we achieve that high quality efficiently.

## General

Before work is considered "Complete" you have put in your best efforts to ensure it is ready for a client to see it in its current form. You are not assuming someone else will fix any mistakes you may have made, or proofread your work for you. When you have "Completed" a task you have done the work to the best of your abilities and do not expect any issues to come back to you.

If you see an issue with someone else's work you flag it for correction and either correct it yourself or provide them with the feedback that needs to be corrected.

## Design

### Design Process

- » All designers must follow the design process for every project (e.g. research, mood board, sketch etc)
- » Each step must be approved before moving on to the next step.

### Accessibility

- » All designs and visuals must follow WCAG 2.0 (i.e. colour, font sizes etc)
- » Use accessible tools or accessible checker websites to review visual work.

### Design Hand-off

- » Designers must create a guideline (Kitchen Sink Doc) for the Tech Ops team to reference back to for design elements, design rules, typography rules etc.

- » Designers must make sure every element that will go on the site will be in the guideline they will provide to the Tech Ops team.
- » All visual elements must be in the proper format (e.g. SVG for icons)
- » Designers must provide designs for all screen sizes.

### Animations

- » Designers must create, if possible, an animation reference in Adobe XD. Along with the animation reference, the designer must provide an example of where they found the inspiration for the animation, as well as provide an explanation of how it should look and function to the Tech Ops team.

### Responsive Elements

- » When creating websites and web applications always consider how an element behaves at ALL screen sizes. It must look good on all, not just the ideal screen sizes.

### Reviews of Websites

- » Make sure you have cleared your cache.
- » Use Asana for logging issues when reviewing a website. It will allow you to provide all feedback to the staff responsible for correcting the issues. When using Asana:
  - » Take a screenshot of the issue, or make it very clear which element you are referencing.
  - » If relevant to animation or functionality take a video
  - » If spacing, font, colour, etc is wrong, be specific and say what it should be (i.e. the number of pixels, the colour code, font size number, etc), not just that it is wrong.
- » Any and all changes not shown in the designs are to either be requested on Asana for tracking purposes

# QUALITY ASSURANCE POLICY -

## Development

### Implementation - When implementing a design make sure the following are observed:

- » All fonts, font sizes, font weights, font colours, and font styles are implemented as described in the design documents.
- » All elements are spaced as shown and described in the designs.
- » All colours for elements, backgrounds, buttons, links, bullet points, etc match the colour codes provided in the design.
- » Images match either what was provided by the client, or the designs provided.
- » All assets are provided by designers, not made by you or replaced by similar assets you have found on your own.
- » All elements look good at all screen sizes and are checked for edge cases.

### Visual Test

- » The site and the designs should be placed side by side to catch differences visually.
- » Any differences found should be corrected in the implementation.

### Unit Testing

- » Unit tests are to be implemented based on the size of project. Or if we are expecting to maintain the solution long-term.
- » Unit testing should be done for all non-visual functionality ( Non-visual because it would be impractical to test if an element looks right using code )
- » Tests are to be created before functionality is created.
- » Testing suite to be used:
  - » Tests should be added to the testing suite so that they can be run between releases.
  - » Tests should be prioritized based on the time to run the test and dependency. Eg. If a test to see to convert a date isn't working correctly any test relying on that function will also fail. If a test requires a request to be made to a server it could take a few seconds to run, and if it was using the faulty convert date function we already know it will fail.
- » A test should be written for each function/Class created.

- » A piece of functionality is only considered complete when it passes the test written for it and the rest of the test suite still passes.
- » Designers must make sure every element that will go on the site will be in the guideline they will provide to the Tech Ops team.
- » All visual elements must be in the proper format (e.g. SVG for icons)
- » Designers must provide designs for all screen sizes.

### Visual Regression Testing

- » To be implemented based on the size of the project.
- » This is generally used for an existing project to ensure changes don't cause unexpected problems. This is the process of using software to compare previous screenshots with the current screenshots.
- » Use as a last part of the testing suite using data that has been identified for use with visual regression testing (Data that is different could cause different content to be displayed, this will trip an issue using visual regression testing )
- » Fix any issues that the testing flags.
- » If changing a visual element verifies only the new element gets flagged by the test, then save the new screenshot as your testing reference.
- » Visual Regression testing should be done across different browsers.