



creative services kit

twenty two media: overview

We are an independent, woman-owned, proudly Canadian publisher that operates as a one-stop content partner to bring your brand's mission to life. Creating engaging content and driving audiences to it is our forte.

We're more than just a publishing house — we're the ultimate bridge between publishing and agency services. The creative services division of our business provides turnkey solutions that ensure brands are remembered.



creative services

Leveraging our core food and drink expertise, we uphold the same high standards of creativity and quality that define our magazines to craft marketing solutions that deeply resonate with audiences.

By blending creativity and efficiency, we deliver cohesive messaging with quick turnarounds, all while serving as a dedicated ambassador for your brand.

Services	POA
Product Photography	
Restaurant Photography	
Corporate Photography	
Video Production	
Menu Design	
OOH Advertising	
Web Design & Development	
Print/Digital Ads	
Copywriting	
Marketing Collateral	

WHAT WE DO



product photography

Client: Schneiders / Fuse Create
Usage: Social

Photography

Concept Development & Art Direction

Prop Styling & Food Styling

Recipe Development

Photo Retouching

“We love working with the team at **Twenty Two Media**. They are the perfect extension to our team due to their extensive expertise in food content, their smart creativity, and the passion they bring to our production paired with how fun they are to work with. Great creative needs strong production, especially in food and drink, and the work we’ve created together has been exceptional.”

Aleena Mazhar

SVP, Managing Director, Partner
Fuse Create

Schneiders / Fuse
View example [here](#)



product photography

Client: Vizzy / Molson Coors
Usage: Print, digital and social

Photography

Concept Development & Art Direction

Prop Styling & Food Styling

Photo Retouching

“The partnership with **Twenty Two Media** was nothing short of incredible. They crafted a cohesive content plan that not only elevated our brand but also effectively resonated with a new audience during the festive season. We consider ourselves fortunate to have collaborated with such a skilled and dedicated team.”

Madeleine Gillmeister

Senior Marketing Manager

Molson Coors

Vizzy / Molson Coors
View example [here](#)



product photography

Client: Gay Lea
Usage: Social

Photography

Concept Development & Art Direction

Prop Styling & Food Styling

Photo Retouching



product photography

Client: The Drop Collective / Corby
Usage: Social

Photography

Concept Development & Art Direction

Prop Styling & Food Styling

Photo Retouching



restaurant photography

Clients include: CN Tower, Woodbine Entertainment
Usage: Print, Social, Corporate menus

Photography

Concept Development & Art Direction

Prop Styling & Food Styling

Photo Retouching

“Working with **Twenty Two Media** has been a delight. They seamlessly integrate into our team, bringing not only a wealth of expertise in food content but a refreshing dose of creativity and passion. They exhibit a level of dedication that sets them apart. Together, we’ve produced outstanding content that resonates with our audience and elevates our brand. Their professionalism, creativity, and fun-loving attitude make them a standout partner.”

Alex Boulianne

Digital Marketing Specialist

CN Tower



corporate photography

Client: CN Tower
Usage: Social and marketing materials

- Photography
- Concept Development & Art Direction
- Prop Styling & Food Styling
- Photo Retouching



video production

Clients include: Principle Fine Wines, George Brown College, Ontario Produce Marketing Association
Usage: Video and social

Videography

Concept Development & Art Direction

Prop Styling & Food Styling

Post Production

Photography



*Winner of Best Video Content at the Canadian Online Publishing Awards

menu design

Client: CN Tower
Usage: Social and marketing materials

Concept Development & Art Direction
Design

CN Tower
View example [here](#)



out of home advertising

Client: St. Lawrence Market
Usage: OOH and transit

- Concept Development & Art Direction
- Design
- Photo Retouching

“Working with **Twenty Two Media** for our creative needs alleviates a lot of stress from our creative and advertising process. I always know that we’ll receive great value, expert design and ideation, eye-catching high-quality output, and quick, friendly service. I can always rely on their team and their ability to deliver elevated creative that is impactful for our target audience.”

Samantha Wiles

Senior Project Manager, Special Projects –
Marketing, Communications & Events
St. Lawrence Market
City of Toronto

St. Lawrence Market
View example [here](#)



web design & development

Client: University Health Network
Usage: Digital and social

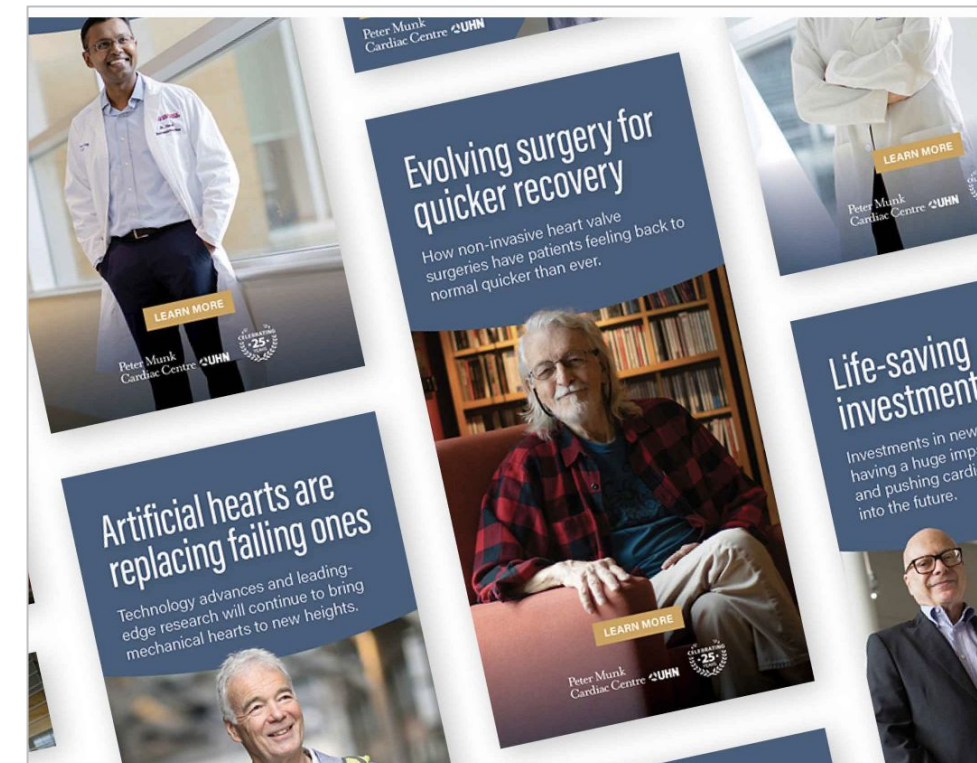
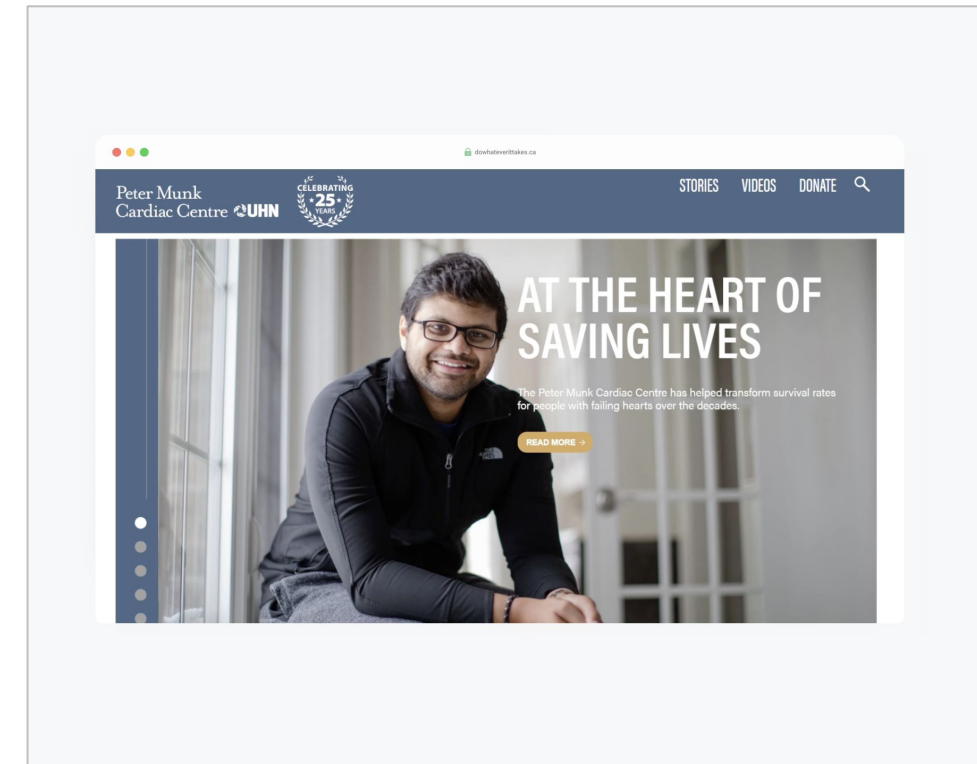
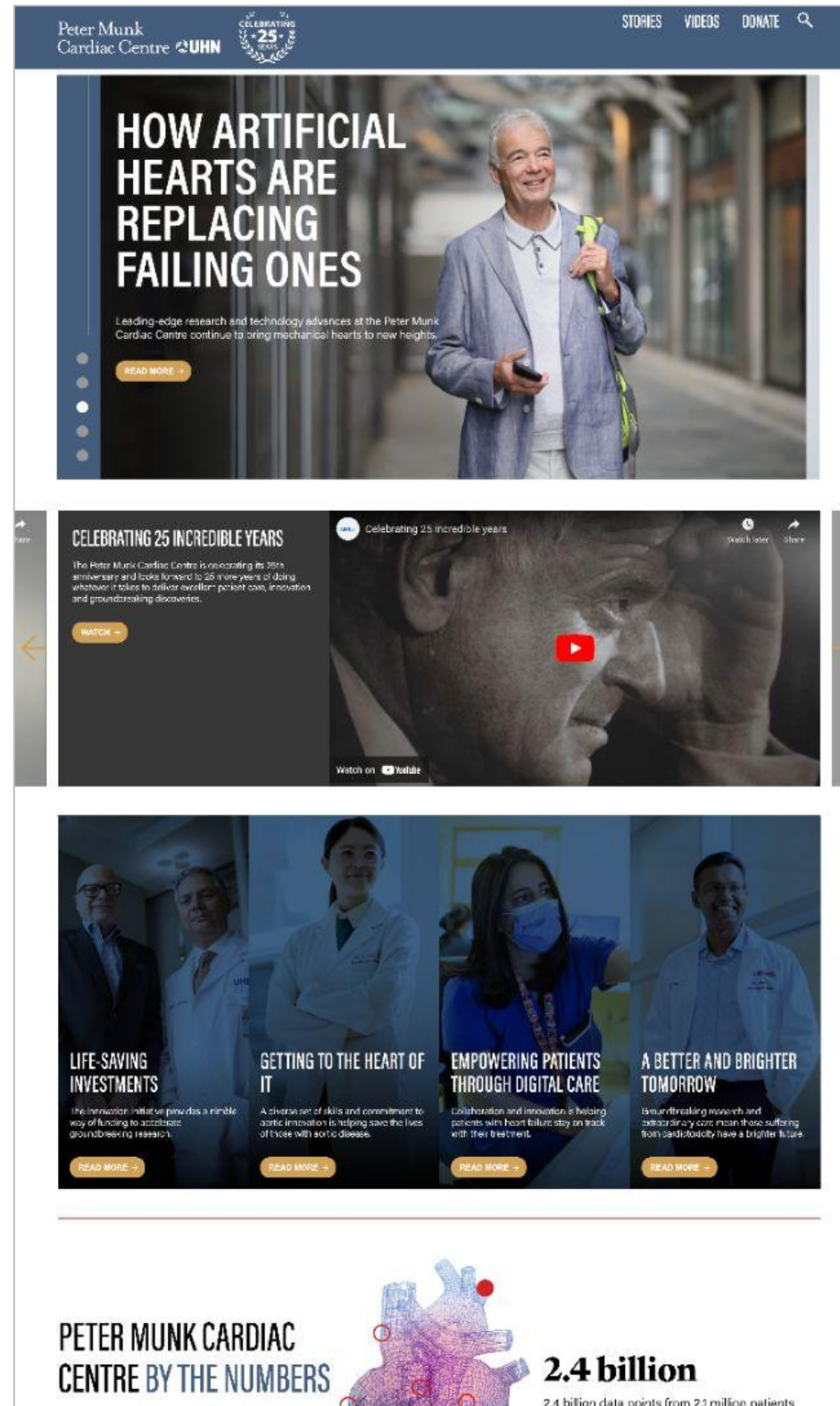
Concept Development & Art Direction

Web Design

Photography

Photo Retouching

UHN
View example [here](#)



print & digital ads

Clients include: Select Wines, Cineplex, Proximo Spirits
Usage: Print and social


Concept Development & Art Direction

Design

Photography

Prop Styling & Food Styling

Photo Retouching




**THREE TERRITORIES.
TEN PROVINCES.**

A whole nation of inspiration.

Inspired by Canada's vast and varied landscape, The Rec Room's THREE10 restaurant sets out to develop a menu that is a true expression of what it means to be Canadian. Using only the finest, freshest ingredients, THREE10's handcrafted dishes feature flavours as diverse as our nation, from coast to coast.

Plan your visit TheRecRoom.com



BOLD WINE FOR BOLD LIVING

CIGAR BOX



RELEASE THE KRAKEN

THE LEGEND
Known for its mysterious sightings, massive tentacles, and insatiable appetite, the Kraken was rumored to have attacked a ship laden with spiced rum in the Caribbean islands. All that remained were barrels of rum covered in the mysterious ink of the beast from which The Kraken got its name.

While we'll never know the truth behind this legend, those who indulge in The Kraken today best do so with a respectful fear of the sea and its many mysteries.

THE RUM
The Kraken is the world's first black spiced rum. Our rum is blended with a secret mix of spices and crafted from aged Caribbean rum to achieve a smooth, rich flavor. Its vanilla, clove, and cinnamon notes shine in everything from classic mixed drinks to complex cocktails.



RELEASE THE KRAKEN



THE KRAKEN
BLACK SPICED RUM



marketing collateral

Clients include: CN Tower, Campari
Usage: Print, Event booklets



180° CHANGE.
360° VIEW.

Toronto has changed and so have we. Discover the CN Tower's newly revamped event spaces and let the one-of-a-kind view provide the inspiration for your next meeting or party.



REAR VIEW

WHEATFIELD FRUITLAND are located with the excitement that... in Japan, many don't realize that... a UNESCO World Heritage site. It... offers wonderful views of multi-hued maple... view of the city of Kyoto, off in the distance... complete the perfect evening picnic.



180° CHANGE.
360° VIEW.

Now, the view is not the only thing turning heads at the CN Tower. We're celebrating Canadian food and drink at 360 Restaurant with a fresh focus on locally-sourced ingredients and cuisine. Make your reservation at entower.ca/360



Concept Development & Art Direction

Design

Photography

Prop Styling & Food Styling

Photo Retouching

Illustration

Booklet design



our partners

Gay Lea

Kraft Heinz



CAMPARI

IN SPIRIT AND WINE
CORBÿ



LA TOUR
CN
TOWER



WESTJET 



connect with us

From strategy to execution, **Twenty Two Media** is a trusted, high-quality publishing partner, leveraging our skills as best-in-class publishers of multi-platform content, for your company / brand.

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