

AUTOMOTIVE



BMW X3 Ultimate Drives/Le plaisir de conduire

for Rogers Publishing Marketing Solutions

16-page, digest-sized, custom content advertorial for BMW featuring the X3 on road trips in Canada. Published in Rogers' English and French consumer magazines (Maclean's, Canadian Business, l'actualité).

CREATIVE DIRECTION • Design • Photo research/retouching
• English copy supervision • Copy editing • Production



Year of the Electric Car

for The Globe and Mail Marketing Solutions

12-page broadsheet custom content section sponsored by Plug'nDrive Ontario and automotive advertisers (BMW, GM, Mitsubishi and Nissan).

CREATIVE DIRECTION • Design • Photo research/retouching
• Graphic treatments • Copy editing • Production



Ford Escape

for Rogers Publishing Marketing Solutions

From a proposed series of four magazine spreads focused on Ford Escape's demographic targets. Included road trips, activities targeted to each segment and a contest component.

CREATIVE DIRECTION • Concept • Design • Copywriting
• Photo research/retouching



Nissan Weekend

for Rogers Publishing Marketing Solutions

From a series of four magazine advertorials on weekend drives starring Nissan's lineup of SUVs. Published in Rogers' consumer magazines (Maclean's, Canadian Business, Profit, Money Sense).

CREATIVE DIRECTION • Design • Photo research
• Editorial direction • Copy editing • Production



Subaru Peace of Mind

for The Globe and Mail Marketing Solutions

A protective plastic rain sleeve used for newspaper home deliveries on inclement days. The message is tailored to showcase the safety features of the Subaru Forester.

CREATIVE DIRECTION • Concept • Copywriting



Porsche Panamera

for The Globe and Mail Marketing Solutions

From a multi-page, custom content, magazine gatefold proposal launching the first four-door Porsche.

CREATIVE DIRECTION • Design • Photo retouching

TRAVEL



Destination Getaway

for Rogers Publishing Marketing Solutions

16-page magazine advertising supplement co-sponsored by the Ontario Tourism Marketing Partnership and Chrysler featuring Ontario travel destinations and Chrysler's Crossfire sports car.

CREATIVE DIRECTION • Design • Photo direction/research/retouching • Editorial supervision • Copy editing • Production



Gardens of Europe wall calendar

for The Globe and Mail Marketing Solutions

European Travel Commission (ETC) calendar featuring ETC member country destinations. One of numerous magazine and broadsheet supplements produced under the auspices of both The Globe and Mail and Rogers Publishing Marketing Solutions.

CREATIVE DIRECTION • Concept development • Design
• Photo research/retouching • Editorial collaboration
• Copy editing • Production



Time for Europe and Visit Europe

for The Globe and Mail and Rogers Marketing Solutions

Other examples of custom content creative direction and production for the European Travel Commission. One is a magazine supplement and the other a broadsheet section.

CREATIVE DIRECTION • Concept development • Design

- Photo research/personal portfolio photography
- Editorial collaboration • Copy editing • Production



Explore Ontario

for The Globe and Mail Marketing Solutions

Explore Ontario is a regular Globe and Mail advertorial travel section. These samples, just three of many Nestor has produced, are co-sponsored by the Ontario Tourism Marketing Partnership (OTMP) and Ford and Mazda.

Each issue is themed to seasonal attractions and vehicles targeted to specific demographics.



CREATIVE DIRECTION • Concept development • Editorial

- collaboration • Design • Photo research/retouching
- Copy editing • Production





Four Season Adventure

for Rogers Publishing Marketing Solutions

Prototype for a lifestyle brand extension of Ontario Out of Doors, a magazine targeted to the active outdoor enthusiast — a Cottage Life for people without a cottage.

CREATIVE DIRECTION • Concept development
• Editorial collaboration • Design • Photo research/retouching

LIFESTYLE

GoodLifeStyle

for The Globe and Mail Marketing Solutions



Prototype and media kit for a brand extension of The Globe's Report on Business magazine. Targeted to an upscale, male, MOPE readership with a taste for the finer things in life.

CREATIVE DIRECTION • Concept development • Editorial collaboration • Design • Photo research



Best of the Best

for The Globe and Mail Marketing Solutions

28-page lifestyle magazine for an upscale audience with BMO Investorline as lead sponsor. Featured editorial includes exotic travel, bespoke fashion, fine wine collecting, philanthropy, etc.

CREATIVE DIRECTION • Concept development • Editorial collaboration • Design • Photo research/retouching • Production



Introducing Guinness Light

for The Globe and Mail Marketing Solutions

Part of a marketing proposal to Diageo for a light version of its iconic Guinness beer brand. The lighthearted copy and visual puns extol the calorie-reduced virtues of the new product.

CREATIVE DIRECTION • Concept • Copywriting • Design
• Photo research/retouching



Culinary Tourist and Foodie

for The Globe and Mail Custom Content

These magazine prototypes are two iterations of similar topics. In Culinary Tourist, indigenous gourmet food meets sophisticated travel. Foodie appeals to people with a passion for estimable edibles and the hunt to find them.

- CREATIVE DIRECTION • Concept development • Design
 • Photo research/retouching



Globe Golf

for The Globe and Mail

Digest-sized magazine prototype used as a media sales kit.

- CREATIVE DIRECTION • Collaborative concept development
 • Photo research/retouching • Design • Copy editing



Sportsnet, the magazine

for Rogers Publishing

Nestor conceived and proposed Sportsnet Magazine, as a high-octane “third pillar” editorial and marketing complement to Sportsnet Television and Sportsnet.ca, targeting the dedicated sports fan. Other Rogers properties that could find synergies through the publication included The FAN590 radio, the Toronto Blue Jays and Rogers Wireless through specific editorial and marketing initiatives.

Nestor proposed a comprehensive, three-pronged editorial approach—Read, Watch, Play—and included considerations for size, frequency, circulation and advertising opportunities. The proposal was accompanied with comprehensive layouts. It did not take root at that time, but Rogers has since gone on to launch a very similar and successful publication.

HOME

HOME DEPOT (various)

for Rogers Publishing Marketing Solutions

"You can do it. We can help" went Home Depot's slogan. Nestor did it with these efforts for the DIY retailer. Decks That Dazzle was part of a multi-page advertorial published in Chatelaine magazine. Decorative Painting and Build a Backyard Deck were ideas created for RFP responses.

CREATIVE DIRECTION • Concept development • Design

• Photo research/retouching • Production



Jenn-Air Gallery

for The Globe and Mail Marketing Solutions

Luxury appliance maker Jenn-Air markets to sophisticated, discriminating consumers who possess an appreciation for fine, museum-quality design. This was produced for an RFP response.

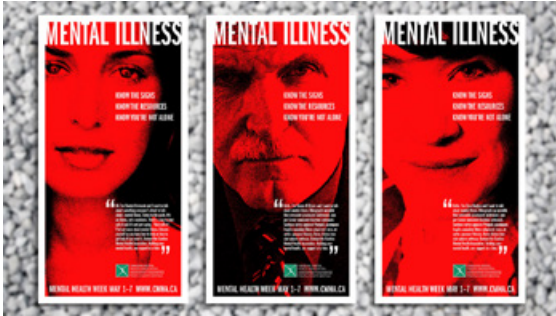
CREATIVE DIRECTION • Research • Concept • Copywriting

• The image is a Photoshop composite of eight source files

WELLNESS

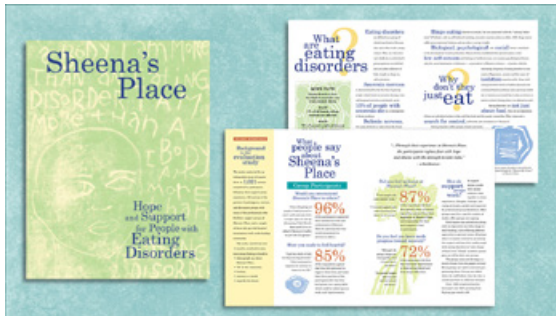
CMHA Mental Health Week

for The Globe and Mail Marketing Solutions



PSA concepts for CMHA Mental Health Week. The full broadsheet pages feature well-known advocates giving direct and compelling testimony of their own challenges with mental illness

CREATIVE DIRECTION • Concept • Design
• Photo research/retouching



Sheena's Place

For several years, Nestor supplied creative marketing communications services for this agency which provides support for people with eating disorders. This 16-page executive summary and promotional booklet was drawn from a 200-page landmark evaluation study of Sheena's Place for which Nestor also provided editing, design and production expertise. Other products included annual reports, program brochures, fundraising and special event materials and public service announcements.

CREATIVE DIRECTION • Concept development • Design
Copywriting/editing • Information graphics • Production
• Project management



Journeys—Bringing Personalized Cancer Care to the World

for The Globe and Mail Custom Content

Magazine concepts as part of a larger communications proposal to the Princess Margaret Hospital Foundation.

CREATIVE DIRECTION • Concept development • Design
• Photo research



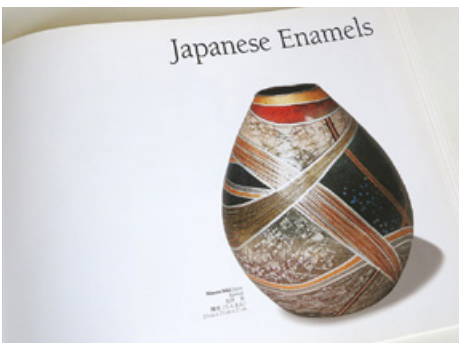
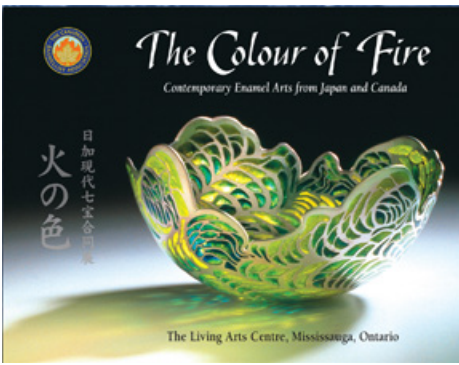
CULTURE

The Colour of Fire exhibition and catalogue for The Canadian Enamellist Association

"How long is a piece of string?", was Nestor's waggish reply when asked by a friend, "How much does it cost to produce a catalogue for an art exhibition?" Over the next eight months, Nestor got serious about addressing that question and many others as he set out to fundraise, mount and market The Colour of Fire: Contemporary Enamel Arts from Japan and Canada.

The two-month exhibition and three-day conference, hosted by the Canadian Enamellist Association at The Living Arts Centre in Mississauga, Ontario, featured juried work by 77 enamel artists from Japan and Canada. As Director of Communications and Project Manager, Nestor did the following:

- Coined the name: The Colour of Fire (Hono no iro, in Japanese)
- Wrote the marketing/fundraising case and obtained financial support from corporate sponsors, private foundations and public arts granting agencies, as well as in-kind support from a multitude of sources
- Secured the honorary patronage of the Japanese Consul General
- Designed, edited, produced and published a 64-page, tri-lingual (English, Japanese and French) exhibition catalogue
- Negotiated the loan of showcases, designed and directed the mounting of displays and signage
- Created and placed event advertising, built a media kit and conducted all media relations
- Designed an event web site
- Organized a VIP luncheon for dignitaries, sponsors and visiting artists as well as a gala opening attended by 250 guests, and was master of ceremonies at each
- Garnered feature media coverage in the Toronto Star, Toronto Life magazine, Where magazine, The Mississauga News, Craft magazine (Ontario Craft Council), Artichoke magazine (BC), several Japanese cultural publications and Rogers TV, as well as international enamel arts web sites





Discover your AGO

for The Globe and Mail Marketing Solutions

Series of four newspaper banner ads created for a media sales pitch to the Art Gallery of Ontario.

CREATIVE DIRECTION • Concept development • Photo research • Design

MONEY

Portraits of Canada - Canada Savings Bonds

for Rogers Publishing Marketing Solutions

16-page, custom content magazine insert featuring true life stories of how Canada Savings Bonds helped ordinary investors to realize personal goals. Individual English and French language editions, each with their own subjects. Appeared in Rogers' consumer magazines (Maclean's, Money Sense, l'actualité).

CREATIVE DIRECTION • Design • Location photography direction • Copy editing • Production



RBC Insurance - Life Stages

for Rogers Publishing Marketing Solutions

Series of four magazine advertorials for RBC Insurance focused on the personal insurance needs and options for people at different stages of life. Published in Rogers' consumer magazines (Maclean's, Money Sense, Chatelaine).

CREATIVE DIRECTION • Research, copywriting and editing • Photo research • Design • Production





Mortgages

for The Globe and Mail Marketing Solutions

12-page newspaper broadsheet supplement published in The Globe and Mail. A consumer primer on the mortgage industry.

CREATIVE DIRECTION • Photo research • Design • Production



Globe Investor

for The Globe and Mail

Prototype for a new Globe and Mail magazine that did double duty as a sales and marketing tool, by combining a promotional message within an editorial-style presentation.

CREATIVE DIRECTION • Photo research/retouching
• Design • Production



What China Wants Now

and 10 Stocks You Need to Own

for The Globe and Mail Custom Content

Under the GlobeEdge banner, these are prototypes for thematic, custom content, special edition business magazines.

CREATIVE DIRECTION • Photo, Illustration research/retouching
• Design • Production



In Conference

for The Globe and Mail Custom Content

24-page Globe and Mail special supplement targeted chiefly to meetings and event planners, featuring destination ideas and conference services.

CREATIVE DIRECTION • Editorial collaboration and copy editing
• Design • Photo research/retouching • Production

