

PS&CO



Introduction



As we continue to embark on our B-Corp journey, we can't help but think about the moral of the Aesop fable, Tortoise and the Hare – slow and steady wins the race! Time and contemplation are required as each decision is made.

Over the past 2 fiscal years, our agency has deepened its commitment to positive-impact outcomes for our clients, our employees and our social and environmental impact.

We have increased our level of dialogue with all of our stakeholders, to learn and grow from their guidance; knowing that client support and satisfaction is the fuel for both organic and new business growth.

In the following pages, we are proud to share the milestones we've achieved these past 2 years, as a result of this collaborative spirit. And we share the areas where more work is still required

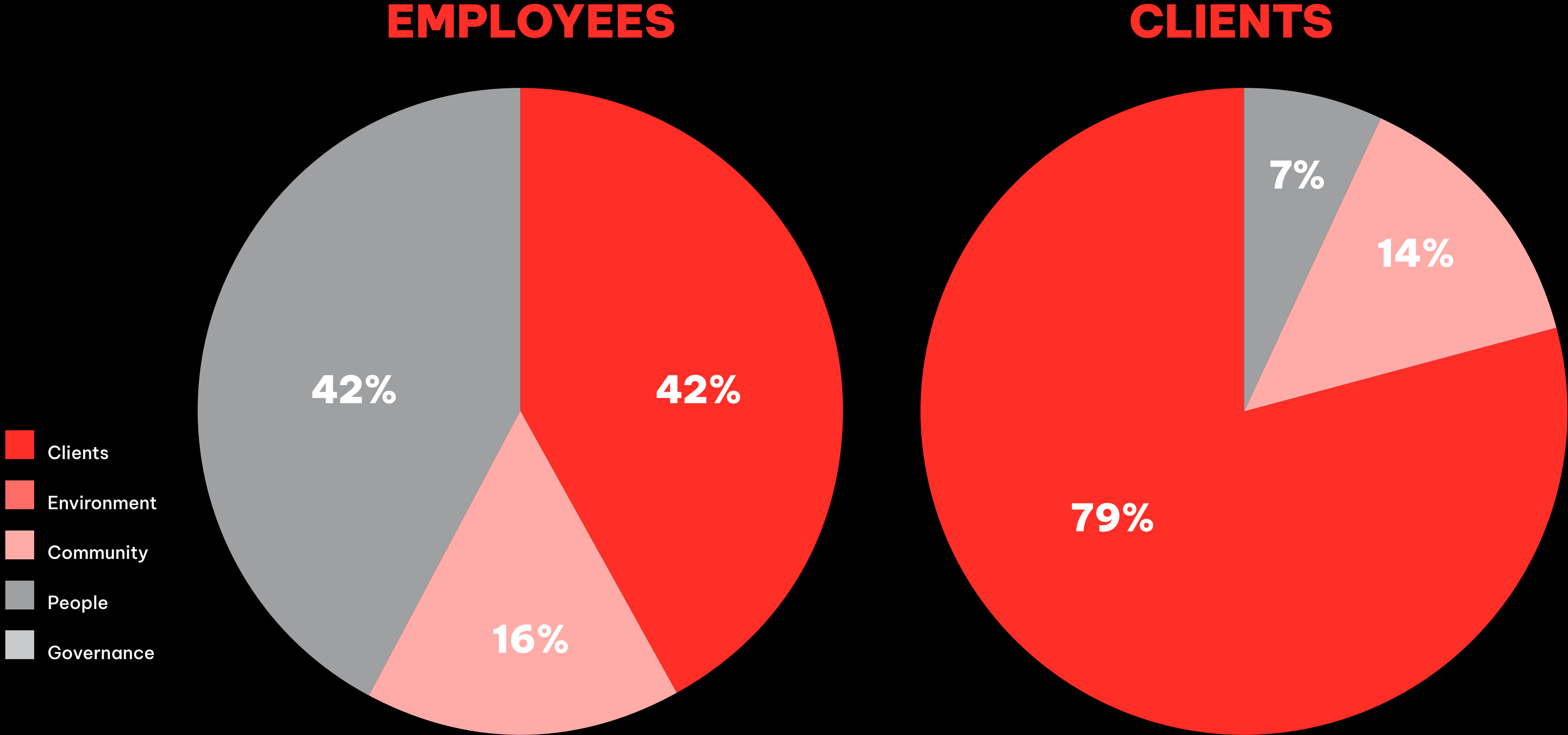
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Material assessment

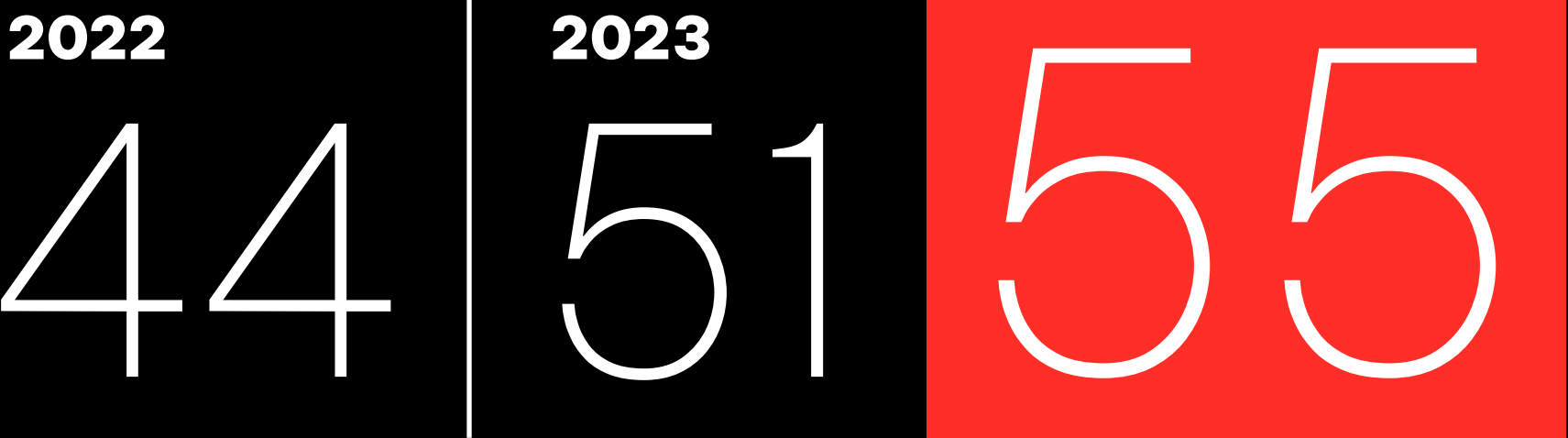
This is a stakeholder engagement exercise where we survey clients and employees to “better understand which impact areas are most relevant to PS&Co”. The pie charts represent the B Corp categories where PS&Co can create valuable change.

We saw an 80% increase in participation in this years assessment, resulting in a significant shift in priorities – Clients, People and Community were identified as being the three areas we should focus on.

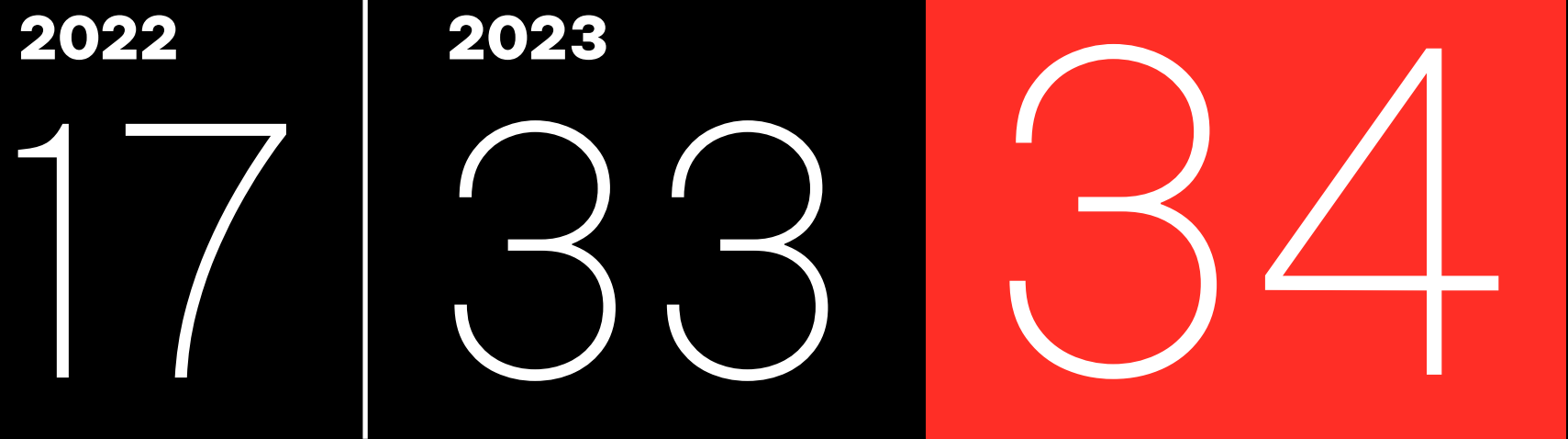


Client data

OF TOTAL CLIENTS



OF PURPOSE-DRIVEN CLIENTS



OF B-CORP CLIENTS



HIGHLIGHTS OF CLIENT IMPACT IN 2024

WIZE

The new packaging design for Wize sparkling iced tea helped double the clients distribution and deliver a you velocity growth of 33%.

ICBC

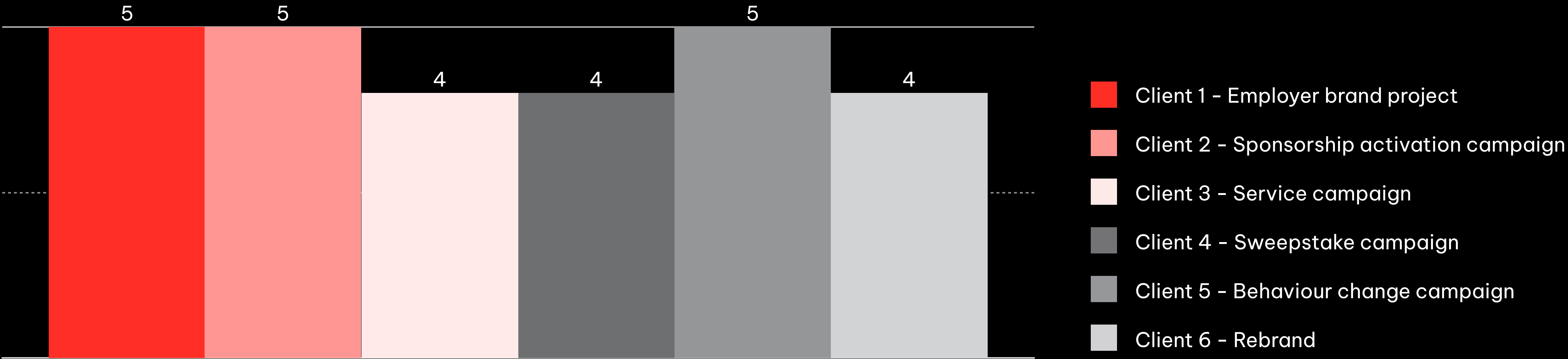
The BC Lions sponsorship activation resulted in a 14% increase in fans who say they ‘always make a plan to get home safe before drinking alcohol’.

BCIT

Since the implementation of their brand refresh in 2017, BCIT has seen their NPS score rise 73 points!

Client satisfaction

We have sent project satisfaction survey our to 6 of our clients at the completion of key projects. Below is their overall satisfaction on a scale of 1-5.



We also included questions on PS&Co purpose with our client satisfaction survey.

	Are you aware of PS&Co Brand Studio’s purpose?	Do you see PS&Co being purpose-driven in the work they do for your brand?	Did the work enable your brand to create a stronger positive impact in the community?	Three words to describe PS&Co Brand Studio.
Client 1	Yes	Yes	Yes	Strategic, Brand Focused, Integrated
Client 2	Yes	Yes	I don’t know	Attentive, Collaborative, Resourceful
Client 3	Yes	Yes	Yes	Organized, Responsive, Creative
Client 4	Yes	Yes	Yes	Inspirational, Creative, Collaborative
Client 5	Yes	Yes	Yes	Responsive, Respectful, Enthusiastic

Employee engagement

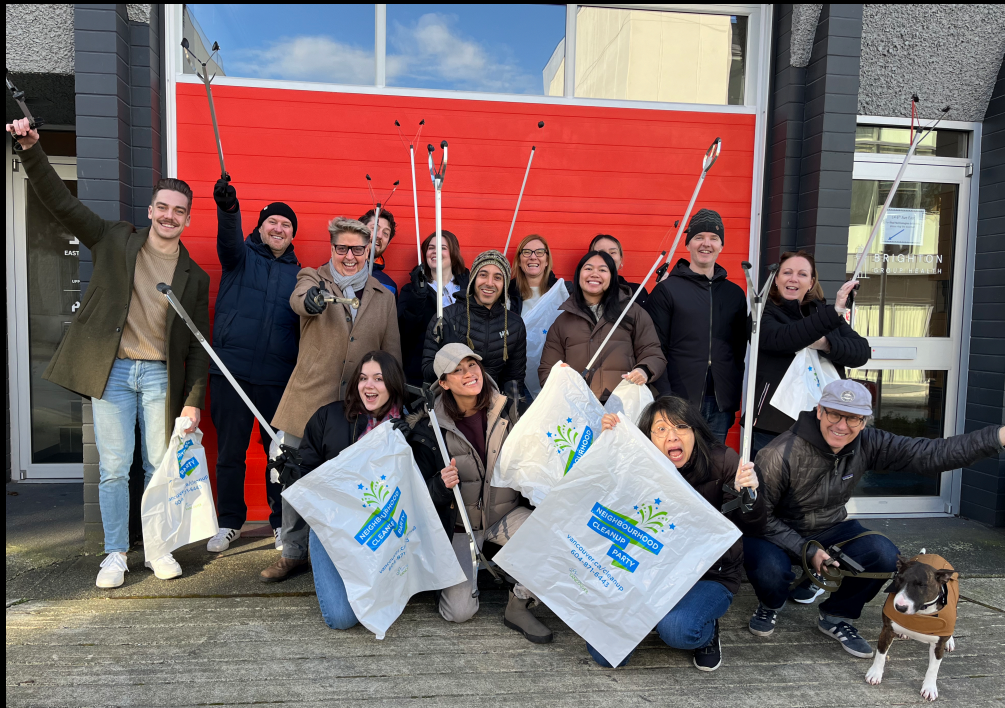
At PS&Co, employee engagement takes on a fresh perspective in our hybrid office/remote environment. While there’s no mandated “back to office” policy, employees are encouraged to come in on days when collaboration and connection can enhance productivity.

To make the office a place worth visiting, management prioritizes creating a welcoming and engaging atmosphere. This includes hosting activities that bring teams together, foster creativity, and build camaraderie.

Office Highlights:

- PS&Dogs (Hot Dog Day)
- PS&Challenge (Egg Drop Contests)
- PS&Love (Valentine’s Day Fun)
- PS&Holidays (Gingerbread Challenges)
- PS&Cocktails (Happy Hour)

All events are staff-led, giving everyone a chance to contribute and shape the experience. This ensures every team member feels included, valued, and excited to participate!



Employee well being

At our Spring Advisory Board meeting, we explored innovative, non-monetary strategies to enhance employee engagement in alignment with our B Corp values.

A key initiative introduced was additional time off for all employees during the winter holiday season, providing time for rest and rejuvenation.

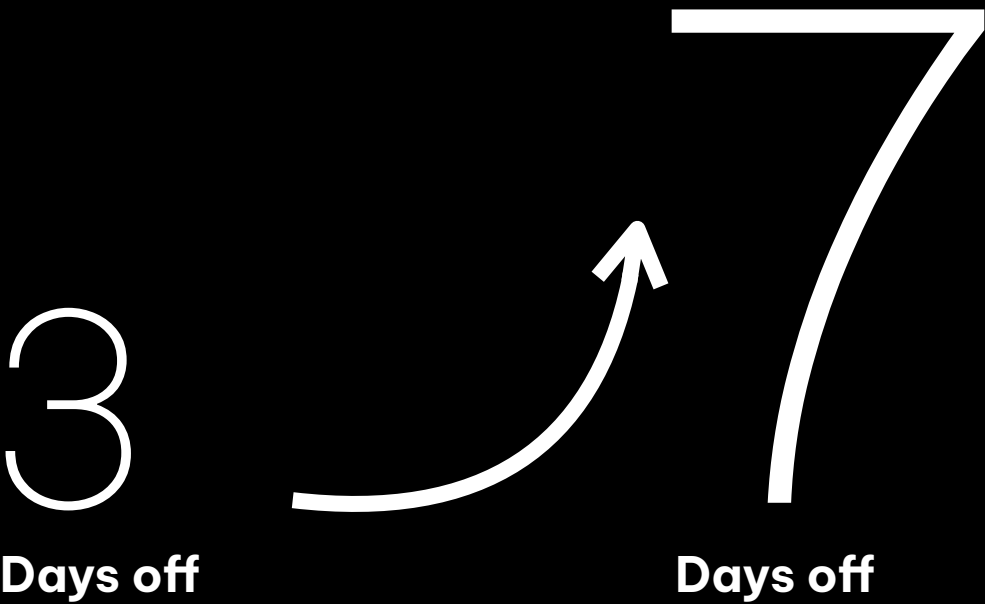
We are committed to expanding these efforts, continuing to explore meaningful engagement opportunities in Fiscal 2025.

EMPLOYEE ATTRITION

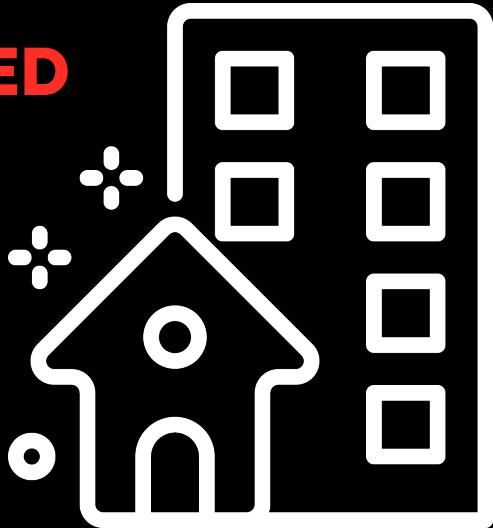
13%

This is a 60% decrease from 2022.

INCREASED DAYS OFF FOR CHRISTMAS BREAK



HYBRID WORK MODEL CONTINUED



LIVING WAGE CERTIFICATE



Community commitments

Social

Helping people in our industry

NABS sponsorship
(Golf tournament Title Sponsor)

Collective Bunch sponsorship

DesignThinkers
Scholarship Sponsor

Helping people get into our industry

VCC Student Award

BCIT + Capilano U Internships

Capilano U portfolio review

NABS Speed mentoring

Helping people in our community

Centre for Child Development
(via Gulf & Fraser golf tournament support)

Crime Stoppers
(golf tournament support)

Mount Pleasant
restaurant BINGO

Community commitments

Environmental

Making the right client and vendor choices for PS&Co

- No oil/gas clients
- Ethical Food Group clients
- Thoughtfully choosing all vendors – food/bev, paper, printing, etc.

Making the right vendor and media choices on behalf of our clients

- Choosing local production vendors:
(animation, photography, video, audio, editing)
- Building marketing solutions that consider people and planet

Making environmental improvements in our community

- Annual Community clean-up
- Improved recycling program
- Earth Day Pledge
(one tree, per employee, per month)
- Joined Clean Creative

Donations (FY'23 + FY'24)

NABS	COLLECTIVE BUNCH	VCC AWARD	G&F GOLF AND FOOD TRUCK	CRIME STOPPERS GOLF
\$5,200	\$1,000	\$1,000	\$1,750	\$3,150

DESIGN THINKERS	RED CROSS	BC CANCER	VANCOUVER FOOD BANK	NATURE'S TRUST
\$1,250	\$720	\$250	\$400	\$250

TOTAL

\$14,970

**PS&Co exists to unify
good brands and
good people to create
positive impact.**

Unifying brand, people and purpose

KEY PROJECTS

UNITED WAY BC

Created a unifying brand idea – *United for people in need* – and designed a type mark for the word “United” inspired but the iconic United Way rainbow logo.

VIRCHEW

Collaborating with Ethical Food Group on Virchow’s positioning and verbal brand – *It’s a braking breakthrough* – Virchow is tackling everything that is wrong with the dog food industry.

OCEANFOOD SALES

Created a unified look and feel for the core Oceanfood brand – and their product brands, Nanuk and Voyageur – led by the brand idea *Exceptional Seafood. Expertly Selected.*

VCC

Welcome to real learning, for real change captures the opportunity VCC offers students, to make lasting change in their lives and in their communities.

ICBC

After retaining the business in 2023 for another 4 years, we continue to unify this brand behind their purpose to keep B.C. moving.

BEEM CREDIT UNION

Beem is the results of a merger between Gulf & Fraser and Interior Savings. The new brand reflects this inspiring, modern and progressive credit union.

CITXW NLAKA’PAMUX ASSEMBLY

As stewards of their territory, the CNA brand idea – *Connecting with our past. Creating our future.* – captures both the history and ambition of this Nation.

RACIST INCIDENT HELPLINE

A purpose-driven campaign to provide support to anyone in B.C. that experiences an act of racism, and wants to reach out to talk.

Governance

Advisory board

We all know that success comes from surrounding yourself with people that are smarter than you. That is what our B Corp Advisory board does for PS&Co. On a bi-annual basis, we post key issues and burning questions to our advisors, knowing their perspectives and insights can help us become a starlight example of how a positive-impact business can be run successfully.

We are currently looking for additional experts to join our advisory board. Please reach out to patty.jones@psandco.ca if you are interested.



Peter ter Weeme
General Manager/VP
Star Entertainment



Nancy MacKay
Founder & CEO
MacKay CEO Forums



Marty Yaskowich
Principle
3/One Consulting



Katie Allen
B Corp consultant
Impact Bridge

Waste metrics

When we started this journey, we knew our 2022 metrics would be a hard benchmark to beat. We still had many employees working remotely full-time. But we weren't comfortable with our 2023 numbers, as they had increased too much.

This past year, we upgraded our in-office recycling program and are seeing the effects. Even with more employees working from the office, we have seen an 8.6% decrease in our waste production.



GHG metrics

We are currently tracking our Scope 2 and Scope 3 greenhouse gas (GHG) emissions, as Scope 1 emissions do not apply to our operations.

Our Scope 2 GHG data is collected from BC Hydro, which supplies our office with electricity, heating, and cooling. With the return of more employees to the office in 2022, we continue to minimize emissions by turning off power after hours and using energy-efficient appliances throughout the workplace. We’ve seen a large decrease of our Scope 2 emission since we began tracking.

Our Scope 3 emissions primarily come from business-related flights and ferry travel. As we expand our activities with two Vancouver Island clients, we anticipate a rise in these emissions in 2025 and will look to purchase carbon credits to offset this increase.





Thank you!