

We are a nimble  
brand experience  
development group



**A L L I T E R**

**Alliter Communications Consulting Group Inc.**

Suite 219 – 3606 Aldercrest Drive

North Vancouver, BC V7G 0A3

**T** 604.488.4261 **E** [jc@alliter.com](mailto:jc@alliter.com)





**OUR ULTIMATE GOAL  
IS TO SUPPORT,  
STRENGTHEN AND  
GROW OUR CLIENTS'  
BRAND, VISIBILITY  
AND PRESTIGE  
ACROSS ALL  
PLATFORMS.**

**Alliter is a knowledge-based organization  
that specializes in strategy and creative  
services. We build strong, unique brands and  
implement positive, engaging customer experiences.  
Our core team is made up of top-level professionals who  
consistently deliver on time and on budget.**

Our expertise spans all facets of creative services, including consultation, strategic planning, concept development, creation, design, technology implementation, and project management. We combine a deep understanding of consumer behavior with the latest technologies to build effective products and solutions.





# JC Ospino

## Senior Creative Strategist / Project Lead

JC has over 20 years of international marketing and design experience. Before founding Alliter Communications Consulting and co-founding Studio Rico he earned creative and production skills working in various prestigious advertising agencies in Vancouver.

JC has a wide variety of skills from brand management to creative design with a strong focus on the strategic and implementation aspects of marketing communications. He has managed graphics operation, web development and on line marketing programs, and has considerable experience with printing, trade show environments, usability analysis and user interface design.

Experienced project manager and team leader, responsible for training and overseeing internal and external agile teams, JC has been the Senior Creative Strategist for Global Co-branding initiatives at Ashoka since 2005 and Senior Creative Consultant to the World Bank since 2018.







we

# **develop branded products through an agile approach**

We offer a full range of capabilities and expertise to bring your ideas to life and articulate them with your long term goals and roadmap.





# communications methodology

---

## INTENTION

Our communication Consulting Process begins by meeting with your team and leaders exploring the context, audience and the communication objectives of your organization.

## FOCUS

After exploring we move to gaining focus with themes and patterns identified we continue with the selection of communication strategies and channel choices.

## EXECUTION

Moving from plan into action – with a clear path of deliverables and deliverable deadlines we develop prototypes, mocks and begin our creative dialogue to make sure our final deliverables make a real impact.

## **THROUGHOUT THE IMPLEMENTATION PHASE...**

we carefully monitor, with appropriate checks, revisions and validations.

# the digital approach

We blend cutting-edge digital services with the best traditional marketing practices to facilitate discovery and drive businesses forward. Our high-impact creative is driven by carefully crafted marketing strategies and consumer understanding.

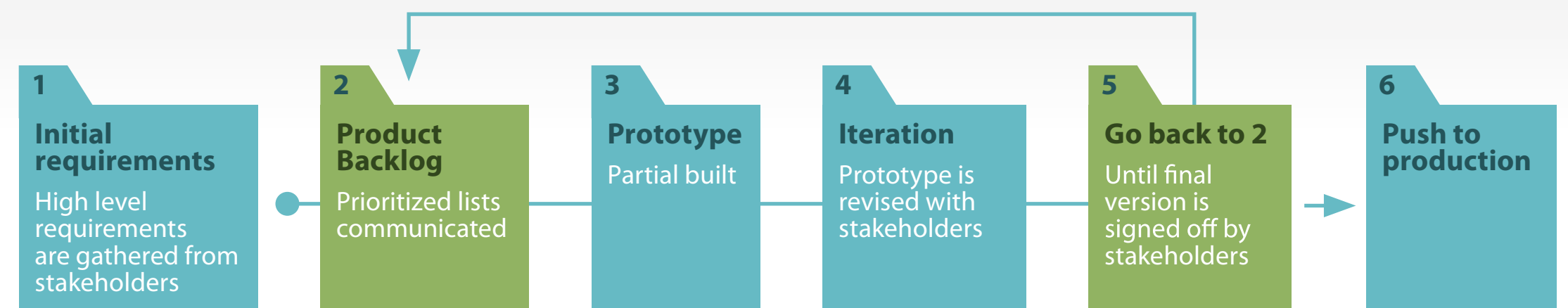
We are agilists, we strive to provide rapid iterations to our clients through prototyping and short cycles. **We believe in collaboration and effective communications every step of the way.**

- Marketing Strategy
- Branding and Design
- Creative Development
- Community Building

- Web Development
- Content Marketing
- Online Marketing
- Analytics & Reporting

- Enterprise Integration: CMS and CRM
- Wireframes, Blueprints and Storyboards
- Social Media Strategy and Publishing
- Stakeholder Engagement & Storytelling

## ALLITER'S AGILE PRODUCT DEVELOPMENT LIFECYCLE



Alliter embraces an active stakeholder participation that is driven by our product design specialists. This method requires the availability of your project stakeholders to collaborate through a development lifecycle.



# clients

THAT CAN SPEAK FOR US





We

# build brands and customer experiences that are valuable to people

we understand the process to communicate brands  
through creative and differentiated experiences from  
place to place, need to need, screen to screen



- Business Model Strategy
- Positioning
- Naming Strategy
- Brand Strategy & Development

**Client:** Sawaworld / **Contact:** Daphne Nederhorst / **Launch Date:** December 2010 / **Budget:** \$5,000





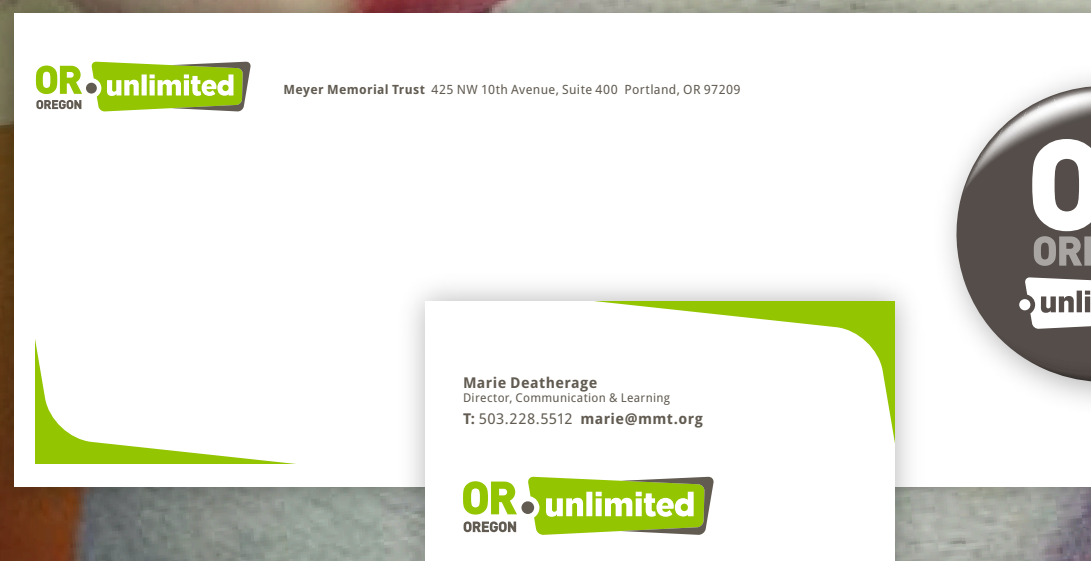
- Brand Strategy & Development
- Positioning
- Collateral Design
- Merchandise

“

JC and his team jumped in with both feet, challenged my thinking in ways that improved the end result and delivered gracefully on a challenging timeline. The project was better for having them as part of the team.”



**Jensei Miksich**  
[jmiksich@contextpartners.com](mailto:jmiksich@contextpartners.com)  
Marketing & Creative Director  
Context Partners  
Portland, OR

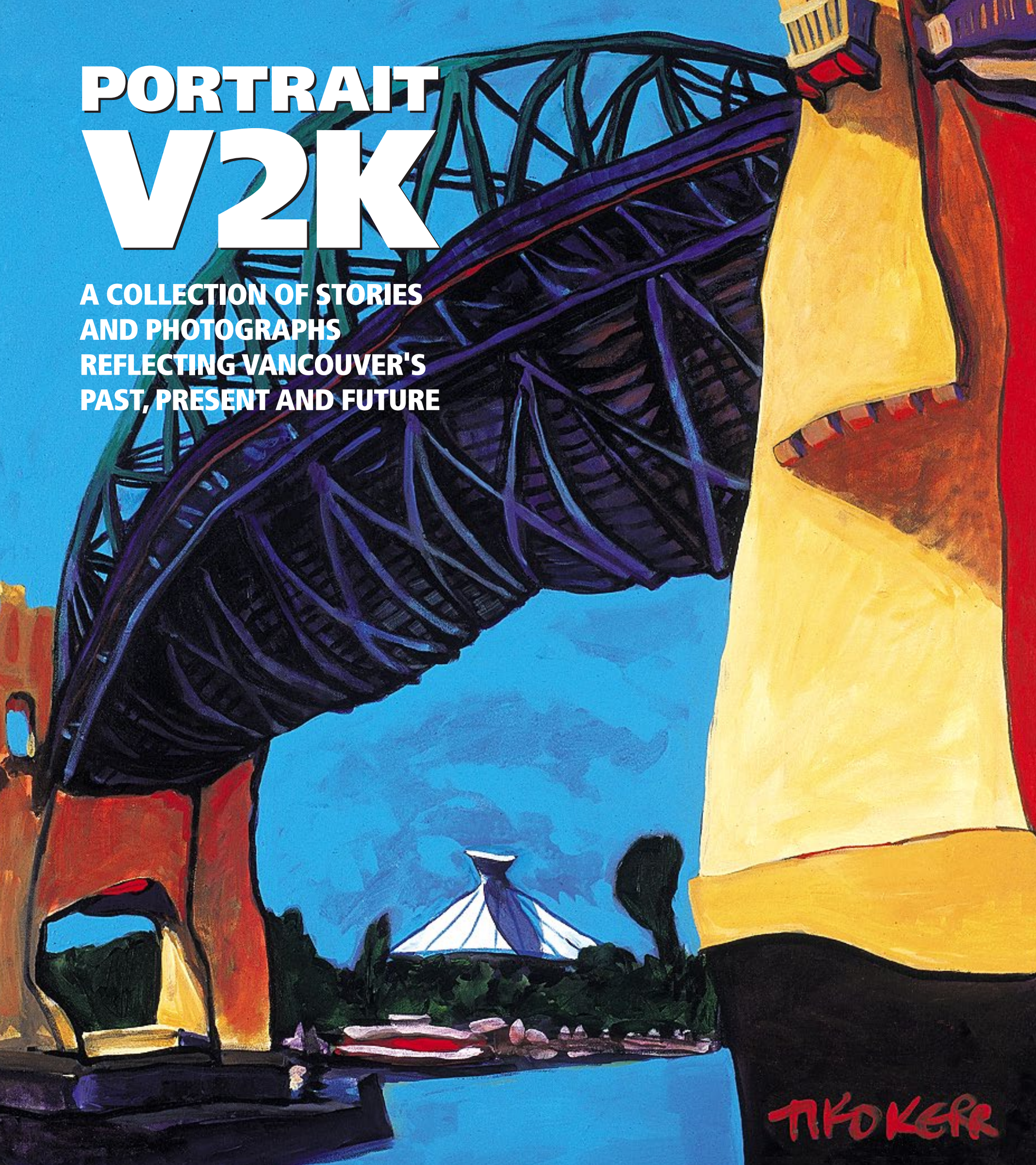


**Client:** Context Partners / **Contact:** Jensei Miksich / **Launch Date:** March 2012 / **Budget:** \$9,500



# PORTRAIT V2K

A COLLECTION OF STORIES  
AND PHOTOGRAPHS  
REFLECTING VANCOUVER'S  
PAST, PRESENT AND FUTURE



The City of Vancouver  
Millennium Project

- Positioning
- Naming Strategy
- Brand Strategy & Development
- Collateral Design
- Print Advertising Design
- Signage and Public Displays

**Client:** City of Vancouver  
**Contact:** Barbara Constantine  
**Launch Date:** January 1999  
**Budget:** \$34,000

The “**Portrait V2K**”, was a community focused event celebrating the millennium. We planned, developed, produced and coordinated a one year campaign which included DM, Mobile Advertising, Movie theatre advertising, banners, and electronic presentations to promote participation in this turn of the century project that presented memories and experiences of Vancouver and its residents from 1900-2000.



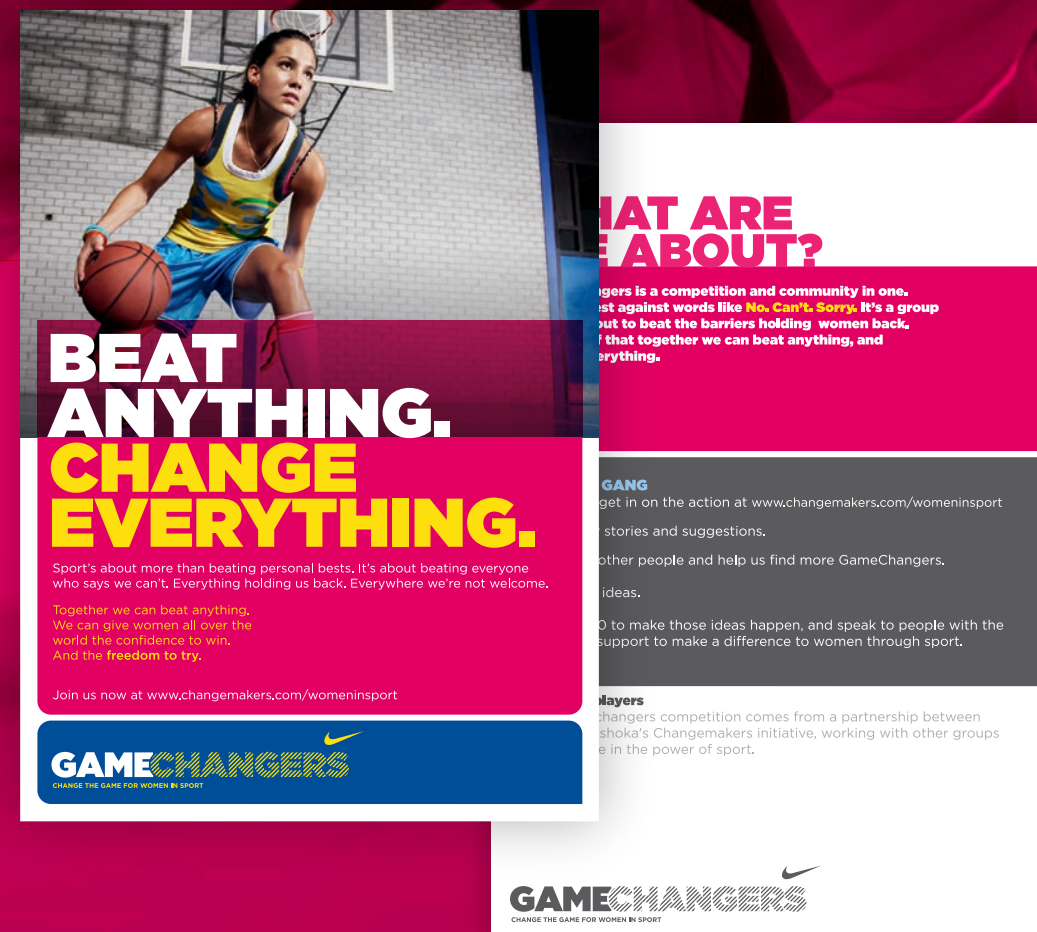




# BEAT ANYTHING. CHANGE EVERYTHING.

Sport's about more than beating personal bests. It's about beating everyone who says we can't. Everything holding us back. Everywhere we're not welcome.

Together we can beat anything.  
We can give women all over the  
world the confidence to win.  
And the **freedom to try.**



- Naming Strategy
- Co-brand Development
- Collateral Design
- Print Advertising Design
- Signage and Public Displays

**Client:** Ashoka + Nike  
**Contact:** Kris Herbst  
**Launch Date:** April 2010  
**Budget:** \$15,000

Join us now at [www.changemakers.com/womeninsport](http://www.changemakers.com/womeninsport)

FULL ECONOMIC CITIZENSHIP



Valeria Budinich,  
Chief Entrepreneur  
Full Economic  
Citizenship

// FULL ECONOMIC CITIZENSHIP (FEC) PROVIDES EVERY CITIZEN THE OPPORTUNITY TO EXERCISE HIS OR HER ECONOMIC, SOCIAL AND CULTURAL RIGHTS. TO ACHIEVE FEC, A CITIZEN MUST HAVE ACCESS TO THE ESSENTIAL PRODUCTS AND SERVICES REQUIRED TO ENABLE THEIR ACTIVITY AS A CONSUMER, PRODUCER AND HOLDER OF ASSETS. FEC SEEKS TO END THE EXCLUSION OF TWO-THIRDS OF THE WORLD'S POPULATION FROM GLOBAL MARKETS //

2

AMANCO & ASHOKA FELLOWS

CURRENT SCENARIO: 2 MILLION FARMERS IN MEXICO HAVE LESS THAN 5 HECTARES OF LAND AND LACK ACCESS TO IRRIGATION



COLLABORATIVE  
ENTREPRENEURSHIP

Arturo Garcia, Juan Jose Consejo and Patrick Struebi, Ashoka Fellows, are playing a key role in organizing farmers to bring them access to new opportunities such as commercialization. They have also identified the need for better technological solutions.



HVC INSIGHTS

Ashoka, Amanco and selected Fellows are working on access to irrigation technology for small farmers. This requires adapted technical solutions and new credit processes. The scheme is strengthened by a network of agro businesses to reach out to small farmers who have access to markets. This HVC is changing mindsets and helping farmers see their farm as a business. Transparency International is a key partner in the alliance to help address rampant corruption.



TRANSFORMATIVE  
IMPACT

50% to 300% is the increase in production that farmers can expect to have with this new irrigation technology

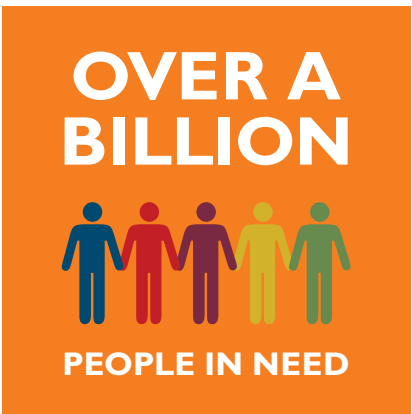
\$100,000 dollar Fund created by Ashoka with the support of the Walmart Foundation

1,500 small farmers benefitted from productive projects

9

# HOUSING FOR ALL

A GLOBAL SUMMIT • EXECUTIVE SUMMARY



**HILTI** FOUNDATION



ASHOKA FULL ECONOMIC CITIZENSHIP



# THE POWER TO INFLUENCE THE INFLUENCERS

**Build passionate  
audiences that  
demand action**

**Deliver insights  
on how to unlock  
sweeping change**



**Connect and support  
extraordinary ideas  
and leaders**

**Equip networks to tip  
systems and ignite  
movements**



# End poverty.

Less than one percent of what the world spent every year on weapons was needed to put every child into school by the year 2000—yet it didn’t happen.

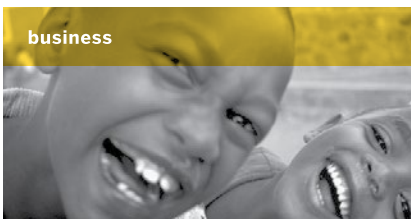
LET’S GET STARTED



**Innovations for health**  
Solutions that cross borders



**Citizen media**  
A global innovation competition



**Economic opportunity**  
Create a world that works

## innovation

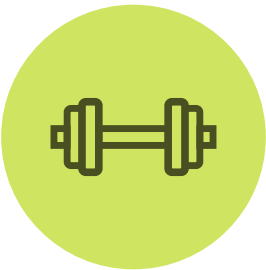


Nulla vitae elit libero, a pharetra augue. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo cursus magna, vel scelerisque.



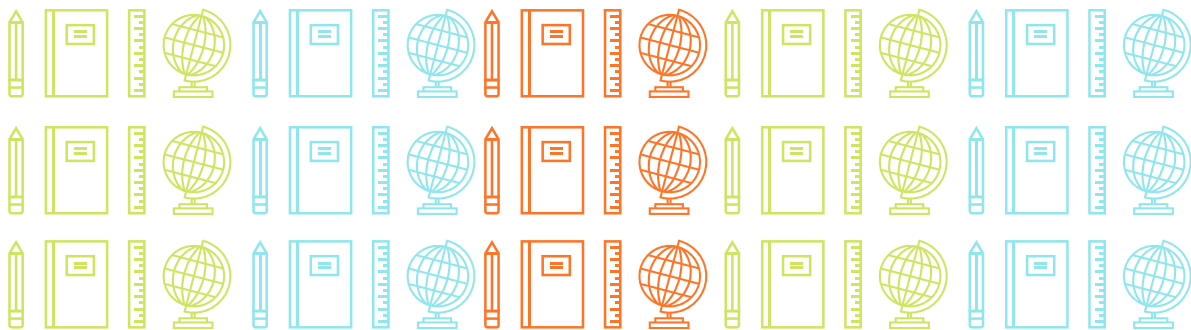
80%  
OF HUMANITY LIVES ON  
LESS THAN \$10 A DAY

Nulla vitae elit libero, a pharetra augue. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo cursus magna, vel scelerisque.



lifestyle

**Gamechangers**  
Changing lives through football



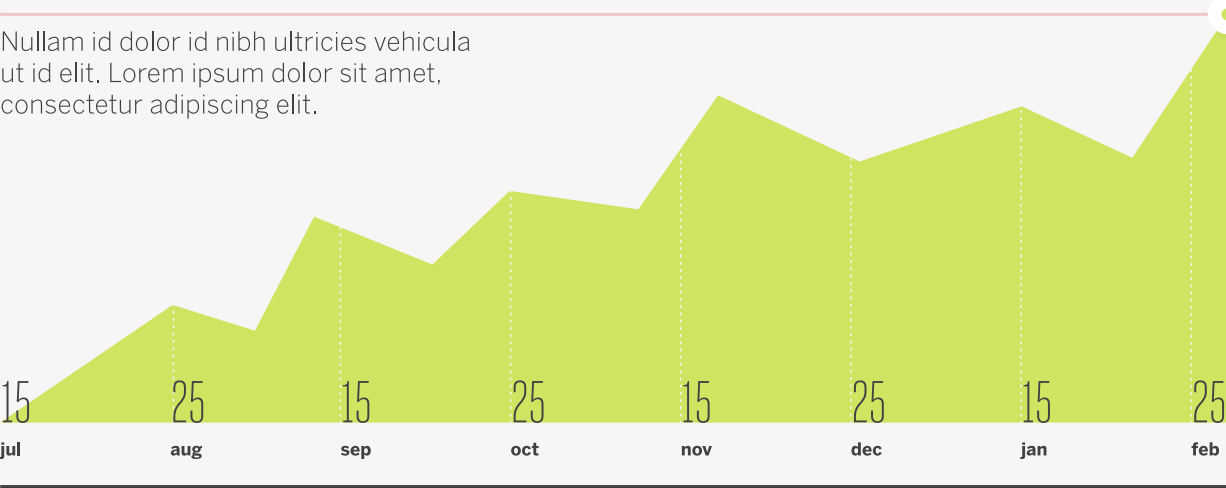
10,000 **KIDS RECEIVED SCHOOL SUPPLIES**  
Nulla vitae elit libero, a pharetra augue. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo cursus magna.

changemakers

## Progress

Nullam id dolor id nibh ultricies vehicula ut id elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

DATE FEB 10, 2012  
AVERAGE \$85,641





We

# **use technology to reach people in an effective and meaningful way**

We combine a deep understanding of consumer behavior with the latest technologies to build products and solutions that turn fans into prospects and prospects into active members.





- Positioning
- Brand Strategy & Development
- Online Strategies
- Web development

**Client:** SFU Centre for Dialogue / **Contact:** Shauna Sylvester  
**Launch Date:** March 2011 / **Budget:** \$9,000

“

I work with a number of graphic and web designers and JC Ospino from Alliter CCG was the first person I've worked with who nailed the design in his first go. He has such a creative and astute eye for design and a masterful understanding of website architecture. Integral to his success is the time he puts into scoping the project and understanding the needs of his client. I love his work.”



**Shauna Sylvester**  
[shauna\\_sylvester@sfu.ca](mailto:shauna_sylvester@sfu.ca)

Executive Director, Carbon Talks  
Executive Director, SFU Public Square  
Fellow, SFU Centre for Dialogue



<http://www.carbontalks.ca>

carbontalks

home | wiki | contact us

Search

SOLUTIONS FOR A LOW-CARBON ECONOMY

About

What is CarbonTalks

Strategies

A Low-carbon Economy

Resources

Documents & Links

Events

Dialogs & Activities

Innovators

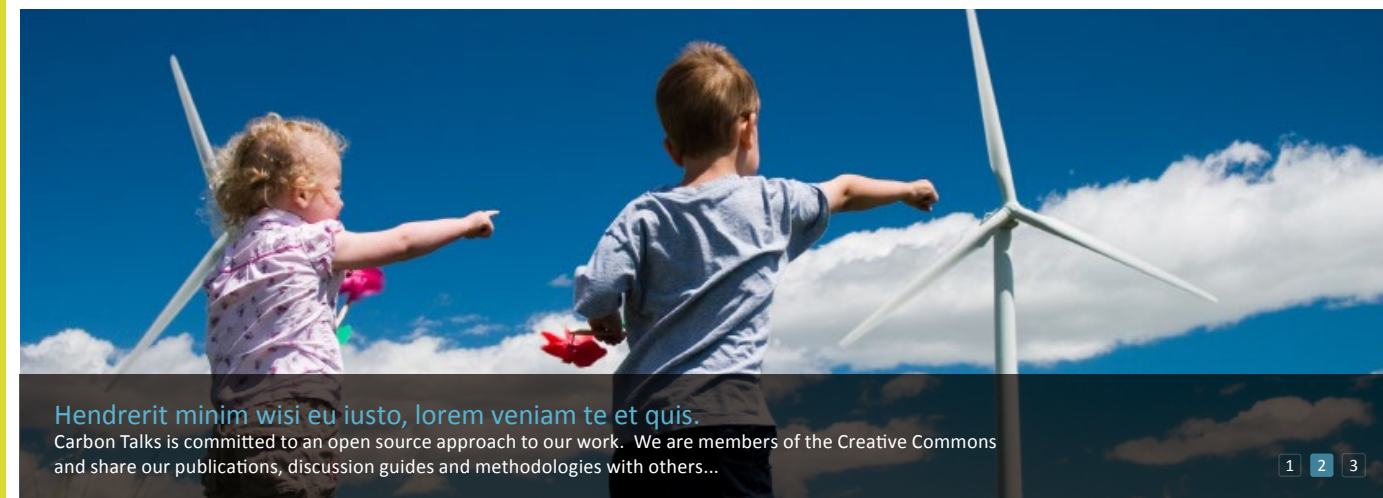
Stories & Profiles

Blog

Insight and Analysis

Media

Photos & Videos



Hendrerit minim wisi eu iusto, lorem veniam te et quis.

Carbon Talks is committed to an open source approach to our work. We are members of the Creative Commons and share our publications, discussion guides and methodologies with others...

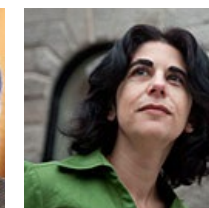
1 2 3



This article features a contributor

January 11, 2011

A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.



This article features a strategy topic

January 11, 2011

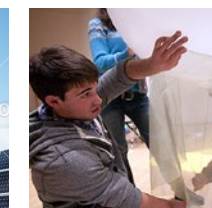
A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.



This article features an event

January 11, 2011

A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.



This article features an event

January 11, 2011

A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.

## Featured Innovators

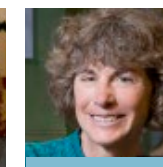
1 2 3 View All



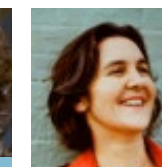
**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



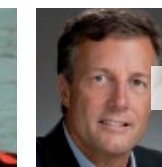
**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



carbontalks

Carbon Talks is a new initiative of Simon Fraser University's Centre for Dialogue, in collaboration with SFU's Segal School of Business, the School for Public Policy and the School for International Studies. Our goal is to advance Canadian global competitiveness by shifting to a low-carbon economy.



[home](#) | [contact us](#) | [disclaimer](#)

## Join the dialogue

Email – we won't spam, promise!

Comments

☐ Subscribe to our newsletter

Submit

twitter Activity

Applied knowledge opens doors for young SEAS alumni | 15 hours ago

Students celebrated Chinese New Year at all-ivy gala in Sanders | February 2, 2011

Winter storm update: Normal business operations and class schedules to resume | February 2, 2011

Center for European Studies welcomes its spring fellows | February 1, 2011

Webcast: Call for action to address chronic disease in developing countries | February 1, 2011





- Brand Strategy & Development
- Online Strategies
- Web development
- Collateral Design

**Client:** SFU Centre for Applied Research in Mental Health and Addiction

**Contact:** Donald Macpherson

**Launch Date:** October 2011 / **Budget:** \$12,000

“

Alliter did an amazing job of making our vision come to life! We are getting momentum with our brand, our site looks great and works better than expected! The guys at Alliter exceeded our expectations and I would not hesitate to refer their services to anyone!”

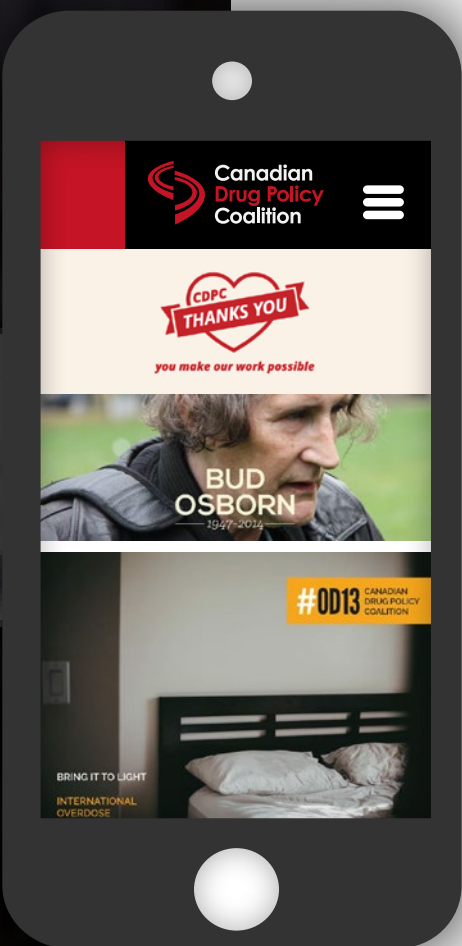


**Donald Macpherson**  
donald\_macpherson@sfu.ca

Director  
Canadian Drug Policy Coalition  
Simon Fraser University



<http://drugpolicy.ca>



The Drug  
Problem

Innovative  
Solutions

How we're  
doing?

Partners  
in Change

Take  
Action

## Transforming drug policy

We consider evidence and human rights.

**Title for Trigger 1**  
Velit augue velit commodo ea erat.  
Quis duis falisi sciurus, esse wisi  
magna.

**Title for Trigger 2**  
Velit augue velit commodo ea erat.  
Quis duis falisi sciurus, esse wisi  
magna.

**Title for Trigger 3**  
Velit augue velit commodo ea erat.  
Quis duis falisi sciurus, esse wisi  
magna.

### FEATURED STORY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.**

Velit augue velit commodo ea erat. Quis duis facilisi sciurus, esse wisi magna, aliquip eum at, enim minim nisl crisare vel feugiat wisi esse erat ullamcorper. Ut illum et, laoreet augue luptatum aliquip amet vel velit minim. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero feugiat eros et accumsan et iusto odio laoreet augue luptatumdignissim qui blandit praesent [read more](#)



“  
**Drug policy is AIDS policy. It's about every person's right to healthcare and to be free from the impact of an epidemic.”**

Maxine Davis  
Executive Director of the  
Dr. Peter AIDS Foundation

### INNOVATIVE SOLUTIONS



**Title for Innovative Solution 1 Lorem ipsum dolor sit amet**  
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim dolor sit amet, consectetur adipiscing ad minim veniam, quis n exerci tation nibh dolor sit amet, consectetur adipiscingullamcorper suscipit lobortis nisl ut ex commodo consequat. [read more](#)



**Title for Innovative Solution 1 Lorem ipsum dolor sit amet**  
Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim dolor sit amet, consectetur adipiscing ad minim veniam, quis n exerci tation nibh dolor sit amet, consectetur adipiscingullamcorper suscipit lobortis nisl ut ex commodo consequat. [read more](#)

### Partners in change



The Canadian Drug Policy Coalition is a partner project with the Centre for Applied Research in Mental Health and Addiction (CARMHA), a research centre based at the Faculty of Health Sciences, Simon Fraser University, Vancouver.

### Join the conversation

Sign up for latest  
news and updates

Email

Your information will not be shared

☐ Subscribe to our newsletter

Submit

Follow us on:



### Fresh from the blog

Enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat

By Sandy Treagus | 10 hours ago

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis

By Mike Bunker | Thu Jul 07

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat

By John Janzen | Thu Jul 07





“

Ashoka Changemakers engaged Alliter to build a web platform for us that was integrated into our existing Changemakers.com website, and gave us added capacity to host online and social media campaigns. Alliter knows how to apply the latest developments in design and digital technology to help us meet our mission and satisfy our corporate, government, and non-profit clients. Alliter met and exceeded our expectations by demonstrating that they could build a WordPress site that is well integrated, from a design and user experience perspective, giving us an enhanced ability to display and deploy a dynamic stream of content and media coverage in support of a series of social change campaigns. They configured the back-end systems so that our non-technical staff can easily maintain and update the content and interactive features, with minimal technical support. Alliter delivered the site on time and on budget — an impressive achievement given the short time frame and fluid nature of our business. **Changemakers Pulse has proven to be a engaging platform for our clients**, such as American Express and Intel, who express great appreciation for its ability to host content that we co-brand with them in a high quality, polished, and professional format.”



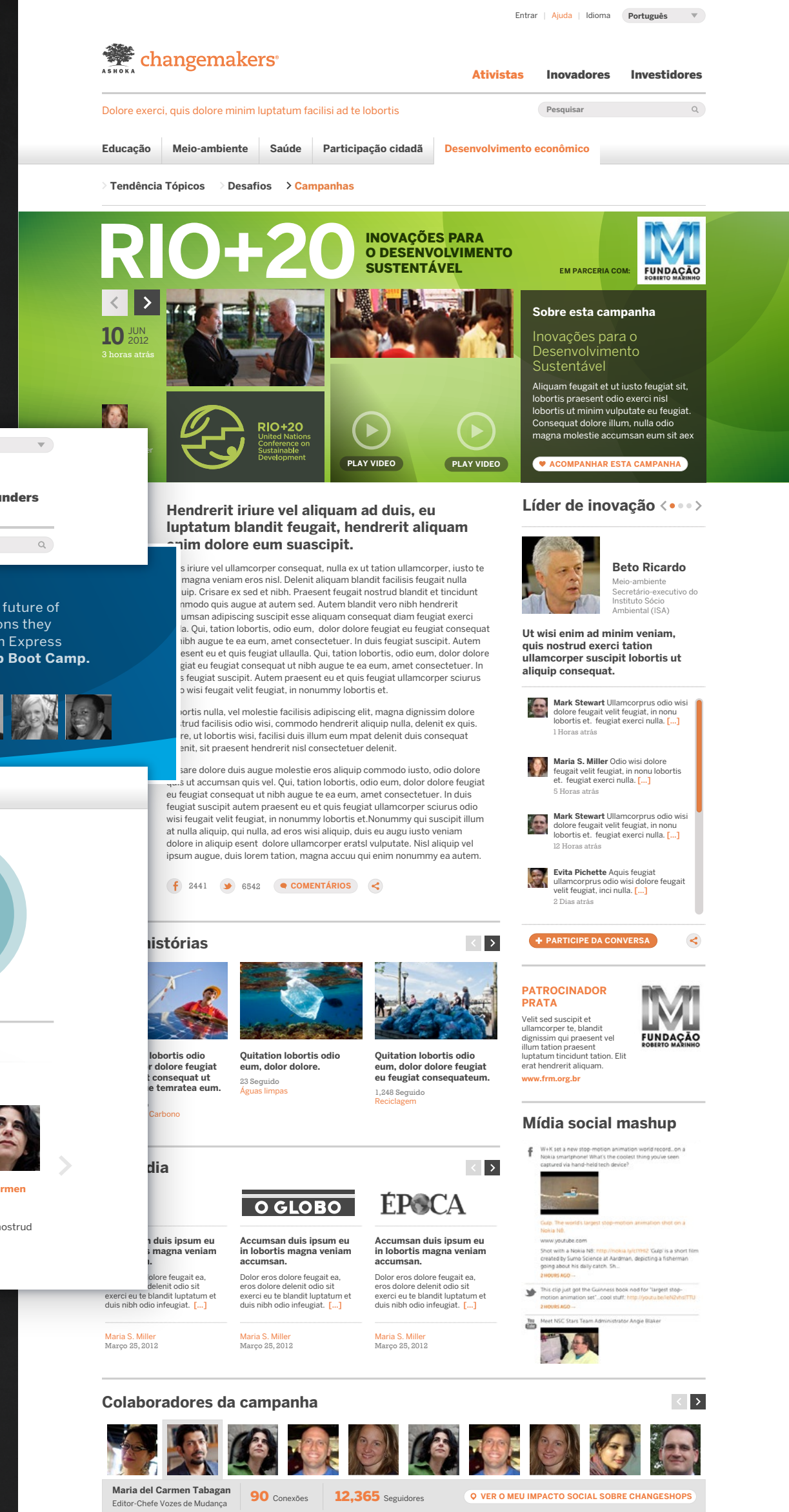
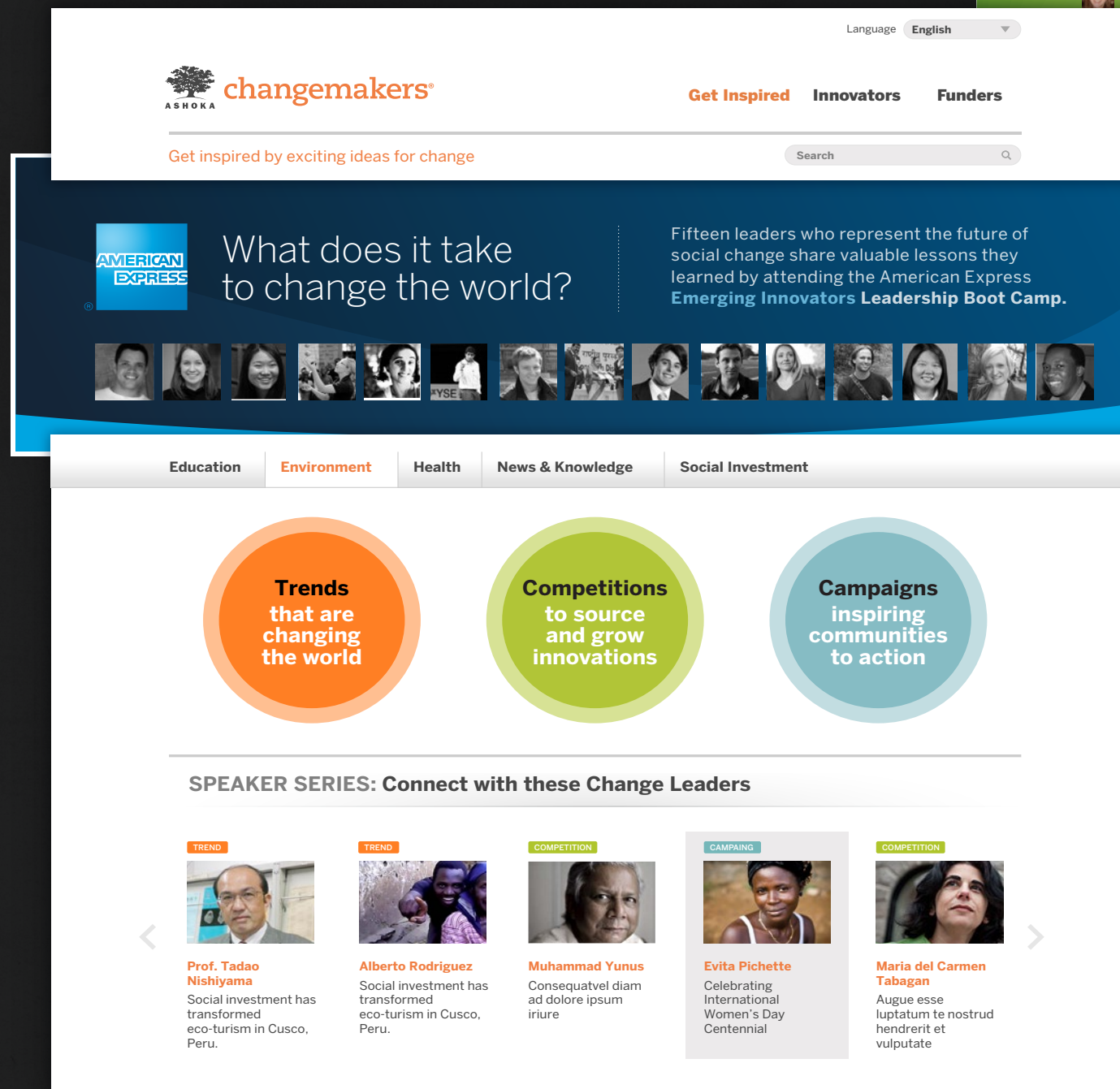
**Kris Herbst**  
kherbst@ashoka.org

Director of Community  
Ashoka: Innovators for the Public  
Washington, DC



<http://pulse.changemakers.com>

- Branding
- Information Architecture
- Layout & Design
- Development – WordPress
- Maintenance & Support







- Positioning
- Brand Strategy & Development
- Online Strategies
- Web development

**Client:** The Natural Step Canada / **Contact:** Chad Park

**Launch Date:** TBD / **Budget:** \$18,000



<http://tns.alliter.com>



WHO WE ARE

APPROACH

NEWSLETTER



INDIVIDUAL LEARNING

ADVISORY SERVICES

SUSTAINABILITY TRANSITION LABS

DONATE

# THE SUSTAINABILITY TRANSITION IS NOW.

And we have the roadmap to get you there.



WHO WE ARE

APPROACH

BLOG



## OUR APPROACH

The Natural Step Canada offers unique methods and tools to help individuals and organizations achieve their sustainability goals.

We aim to build thriving societies and economies within nature's limits. We work with diverse views, produce breakthrough outcomes and ultimately encourage the creation of future-fit systems.

Join us as we co-create new policies, breakthrough business models and shift polarizing narratives to meet the sustainability challenge.

Our science-based sustainability principles enable public and private sector leaders, organizations and systems to achieve greater agility within existing resources to accelerate the transition to a carbon-competitive society. Our science-based sustainability principles enable public and private sector leaders, organizations.

EXISTS IN A  
SUSTAINABLE  
ENVIRONMENT

THRIVING  
SOCIETY

PROSPEROUS  
ECONOMY

## THE NATURAL STEP CANADA MOVING FORWARD ~ TOGETHER ~

For 25 years, we've successfully mentored future-fit leaders, catalyzed cross-sectoral partnerships and co-designed new breakthrough policies and business models applying our science-based framework for sustainability innovation.



- Positioning
- Brand Strategy & Development
- Online Strategies
- Web development

**Client:** EnergyFuturesLab / **Contact:** Tyler Seed  
**Launch Date:** September 2016 / **Budget:** \$16,000

# A NEW SPACE

of opportunities



need opening paragraph and make TNS a big player to lead the PROBLEM



*Driving transformative change*

## ENERGY FUTURES LAB FELLOWS

A diverse group of innovators and influencers shaping the energy system the future requires of us.

Alberta's energy system is at the centre of the most complex, fragmented and divisive debates.

From disputes about market access for Alberta's oil, to disagreements about the most strategic approaches to addressing climate change, to controversy about the health and well-being of affected communities, the pressures arising from this polarization affect all stakeholders.



<http://energyfutureslab.com>



We bring a solid mix of marketing, brand expertise and product development skills to create strong and effective solutions



**advancing innovation.**

[www.alliter.com](http://www.alliter.com)