

Does your brand need a marketing upgrade? Is your biggest challenge that you lack the in-house resources & expertise to take your brand to the next level? Exaltus may be the solution you are looking for. We offer top-of-the-line, affordable, digital and traditional marketing communication services to cover you from end to end.

PRESENTATIONS

We design effective and impactful presentations that will communicate your message clearly, engage your audience, and leave a lasting impression.

Graduate from boring slides with endless bullets to dynamic PowerPoint and Prezi presentations that excite your audience and give you the confidence to shine.

WEBSITES

Are you looking to upgrade your site, or to build a microsite that supports a new initiative?

Exaltus develops beautiful and professional looking Web sites that you can maintain yourself.

And if you want to sell your product online, our custom-built Shopify sites are mobile-friendly, completely secure & easy to manage.

INFOGRAPHICS

Exaltus produces beautiful infographics that present complex data in a compelling way and tells the story you want to tell.

We'll help you publish your infographics online to attract and engage customers, and build visibility for your brand.

Build trust with your target audience by demonstrating your authority and expertise through professional looking infographics.

VIDEOS

Studies have shown that 70% of marketers are including videos in their marketing plans, and that 82% of B2B marketers are successful with their video marketing initiatives.

From whiteboard videos to video testimonials, and everything in between, Exaltus creates high-quality videos to help you educate, entertain, and promote your product.

BROCHURES & GUIDES

Brochures are an excellent way to concisely present key information about your offering, in a professional way that encourages word-of-mouth referrals.

Producing instructional guides can help you improve your customers' experience, and reduce your support expenditures.

Exaltus produces stunning brochures and guides that support your customer service and marketing objectives.

Reading Rewards
Log your Reading
Build up your Virtual Library

Reading Log for Kids
Log your reading, track it, and add new books to your library and wish list, write reviews, and much more.

Sign up for your Reading Rewards account

WAFU
GOOD THINGS HAPPEN WHEN EAST MEETS WEST

Wafu Japanese Salad Dressings
Dress, dip, and drizzle with Wafu Japanese Salad Dressing & Japanese Mayo.

HOW DO YOU WAFU?
HOW DO YOU WAFU?
HOW DO YOU WAFU?
HOW DO YOU WAFU?

WAFU
JAPANESE STYLE GREAT FOOD HEALTHY LIVING CRAFTS

30 Days of Salads
MAKING SUSHI WORKSHOP

EXALTUS
Customized Solutions To Help you Grow

Exaltus Solutions for Growth
Our marketing company delivers data-driven & creative marketing and management solutions to help your business grow.

SEO Content Marketing Analytics Business Solutions

JONES MEDIA Gaming Channel

THE #1 DESTINATION FOR CANADIAN GAMERS
Clans of 2,000+ • 22K Entertainment Games 1,420+ • Future Games Ready 543+
Reaches 80% of 18-34 year old males • Reaches 21 M in Social Reach

81% of Canadians aged 13-17 have played video games in the past 6 weeks

49% of adults aged 18-34 play video games a few days to weekly

54% of all Canadians are gamers

\$76 million amount of money generated by the video gaming industry

Reading Rewards
QUICK START GUIDE For Teachers

Can Teachers Help? Can Exaltus Help? Comprehensive Internet Solutions Customized for You

Today, it isn't enough to have a brick site. Your site has to be found by consumers who are looking for a product or service like yours.

And once they get there, your site has to persuade visitors to take the next step, and become customers. Exaltus is here to help.

Toll Free: 855-EXALTUS (392-5887)

http://www.readingrewards.com

Reading Rewards
Review for Teachers

Who is it For?
Teachers, schools and librarians use innovative ways to encourage children to read, in partnership with their parents.

How It Works

RR Miles
which they use to reward themselves that can be used by their parents, teachers and librarians.

3. Book recommendations
Book recommendations
Book recommendations
Book recommendations

MARKETING TO BUSY WOMEN

Today's busy women between the ages of 35 and 45 are the perfect balance between working full time, family responsibilities, maintaining their home and themselves.

6/10 of all Canadian women are employed full-time (92% part-time 10%)

Household Decision Making

The majority of Canadian women are involved in day-to-day household decisions of their home.

55% of women are the biggest decision maker

37% of women are shared decision maker

80% of women see a good price as the most important factor when making a buying decision

The Purchasing Power of Women

Women represented \$2.4 trillion in retail sales

67% of household spending is controlled by women

Over the past year, Canadian women have increased their spending in career categories:

- 69% Groceries
- 53% Clothing
- 34% Education

Women & Social Media

69% of 18-34 year old women use social networking sites on a daily basis

70% of females state that they use social networking sites to drive engagement in social networking

Advertising to Women

9/10 of women say "Advertisers don't understand us"

Best practices for communicating more effectively with today's busy women:

- Engage with her on an individual level
- Focus on her role in the success of her family
3. Book recommendations
4. Book recommendations
5. Connect with her on a personal level
6. Give her research to support her decisions

7 tips for HEALTHY LIVING Japanese Style

According to the WHO, the Japanese have the highest overall life expectancy in the world. Many of their years healthy and free of disability. As it according to the OECD, Japan also has one of the world's lowest obesity rates - 3.7%, compared to 25.4% in Canada and 35.3% in the US.

In that book Japanese Women: Quick Start Diet for Success of the author, Tracy Kohlen, M.D. shares her insights on how to eat and lifestyle tips for these impressive statistics. Read about them in this infographic.

1 FRESH Home-cooked Food

The Japanese make it a priority to eat food that is fresh and to use healthy cooking methods and ingredients.

- Seasoned**: Paired with soy sauce, mirin, sake, and other seasonings.
- Fish**: Daily fish is a great source of omega-3 fatty acids, which are linked to heart health.
- Vegetables**: The Japanese eat a lot of vegetables, including soybeans, which are a great source of protein.
- Rice**: The Japanese eat a lot of rice, which is a good source of energy.
- Soy**: Soy is a great source of protein and is often used in Japanese cooking.
- Dessert**: The Japanese eat a lot of dessert, which is often made with natural ingredients.

2 Green TEA

Green tea is packed with antioxidants and has been linked to a lower incidence of some cancers and heart disease.

People who drink 4 cups of green tea per day:

- lose 1/2 inch of waist
- lose 1/2 cup of fat per day

People who drink 1 cup of green tea per day:

- lose 1/4 inch of waist
- lose 1/4 cup of fat per day

3 MINDSET About Food

North Americans
Preoccupied with eating and weight issues.

vs.

Japanese
Preoccupied with a variety of eating and lifestyle issues.

TORONTO recreation

Recreation is part of living. Toronto residents are lucky to have so many options for recreation.

Personal growth
Children in Toronto benefit from a wide range of recreational activities through the city's extensive network of parks, libraries, and community centers.

Healthy communities
Recreation plays an integral role in promoting the physical and mental health of all residents. Regular physical activity reduces the risk of chronic diseases, improves mental health, and promotes a sense of well-being.

Community development
Participation in recreation strengthens communities by bringing people together and building social networks. Community recreation programs and facilities are essential for creating vibrant, inclusive neighborhoods.

Economic benefits to the city
Recreation is one of the factors that makes Toronto an attractive city to visit and live in.

We per cent of citizens say they prefer, over bars and clubs, community centres and recreational facilities in their city.

Toronto ranked 10th in the 2013 Mercer Quality of Living Survey for world cities. Mercer Quality of Living Survey is one of the most respected and used in the world to rank cities.

Toronto Participation

In 2013 in Toronto, there were:

- 1.1M hours of programming
- 75K+ recreational programs
- 65K+ recreational experiences
- 4.2M recreational visits

Toronto Residents in Recreational Programs by Age

Top Types of Recreational Programs Used in Toronto

- Participation in sports and recreation: 20%
- Participation in arts and culture: 15%
- Participation in community events: 10%
- Participation in outdoor recreation: 10%
- Participation in social and networking: 10%
- Participation in education: 10%
- Participation in volunteer work: 10%
- Participation in other: 15%

How to Register

Research Recreational Options

3 Ways to Register

- Online
- Phone
- In Person