



**NowMedia**  
*Group*

Where your story  
meets ours

**YOU'VE  
ALREADY SEEN  
OUR WORK.**

Now let's  
make our work  
work for you.

We are the  
**NowMedia Group.**

# Nice to meet you.

We're the NowMedia Group. We're the biggest 360 degree marketing agency in the BC Interior with over 20 years of experience helping businesses like yours grow and thrive.

Simply put, we tell stories. Really good ones.

If you've been around Kelowna, you're probably already familiar with our work. We have thousands of clients who we've helped navigate the traditional and digital marketing world.

Maybe you've driven past a billboard designed by our skillful designers, seen a social media ad crafted by our multidisciplinary agency team, seen one of our videos come up in your feed, or passed a branded vehicle wrapped by our print studio on your way to the store.

Or maybe you've met one of our leaders or team members at a community event, attended a conference we've hosted, or flipped through one of our magazines in a local waiting room.

Chances are, you know us already.

Now, we're excited for you to get to know us even better. And even more excited to get to know you, what you do, and how we can help you build, grow, and thrive in your vertical.

Nice to meet you, indeed.



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## Csek Creative

Understanding your brand and connecting with your audience starts here



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## NowCities

The trusted local voice on your side



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## d6 Print Studio

Connect with your customers in the physical world



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## Level Up Events

The events platform that highlights business stories and fosters growth



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## 16 Flights Publishing House

We'll tell your story through premium print publications



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## IVA Productions

Your story, told through our creative lens



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## Treehaven Communities

The affordable real estate development grounded in nature and connected to the world



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## New Atlantica

Something big is in the works that we can't wait to tell you more about



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## C-Suites

Premium penthouse rentals for the high-end traveler



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## Community Involvement

How we give back to make our communities stronger



# Your Story is Our Business

We're more than just a full-service marketing agency. We're a passionate team of designers, writers, developers, programmers, managers, strategists and content specialists who know how to make your business dreams a reality.

We want to give you long term, measurable, and meaningful results. This means we put strategy before tactics. We'll help you:

- Develop a brand strategy
- Create a marketing strategy
- Outline a content strategy and schedule
- Define goals and how to measure them
- Determine what's working and when to pivot

We'll also help you with any projects and tactics that will build your business:

Website Design	Social Media Campaigns	Graphic Design	Apps
Newsletters	Digital ads*	Audits	SEO
Print collateral	Direct mailers	Asset Creation	
Physical billboards/signage	SLL & Email hosting	Campaign Development	

\* Digital Ads include: social, display, search engine marketing and more

How to connect with us  
 250 862 8010  
 Sales@CsekCreative.com



# Your Story Starts Here



Digital Media Platform



You've got a story to tell.  
We've got a stage to tell it on.

The NowCities platform is an online news source that brings stuff that matters to communities across BC. We work with businesses to get their message out to a massive audience by posting sponsored content, press releases, contributed articles and

more on the NowCities websites and social media accounts.

NowCities has a presence in a range of cities across BC including Kelowna, Kamloops, Penticton, Vernon, Shuswap, Prince George and Victoria.



## In case you didn't know our audience



11M

Users

89M

Page Views



94K

Followers

3M

Post Reach/  
month

1.3M

Post Engagement/  
month



77K

Followers

1.85M

Impressions/  
month

1.1M

Reach/month



22K

Followers

828K

Post Reach/  
month

13K

Profile Visits/  
month



16.6K

Daily  
Newsletters  
Subscribers

28K

Weekend  
Newsletters  
Subscribers

## Our content experts will work with you to develop and post:

- Sponsored content articles
- Contests on the Now Platform and social media to boost your followers and newsletter subscribers
- Social media posts to get your news, events, and brand out to a broader audience
- Contributed articles or columns (advertorials)
- Sponsored videos
- Podcast series or sponsorships
- Display ads to get your brand in front of our audience
- Press releases
- Event promotion
- KelownaNow Radio/Streaming content

Explore opportunities

[Sales@NowMediaGroup.ca](mailto:Sales@NowMediaGroup.ca)

With the help of top-of-the-line technology, our highly skilled staff at d6 Print Studio will work with you to create everything from eye-catching signage to branded vehicle wraps to stunning wall art.

## WHAT WE CAN DO

### DIGITAL PRINTING

Digital printing for everything from business cards to brochure and booklets.

### SIGNAGE

Improve the visibility of your product or company with signage.

### WIDE-FORMAT

Wide-Format printing for everything from banners to window wraps.

### HEAT PRESS

Create branded swag such as hats, mugs, and shirts.

### VEHICLE WRAP

Make your brand mobile.

### WINDOW WRAP

Stand out from the rest.

### A-FRAME SIGNAGE

Welcome the public with this simple sidewalk solution.

### 3D DISPLAYS

Add an edge to your window displays with 3D lettering!

### RESTAURANT MENUS

Get creative with our design team with visually stimulating restaurant menus.



The Level Up Event series is designed to engage and inspire local entrepreneurs, businesses and community members through global stories of success, adversity and dedication. We help community members to Level Up their network, skills, and experience to achieve their goals in their careers and lives.

We have brought together some of the best speakers and renowned leaders in the world with our beloved Kelowna community members to facilitate growth, learning, and connection across our differences.

We also arrange events of all sizes for our clients, including webinars, podcasts, and events that centre around promotion, appreciation and/or recognition. Our services include branding, marketing, organizing and execution—we have the expertise to plan a successful event from start to finish.

CONNECT  
ENGAGE  
NETWORK  
LEARN



# 1.

## LEVEL UP LEADERSHIP CONFERENCE

### MULTI-DAY EVENT SERIES

The Level Up Leadership Conference, first hosted in 2019, is our biggest multi-day event series, where we bring in first class speakers so you can learn from the best, right here in Kelowna.

# 2.

## LEVEL UP SPEAKER SERIES

### SPEAKERS WITH EXPERTISE

Featuring speakers with expertise in specific topics, our speaker series brings members of the community together to learn about the areas of business that matter to them. We host these as one-off presentations or as day-long events.



# 3.

## NETWORKING EVENTS

### MEET-AND-GREET AT PRIVATE VENUES

This is where we get cozy. Giving businesses and community members the chance to mingle through meet-and-greets at private venues, our smaller scale networking events bring people together to connect (or reconnect) and become integrated in our local business community.



**WE UNDERSTAND CONTENT**  
and what to do with it



16 Flights combines the old style of marketing with the new, fast-moving digital world. We publish stories in our polished, top-of-the-line publications, but we also leverage our NowCities platforms to adapt and push those stories out to our expansive digital audience.

Think glossy print *and* clear, clickable CTAs.

Think high-quality headshots *and* engaging Instagram posts.

Think both *and*, not either or.

We are local and we produce local content that customers can't wait to get their hands on.

**BROWSE TO ORDER**

Browse magazines at [16flightspublishing.com](http://16flightspublishing.com).

**ADVERTISE WITH US**

Open a conversation with us.

**P:** (250) 862-8010

**E:** [Publishing@NowMediaGroup.ca](mailto:Publishing@NowMediaGroup.ca)

**Web:** [16flightspublishing.com](http://16flightspublishing.com)



**Faces Of**

Sharing the faces that are leading our communities



**BEST OF**

An annual publication featuring the very best that our cities have to offer



**I AM WOMAN**

A magazine that gives voice to local female leadership in business, non-profits, and the community



**Level Up Central Okanagan Business Report**

Our new quarterly publication designed to shine a light on the local business sector

Imagery

Videography

Audio



**We tell brand stories**



Brands that trust us with their story

**Ready to tell your brand story?**

250 862 8010

sales@NowMediaGroup.ca

IVAProductions.com

## Video, Photo and Audio Production

### Your story in the hands of your audience

IVA Productions is our in-house production team that creates content with clarity and purpose, connecting your audience to your brand through authentic storytelling.

We produce podcasts, video, photography and other high quality content that will draw and hold the attention of your target audience. Whether you need the perfect video for Instagram, a polished corporate video, or an engaging vlog for your Youtube channel, we've got the technology and expertise you need to take your story to the next level.

### What we do:

Drone work  
Video  
Candid photography  
Event photography

Headshots  
Storyboarding  
Voiceovers  
Commercials

Interviews  
Podcasts  
Streaming





**SURROUNDED  
BY FORESTS,  
TRAILS, PARKS  
AND BODIES  
OF WATER**

**ONE OF THE MOST  
BEAUTIFUL PARTS OF BC—  
RIGHT OUTSIDE YOUR DOOR**

Southern BC is a scenic and peaceful oasis. Surrounded by forests, trails, parks and bodies of water, you'll be immersed in nature from the moment you make Treehaven your home.

**UPSCALE LIVING AT AN  
AFFORDABLE PRICE**

At Treehaven, you don't have to choose between luxury and affordability. The Treehaven townhouses are designed to give you a comfortable, spacious, and modern place to call home.

**GREENWOOD  
IS STEEPED IN  
BC'S HISTORY—  
BOTH THE  
BRIGHTER  
DAYS AND THE  
DARKER TIMES**

**IMMERSE YOURSELF IN  
HISTORY, AND BE A PART  
OF A BRIGHT FUTURE**

Greenwood is steeped in BC's history—both the brighter days and the darker times. The lands have been inhabited by Sinixt peoples since time immemorial. Greenwood became a thriving mining town in the 1800s and early 1900s before becoming a ghost town for a number of years. During WW2, the town became an Internment camp, housing 1,200 Japanese Canadians in empty hotels and vacant homes. Many of their descendants still call the city home today.

**GREENWOOD  
GIVES YOU  
EASY ACCESS  
TO ALL KINDS OF  
ADVENTURES**

**THE HOME OFFICE OF  
YOUR DREAMS**

If you're a remote worker, welcome to your new workplace. With lots of space, sleek design, and the ability to step into nature on your lunch break, Treehaven is the work-from-home destination you've been dreaming of.

**NET-ZERO HOMES;  
LUXURY AND  
AFFORDABILITY**

**STAY ACTIVE IN THE WINTER  
AT PHOENIX MOUNTAIN**

Living in Greenwood makes it possible to ski or snowboard any time in the winter. The Phoenix Mountain Ski Area is only a 20 minute drive away, making it easy to spend some time on the slopes anytime the mood strikes.

**WELCOME TO  
YOUR NEW  
WORKPLACE**

Today, Greenwood is committed to being a warm, welcoming and inclusive community. You can be a part of that culture when you move into Treehaven.



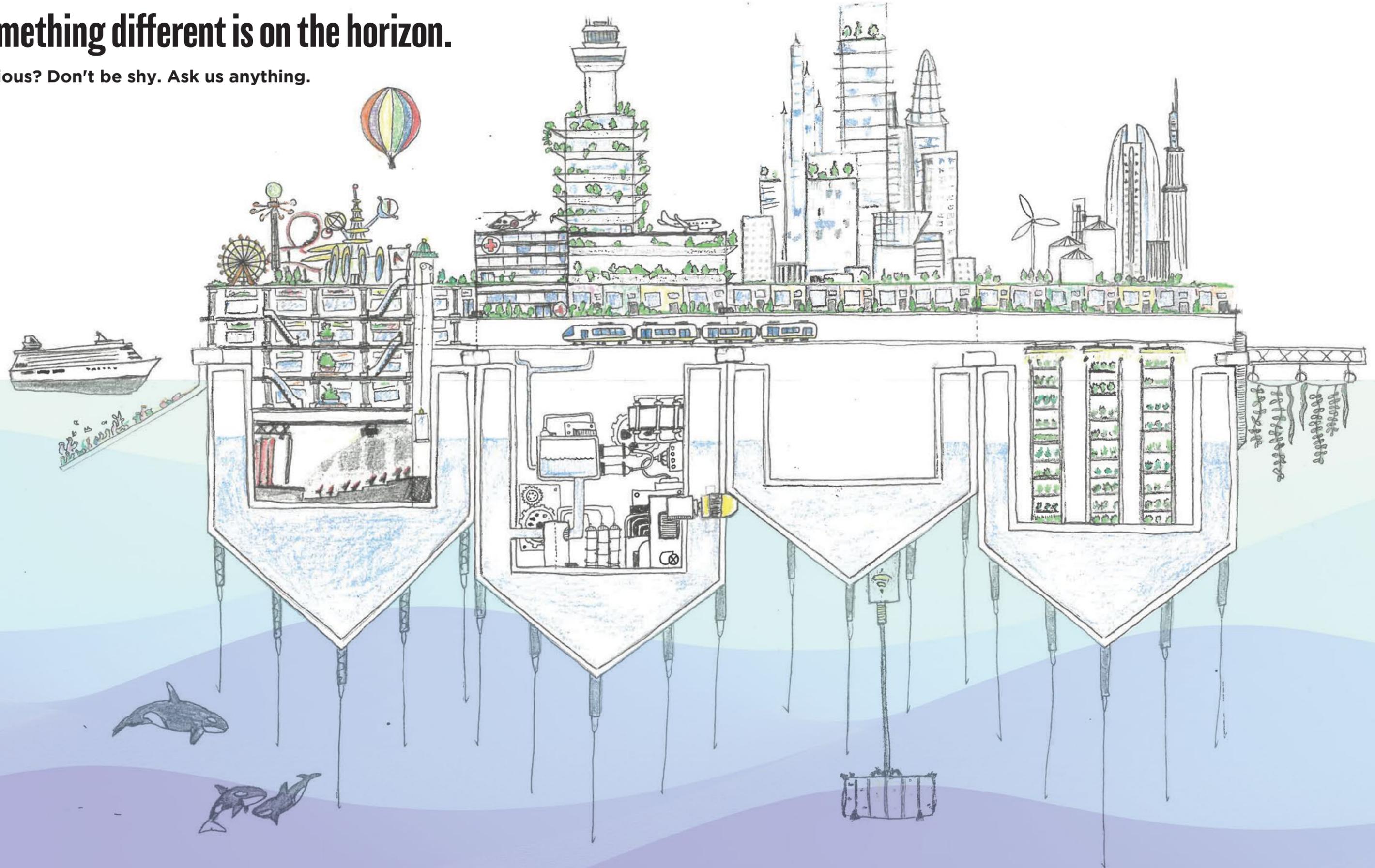
Treehaven Communities is one of our newest divisions and will be introducing new real estate developments to communities near you.



The material provided herein is for general informational purposes only and is not intended to depict as-built construction designs or finishes. Renderings and any depicted views are artistic concepts only. This is not an offering for sale. No offering for sale can be made until after a Disclosure Statement, issued pursuant to the Real Estate Development Marketing Act of B.C., has been provided to a prospective purchaser. E&EO

# Something different is on the horizon.

Curious? Don't be shy. Ask us anything.





CSuites Luxury Rentals believes in turnkey holiday experiences. Launching soon, this division will bring premium penthouse rentals to a number of communities in Western Canada.

# Community

## Giving back is part of who we are

Building a stronger community is one of our core values, and that means that we take any opportunity we can to give back.

Here are a few initiatives we've been involved with in the past:



### Kelowna Santas

Each year, we execute the Kelowna Santas initiative, a volunteer-led toy drive that seeks to make sure no child in the Okanagan goes without presents under the tree on Christmas morning.



### Season of Giving Advent Calender

We sponsor the Season of Giving Advent Calendar, a fundraiser run by the Rotary Club of Kelowna Sunrise, and frequently give to other charitable campaigns and initiatives around the Okanagan.

### Best Of Awards

Our Best of Awards gives community members an opportunity to show appreciation for their favourite businesses in their city, while granting businesses some free publicity and notoriety—especially those who win!



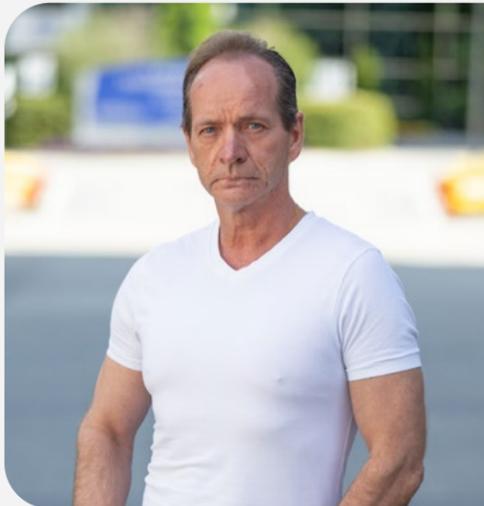
We offer in-kind donations to organizations and nonprofits throughout the year when they need help promoting fundraisers, events and campaigns.

# Helping clients solve the elusive.



**Nikki Csek**  
CEO

Meet the CEO and co-founder of NowMedia Group. Nikki has become an integral member of the business community. She previously served as the president of the Kelowna Chamber of Commerce, and has served as a director on many local business and nonprofit boards while serving her community. For over 20 years she has worked alongside businesses to understand their challenges and provide solutions that make a difference.



**Jim Csek**  
COO & CFO

Not your stereotypical accountant, but with many of the underlying core values of a professional accountant. Jim understands that businesses want partners that not only understand what their objectives are but how to capture the attention of their audience, convince them that they have the solution, then convert them into a customer. Jim has been a professional accountant for over 25 years, working in a CA firm, local government, and a public company. He is the co-founder and current COO and CFO for NowMedia Group.



**Rob Cupello**  
Chief Marketing Officer (CMO)

Rob brings two decades of strategic planning and marketing for crown corporations, tourism industry and a broad variety of SMBs. His passion is to help brands build their business and always look outside the traditional approach to ensure every marketing dollar spent sees a ROI. It's not about pretty ads, it's about marketing that connects the intended audience with the brand's message.

# Do any of these sound familiar to you?

## 1 Community members have never heard of your business?

- Customers/clients don't fully understand what you do?
- Your competitor(s) take up way more space in the community than you do?
- People who do find you refer to you as a "hidden gem?"

## 2 You have great ideas for marketing, advertising and content creation but don't know how to execute them?

- Always wanted a blog but hate writing?
- Thought about running a social campaign but don't have time?
- See great photo ops at work every day but don't have a good camera?

## 3 You don't have a marketing strategy

- Posting on Facebook because you think it's where your customers are at?
- Created a Tik Tok account because your niece told you to?
- Buying ads in a magazine because you got a good deal on them?

## 4 Your brand doesn't feel quite right?

- Your logo tends to cause confusion about what you do?
- Customers seem to make incorrect assumptions about your price point?
- You can't seem to reach one of your target demographics?

## 5 You have no idea if your marketing/advertising dollars are working?

- Occasionally a customer tells you they found you on Instagram but that's it?
- Some of your busiest times don't appear to be associated with heavier advertising?
- You've been marketing for a while and aren't seeing an increase in sales?

# You've got problems to solve. We've got years of experience solving them.

NowMediaGroup.ca 250.862.8010



**TREE  
HAVEN**  
COMMUNITIES



**NowMedia**  
*Group*

250.862.8010

Info@NowMediaGroup.ca

**csuites**  
luxury rentals

**LEVEL UP**

**16Flights**  
PUBLISHING HOUSE

**NowCities**

**d6**  
PRINT  
STUDIO

**CSEK CREATIVE**

**IVA**  
PRODUCTIONS

