

# BOB'S YOUR UNCLE FACT SHEET

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## Purpose

Bob's Your Uncle helps you change the conversation in your category so you can lead it.

## Business

Full service advertising agency, independently owned, in Toronto, Canada, providing powerful creative solutions to today's complex marketing and communications challenges.

## Services

Brand Strategy, Integrated Advertising Campaigns, Digital Strategy, Web & Digital Experience Development, Social Media Strategy and Management, Content Development, Rebranding, Media Planning & Buying

## Category Experience

CPG, Consumer Electronics, Food & Beverage, Alcohol, Healthcare, Travel & Tourism, Fitness, Fashion, Financial, Business Services

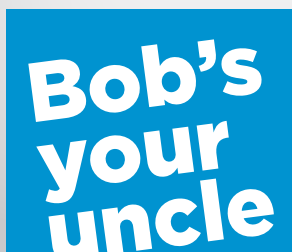
**Employees: 35**

## Management Team

Bob Froese, Chief Executive Officer  
Dorothy McMillan, Chief Creative Officer  
Aziz Memon, President & Strategy Director  
Ed Weiss, VP Media Director  
Sara Presotto, Chief Financial Officer

## Key Clients

ADP, Bosch, Catelli Foods Corporation, Daniels Corporation, Gaggenau, Iceberg Vodka, Kenneth Cole, LePage, Minute Rice, New Roots Herbal, Olivieri Pasta, Popeyes Louisiana Kitchen, Second Harvest, Swarowski, Thermador, Travelers



simple truth + creativity

219 Dufferin Street, Suite 304A, Toronto, ON M6K 3J1  416.506.9930  416.506.0392

## Significant Milestones

- Launching Mike's Hard Lemonade in Canada/US and growing to category leader in ready-to-drink beverage alcohol
- Launching Genuine Health in Canada and growing to category leader in natural supplements
- Launching Taste of Nature bars and growing to category leader in natural snack bars
- Launching Alfred Sung fragrances and growing to category leader in prestige fragrance
- Securing and maintaining category leadership for Canon cameras in Canada for 7 consecutive years (top performing market for Canon worldwide)
- Building rapid growth for Popeyes Louisiana Kitchen in Canada (21 quarters of same store sales growth with Canada leading Popeye's global growth)
- Resurrecting Regent Park with Daniels Corporation from a failed social housing community to a market-leading success attracting global recognition
- Robfordcoal.com – campaign to address citizens' powerlessness to unseat the world's worst mayor

## Contact

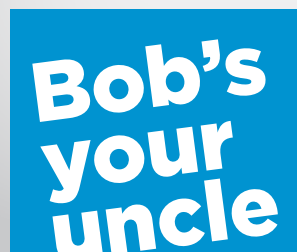
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