

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	

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



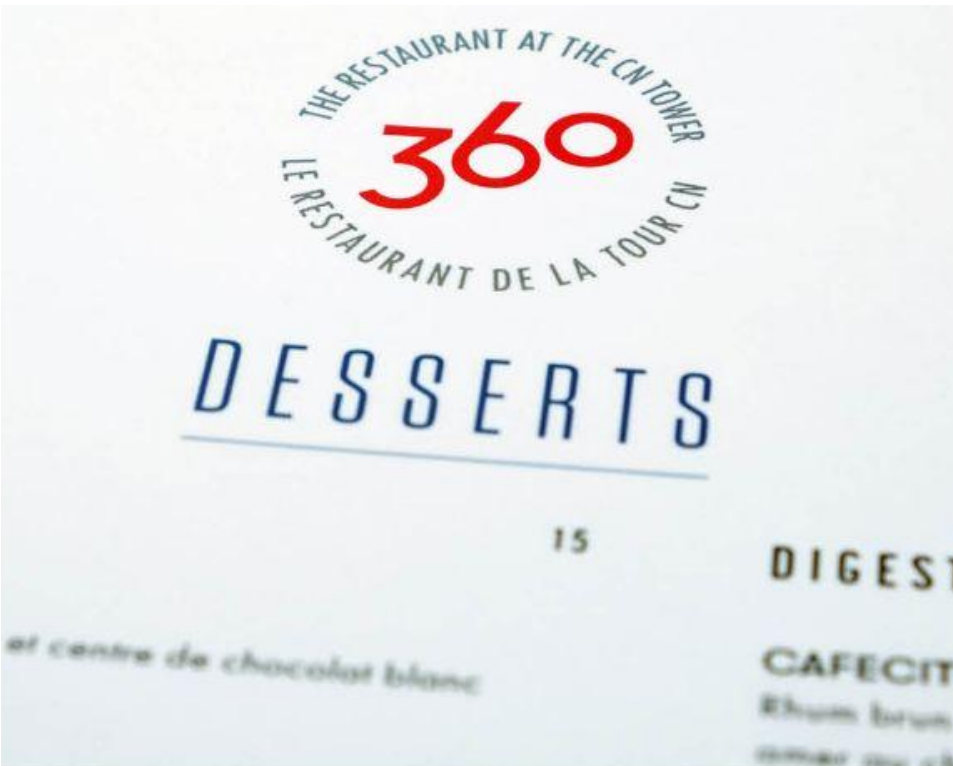
*Winner of Best Video Content at the Canadian Online Publishing Awards

menu design

Client: CN Tower
Usage: Social and marketing materials

Concept Development & Art Direction
Design

CN Tower
View example [here](#)



out of home advertising

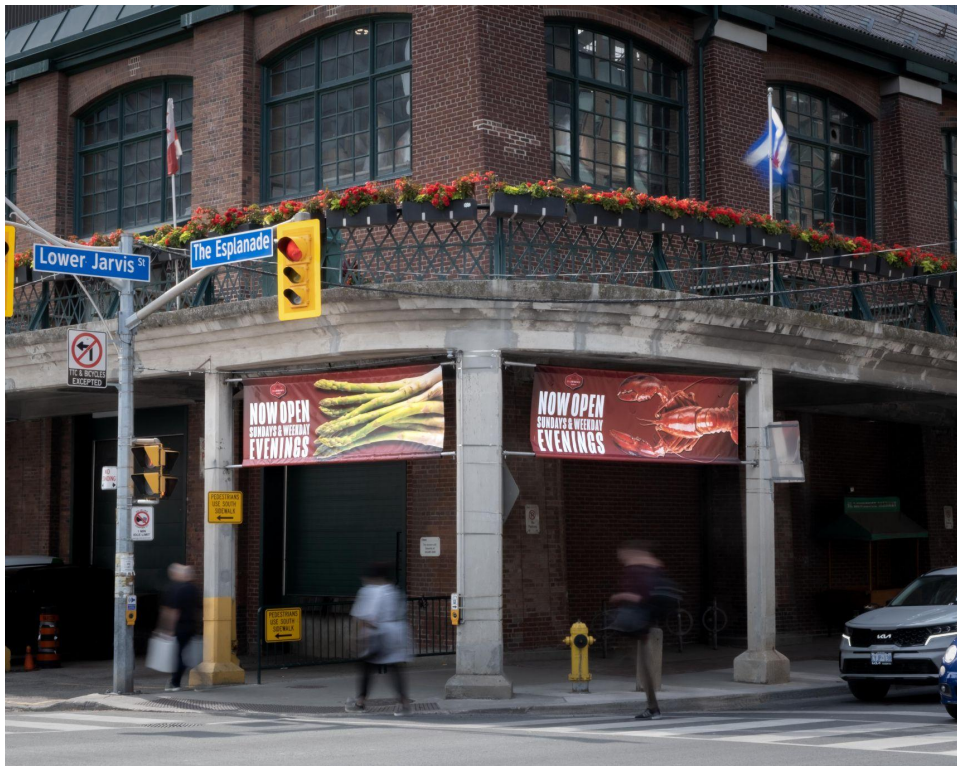
Client: St. Lawrence Market
Usage: OOH and transit

- 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](#)

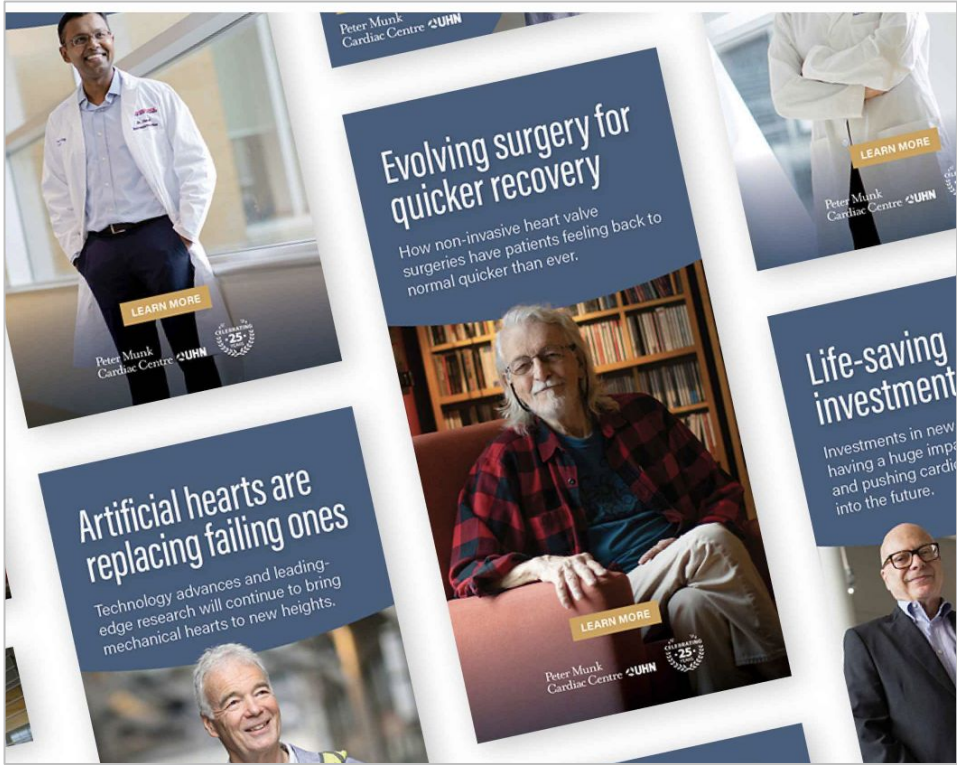
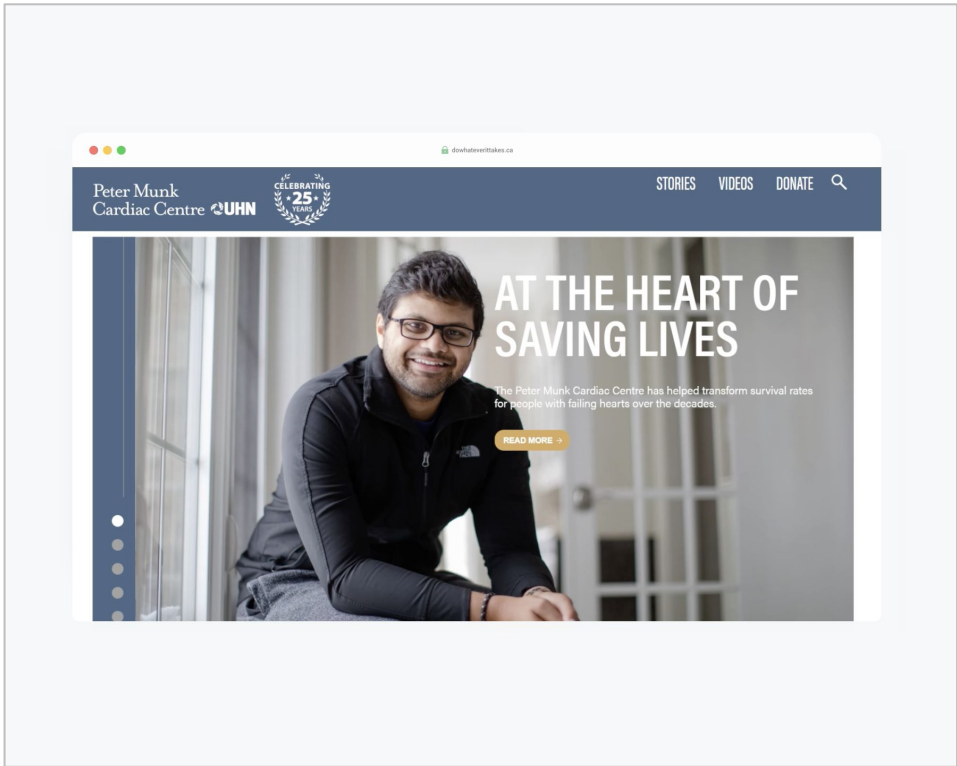
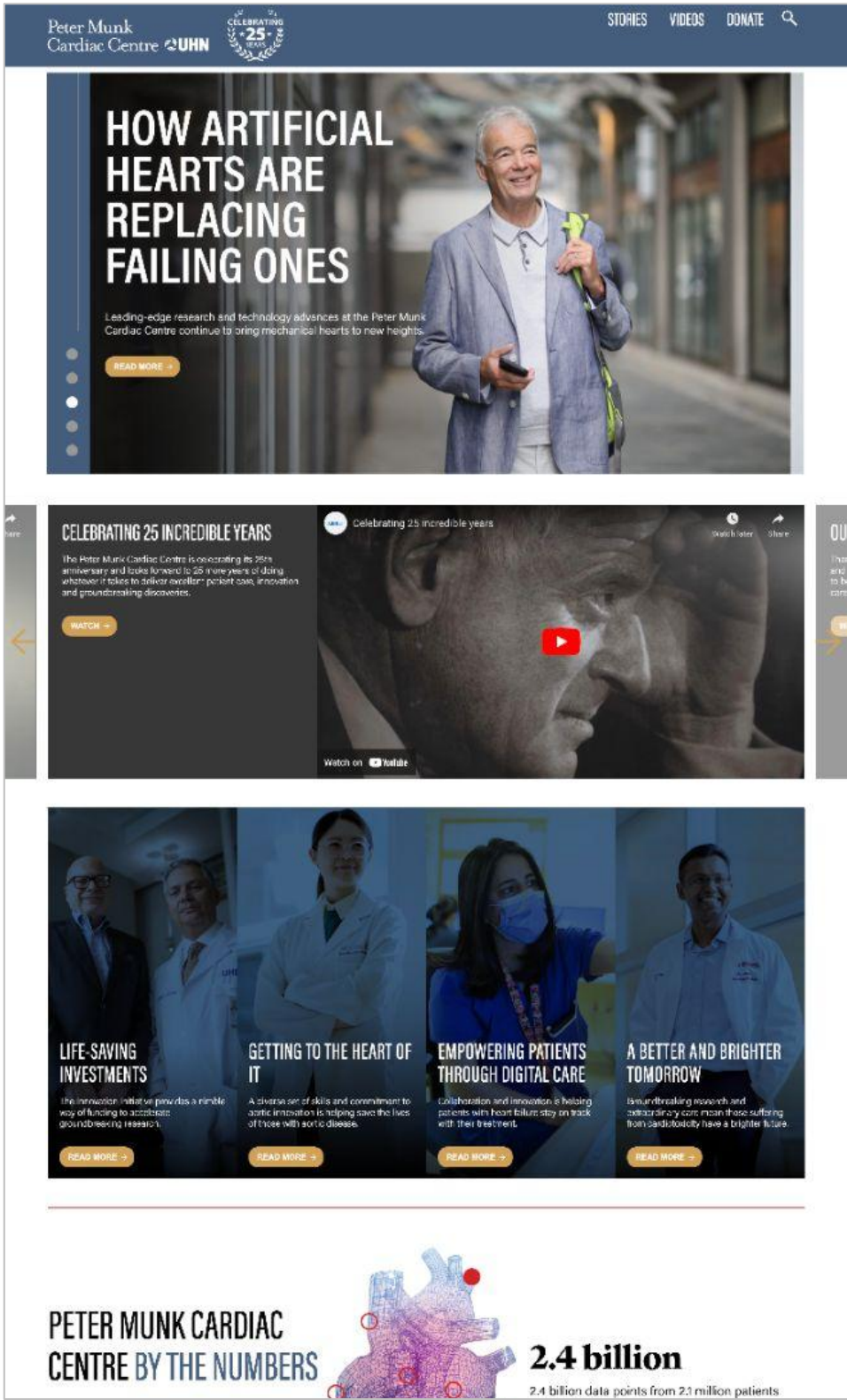


web design & development

Client: University Health Network
Usage: Digital and social

- Concept Development & Art Direction
- Web Design
- Photography
- Photo Retouching

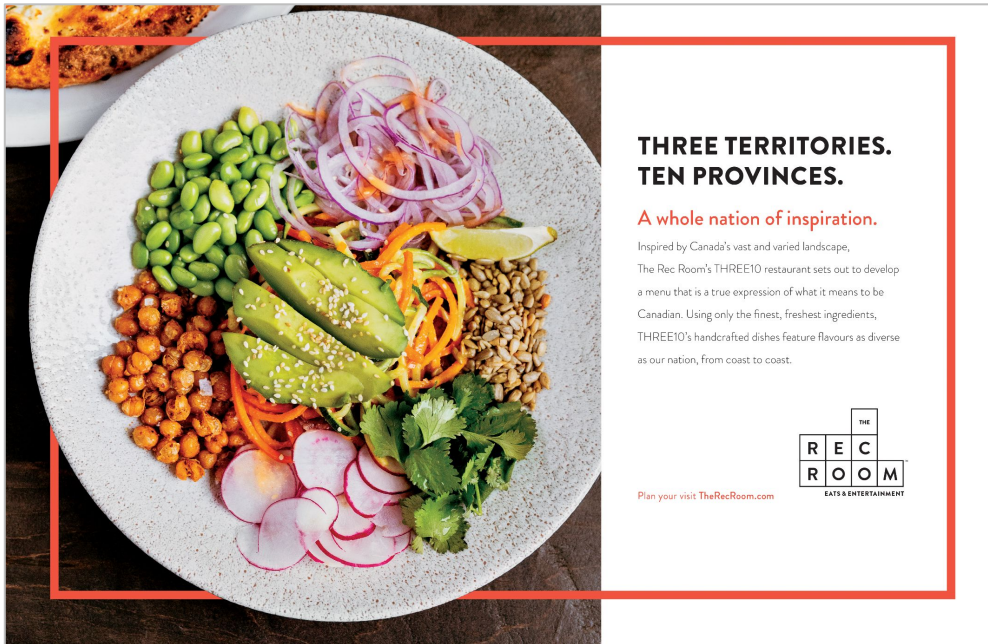
UHN
View example [here](#)



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



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

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Usage: Print, Event booklets

Concept Development & Art Direction

Design

Photography

Prop Styling & Food Styling

Photo Retouching

Illustration

Booklet design



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.



WHILE MOST TRAVELLERS are familiar with the excitement that surrounds cherry blossom season in Japan, many don't realise that spring isn't the only time to visit when the country's culture is at its heart. Japan offers wonderful views of multi-hued landscapes framing parts of the temple complex, view of the city of Kyoto, off in the distance complete the postcard-worthy picture. ●



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 cntower.ca/360



NEGRONI
WEEK
JUNE
a drink for your cause



100 YEARS OF NEGRONI
1919 2019



Negroni Week, which takes place June 24 – 30, is raising a glass to charities around the world by donating a portion of every Negroni cocktail sold.

THE SIGNING of the Treaty of Versailles, the Grand Canyon's designation as a National Park and the creation of the Negroni might not appear to have a lot in common—but they're all celebrating 100 years in 2019.

Though the world was a very different place in 1919, the popularity of the Negroni cocktail has never waned. Created in Florence and named after a Count, the iconic drink has become a superior set of cocktails is listed in the IBA "Unforget Drinks List", otherwise known as the bartender's bible. The consists of just three per-

balanced ingredients – and while the London dry gin and sweet red vermouth may be customized, there is no Negroni without Campari (check out the boxset to see how to make the perfect cocktail).

In 2013, Imbibe Magazine launched Negroni Week – a seven-day celebration to raise money for charities around the world simply by enjoying the classic cocktail. In the years since, Negroni Week has grown from 120 participating venues, to 100,000 and 87 countries – including Canada. Participating for the past five years, Canada is consistently ranked in the top five global sign-ups and money donated, raising over \$17,000 in 2018 alone.

Three bottles of Campari are shown side-by-side on a wooden surface. From left to right, they are labeled 'CAMPARI', 'ROSSO', and 'ROSSO ROSSO'. Each bottle has a dark red liquid and a label with the Campari logo and text. The background is a blurred outdoor scene with greenery.

HISTORY OF THE NEGRONI

Created in Florence in 1919, the quintessential cocktail was named after Count Camillo Negroni, who devised the recipe and requested his bartender to create it.

To strengthen the Count's favourite cocktail, the Americano, Negroni asked Fasco Scarselli to replace soda water with a splash of London dry gin, something he had grown fond of during a recent trip to the UK. Scarselli, a Tuscan native and the man behind the bar at Caffè Casali, swapped the lemon slice for an orange garnish, completing the stunning red aperitif that quickly became fashionable in Milan.

The Negroni is loved by legends including Ernest Hemingway, who named one of his dogs after the cocktail, James Bond, who enjoyed the cocktail in the movie *For Your Eyes Only*; as well as fans Audrey Hepburn and Anthony Bourdain.

Start building your Negroni with quality cubed ice, before pouring equal parts Sweet Red Vermouth, a premium gin (Bulldog is recommended, and of course, Campari, the true heart of the Negroni. Serve in vintage glassware, garnish with orange zest and enjoy.

our partners

Gay Lea

KraftHeinz



CAMPARI

IN SPIRIT AND WINE
CORBÝ



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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