

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.



the twenty two advantage

1 Preferred rates with vendors

We leverage long-standing relationships with a trusted network of production partners to access preferred rates and flexible scopes, working efficiently and cost-effectively with no retainers required.

2 Deep category expertise

With years of hands-on experience across food, drink, hospitality, and lifestyle, we know what makes content feel authentic, relevant, and resonate with audiences.

3 Lean team of senior professionals

All work is led and executed by senior creatives, with no junior handoffs and consistent quality throughout.



4 Independent, woman-owned, & proudly Canadian

We're an independent, woman-owned Canadian company with 45+ years of combined experience, allowing us to stay nimble and closely connected to the work.

5 Direct access to a B2C distribution channel

Because we operate our own successful B2C media brands, we think naturally about how content lives across platforms while providing direct access to this distribution channel.

6 Editorial-first approach

We approach client work with the same care and attention that define our media brands, guided by a clear sense of audience and purpose.

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



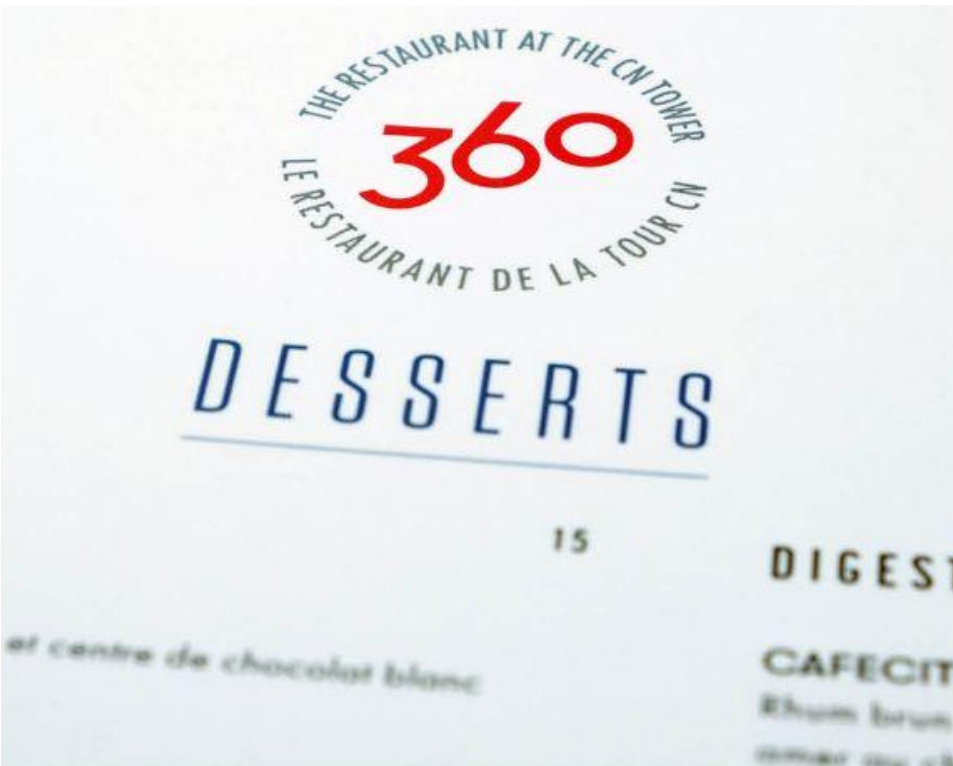
*Winner of Best Video Content at the Canadian Online Publishing Awards

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](#)

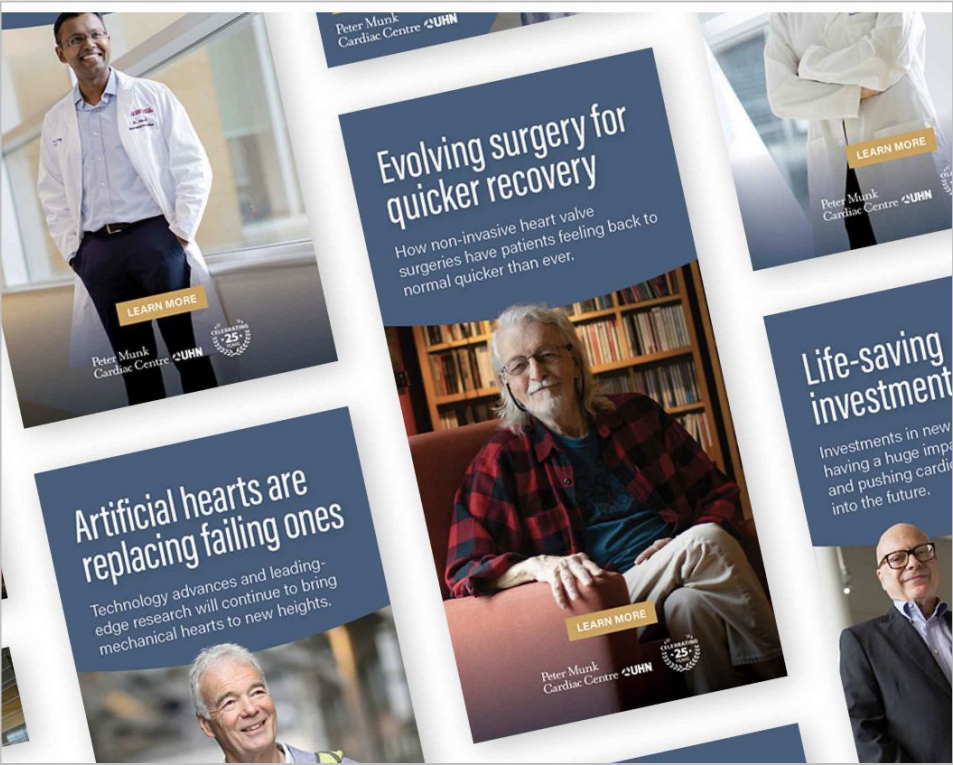
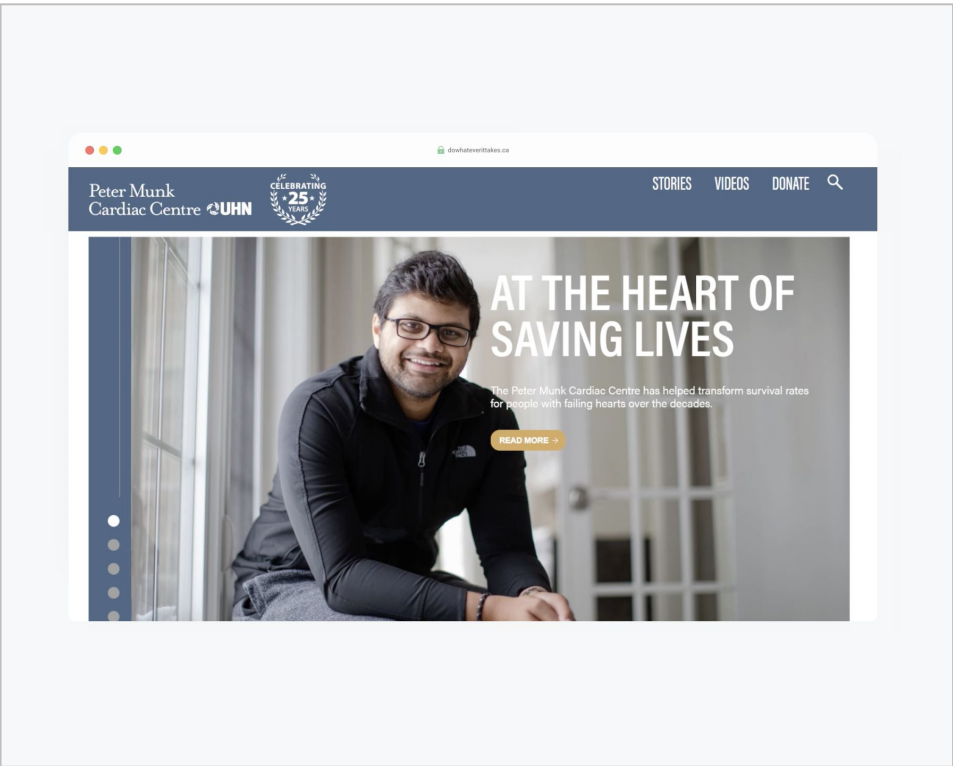
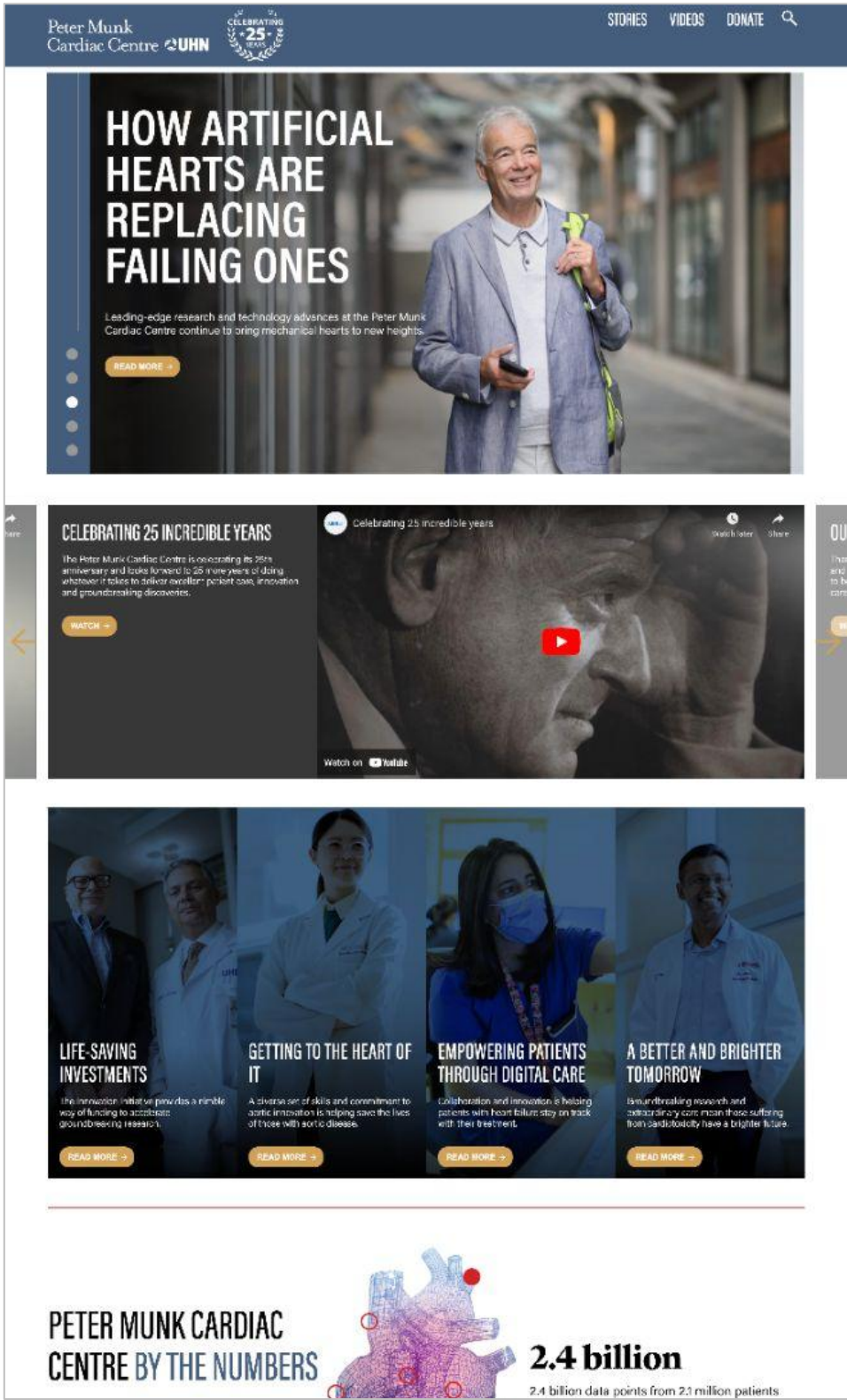


web design & development

Client: University Health Network
Usage: Digital and social

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

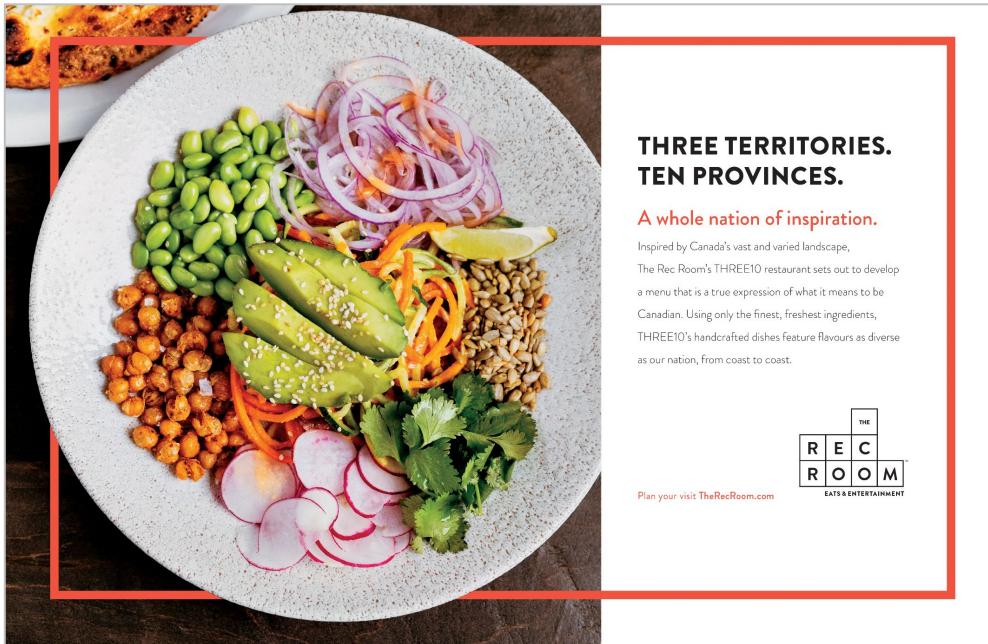
UHN
View example [here](#)



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



marketing collateral

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

Concept Development & Art Direction

Design

Photography

Prop Styling & Food Styling

Photo Retouching

Illustration

Booklet design



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.



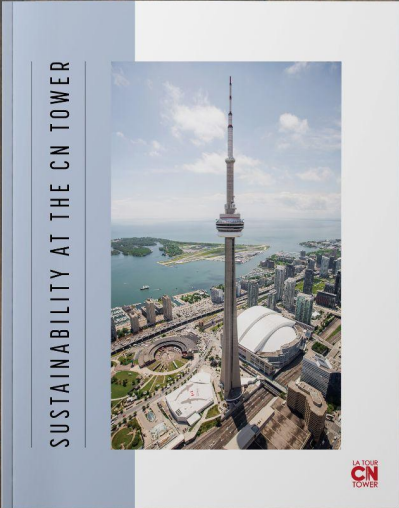


180° CHANGE.
360° VIEW.

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











imbibe • CAMPARI

NEGRONI WEEK

a drink for your cause

NEGRONI WEEK.COM

100 YEARS OF THE NEGRONI

1919 100 2019

A foodism GUIDE



BITTERSWEET WEEK

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.

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NEGRONI WEEK.COM

100 YEARS OF THE NEGRONI

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A foodism GUIDE

photography

package 1 tier 1 set build & location rental

Inclusions
10 retouched selects & buyout
Tier 1 Photographer and assistants
Prop styling, food styling and assistants
Lighting and equipment package
On-set art direction
Custom-built set within a rented location or studio, including: set construction, design direction, prop sourcing and rentals
Location logistics, including: On-site management, shipping & receiving
Full-cycle production management (pre, during and post)

Total:
Starting at \$13,000 CDN
*Subject to final creative and overtime fees.

package 2 tier 2 set build & location rental

Inclusions
5 retouched selects & buyout
Tier 2 Photographer and assistants
Prop styling and assistants
Basic lighting and equipment package
On-set art direction
Custom-built small set within a studio, including: small set construction, design direction, basic prop sourcing and rentals, one set up with different angles
Location logistics, including: On-site management, shipping & receiving
Full-cycle production management (pre, during and post)

Total:
Starting at \$7,000 CDN
*Subject to final creative and overtime fees.

photography

package 3 tier 1 on-location day

Inclusions
10 retouched selects & buyout
Tier 1 Photographer and assistants
Basic pre-production
Basic lighting package
On-set art direction
Minimal prop sourcing and expenses
Utilizes only existing on-site location, props and food
Full-cycle production management (pre, during and post)

Total:
Starting at \$6,000 CDN
*Subject to final creative and overtime fees.

package 4 tier 2 on-location day

Inclusions
5 retouched selects & buyout
Tier 2 Photographer and assistants
Basic pre-production
Basic lighting package
On-set art direction
Minimal prop sourcing and expenses
Utilizes only existing on-site location, props and food
Full-cycle production management (pre, during and post)

Total:
Starting at \$3,000 CDN
*Subject to final creative and overtime fees.

videography

package 1
Long form - 3 to 6 minutes

Inclusions
1 x final 4k video edit 3 to 6 minutes in length
Tier 1 Videographer and assistant
Lighting and equipment package
Up to 8-hour set day
Motion graphic titles
Three rounds of edits
On-set art direction
Full-cycle production management (pre, during and post)

Total:
Starting at \$10,000 CDN
*Subject to final creative and overtime fees.

package 2
Short Form - 2 to 4 minutes

Inclusions
1 x final 4k video edit 2 to 4 minutes in length
Tier 2 Videographer and assistant
Lighting and equipment package
Up to 5-hour set day
Motion graphic titles
Three rounds of edits
On-set art direction
Full-cycle production management (pre, during and post)

Total:
Starting at \$7,500 CDN
*Subject to final creative and overtime fees.

package 3
Short Form reel - > 30 seconds

Inclusions
1 x final social video edit 30 seconds or under
Tier 3 Videographer
Lighting and equipment package
Up to 3-hour set day
Two rounds of edits
On-set art direction
Full-cycle production management (pre, during and post)

Total:
Starting at \$3,000 CDN
*Subject to final creative and overtime fees.

design

Design Package - Social, digital & print

Inclusions
4 x Online Assets: Designed for flexible, cross-platform use (Big Box, leaderboards etc)
3 x Social Media Assets: Feed posts, carousel assets, banner ads, or story formats. Designed in platform-optimized sizes..
1 x Social Reel: 15–30 second reel, edited to capture attention quickly and communicate the core campaign idea.
1 x Print Advertisement: Full-page print ad execution.
1 x Campaign Collateral: One printed branded supporting piece (poster, menu insert or takeaway)
Art Direction and design
Three rounds of edits, and final assets delivered ready for use
Assets are built with client supplied imagery and logos
Full-cycle production management (pre, during, and post)

Total:
Starting at \$7,500 CDN
*Subject to final creative and overtime fees.

our partners

Gay Lea

KraftHeinz



CAMPARI

IN SPIRIT AND WINE
CORBÝ



LA TOUR
CN
TOWER



WESTJET 


CINEPLEX

 **PROXIMO**

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.

For more information or inquiries, contact:

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