

Majestic - Overview



MAJESTIC

November 2023

A young boy with blonde hair, wearing a black leather pilot's helmet and goggles, is looking up and to the right. He is holding a wooden biplane model in his right hand. The background is a blue sky with white clouds. The image has a dark, semi-transparent overlay.

We Build **Awesome**

Majestic Is A Digital Martech Services Firm That Drives Success On Every Screen.



Majestic Profile: Not Your Typical Agency

As a digital user experience, design and technology firm, we have been partnering with our clients to meet their digital needs since 2008.

From responsive & accessible corporate websites to online campaigns, to mobile apps through enterprise-level applications, we are one of a handful of companies in Canada that have the in-house resources to confidently say they operate at the intersection of marketing and technology.

We are also a lean operation that delivers faster and provides more cost-effective solutions than our competitors.



MAJESTIC PROFILE: FAST FACTS

EFFICIENT.
AGILE.
EFFECTIVE.

FOUNDED IN
2008

Nº OF EMPLOYEE
16

THE
TEAM



JOHN STUKEL
VP Client Strategy



BRANDI LEE TOWER
VP Operations



CHRISTOPHER HALMINEN
VP Creative Services

KEY
CLIENTS



PEPSICO



Manulife



Scotiabank®

BAUER



FISHER INVESTMENTS*

OUR WAY
NO SURPRISES, NO WAITING



Majestic Profile: Services

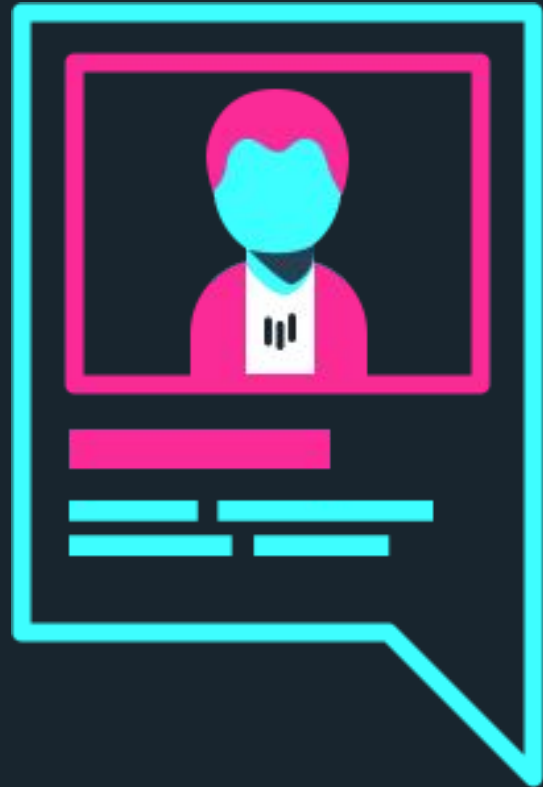
Majestic provides a full service offering, including:

- Acquisition campaigns
- Retention campaigns
- Website development
- Mobile app development
- Augmented reality experiences
- Sales infographics
- SEO
- Video
- Business application development/migrations/integrations
- Digital infrastructure

MAJESTIC



Majestic Profile: Company Pillars



Experience:

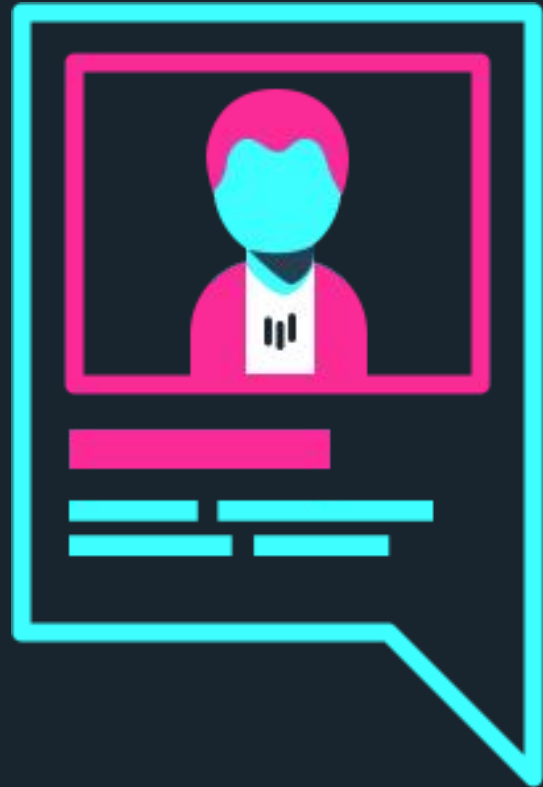
- We are a 16-person distributed team made up of senior, experienced resources. All team members have 8+ years experience in their respective roles.
- *We've seen this movie before.* We generate smarter options, create efficiencies, and arrive at the right decisions faster.
- Average length of employment at Majestic is 7+ years. Minimal turnover drives staff and workflow consistency.

Speed:

- The pace of business increases every day. We understand it and live it.
- We believe speed is not only a differentiator in 2023, but becoming table stakes for any vendor in our space.
- A company-wide commitment to consistent, fast communications (1 hour for client response times, 15 minutes for internal response times) means that decisions are made faster and projects are completed in less time.



Majestic Profile: Company Pillars



Efficiency:

- We are laser-focused on providing strong ROI for our clients
- Management/senior decision makers deal directly with clients: no layers.
- Through carefully-selected project management tools, software and collaboration tools and other efficiencies, we have streamlined our process, passing these efficiencies onto our clients in the form of cost savings.
- We employ top tier talent, competing against companies like Google for development team recruitment.
- Mon-Fri 9-hour workdays across multiple time zones effectively create a 14-hour production day
- Majestic has been virtual office since inception in 2008



Relevant Work



Cheetos Cheeteorites

Objective

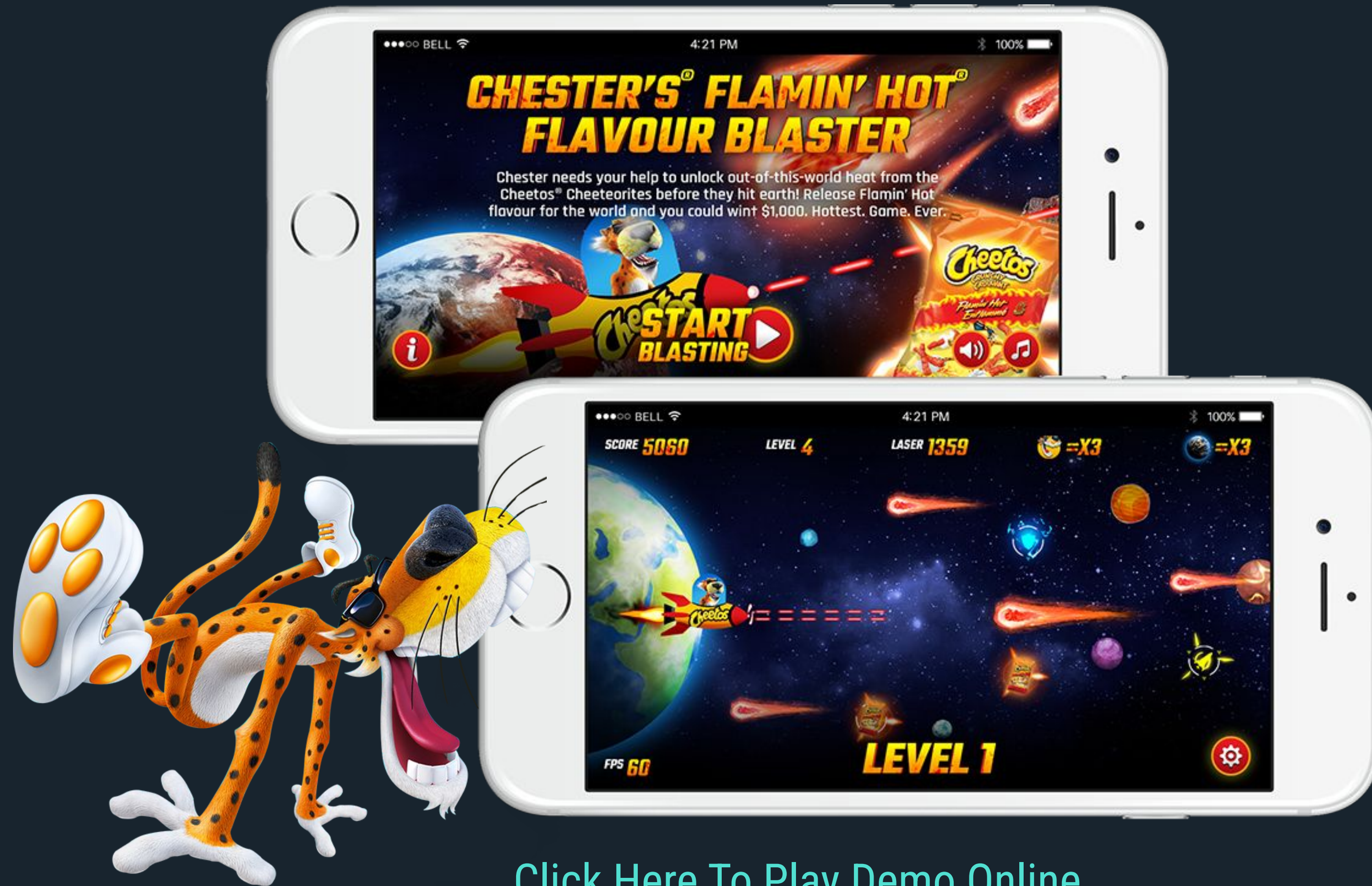
- Drive engagement of new *Flamin' Hot* flavour

Majestic Solution

- *Cheeteorites Flavour Blaster* game
- Leveraged Majestic gamification approach

Results

- Average number of return visits: 6x
- Exceeded product trial goals
- 11:45 mins average *eyeballs to brand* time



[Click Here To Play Demo Online](#)



Ruffles App Dip Defender

Objective

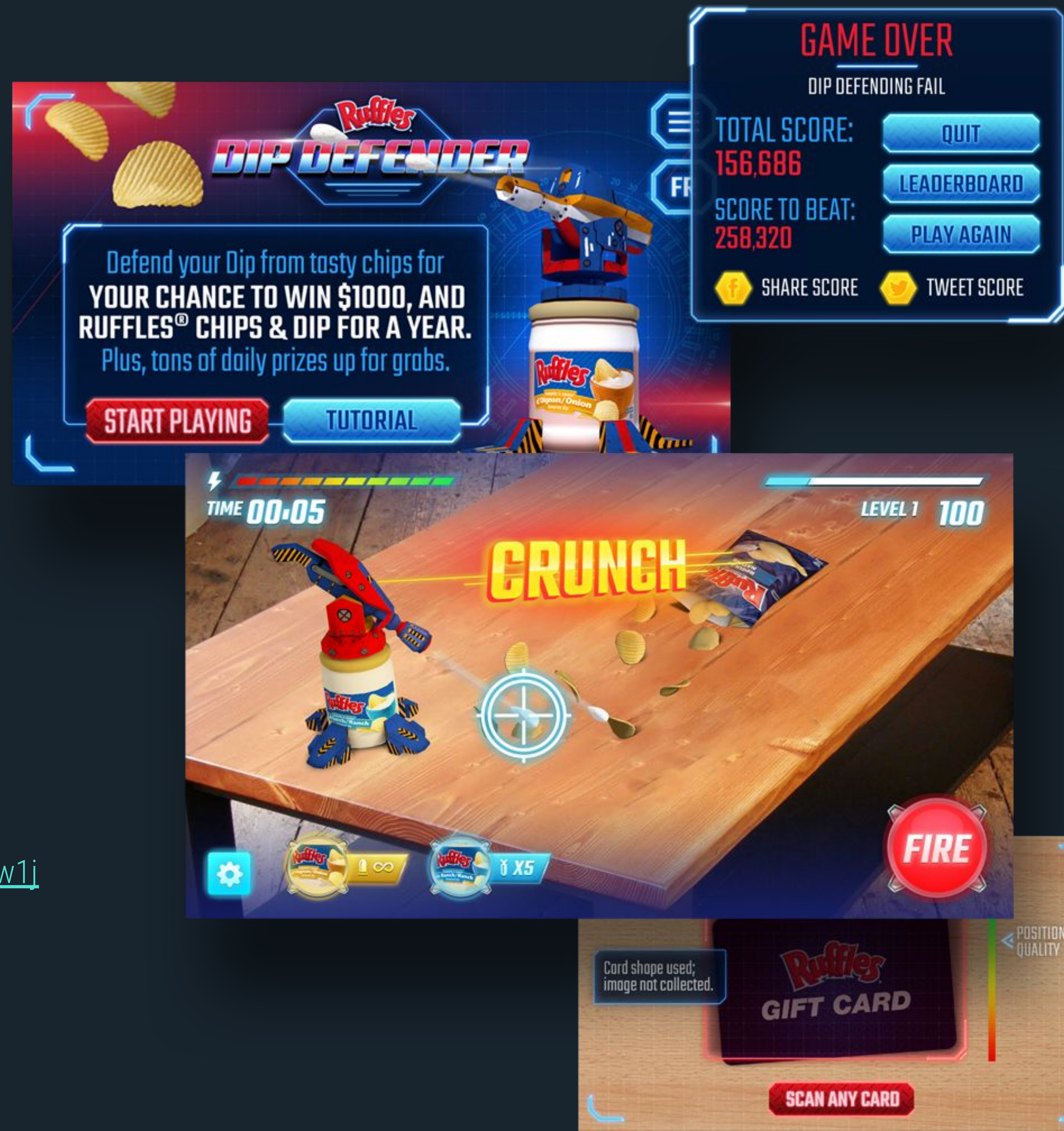
- Innovate in a category not known for innovation
- Brief: "Do cool stuff for bros"

Majestic Solution

- AR App (iPhone and Android)
- Turn Ruffles Dip jar into chip-slaying machine!
- Built-in contest
- Launching Winter 2021 iOS/Android

Video Demo

<https://majesticmedia.box.com/s/lbacu805mg99moq2v6dxbvc1xan1sw1j>



Doritos Win Every Hour

OBJECTIVE:

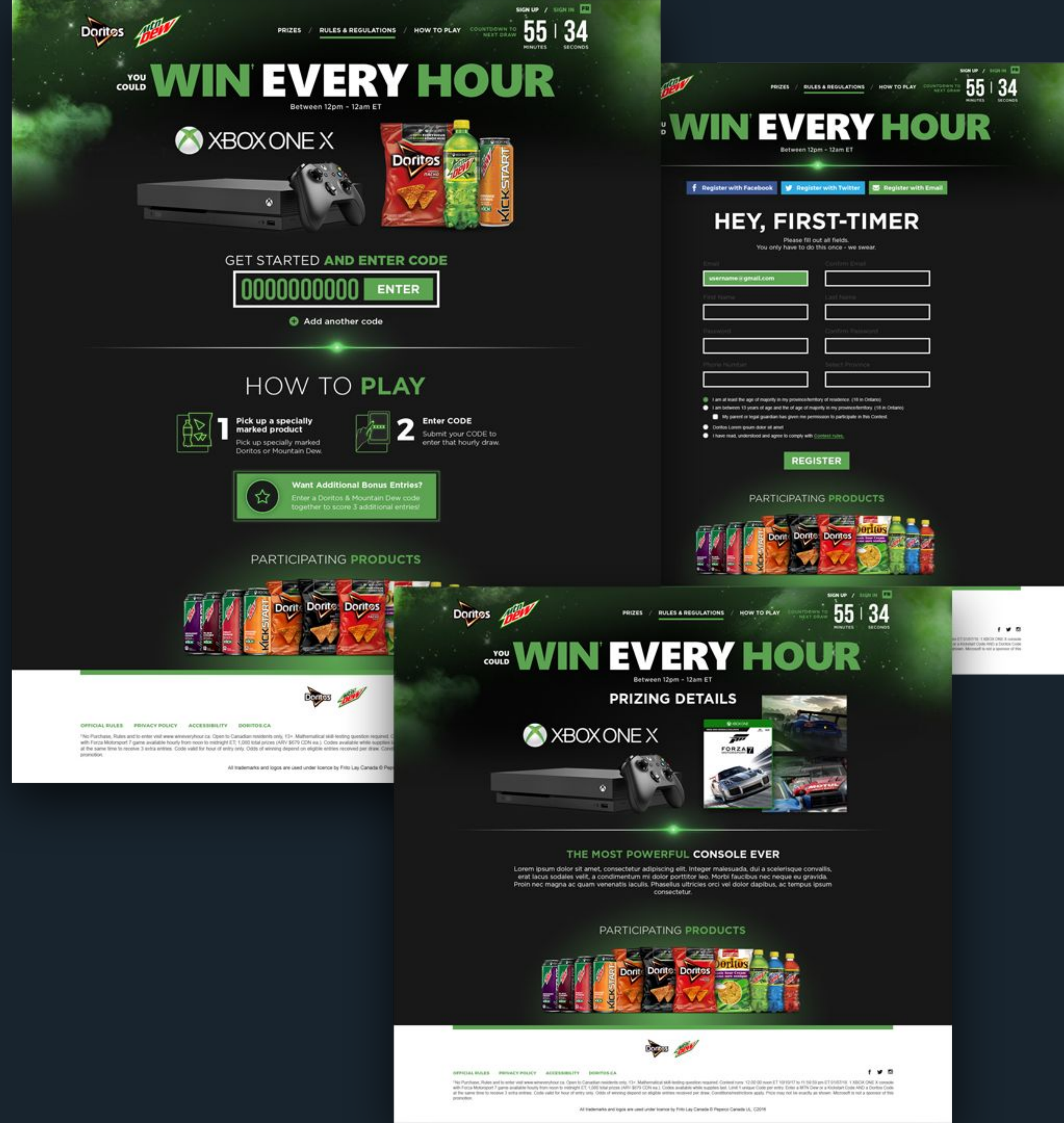
Promote Mountain Dew + Doritos products through a PIN-on-pack contest that lets consumers win an XBOX every hour for 16 weeks.

SOLUTION:

Responsive microsite that provides entrants with ballot status in real time, so that they can bank PINs for specific draws.

RESULTS:

Registered users: 150,000 +
Pin codes submitted: 400,000+
Avg users online: 200
Avg time on site: 3:32 min



Scotia Hockey Club

Acquisition

Objective

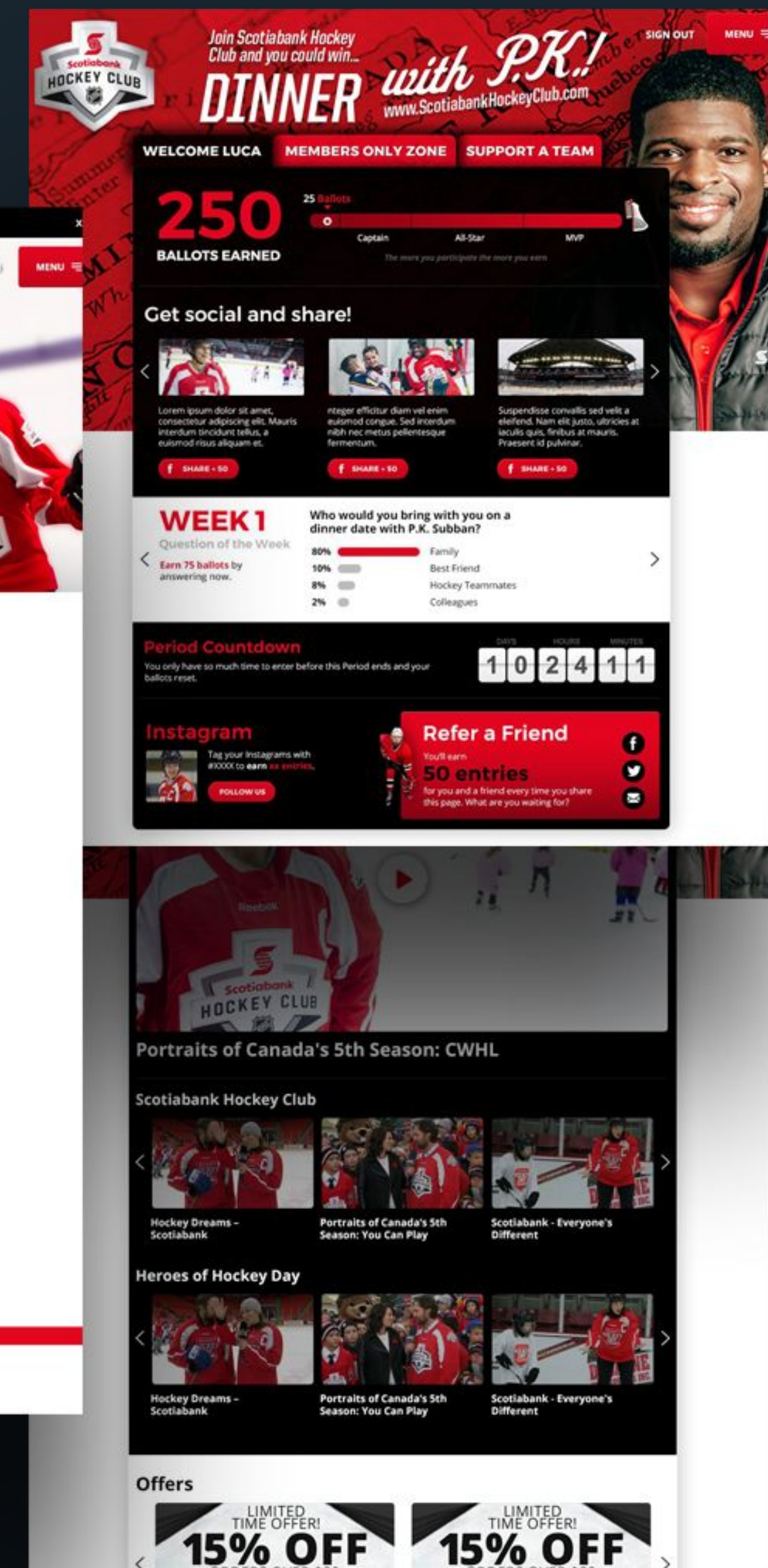
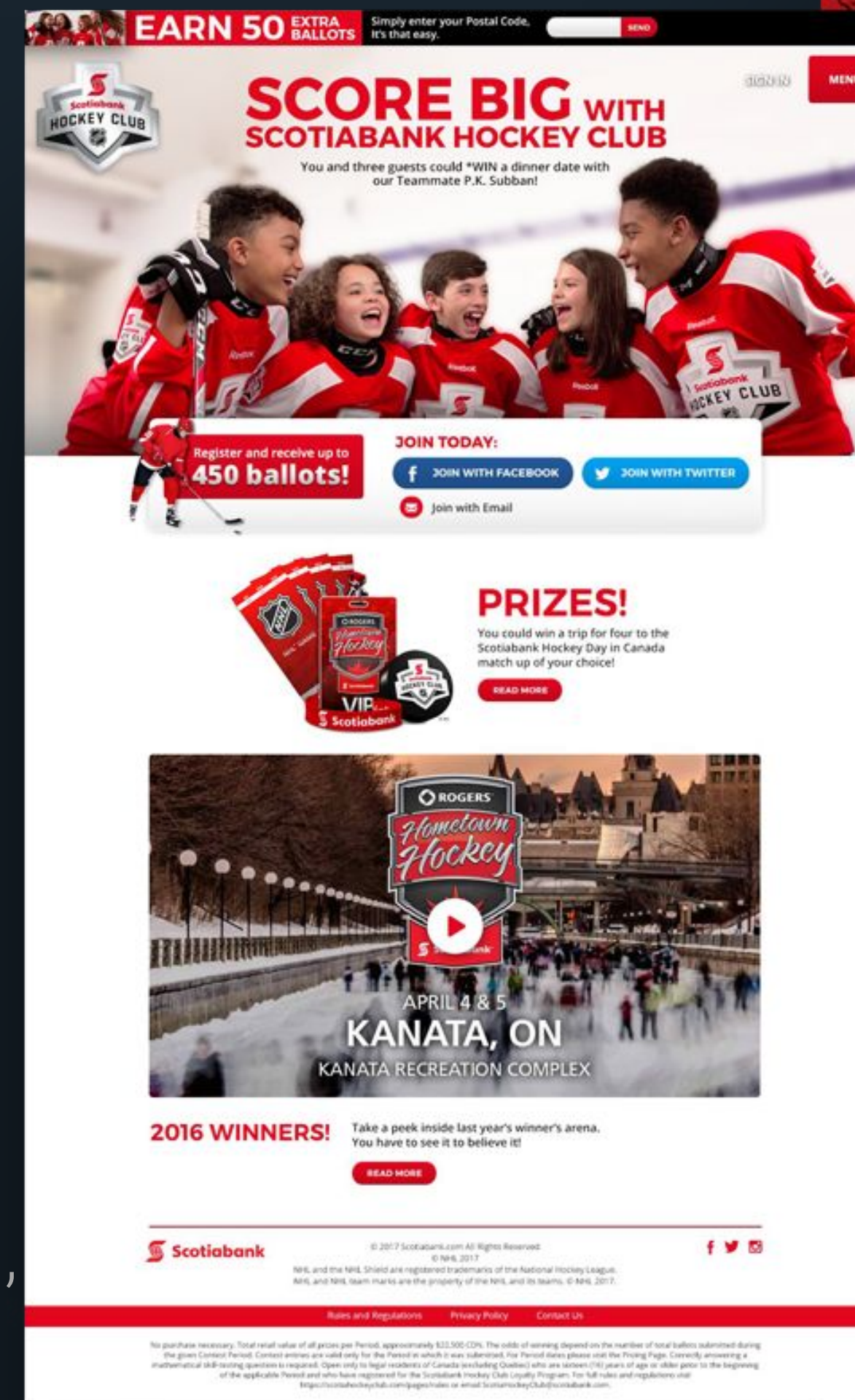
- Build an always-on loyalty club platform to capitalize on Scotia's investment in hockey

Majestic Solution

- An always-on hockey loyalty platform - scotiahockeyclub.com
- Rewards hockey fans with an opportunity to win prizes for engaging with the brand:
- Shares, likes and comments on Scotiabank social media content
- Stores member data and online behaviour to enable re-marketing, segmentation and acquisition.

Results

- Since launch in 2016, membership increased **50+%** each year



Day-to-Day Banking Retention

Objective

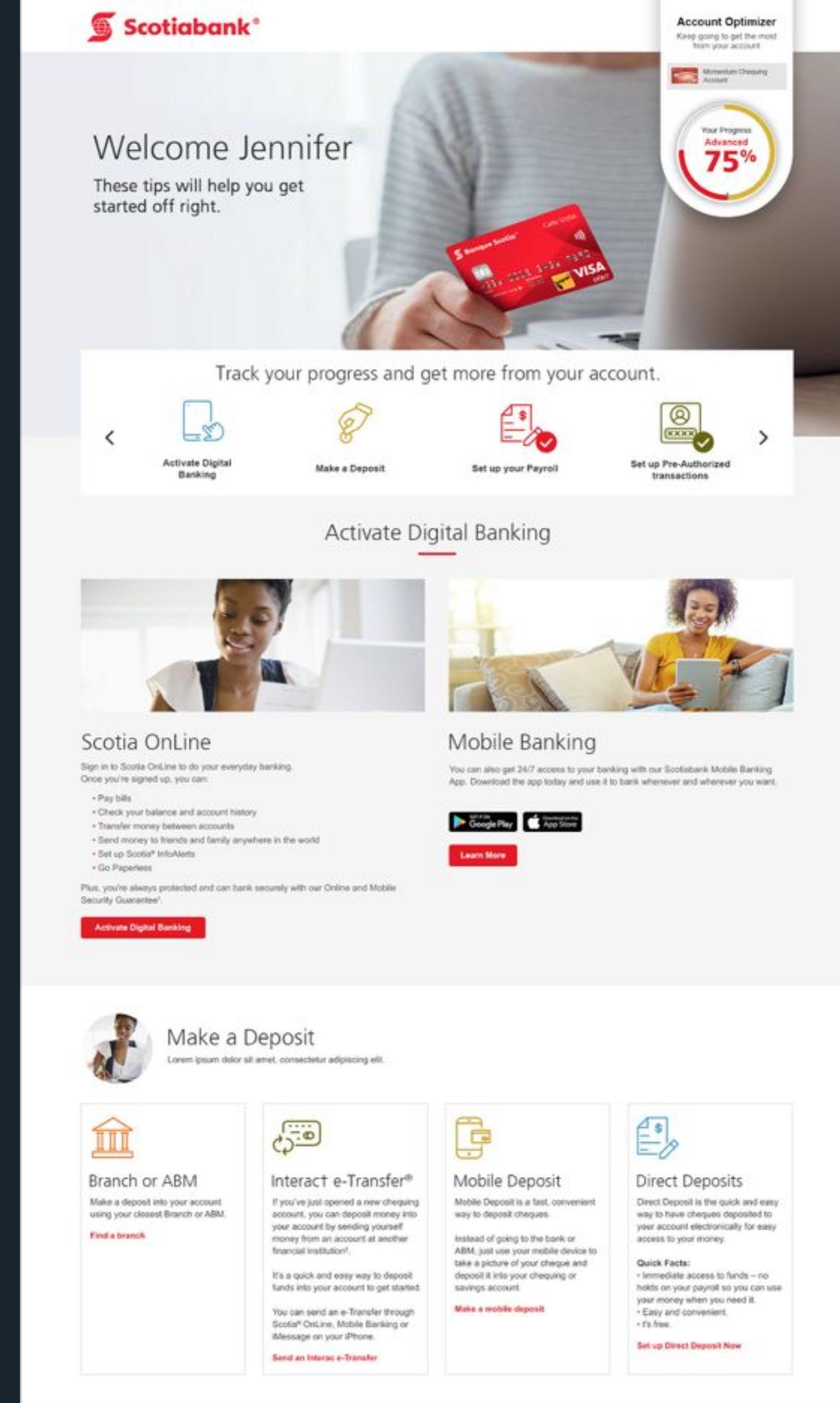
- Provide a warm welcome to new banking customers

Majestic Solution

- Craft personalized experience based on behaviour within first 24 hours
- Strengthen bank's relationship with customers within the first 90 days
- Base UX on transactional behaviours relevant to drive CTAs and personalization (payroll, PA debits, setup/login, mobile app, bill payments)
- Modular property "redraws" itself based on user actions over time

Result

- Launched May 2018
- More than 100,000 chequing account holders now part of program



Champions League Sponsorship Acquisition

Insight:

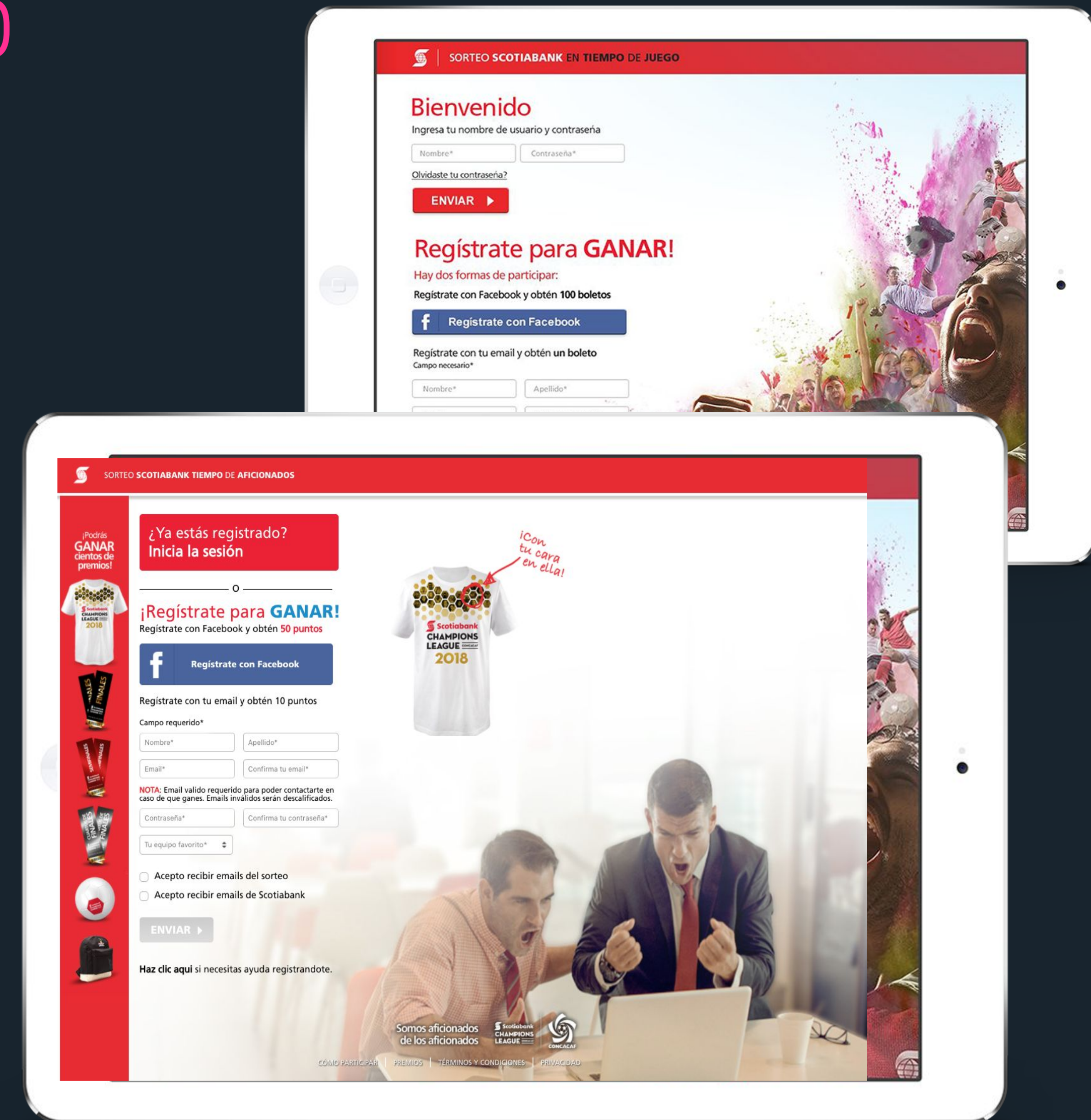
- Soccer unites the masses - play and be rewarded.

Majestic Solution:

- Make soccer rewarding each year with a series of new/interesting contests
- Engage fans with Scotiabank when they're most engaged: during live FOX game telecasts by creating a 2nd screen experience, to make them 'part of the game':
 - Fan jersey contest
 - User Generated Content fan photos (with hashtags)
 - Live in-game poll questions: SMS & Twitter
 - Feeds from Scotiabank/FOX/CONCACAF social properties

Results:

- Exceeded acquisition goals by over 40%



Credit Card Refer-A-Friend Platform

Acquisition



Objective

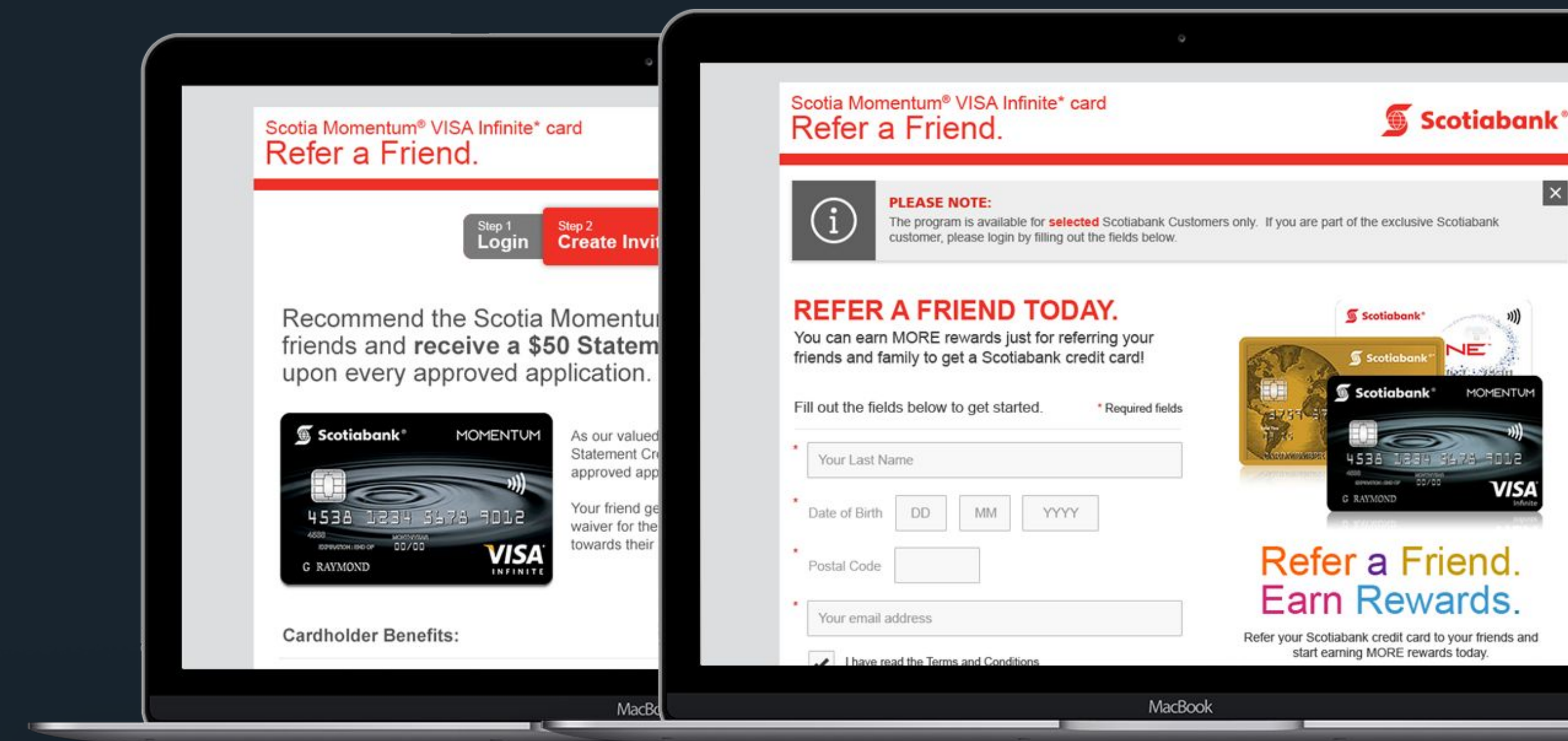
- Incent current card holders to refer friends and family to selected Scotia credit cards

Majestic Solution

- Strategy, UX, design and development of the full program
- Worked with Scotiabank Acquisition & Analytics and IT & S
- Trusted to securely transfer existing customers database for 5 Scotiabank card products

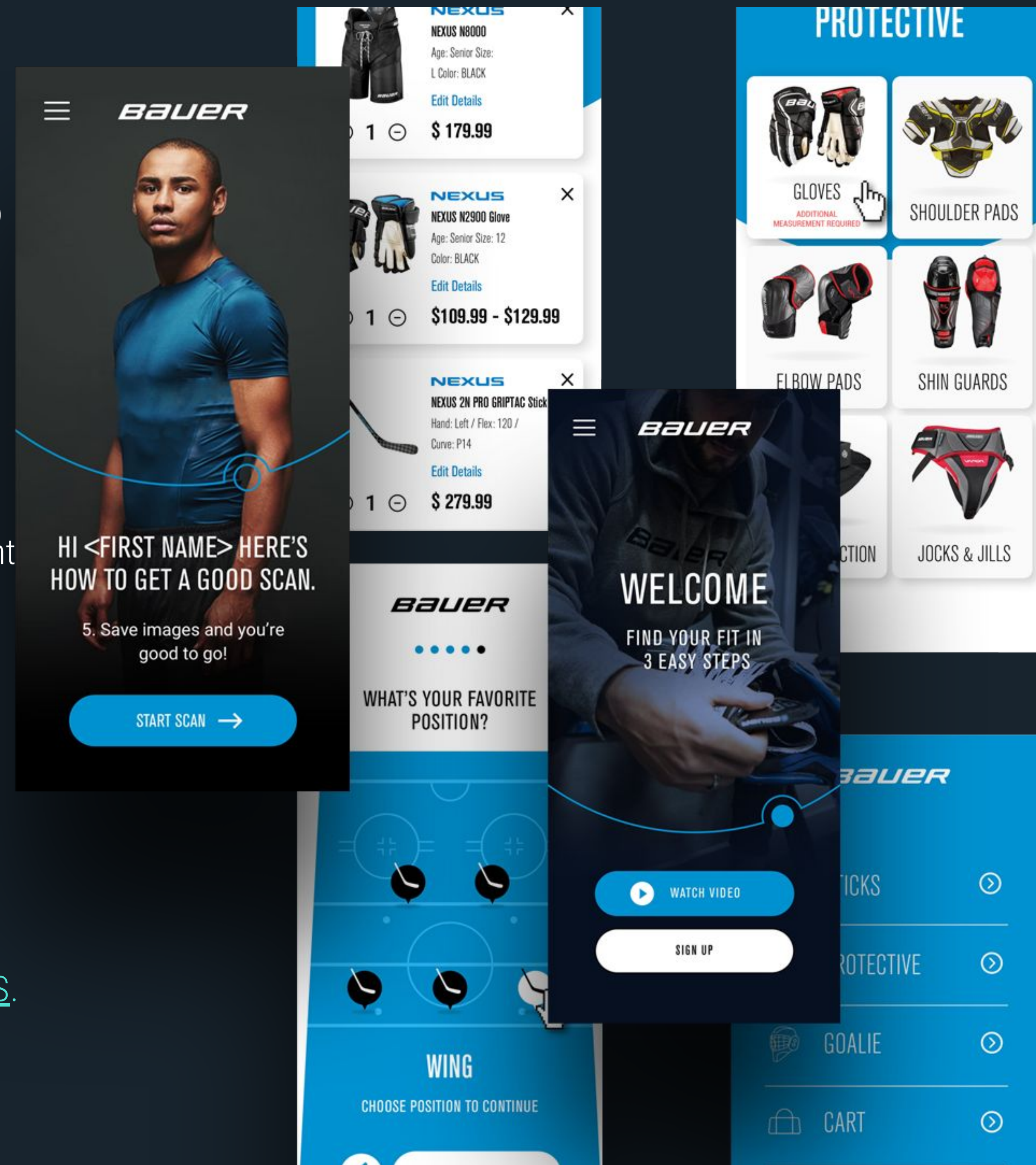
Results

- Exceeded desired target referral goal by 15%



Bauer Fit

- iOS + Android app that captures body measurements of hockey players to fit them into gear: shoulder & elbow pads, pants, shin pads and sticks
- User path:
 - Player gets measured via app + mobile camera
 - App connects to Bauer fitting database to suggest proper equipment sizes
 - Output is screen with player's measurements and suggested equipment sizes w/product shots
 - Drives to website (via browser) for online purchase
- Future phases: 3D modelling, skills & drills videos, French language and more.
- Available at:
 - <https://apps.apple.com/us/app/bauer-fit/id1493353664>
 - https://play.google.com/store/apps/details?id=com.bauer.fit&hl=en_US



Toronto Humane Society

Pet-parazzi Contest

Scope

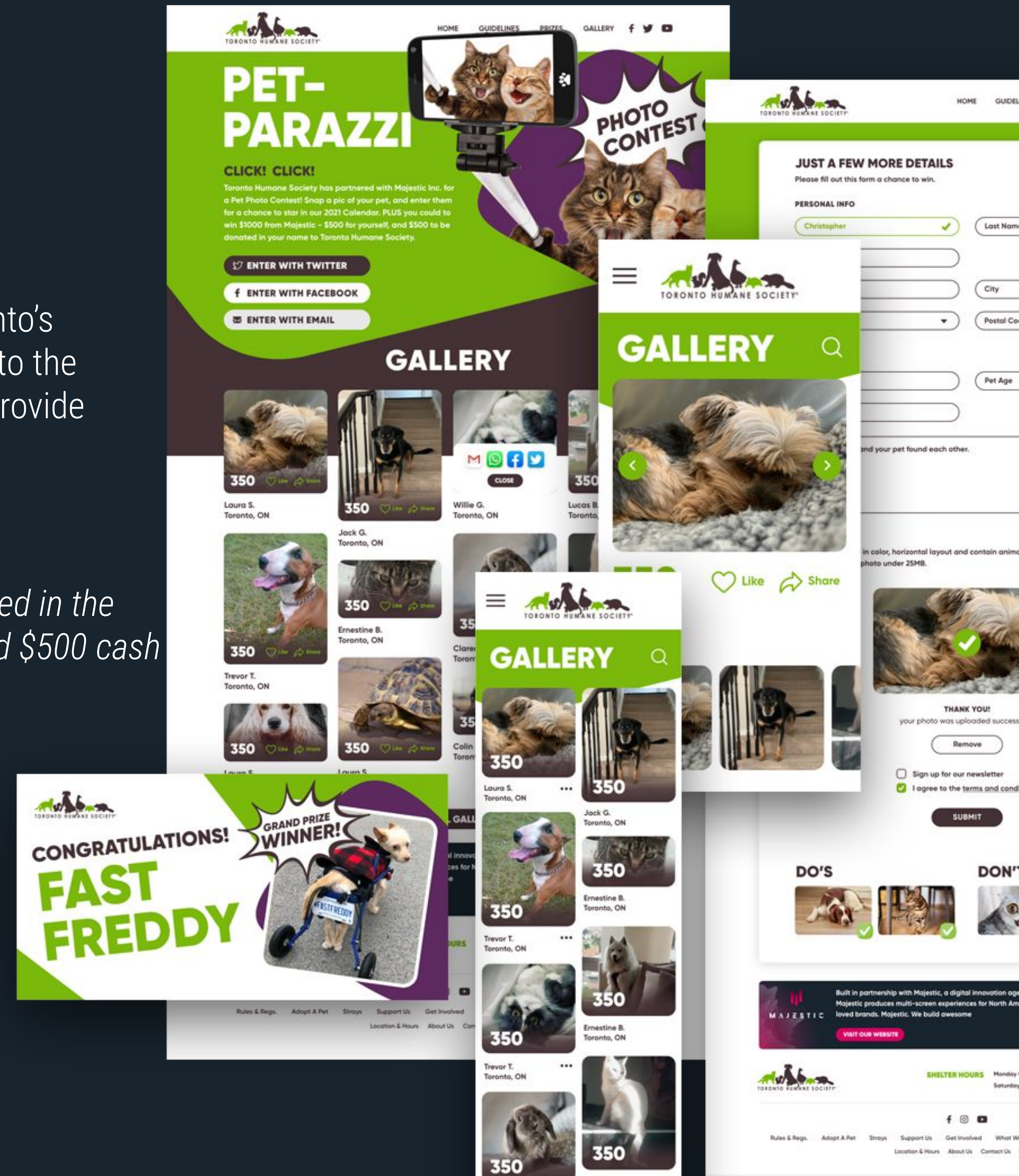
Majestic wanted to give back to its local community by helping one of Toronto's flagship not-for-profits: The Toronto Humane Society. Majestic reached out to the Society to provide a fun way for pet-owners to engage with the brand, and provide awareness for their spring adoption drive.

Majestic Solution

- Share a picture of your furry friend for a chance for him/her to be featured in the society's 2021 calendar, win a \$500 donation to the Humane Society and \$500 cash for you and your pet
- Responsive and accessible contest site
- WordPress CMS (for submissions/updates and entry moderation)
- Majestic provided all work and prizing pro-bono

Results

- Alignment with the Society's communications needs
- 10,000 contest entries (no media support)
- More than 5,000 opt-in permissions for the Society's newsletter
- Strong pool of images for 2021 calendar



Corporate and Brand Websites



Deep Bank Of Experience

Majestic has over the past decade built **80 Drupal and WordPress-powered websites** for the following Canadian and US brands.

Due to the nature of business, some of these sites are no longer live due to mergers and ownership changes. The sites that we produced that are live are hyperlinked below.

Maple Leaf Foods (all bilingual English and French):

- Maple Leaf Foods corporate site (2014)
- Greenfield Meats (2015)
- Schneiders (2014)
- [Mina Halal](#) (2015)
- Devour Beef Jerky (2016)
- Lethbridge Heritage Pork (2016)
- Maple Leaf Prime (2014)

Scotiabank



- [Scotiabank Hockey Club](#) (2021)



Scotiabank

Deep Bank Of Experience (con't)

Canada Bread (sold to Grupo Bimbo, all bilingual English and French):

- [Canada Bread corporate site](#) (2014)
- Villagio (2015)
- Olivieri (2015)
- Dempsters (2014)
- [Ben's](#) (2016)
- Sanissimo (2017)
- Bon Matin (2016)
- POM (2016)
- Boulange Des Campagnards (2016)
- Vachon (2015)
- Takis (2018)



Weston Foods (now WonderBrands, all bilingual English and French):

- Weston Foods corporate site (2020)
- [Country Harvest](#) (2021)
- [D'Italiano](#) (2021)
- [Gadoua](#) (2021)

WESTON FOODS



Deep Bank Of Experience (con't)

Campbell's of Canada (bilingual English and French):

- <https://www.cookwithcampbells.ca/> (2018)

McCain Foods Canada (bilingual English and French, project in progress):

- <https://www.mccain.ca/> (current site, new site to launch fall 2023)

PepsiCo (Canada, USA and Australia, **Frito-Lay North America** and **Quaker Oats** master brands):

- PepsiCo Canada/Frito-Lay Brands: 15 websites
- Frito-Lay North America Brands (USA): **30 websites**
- Frito-Lay North America Corporate (USA): **3 websites**
- Quaker Oats Brands (USA): **2 websites**
- All USA websites are live; full list of URLs available upon request

The Campbell's logo, featuring the brand name in a classic, cursive script.The PEPSICO logo, featuring the brand name in a bold, uppercase, sans-serif font.

Deep Bank Of Experience (con't)

Nuvation Energy

- <https://www.nuvationenergy.com/> (2023)

Frost Products

- <https://www.frostproductsltd.com/> (2022)

Canada FBM 2021 (a Canadian Federal Government-funded initiative, bilingual)

- <https://canadafbm2021.com/> (2021)

York University (Post-secondary Education, Not For Profit)

- <https://www.yorku.ca/> (2020)

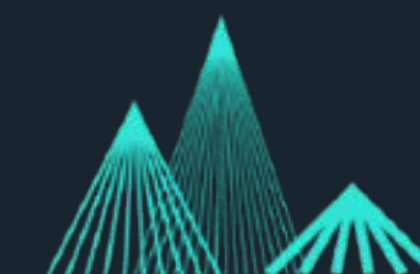
CMRAO (Professional Association, Not For Profit)

- <https://cmrao.ca/> (2021)



Government of Canada Gouvernement du Canada

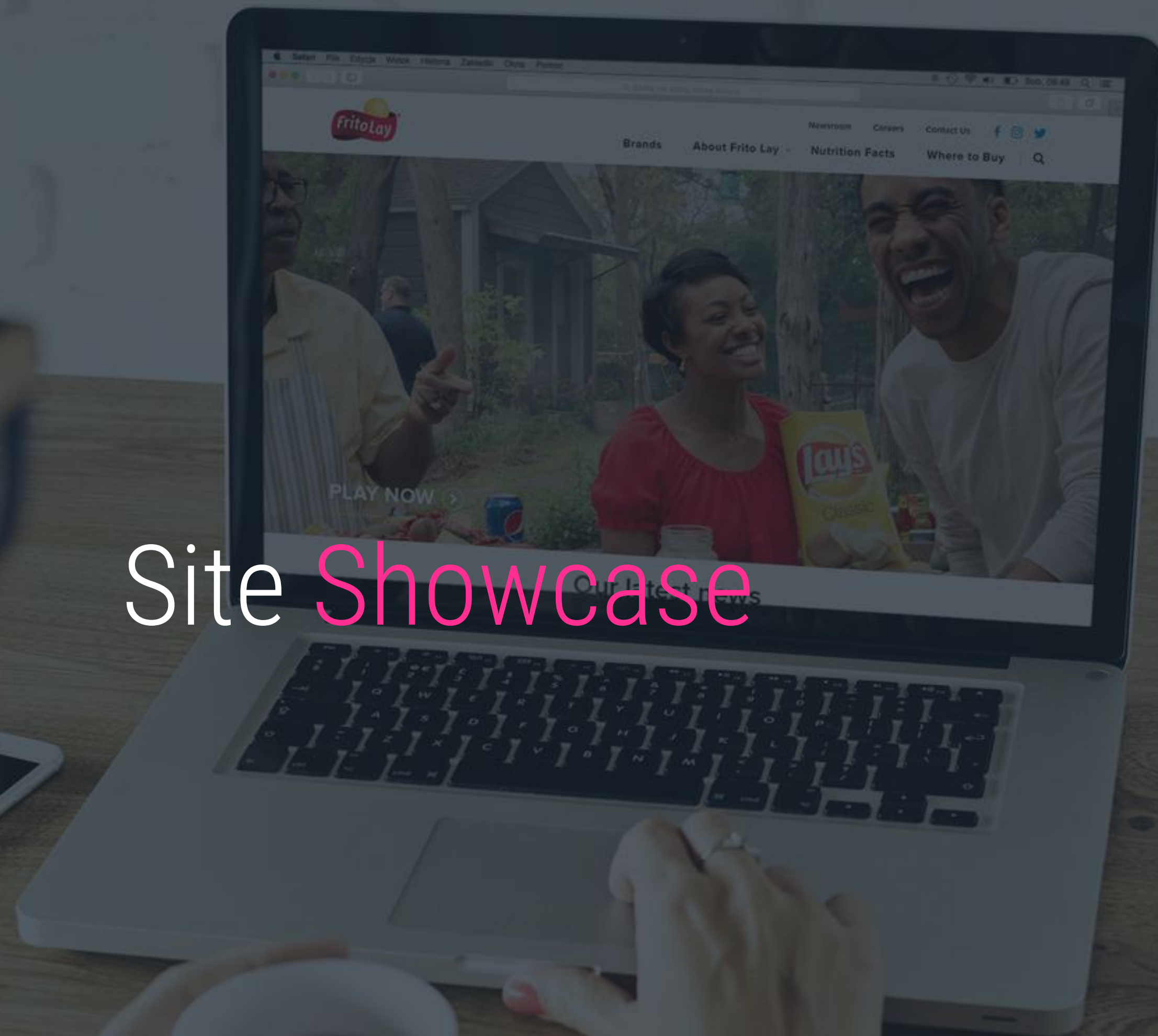
Canada



CANADA
Guest of Honour
Frankfurt
Book Fair
2020/2021



Site Showcase



Weston Foods Corporate Website

Scope

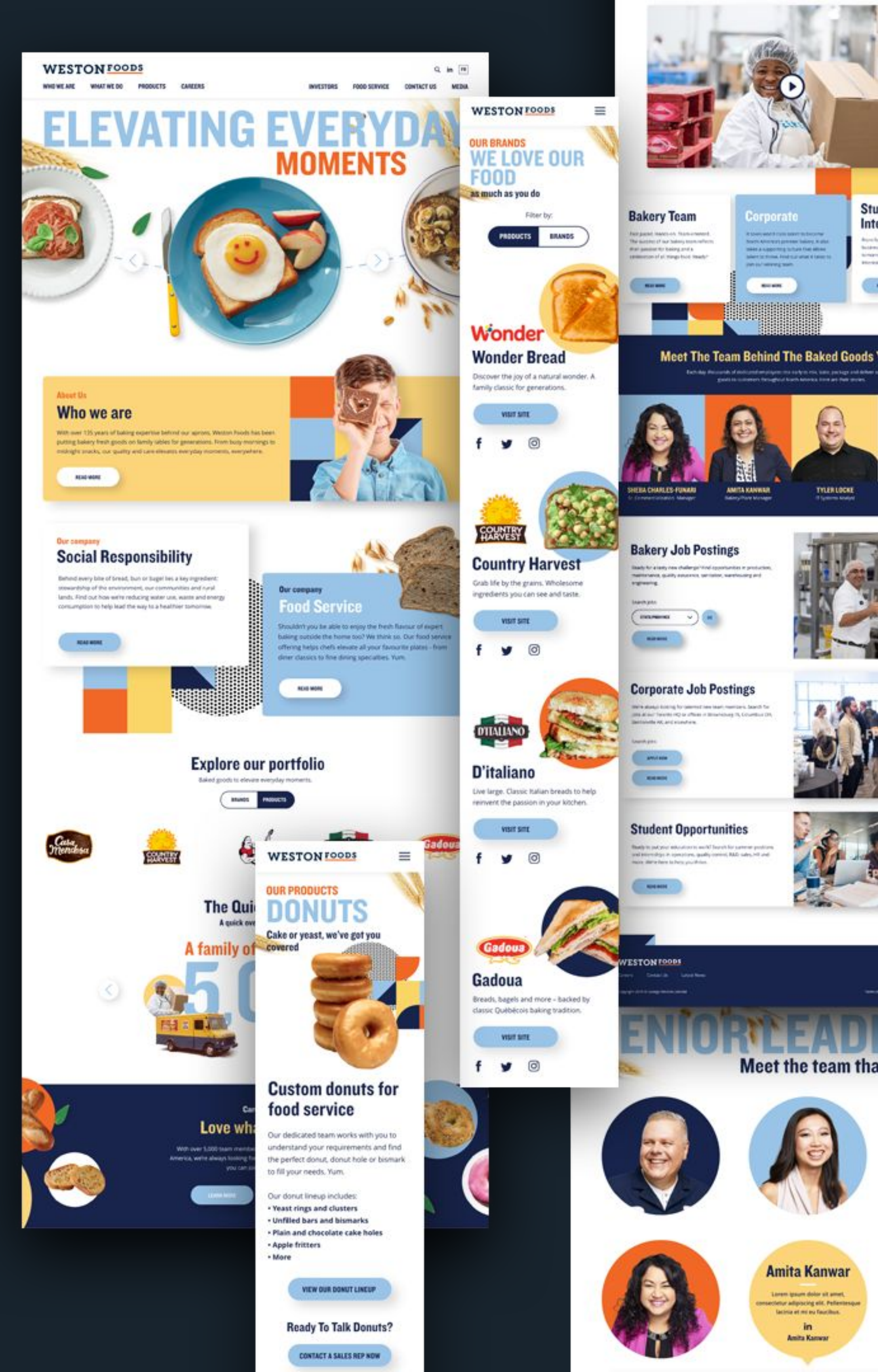
Weston Foods, Canada's largest bakery, wanted to make it clear to their stakeholders: food is at the centre of their conversation with consumers. Majestic was brought onboard to articulate this brand truth, tell the Weston story and redevelop the company's online presence through a newly defined, *food-first* lens.

Majestic Solution

- <https://www.westonfoods.com/>
- Tell the Weston Foods brand story through visual appeal and engaging copy
- New and fresh UX/architecture/design
- Purpose built for mobile, leveraging responsive design
- WordPress CMS
- Compliant with AODA/ADA, CAN-SPAM and CASL
- Google Tag Manager/Analytics integration

Results

- Satisfaction for Weston's executive and marketing teams
- Alignment with Weston's communications and IT needs
- Highly efficient solution Weston can update using internal teams



PepsiCo Canada and Frito Lay Brands

Digital Property Rebuilds - US & Canada

Common Scope

- Redesign UX + look & feel of 18 Pepsi Canada brand websites
- Redesign UX + look & feel of 18 FLNA brand websites
- Centralize: leverage one technical platform (Drupal)
- Make it easy for every brand to manage/update
- Integrate with multiple 3rd party platforms
- Provide platform and content maintenance for all sites

Majestic Solution

- Custom template enabled creative flexibility for all brands
- Same design template used in both Canada and US for cost efficiency
- Drupal CMS installs (incl. brand staff training and manuals)

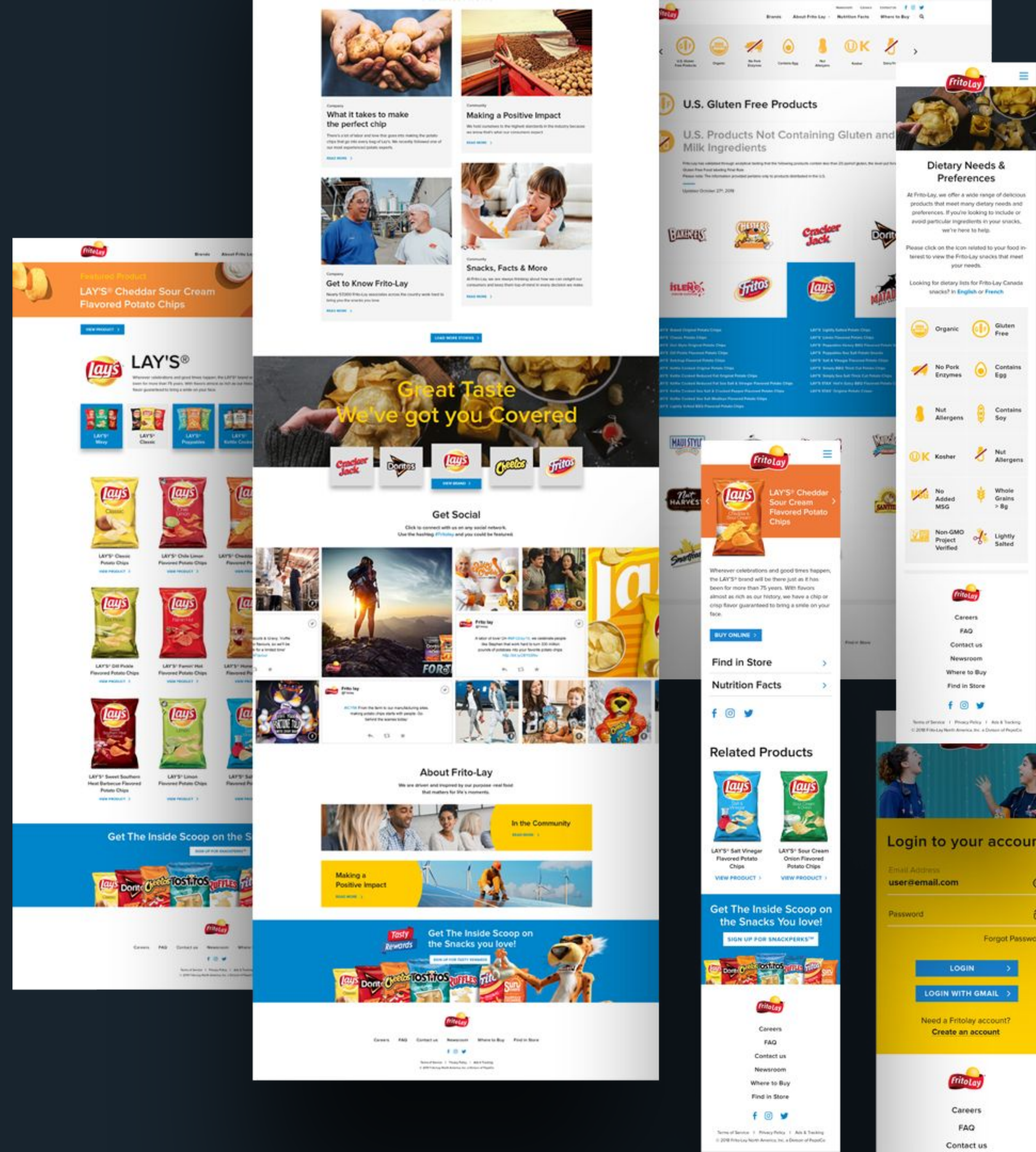
Results

- Satisfied all Marketing/IT/Brand/Corporate needs
- Cost savings and process improvements
- Accessibility (AODA/ADA) and CAN-SPAM/CASL compliance
- Resulted in Majestic winning PepsiCo Australian websites



Frito Lay North America Corporate Website

- <https://www.fritolay.com>
- Majestic mandate:
 - UX
 - Design
 - Copywriting
 - Photography
 - Development
 - Integration with Drupal instance
- Majestic also mandated with design and development of:
 - Frito Lay Food Services Site
 - Frito Lay Careers Portal



Campbell's

Cook With Campbell's Website

Objective

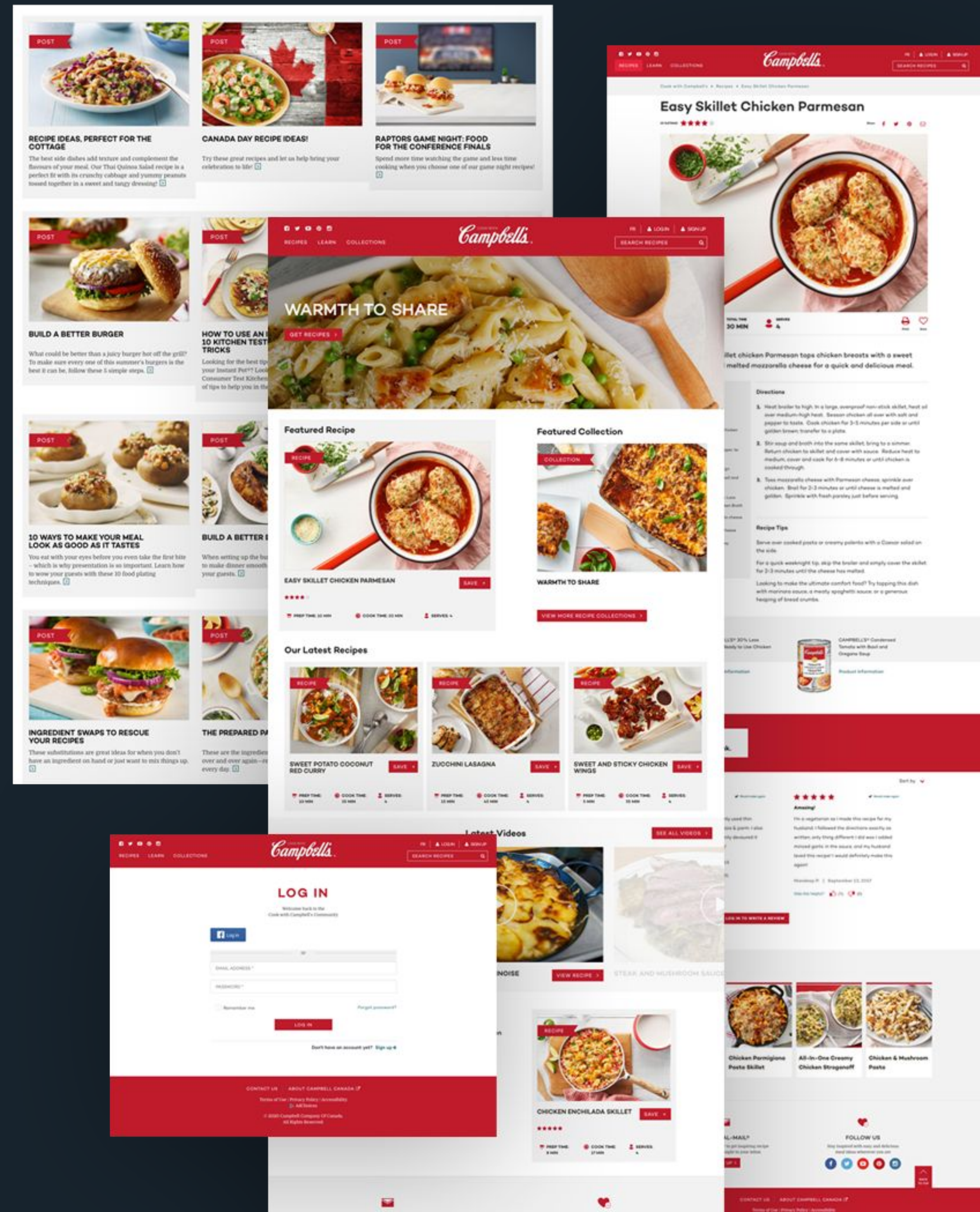
- Redesign a Campbell's of Canada flagship web property with the goal of building an online community driven by member preferences

Majestic Solution

- <https://www.cookwithcampbells.ca/>
- Help Campbell's create a Canadian community by creating a responsive and accessible site featuring recipes made from Campbell's products
- Key features:
 - WordPress CMS (w/training)
 - Predictive Search
 - Ratings & Reviews
 - Member preference center

Result

- 22% increase in membership after Year 1



Maple Leaf Foods

Digital Property Rebuild

Scope

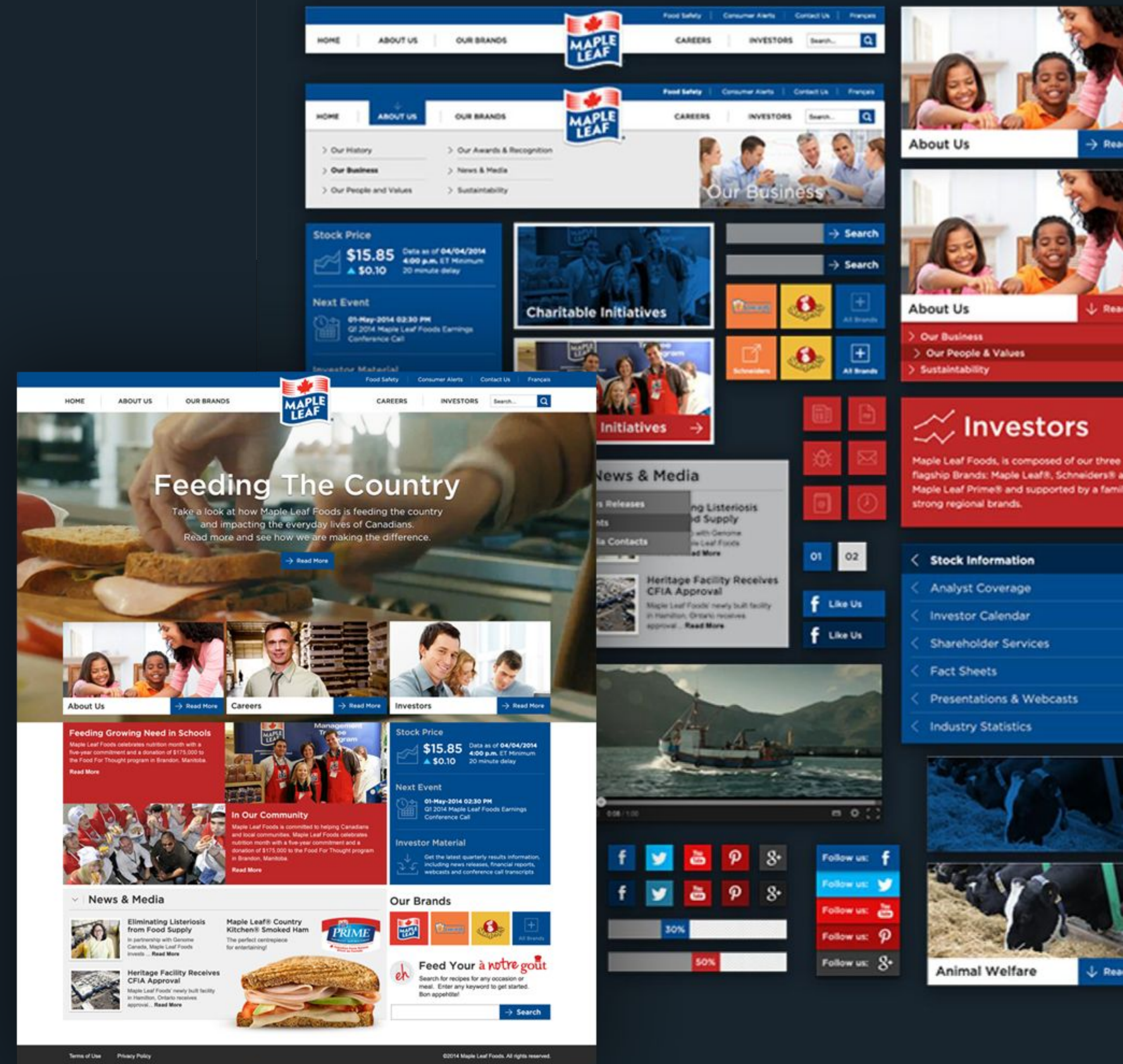
- Re-imagine ecosystem of both corporate & 8 brand properties
- Incorporate new vision around appetite and visual appeal
- Update tech stack from old proprietary CMS
- Design new Careers & Investors stand-alone portals
- API integrations with Reuters & CATS platforms
- Google Tag Manager/Analytics integration
- Create digital style guide

Majestic Solution

- CMS implementation: WordPress (incl. training)
- New and fresh UX/architecture/design
- Consistent design template for all brands
- Modernize: SEO, AODA, responsive design

Results

- Marketing/Corp/IT/Brand/HR needs met
- Time spent on site by users +15% in year 1 (corporate site)
- Significant cost of ownership decrease
- Corporate site recently redesigned by Maple Leaf Foods; lived from 2014 to 2019

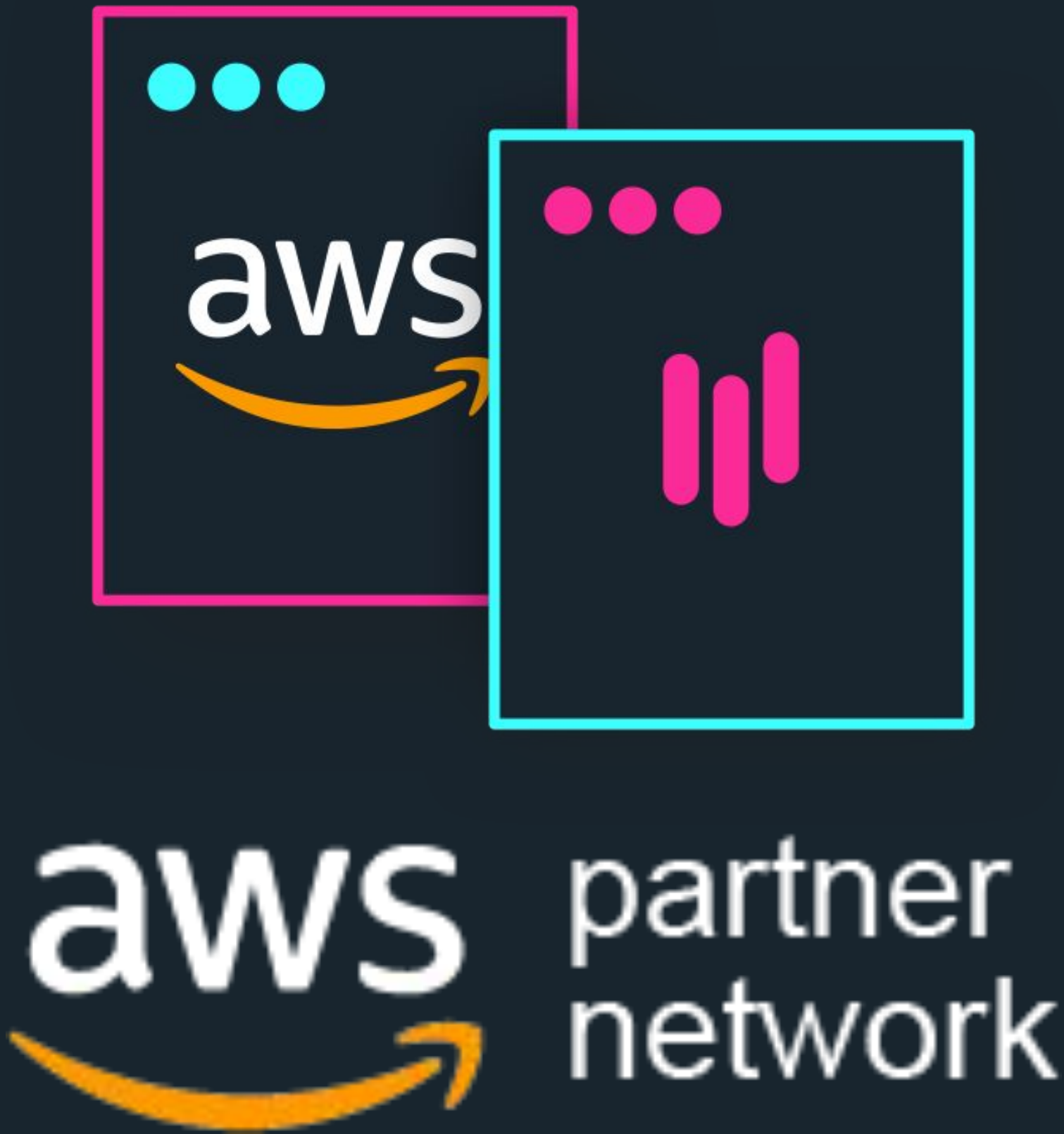
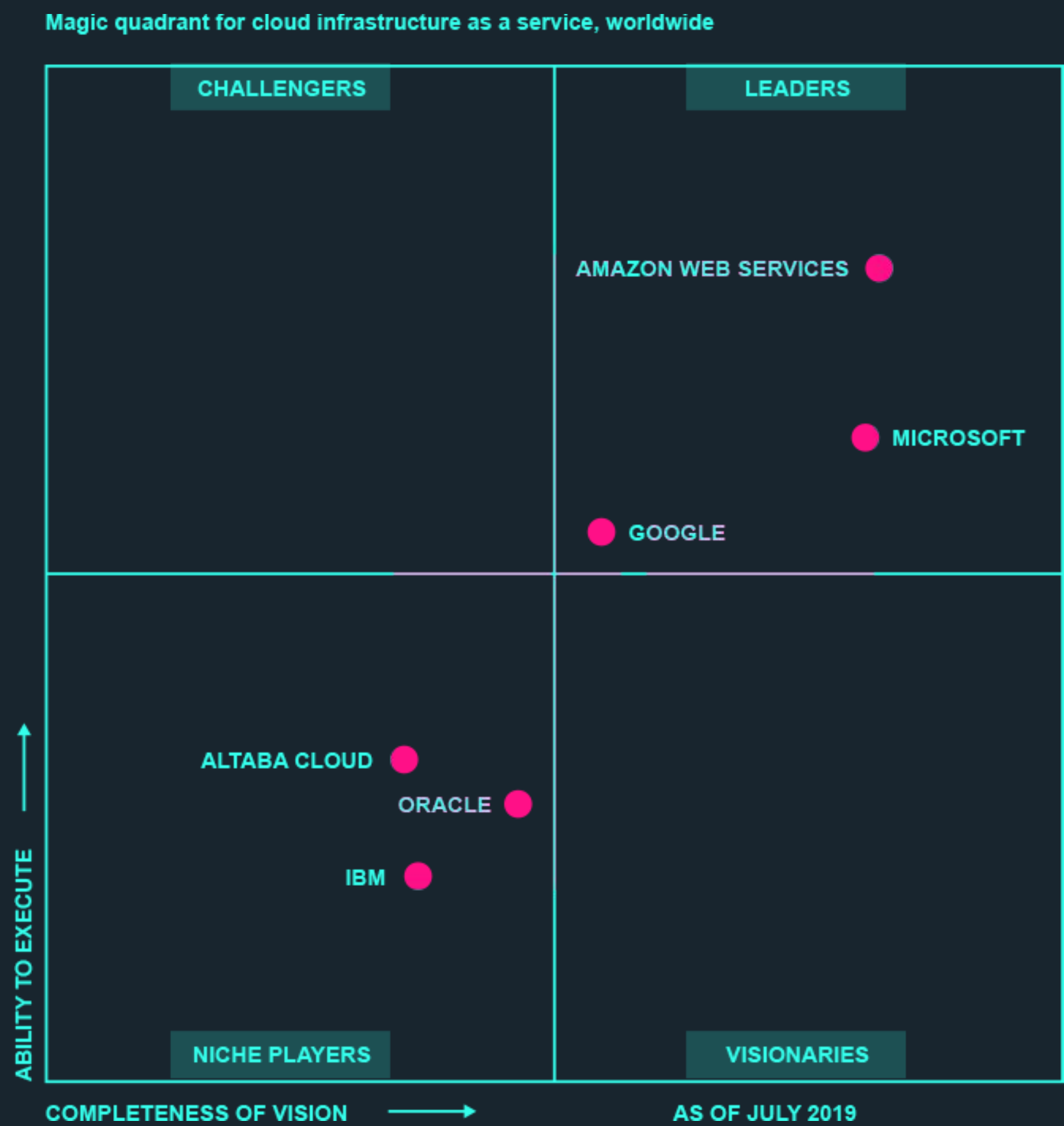




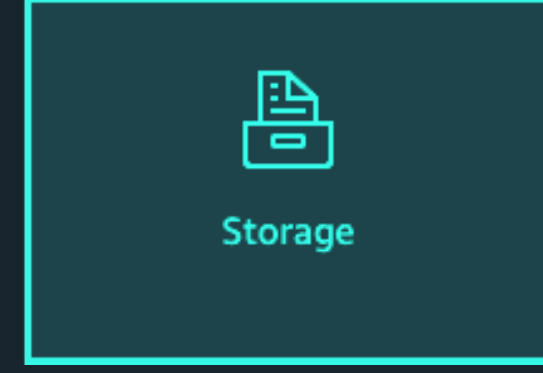
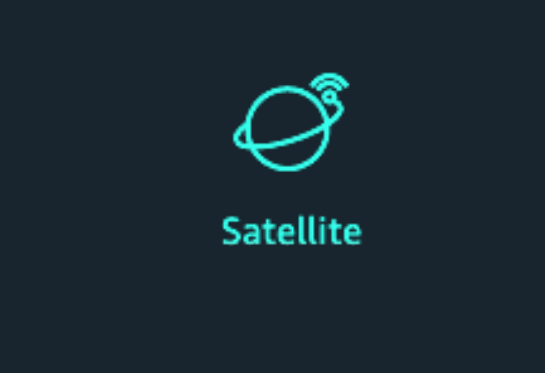
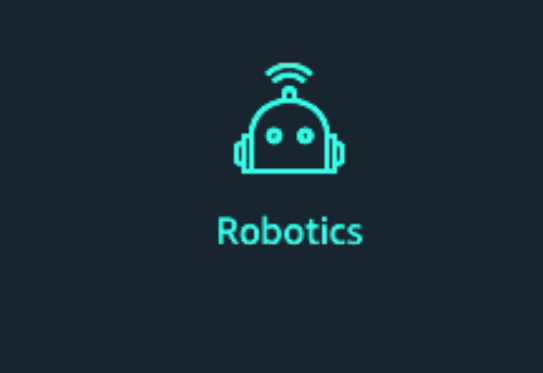
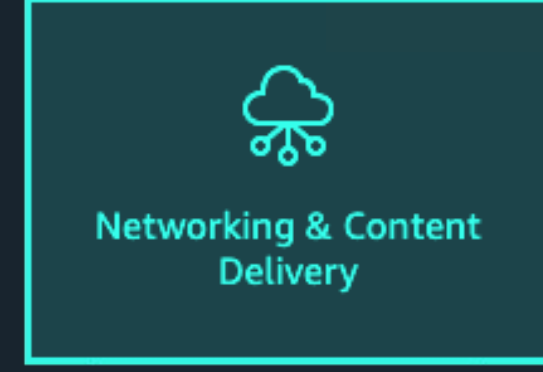
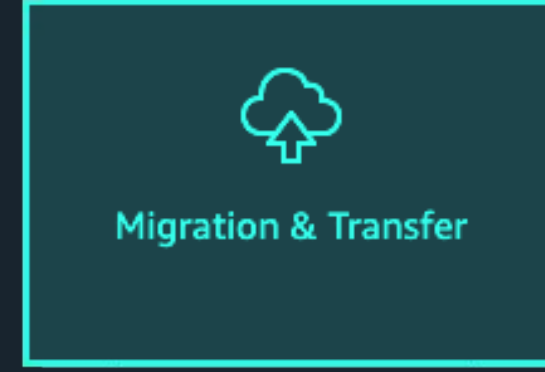
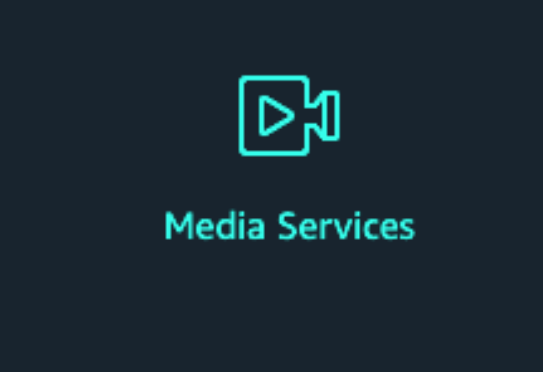
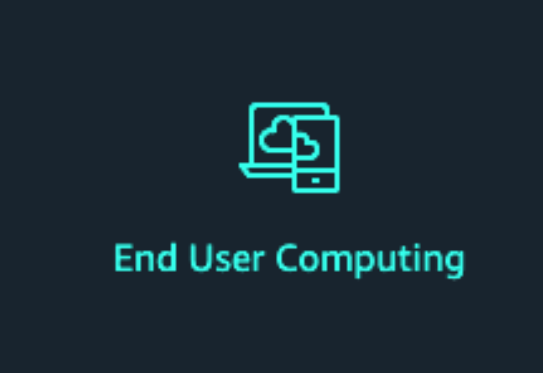
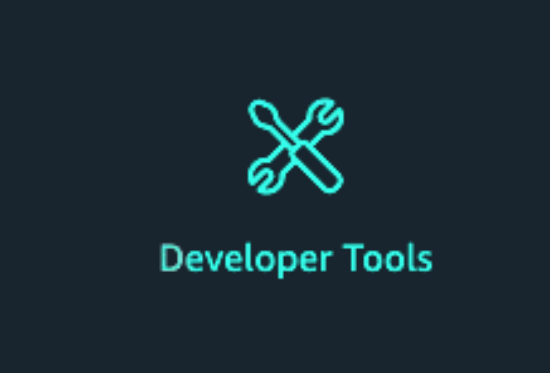
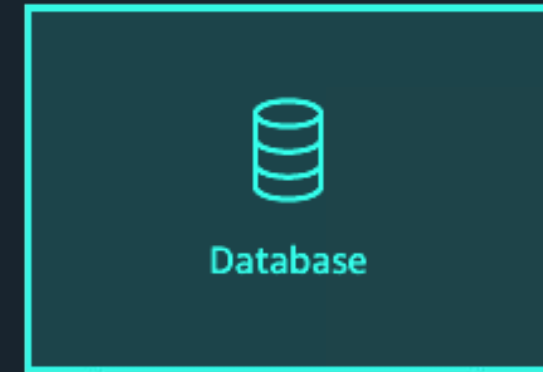
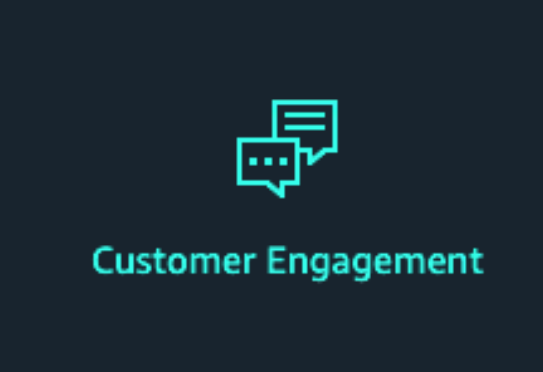
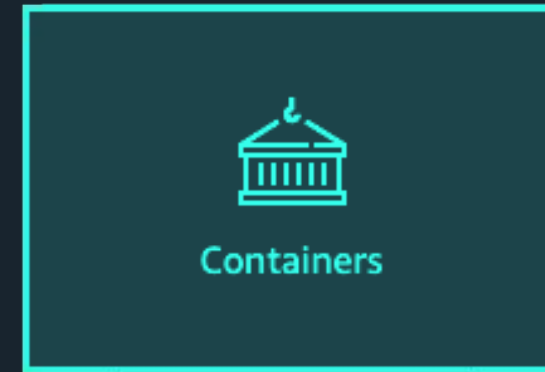
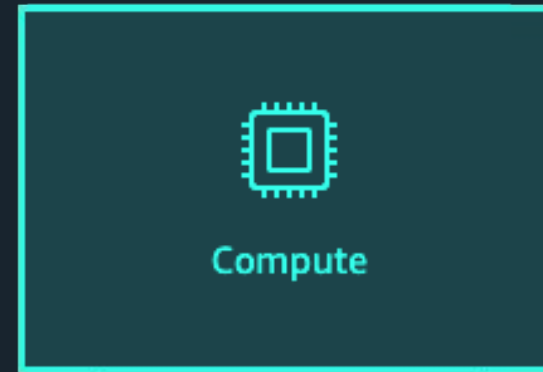
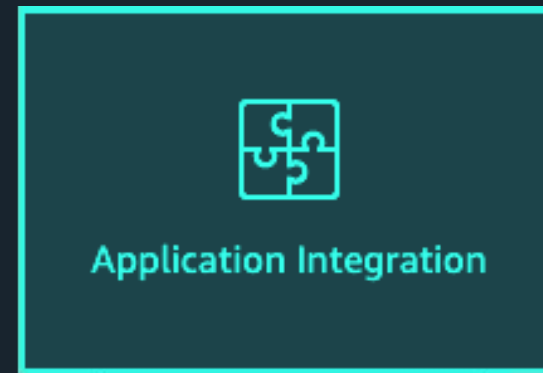
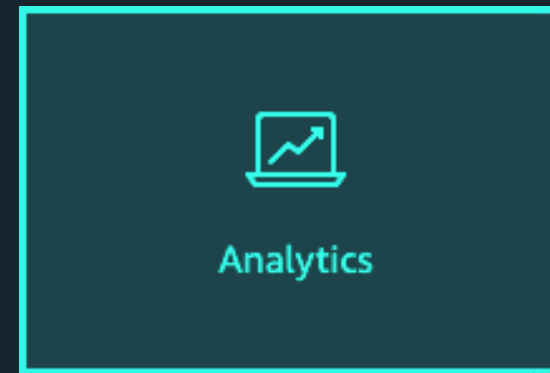
Digital Infrastructure

Cloud-Based Infrastructure Services

Majestic is an **Amazon-certified Select Level infrastructure reseller.**



Cloud-Based Infrastructure Services



A background image showing three people in a collaborative work environment. A woman with short dark hair and a yellow cardigan is on the left, smiling. A man with glasses and a beard, wearing a plaid shirt, is in the center, looking at a laptop and smiling. Another man is partially visible on the right, also smiling. The image has a dark, semi-transparent overlay.

Why Majestic?

Why Majestic?



Digital is in our DNA



Senior contacts are
agency principals



Demonstrated leader in
digital builds



Project-based, no
retainers



We do what we say we
will do



Efficient and responsive



MAJESTIC IDEAS

To read our Majestic Ideas blog please surf over to:

<https://webuildawesome.ca/majestic-ideas/>



But Don't Just Take Our Word For It



"Majestic was selected to design and develop our corporate and brand websites as one of the top pure digital agencies in Canada because of the company's commitment to working with its customers. Their responsiveness both during production and after we launched was refreshing. They always answer the bell."

-Jerry Sen, Director, Digital, CRM and Media, Maple Leaf Foods and PepsiCo Foods Canada (former)



"I can't speak highly enough about the quality of Majestic's thinking, designs, and service as we worked through the Pepsi brand sites redesign. An awesome team that I highly recommend."

-James Clarke, Senior Director, Media, CRM and Marketing Analytics, Pepsi Foods Co.



"You want Majestic with you as a partner on any digital marketing assignment, specifically any facet of a digital system rebuild. They know this stuff inside and out."

-Paul Regan, VP Digital Strategy, Picton Mahoney Asset Management



A photograph of three people sitting on a light-colored sofa in a living room. On the left, a man in a dark suit and white shirt is smiling. In the center, a woman with blonde hair, wearing a white t-shirt and a denim vest, is also smiling. On the right, a man in a light blue button-down shirt and dark pants is smiling. Behind them is a large wooden bookshelf filled with books. The image has a semi-transparent dark overlay.

MAJESTIC

THANK YOU.