





About Us

Neon Supply is a fusion marketing agency specializing in building bright futures for growing businesses just like yours. Through inquiry and innovation, we'll inspire you with impactful solutions to your pain points.

FUSION MARKETING

It's an integrated approach fusing traditional and digital marketing strategies with sales, revenue generation, and sponsorship. It establishes the foundation for unique and expansive content and creates a strategy following this process.

INQUIRE

A thorough review of existing assets and content producing a streamlined objective that ensures a direct path to the desired outcome

INNOVATE

Inject big new ideas into your marketing strategy to showcase how your business can solve a problem that your customer is facing

INSPIRE

Initiate a new way of thinking by leveraging connectivity and emotions into powerful stories and content that inspires consumers through experiential and digital pathways

INVEST

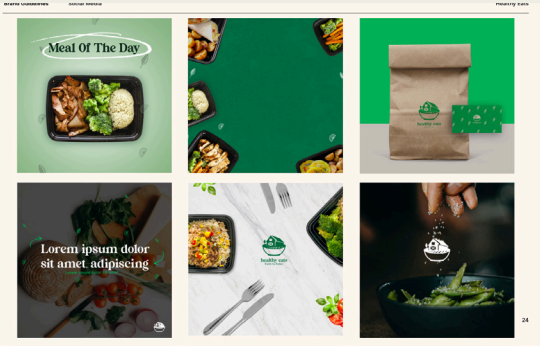
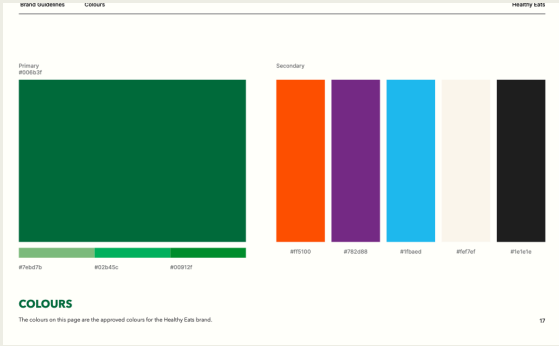
Build a sustainable marketing plan based on a transparent partnership that clearly outlines our commitment and resources that ensure you achieve that bright future you deserve

IMPACT

Strategically defined results that are measured, analyzed and used to improve the building blocks for the next phase of your success



healthy eats



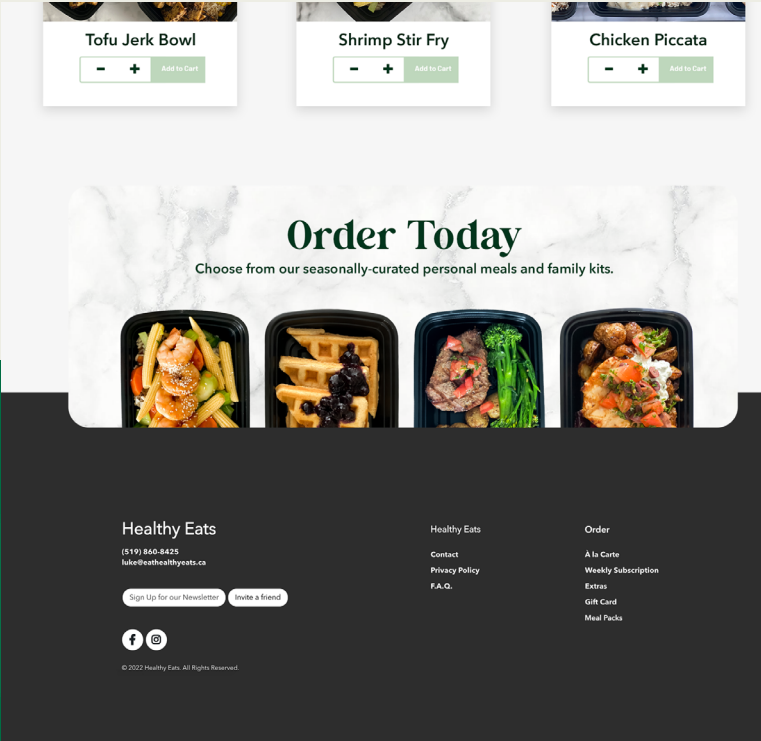
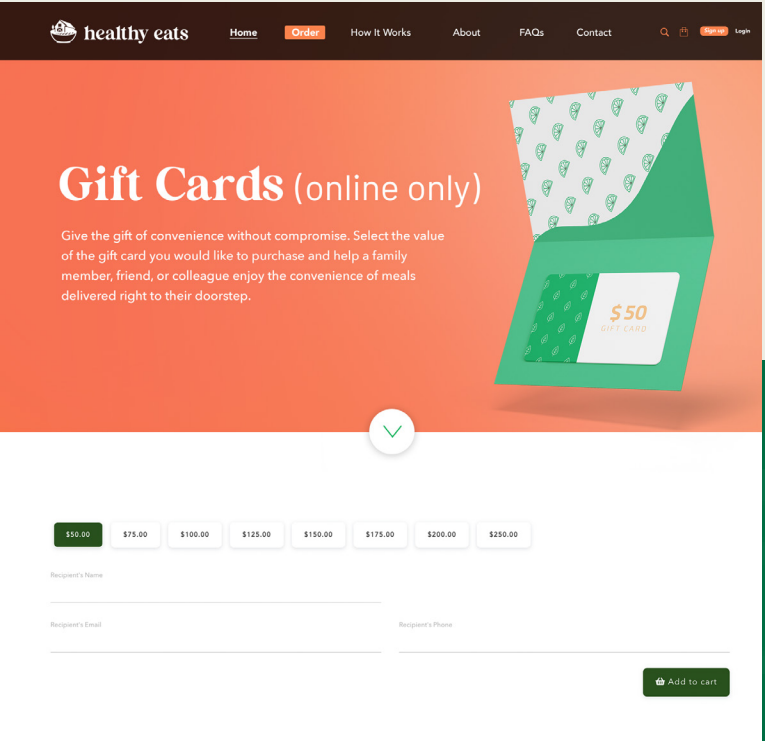
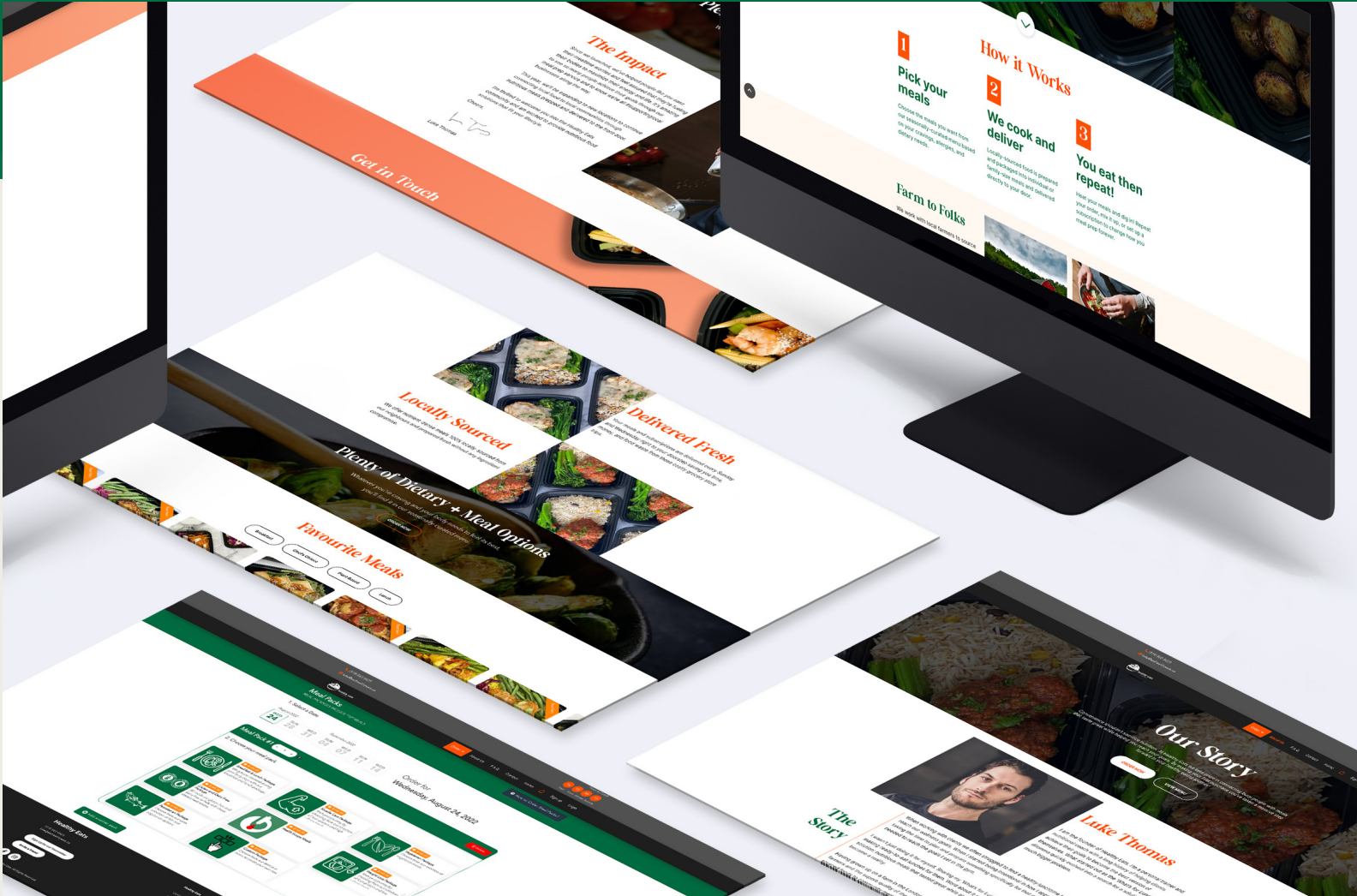
Healthy Eats

The Problem: Healthy Eats needed a more salient brand identity that could keep up with its growth and add consistency to its marketing efforts.

What Was Needed: A market analysis to determine how its one-of-a-kind meal prep delivery service could stand out from the competition.

What We Did: A new logo and brand guide for Healthy Eats and ran inbound marketing campaigns that directly contributed to higher order volume and facilitated a partnership with the Niagara 2022 Canada Summer Games.

The Results: The new identity is scaling Healthy Eats into new markets and community partnerships.



healthy eats



Healthy Eats

Healthy Eats needed its new branding reflected in its packaging, so we designed new boxes and sleeves for their individual meals.

Healthy Eats had an advertising opportunity while providing meals to the teams at 2022 Canada Summer Games, so we designed an advertisement for the official games guide.

We also designed some posters and pamphlets to complement the grab-and-go programs offered at partner businesses.



healthy eats



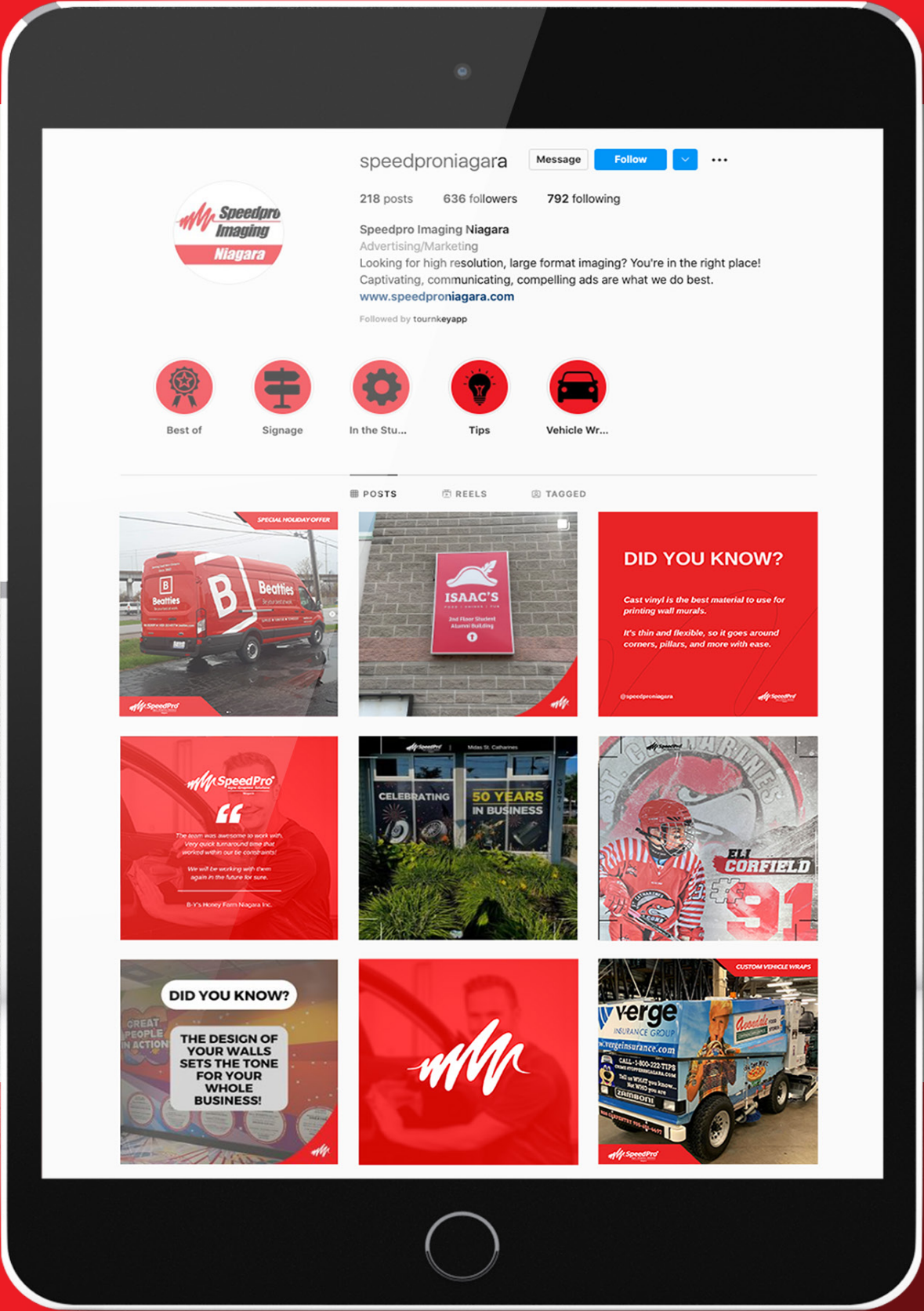
SpeedPro Niagara

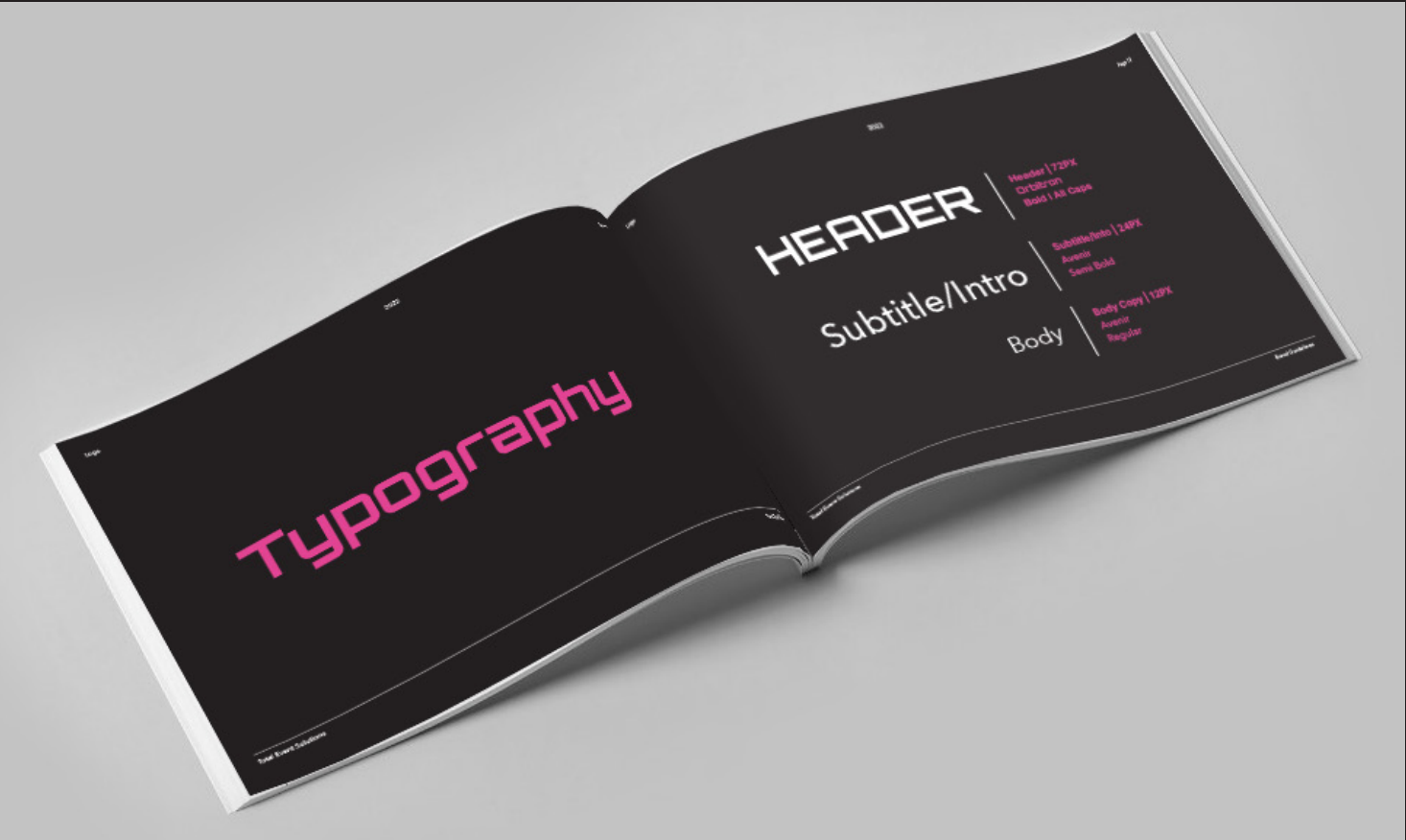
The Problem: SpeedPro Niagara needed to better assert itself as a leader in large print graphics in the Niagara region.

What Was Needed: A marketing strategy aligned with corporate goals as well as assistance in automating repeatable tasks.

What We Did: We executed inbound marketing campaigns centered around different service offerings to particular niches within SpeedPro Niagara’s target market and set up HubSpot to track every customer journey.

The Results: Increased sales of the highlighted services and raised overall brand awareness in the Niagara region.





Total Event Solutions

The Problem: Two years of limited in-person event opportunities left Total Event Solutions (TES) out of the picture as the market reopened.

What Was Needed: TES needed to rejuvenate its brand and establish itself in the broader event space.

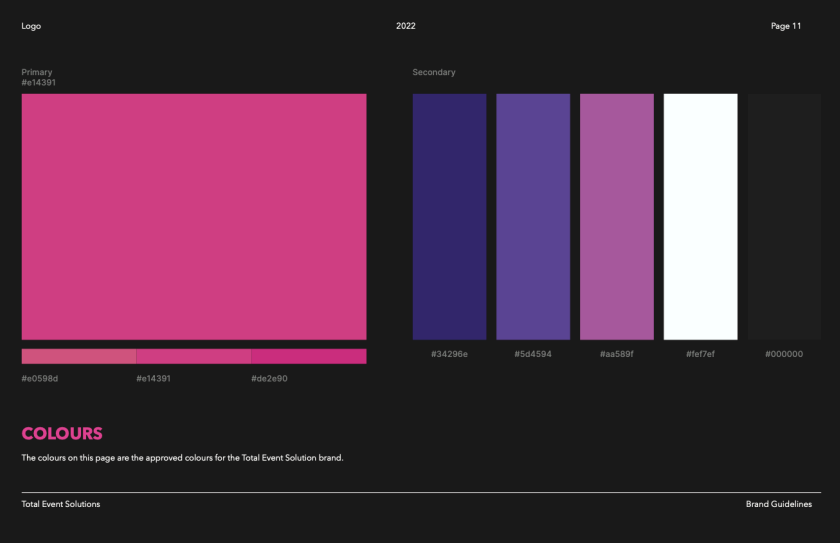
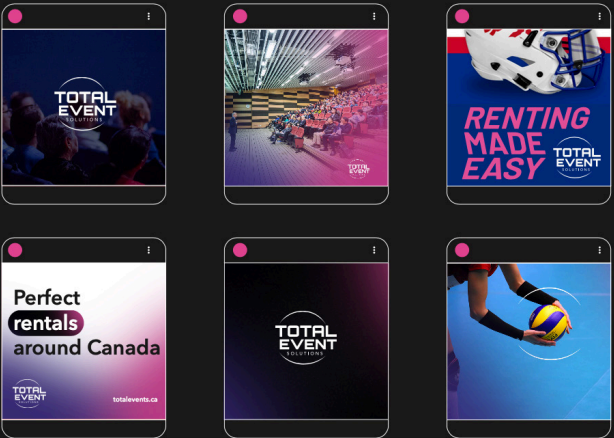
What We Did: Developed a new brand identity.

The Results: Armed with a new direction, TES is ready to redesign its website to deliver a superior customer experience in the event sector.

BRAND GUIDELINES.



TOTAL
EVENT
SOLUTIONS





Brand Guidelines



Tournkey

Brand style guide

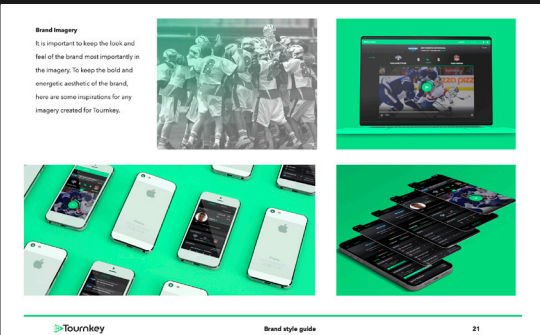
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06 Brand Imagery

Tournkey

Brand style guide

20



Tournkey

Brand style guide

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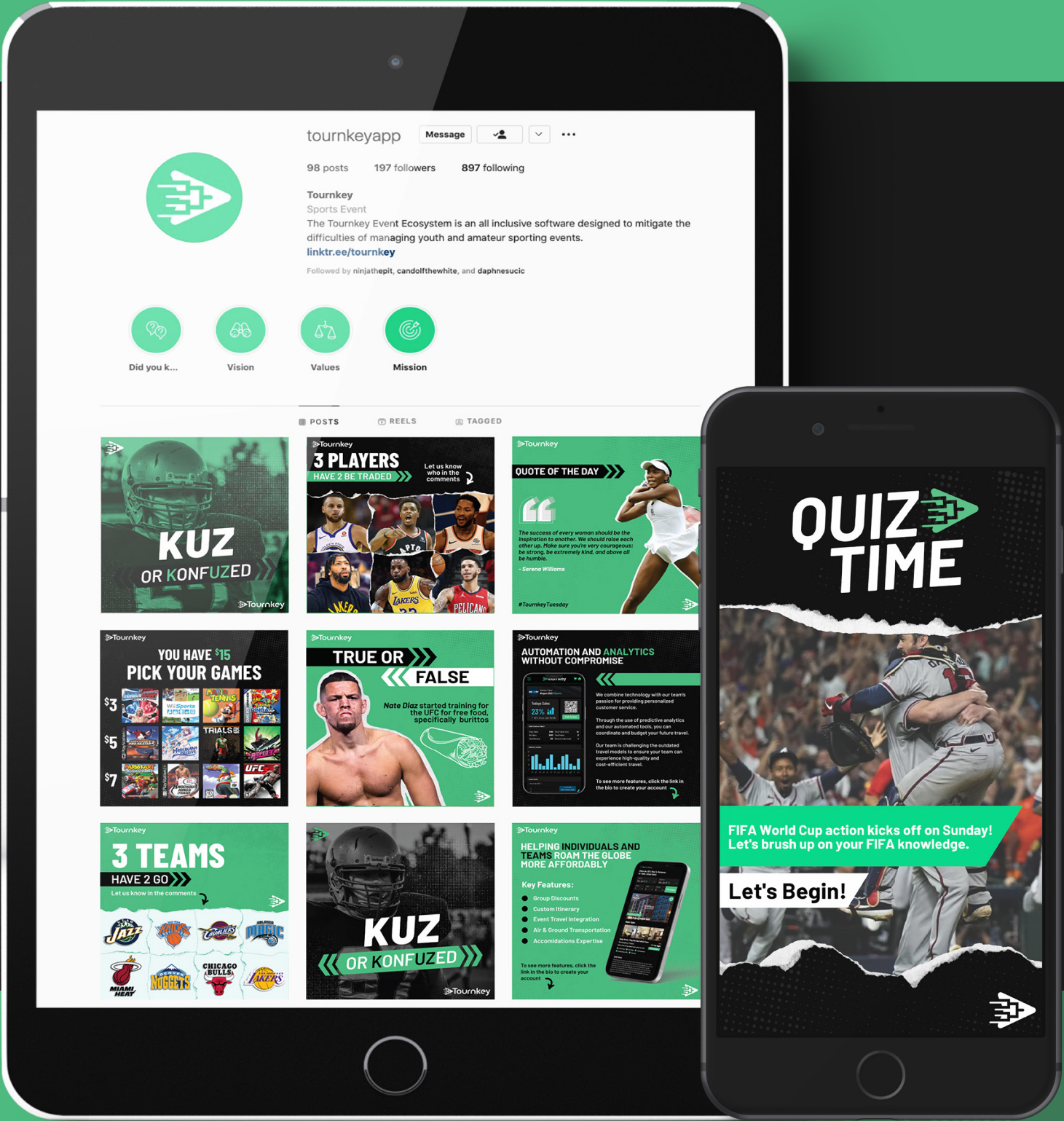
Tournkey

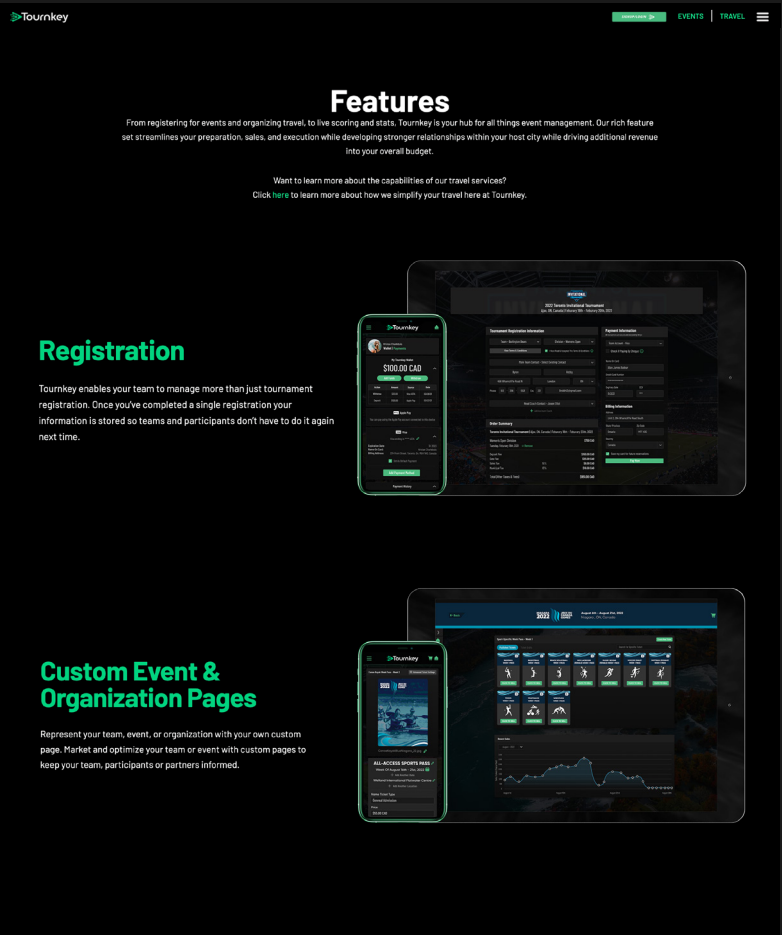
The Problem: Tournkey needed to launch and scale its new event ecosystem software. The return to sports after two years of limited events posed the perfect opportunity to accelerate Tournkey’s growth and establish new collegiate partners.

What Was Needed: Tournkey needed a solid strategy to follow and marketing personnel to implement it.

What We Did: We devised a new marketing and communications strategy and carried out social and email marketing campaigns to spread brand awareness and build a community of sports, events, and travel organizers.

The Results: Our strategy enabled Tournkey to serve as the official ticketing partner of the 2022 Canada Summer Games and establish 19 collegiate partners. Its community is continuing to grow and will be launching a podcast without assistance in Fall 2022.





Tournkey

Tournkey needed a new website that shows its features and has the ability to schedule demos with new customers.

As Tournkey continues to expand its features, the website has the ability to grow with it and continue to demonstrate how Tourneky’s ecosystem is revolutionizing how events and travel are managed.

