

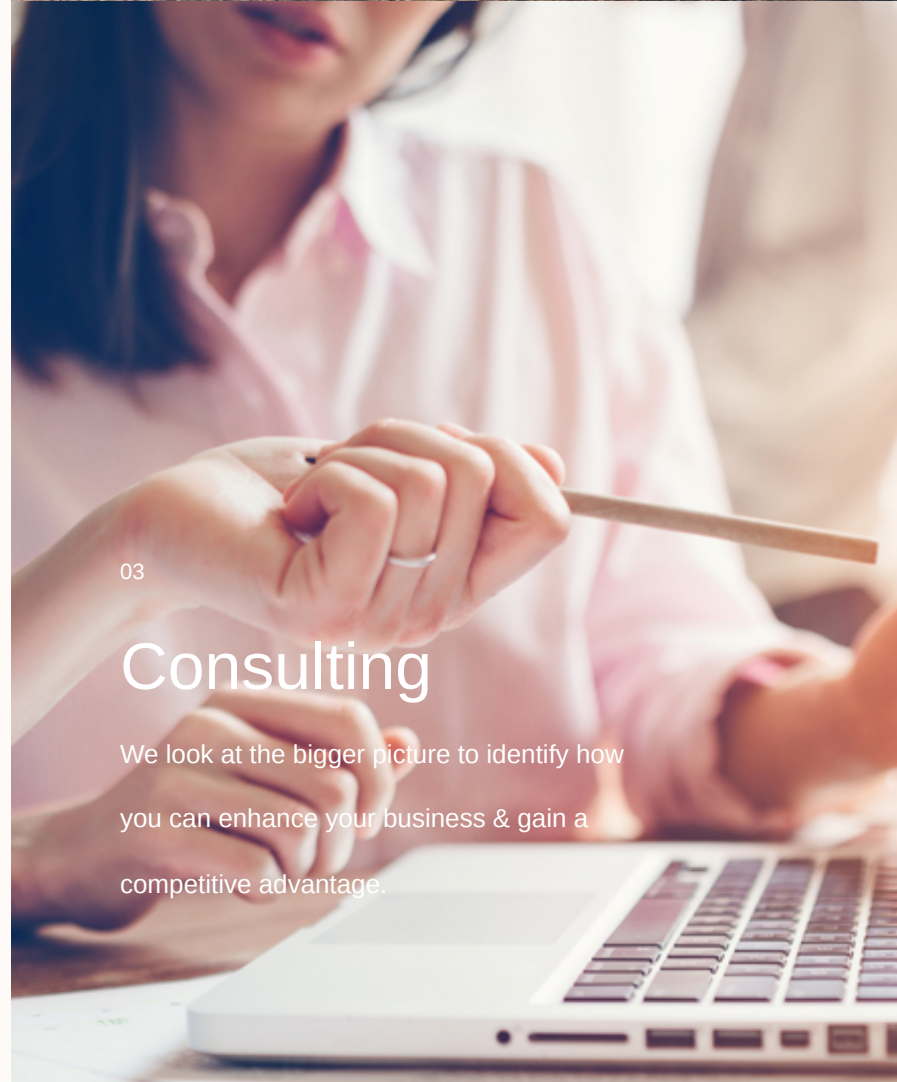
# Brand New Beginnings

Your business is unique. So are we. Fresh Laundry Designs is a boutique agency providing branding, marketing & technology solutions to businesses, designed for people.



## 01 Branding & Marketing

Fresh branding, creative & digital marketing solutions based on in-depth research & tailored to your needs.



## 03 Consulting

We look at the bigger picture to identify how you can enhance your business & gain a competitive advantage.



## 02 Technology

Streamline customer experiences, improve operational processes and re-imagine business models. Well, that sounds cool.

So Fresh, So Clean.

## Success Stories

We've engineered seamless brand experiences for businesses of all sizes and industries by understanding their customers' desires and behaviors, then applying branding, marketing and technology to enhance value.

VIEW WORK

## Who We Are

Digital girls, living in a digital world! Fresh Laundry Designs is proud to be a Toronto-based boutique branding, marketing and technology agency. While we may not desire to be larger than life, our personalities sure are! We know you're bold too and we want you to win; our custom solutions help keep you fresh and stay relevant. As a boutique agency, we're dedicated to ensuring your business achieves the full potential of its investment. Plus, we've worked across a variety of regulated industries and know how to build projects that are exciting and forward thinking while remaining compliant.



"I have had the pleasure of working with Anju and her team during the re-branding of our organization. FLD and in particular Anju, truly brought some fresh ideas both from a branding perspective and a marketing initiative perspective (ex. social media campaigns) while understanding our global needs in over 38 countries. They also took our company online by building a complete eCommerce website allowing us to expand quicker and into more geographies. We wanted to have total differentiation in the market place while continuing to resonate within a highly conservative environment. This was not only achieved but truly helped us to surpass our aggressive financial goals. I would highly recommend Anju and FLD to any organization wanting to take their marketing program to the next level."

TECTA-PDS

Executive Vice President and Managing Partner

## Ready to smell like success?

LET'S TALK

## Benefits



### Welcome to winning.

A digital transformation can make you 26% more profitable than competitors and result in a 12% higher market valuation.



### Be more awesome.

Legacy systems can prevent you from harnessing digital technologies needed to grow and become more efficient.



### Make people happy.

External customers and internal employees have adopted digital practices in all facets of their lives; they're waiting for businesses to catch up.



### Don't go extinct.

By 2020, half of all business revenue will be driven by digital. One-third of the top 20 firms in industry segments will be surpassed by competitors within five years.

Consulting

We love telling  
people what to do!

Making you awesomer.  
You're welcome.

Did you know that once you add in things like benefits, holidays, hiring and separation costs, etc., the total cost of an employee making \$75,000 per year is nearly \$150,000 per year -- that's approximately double! As consultants, we look at the bigger picture to identify how you can achieve excellence in your industry and gain a competitive advantage for a fraction of the cost of hiring a new full-time employee.

At FLD, we work to understand your business processes, objectives and end-to-end requirements to solve your challenges (don't worry, we all got issues). Combining Creative, Digital Strategy and User Experience (UX) with back-end technology and front-end development, we design, develop and seamlessly implement innovative solutions to enhance your business.

## Branding

Don't know where to start? Bored of the same old thing? We'll work with you to develop or revamp a brand that is meaningful and irresistible. Our brand approach involves reaching the hearts and minds of your audiences with one, strong, strategic idea which is then interwoven across every experience with your brand.

## Marketing

From research and strategy to execution, we have got you covered. Focusing on your most critical issues and opportunities, we'll help you understand what motivates your consumers, how to target an audience, and what measures to put in place to more effectively reach your desired consumers over the long-term.

## Technology

Let's get digital, digital. I wanna get digital...We want to help you be you, only better! And technology is a great way for us to do just that. Whether it's building a website, an app or a custom software program to make your business processes run smooth and seamless, our solutions are designed with one major objective in mind; to help you make more and spend less.

Technology

## Why not take a fresh approach?

# Knowledge & tech is power.

Digital isn't just the future...it's YOUR future. Whether you provide products and services for B2B or direct to consumer, your success depends on how well your technology interacts with your audiences; at FLD, we identify opportunities for your business to provide enhanced and digitally-driven user experiences to keep you competitive and your consumers coming back. We deliver end-to-end software and service solutions that will take your business to the next level while allowing it to scale far into the future.



## Transform Consumer Experiences

It's a blurred line between digital and physical, and this is raising the bar for consumer experiences (CX). To adapt, companies must embrace a design thinking approach focused on ease, effectiveness, and emotion.

We'll help you gain a better understanding of your clients and develop solutions to enhance customer touch points while simplifying their processes, making life easier for them. This could include integrating client purchasing data to deliver more personalized sales and customer service, digital plug-ins or a consumer app.

## Improve Operational Processes

Save money and enable knowledge sharing with tools designed to virtualize the work of employees; refocus teams on more strategic tasks utilizing automation; make more informed business decisions based on deep insights into products, regions and customers gained through a transactional system for internal and customer-facing processes. These are just some of the many ways we can help you make the leap to digital-excellence.



## Re-imagine Business Models

In today's ever-changing market, businesses must find ways to compliment physical with digital offerings and use digital to share content across organizational silos. FLD works with you to design and build digital and service wrappers around your traditional products, as well as introduce digital products that complement traditional ones.



Branding & Marketing

# We do it all, even your laundry!

Ok, so we don't actually do your laundry but we do help you get the most out of your branding and marketing budget. From setting goals to measuring results, we provide fresh branding, creative and digital marketing solutions backed by in-depth market research and tailored to your needs.

Branding

Market Research

Design & Creative

Copywriting

Content Marketing

Websites

Digital Media Marketing

Marketing Automation

E-commerce

Social Media

Paid-advertising

SEO / SEM

Analytics

Apps

Software Design



## Word on the street



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