



I'VE GOT THE

**BEST JOB!**



I'm making a  
difference in  
someone's life.

#BESTJOBONTARIO



## DEVELOPMENTAL SERVICES HUMAN RESOURCE STRATEGY MARKETING INITIATIVE

The Developmental Services Human Resource Strategy is excited to offer Agencies a unique opportunity to encourage students to launch their career as a Developmental Support Worker (DSW). This initiative will utilize traditional marketing collateral, with the enhancement of Augmented Reality (AR). In partnership with snapd Inc., this will allow our message to come alive and allow printed materials to be displayed digitally.

To support our Agencies, creative material has been prepared for you, including a website landing page developed to allow students to select from one of the 16 Ontario Community Colleges that offer a 2-Year DSW Diploma or Apprenticeship Programs. The DS HR Strategy has also arranged for all marketing materials to be customized to your Agency, plus printing and delivering everything directly to you at a very affordable rate that will help ensure that everyone can participate.

## WHAT IS AUGMENTED REALITY?

Augmented Reality, or AR, allows any printed material to come to life and appear in the digital universe and moves traditional media marketing away from 1 dimensional static advertising into a multi-dimensional and interactive world of engagement. AR is triggered by an image in print, like a poster or a post card. Through the snapd HUB mobile app, viewers can bring to life the digital universe of augmented reality to truly stand out and help achieve our objectives.

STEP  
1

Download the  app



STEP  
2

Open and select  option

STEP  
3

Place lens over this ad to GET STARTED

STEP  
4

Look for this symbol throughout the paper and around town for unique **AR** experiences from our partners and the community



# WHAT DO YOU NEED TO DO?

Simply complete the following 4 steps, and we'll handle the rest.

1. Complete the Order Form to obtain your customized Marketing Materials.
2. Upload your hi-res image that represents your Agency. This can be a photo of staff, clients or even your building. This will be added to personalize your marketing materials.
3. Upload your Agency logo, along with your contact information. This will be added to your marketing materials.
4. Provide a link to your Volunteer or Contact Us website page.

## MARKETING MATERIALS

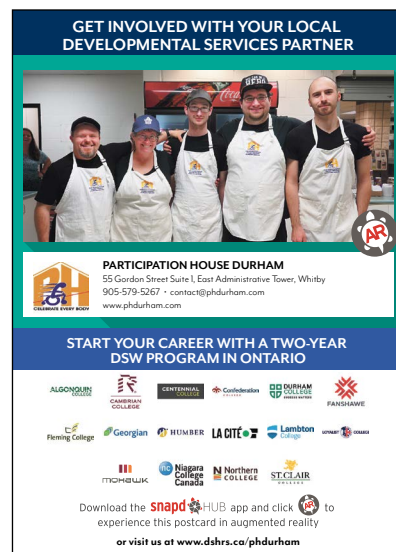
To assist Developmental Service Agencies with communication and marketing initiatives, the Communications and Marketing Committee has developed various templates. Please see the resources attached below. Once your Order Form is completed, and your Photo, Logo and Contact information has been provided, we'll complete your designs and we'll even handle the printing and delivery.

## POST CARDS

Enhanced with Augmented Reality, your personalized post cards will feature the DS HR Strategy branding campaign on one side, and showcase your Agency along with featuring the 16 Ontario Community Colleges that offer a DSW 2-Year Diploma or Apprenticeship Programs.

## TEST IT YOURSELF!

Experience Augmented Reality by downloading the snapd HUB app. Available on iOS or Android



## SPECIFICATIONS:

**Size:** 5" x 7"

**Paper:** 14PT Matte Finish

**Available Quantities:**

500, 1,000, 2,500 or a custom quantity

## POSTERS

Enhanced with Augmented Reality, your personalized posters will feature the DS HR Strategy marketing branding campaign, and showcase your Agency along with featuring the 16 Ontario Community Colleges that offer the DSW Programs.



## SPECIFICATIONS:

**Size:** 20" x 24"

**Paper:** 8PT Matte Finish

**Available Quantities:** 5, 10 or a custom quantity

## HOW TO DELIVER YOUR POSTERS?

Along with your postcards, set up a meeting with your local High School. Meet with the Guidance Department and provide them with enough Posters that can be displayed with the school. Again, these Posters will promote your Agency along with encouraging students to continue their education as a DSW Programs at one of the 16 Ontario Community Colleges.

## TEST IT YOURSELF!

Experience Augmented Reality by downloading the snapd HUB app. Available on iOS or Android



## PREMIUM PULL-UP BANNER

Enhanced with Augmented Reality, your personalized Pull-Up Banners will feature the DS HR Strategy branding campaign on one side, and showcase your Agency.



## SPECIFICATIONS:

**Size:** 33" x 81"

**Stock:** 13oz Matte Vinyl

**Stand:** Premium

*Includes Carrying Bag*

**Available Quantities:** 1 or a custom quantity

## HOW TO UTILIZE YOUR PULL-UP BANNER?

Pull-Up Banners will be available to you. These can be used within your Agency or at external events, like job fairs. To enhance the experience, they also are AR activated!

## TEST IT YOURSELF!

Experience Augmented Reality by downloading the snapd HUB app. Available on iOS or Android



# ORDER FORM

Please complete the order form below, and email files as indicated.  
Delivery time for your Marketing Materials will be 4-6 weeks.



Provincial Network on  
Developmental Services

## CLIENT & SHIPPING INFORMATION

Agency Name:   
Address:   
Province:   
Email Address:

Contact Name:   
City:   
Postal Code:   
Website URL:

## PERSONALIZE YOUR MARKETING MATERIALS

Provide us with your Agency Location:  Same as above OR:

Agency Name:   
Address:   
Province:   
Email Address:

Contact Name:   
City:   
Postal Code:   
Website URL:

- Email your Agency Logo
- Email Photo that is representative of your Agency. (See example on sample materials. Must be high resolution, minimum 4MB)
- Provide your Career or Volunteer or website page url:

### POST CARDS

5x7 (double-sided)

Quantity:

- 500 \$220.00
- 1000 \$265.00
- 2500 356.00
- Request quote on

Custom Quantity:

### POSTERS

20x24 (single-sided)

Quantity:

- 5 \$259.00
- 10 \$381.00
- 20 \$549.00
- Request quote on

Custom Quantity:

### PULL-UP BANNERS

33x81 (single-sided)

Quantity:

- 1 \$372.00
- Request quote on

Custom Quantity:

## INCLUDES:

### Augmented Reality (AR)

AR Activation Fee of Post Card Image per Agency

- Includes 12 Months AR Hosting (first 2 months included with initial activation fee)
- Includes two links to DS HR Strategy Landing Page, and your Agency Career or Volunteer Page
- Includes AR setup and testing of all printed materials

**Cost: \$250.00**

### Website Landing Page

Design and Development of Landing Page

- Includes individual Agency Logo and Contact Info
- Includes Website Link back to individual Agency
- Includes Website Links to All College DSW Program Pages
- Includes Website Hosting for 1-Year

**Cost: \$490.00**

*\*All Marketing Material Fees will be subject to applicable taxes, and shipping charges.*

*If shipping address is different than client address, please notify Ann-Marie Binetti - abinetti@cltoronto.ca*

**Scan and email order form to Ann-Marie Binetti - abinetti@cltoronto.ca**

For more information contact Ann-Marie Binetti, DS HR Strategy Project Manager at (416) 561-3963 abinetti@cltoronto.ca