

JOHN WILSON

CREATIVE
DESIGN
MANAGEMENT
MARKETING

JOHN WILSON

CREATIVE
DESIGN
MANAGEMENT
MARKETING

2016 Portfolio PDF

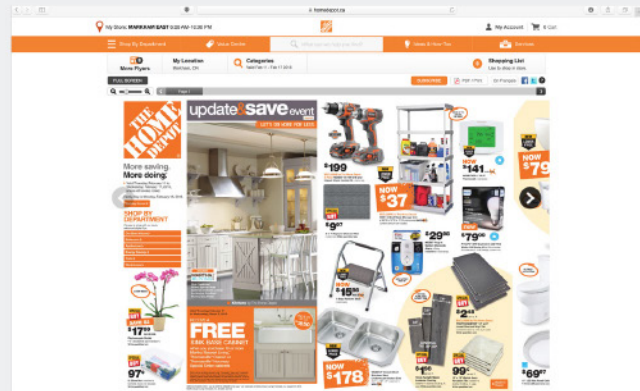


DIRECT MAIL CREATIVE
(SEASONAL CAMPAIGN / DEPARTMENT SPECIFIC)

TC MEDIA (THE HOME DEPOT)



DESKTOP



PRINT



DIGITAL



DIGITAL FLYER OPTIMIZATION

TC MEDIA (THE HOME DEPOT)

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MARKETING

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KITCHEN PLANNING GUIDE CREATIVE (FOLDER & INSERTS)

TC MEDIA (THE HOME DEPOT)



CORPORATE COMMUNICATIONS CREATIVE
(CANADA'S TOP 100 EMPLOYERS APPLICATION)

TC MEDIA (THE HOME DEPOT)

CREATIVE
DESIGN
MANAGEMENT
MARKETING



**MORE FOR
THE HOLIDAYS**



CLOTHING FOR MODERN TIMES



FATHER'S DAY EVENT CREATIVE
(FLYER AND PROMOTIONAL SIGNAGE)

CLOTHING FOR MODERN TIMES



STORAGE/ORGANIZATION EVENT CREATIVE
(FLYER AND PROMOTIONAL SIGNAGE)

CLOTHING FOR MODERN TIMES

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MARKETING



CLOTHING FOR MODERN TIMES

CLOTH- ING FOR MODERN TIMES

BRAND OVERVIEW

CMT GROUP OF COMPANIES
URBAN BEHAVIOR - COSTA BLANCA - COSTA BLANCA X



CLOTHING FOR MODERN TIMES

INTERNATIONAL FRANCHISING
OPPORTUNITIES 2016

THE SECRET TO OUR SUCCESS

Urban Behavior, Costa Blanca and Costa Blanca X are the most successful clothing brands in the world. Our success is based on a unique combination of factors: a strong brand identity, a high-quality product line, and a highly efficient distribution network. We have built a loyal customer base and a strong reputation in the market, which has allowed us to expand our operations globally.



URBAN BEHAVIOR

Urban Behavior is a leading clothing brand in the world. We offer a wide range of clothing for men and women, including casual wear, sportswear, and formal wear. Our products are made from high-quality materials and are designed to be comfortable, stylish, and durable. We have a strong presence in the market and a loyal customer base.

Franchisee Requirements//

- Brand Manager**
 - Be an experienced person dedicated to the CMT brands required in all aspects of brand management, such as operations and retail merchandising.
- (F) Requirements**
 - Franchisee must have a minimum of 5 years' experience in retail or in the fashion industry.
 - Franchisee must have a minimum of 5 years' experience in retail or in the fashion industry.
 - Franchisee must have a minimum of 5 years' experience in retail or in the fashion industry.
- Allocation / Planning**
 - Franchisee must have sufficient personnel to perform the following:
 - Coordination of product line in the market.
 - Management of product presentation.
 - Management of product presentation.
 - Management of product presentation.
 - Management of product presentation.

Return on Investment// By Brand

Brand	Investment	Return on Investment
Urban Behavior	\$ 1,000,000	13
Costa Blanca	\$ 1,000,000	14
Costa Blanca X	\$ 1,000,000	12



URBAN BEHAVIOR

Urban Behavior is a leading clothing brand in the world. We offer a wide range of clothing for men and women, including casual wear, sportswear, and formal wear. Our products are made from high-quality materials and are designed to be comfortable, stylish, and durable. We have a strong presence in the market and a loyal customer base.





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MISC. PRINT CREATIVE

CLOTHING FOR MODERN TIMES (COSTA BLANCA & URBAN BEHAVIOR)



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URBAN BEHAVIOR
YOU ARE INVITED TO OUR ANNUAL
FRIENDS & FAMILY SALE EVENT

**50% OFF
ENTIRE STORE**

**FRIDAY NOVEMBER 12, 2010
SATURDAY NOVEMBER 13, 2010
SUNDAY NOVEMBER 14, 2010
MONDAY NOVEMBER 15, 2010**

PLEASE PRESENT THIS INVITATION TO RECEIVE YOUR DISCOUNT.
NOT VALID WITH ANY OTHER PROMOTION. 50% OFF ORIGINAL RETAIL PRICE. THIS OFFER
IS VALID ONLY DURING THIS SPECIAL EVENT. MAY NOT BE USED ON PREVIOUSLY PURCHASED
MERCHANDISE OR ON THE PURCHASE OF GIFT CARDS. OFFER VALID IN CANADA ONLY.



COSTA BLANCA X
You are invited to our annual
**Friends & Family
Sale Event**
Saturday November 20th &
Sunday November 21st 2009

**50% OFF
Entire Store**

Please present this invitation to receive your discount.
Not valid with any other promotion. 50% off original retail price. This offer is
valid only during the special event. May not be used on previously purchased
merchandise or on the purchase of gift cards. Offer valid in Canada only.



Costa Blanca
You are invited to our annual
**Friends & Family
Sale Event**
**50% OFF
ENTIRE STORE**

**FRIDAY NOVEMBER 13 2009
SATURDAY NOVEMBER 14 2009
SUNDAY NOVEMBER 15 2009
MONDAY NOVEMBER 16 2009**

Please present this invitation to receive your discount.
Not valid with any other promotion. 50% off original retail price. This offer is
valid only during the special event. May not be used on previously purchased
merchandise or on the purchase of gift cards. Offer valid in Canada only.

Costa Blanca X



URBAN BEHAVIOR
YOU ARE INVITED TO OUR ANNUAL
FRIENDS & FAMILY SALE EVENT

**50% OFF
ENTIRE STORE**

**FRIDAY NOVEMBER 13 2009
SATURDAY NOVEMBER 14 2009
SUNDAY NOVEMBER 15 2009
MONDAY NOVEMBER 16 2009**

PLEASE PRESENT THIS INVITATION TO RECEIVE YOUR DISCOUNT.
NOT VALID WITH ANY OTHER PROMOTION. 50% OFF ORIGINAL
RETAIL PRICE. THE OFFER IS VALID ONLY DURING THE SPECIAL EVENT.
MAY NOT BE USED ON PREVIOUSLY PURCHASED MERCHANDISE
OR ON THE PURCHASE OF GIFT CARDS.
OFFER VALID IN CANADA ONLY. EXcludes D&B.



URBAN BEHAVIOR
YOU ARE INVITED TO OUR ANNUAL
FRIENDS & FAMILY
SALE EVENT

**50% OFF
ENTIRE STORE**

**SATURDAY NOVEMBER 13 2009
SUNDAY NOVEMBER 14 2009**

PLEASE PRESENT THIS INVITATION TO RECEIVE YOUR DISCOUNT.
NOT VALID WITH ANY OTHER PROMOTION. 50% OFF ORIGINAL
RETAIL PRICE. THE OFFER IS VALID ONLY DURING THE SPECIAL EVENT.
MAY NOT BE USED ON PREVIOUSLY PURCHASED MERCHANDISE
OR ON THE PURCHASE OF GIFT CARDS.
OFFER VALID IN CANADA ONLY. EXcludes D&B.



Costa Blanca - Costa Blanca X
You are invited to our annual
**Friends & Family
Sale Event**
**50% off
Entire Store**

Friday November 12 - Monday November 15 2010

PLEASE PRESENT THIS INVITATION TO RECEIVE YOUR DISCOUNT.
NOT VALID WITH ANY OTHER PROMOTION. 50% OFF ORIGINAL RETAIL PRICE. THIS OFFER IS
VALID ONLY DURING THE SPECIAL EVENT. MAY NOT BE USED ON PREVIOUSLY PURCHASED
MERCHANDISE OR ON THE PURCHASE OF GIFT CARDS. OFFER VALID IN CANADA ONLY.



PRINT LAYOUT CREATIVE

CLOTHING FOR MODERN TIMES (COSTA BLANCA, COSTA BLANCA X & URBAN BEHAVIOR)

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JUSTIN BIEBER
URBAN BEHAVIOR TOUR

MEET / RENCONTREZ JUSTIN BIEBER

NOV/01 Vancouver - Metrotown
NOV/02 Edmonton - West Ed. Mall
NOV/04 Montréal - Eaton Centre
NOV/05 London - White Oaks Mall
NOV/06 Toronto - Vaughan Mills

IN STORE AT / AU MAGASIN URBAN BEHAVIOR

Buy Justin's exclusive T-shirt + "My World" album download. In Stores Now
Available for a limited time only.

Procurez-vous le t-shirt exclusif + l'album "My World" en vente maintenant
Offert seulement pour un temps limité



EVENT BRANDING, PLANNING & MANAGEMENT

CLOTHING FOR MODERN TIMES (JUSTIN BIEBER @ URBAN BEHAVIOR)

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EVENT BRANDING, PLANNING & MANAGEMENT

CLOTHING FOR MODERN TIMES (BRODY JENNER @ URBAN BEHAVIOR)

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INSTORE PROMOTIONAL SIGNAGE CREATIVE
CLOTHING FOR MODERN TIMES (COSTA BLANCA, COSTA BLANCA X & URBAN BEHAVIOR)

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MARKETING PROMOTIONS & MATERIALS PRINTED

SEPTEMBER / 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

ENTIRE STORE 25% OFF ANY PURCHASE OVER \$50.00. THE 25% DISCOUNT IS ONLY OFF REGULAR PRICED MERCHANDISE.

SUN AUG 23 - SAT SEP 5 2009

(PRICEPOINTS, LABEL/WINDOW SIGNS)

OCTOBER / 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

(GIVING OUR THANKS BACK TO YOU) ENTIRE STORE 40% OFF

THURS OCT 8 - MON OCT 12 2009

(PRICEPOINTS, LABEL/WINDOW SIGNS) FILTERS FOR UB ONLY

(OR ONLY)

JUL 50% OFF (EXCEPT T-SHIRT) PRICED \$10.00

THURS OCT 22 - SUNDAY OCT 25, 26, 27, 28, 29

MON OCT 26 - SUNDAY OCT 27, 28, 29, 30, 31

NOVEMBER / 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

(FRIENDS & FAMILY SALE) ENTIRE STORE 50% OFF

THURS NOV 12 2009 (SPC ONLY)

FRI NOV 13 - MON NOV 16 2009

(POSTCARDS, LANYARDS, PRINT HANGER SIGN, POLICY SIGN, CHANGEROOM WALL SIGNS FOR UB ONLY)

ENTIRE STORE 40% OFF

TUE NOV 17 - THURS DEC 3 2009

(PRINT HANGER SIGN, PRICEPOINTS, WINDOW/EASEL SIGNS) FILTERS + WALL SIGNS FOR UB ONLY

DECEMBER / 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

ENTIRE STORE 40-70% OFF

FRI DEC 4 - FRI DEC 15 2009

(PRICEPOINTS, WINDOW/EASEL SIGNS, WALL SIGNS) FILTERS FOR UB ONLY

UP TO 80% OFF

SAT DEC 26 - MON DEC 28 2009

UB - (PRICEPOINTS, WINDOW/EASEL SIGNS + SHIRTS, CHANGEROOM SIGNS, COMM. WALL POSTERS, CHANGEROOM SIGN, POLICY SIGN, TABLE TOP SIGNS)

CB - (PRICEPOINTS, WINDOW/EASEL SIGNS + SHIRTS, WALL POSTERS, CHANGEROOM SIGN, POLICY SIGN)

2009 - COSTA BLANCA PROJECTS (TO DATE)

DATE	PROJECT	STATUS	REMARKS
2009-01-01	Costa Blanca X	Completed	
2009-01-15	Costa Blanca X	Completed	
2009-02-01	Costa Blanca X	Completed	
2009-02-15	Costa Blanca X	Completed	
2009-03-01	Costa Blanca X	Completed	
2009-03-15	Costa Blanca X	Completed	
2009-04-01	Costa Blanca X	Completed	
2009-04-15	Costa Blanca X	Completed	
2009-05-01	Costa Blanca X	Completed	
2009-05-15	Costa Blanca X	Completed	
2009-06-01	Costa Blanca X	Completed	
2009-06-15	Costa Blanca X	Completed	
2009-07-01	Costa Blanca X	Completed	
2009-07-15	Costa Blanca X	Completed	
2009-08-01	Costa Blanca X	Completed	
2009-08-15	Costa Blanca X	Completed	
2009-09-01	Costa Blanca X	Completed	
2009-09-15	Costa Blanca X	Completed	
2009-10-01	Costa Blanca X	Completed	
2009-10-15	Costa Blanca X	Completed	
2009-11-01	Costa Blanca X	Completed	
2009-11-15	Costa Blanca X	Completed	
2009-12-01	Costa Blanca X	Completed	
2009-12-15	Costa Blanca X	Completed	

2009 - COSTA BLANCA X PROJECTS (TO DATE)

DATE	PROJECT	STATUS	REMARKS
2009-01-01	Costa Blanca X	Completed	
2009-01-15	Costa Blanca X	Completed	
2009-02-01	Costa Blanca X	Completed	
2009-02-15	Costa Blanca X	Completed	
2009-03-01	Costa Blanca X	Completed	
2009-03-15	Costa Blanca X	Completed	
2009-04-01	Costa Blanca X	Completed	
2009-04-15	Costa Blanca X	Completed	
2009-05-01	Costa Blanca X	Completed	
2009-05-15	Costa Blanca X	Completed	
2009-06-01	Costa Blanca X	Completed	
2009-06-15	Costa Blanca X	Completed	
2009-07-01	Costa Blanca X	Completed	
2009-07-15	Costa Blanca X	Completed	
2009-08-01	Costa Blanca X	Completed	
2009-08-15	Costa Blanca X	Completed	
2009-09-01	Costa Blanca X	Completed	
2009-09-15	Costa Blanca X	Completed	
2009-10-01	Costa Blanca X	Completed	
2009-10-15	Costa Blanca X	Completed	
2009-11-01	Costa Blanca X	Completed	
2009-11-15	Costa Blanca X	Completed	
2009-12-01	Costa Blanca X	Completed	
2009-12-15	Costa Blanca X	Completed	

Marketing Department

Glossary (S200)

Urban Behavior

WALL POSTERS (20" x 44 7/8")

3 pieces per wall. Each with white and black top and bottom edges to attach to bare on wall boards. Window Laminated and mounted onto 1/4" board.

INTERIOR POSTERS (24" x 36")

These are all various finishes, vintage for options as follows:

- 1. Laminated Poster (single print)
- 2. Shadow Box Poster (Laminated print for single frame box)
- 3. Backlit Poster (Luminous Poster printed to be lit specifically)
- 4. Window Poster (Luminous Poster printed to be lit specifically)
- 5. Laminated Mounted to Mural (printed to size, per mounted)
- 6. Various other sizes as per client's needs.

Sales Promotions on items - 20% x 40%

EXTERIOR POSTERS

- 1. Backlit Poster - 40" x 60" mounted into snap frames in lightbox
- 2. Great Lines - Mural on space per floor and/or 10' x 10' vinyl print with address
- 3. Laminated Poster - Window Laminated Poster - 72" x 108"
- 4. Laminated Poster - Window Laminated Poster - 72" x 108"
- 5. Laminated Poster - Window Laminated Poster - 72" x 108"
- 6. Laminated Poster - Window Laminated Poster - 72" x 108"
- 7. Laminated Poster - Window Laminated Poster - 72" x 108"
- 8. Laminated Poster - Window Laminated Poster - 72" x 108"
- 9. Laminated Poster - Window Laminated Poster - 72" x 108"
- 10. Laminated Poster - Window Laminated Poster - 72" x 108"

INTERIOR STORE SPECIAL ITEMS

- 1. Dorian Banners
- 2. Main Line Product Knowledge Poster - 40" x 60" printed Laminated mounted to 1/4" board
- 3. Laminated Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 4. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 5. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 6. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 7. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 8. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 9. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board
- 10. Main Dorian Poster (single print) - 40" x 60" printed Laminated mounted to 1/4" board

Marketing Department

CMT - PROMOTION & MARKETING CALENDAR

2011		JANUARY / FEBRUARY												FEBRUARY												FEBRUARY											
		S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S								
		30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3								
		WEEK 1												WEEK 2												WEEK 3											
CMT PROMOS																																					
UB MENS																																					
UB LADIES																																					
UB ACCESSORIES																																					
CB																																					
CAMPAIGNS																																					
WINDOWS																																					
HOLIDAYS																																					
MISC.																																					
NOTES																																					

PROJECT MANAGEMENT / BUDGETING / TIMELINES

CLOTHING FOR MODERN TIMES (COSTA BLANCA, COSTA BLANCA X & URBAN BEHAVIOR)

JOHN WILSON

CREATIVE
DESIGN
MANAGEMENT
MARKETING

2016 Portfolio PDF



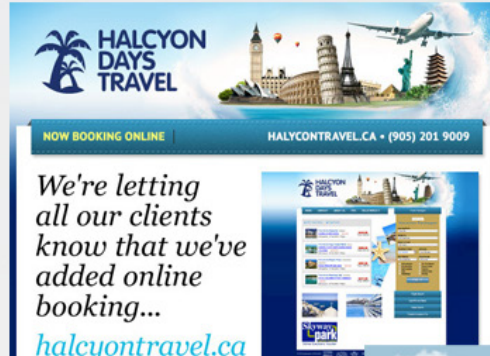
DEBBIE GRAINGER
Travel Consultant/Manager
debbie@halcyontravel.ca

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HALCYONTRAVEL.CA



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Markham On Canada
L6E 1A6

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- Email, call or come in - We'll be happy to give you advice, prices or book your next trip.
- Book online at www.halcyontravel.ca and contact us with your special requests or questions

Just a few of the Travel Tips you'll find on our website

White Sand / Blue Water? Check our lists

- 4 destinations in Cuba, 1 in Dominican, 2 in Mexico, + 7 more...
- All beaches are not created equally - good to know before you book

Choose your airlines wisely!

- Great tips on how to avoid getting bumped
- Which airlines offer the best change, baggage + cancellation policies

New US car rental policies!

Check our resorts section for our favourites based on location, beach, food ++

We choose the specials under "Hot Travel Deals" - we want our clients to have a great time!

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CORPORATE BRANDING & ADVERTISING CREATIVE

HALCYON DAYS TRAVEL



CREATIVE
DESIGN
MANAGEMENT
MARKETING

The collage displays various wedding planning materials for a wedding at the Clark Francis Chicago Marriott. The items include:

- Invitations:** A main invitation for Michelle Elizabeth & John Andrew, dated Saturday, the Fourth of July, 2010, at 7:00 PM. A smaller card reads, "I'm lucky, I'm in love with my best friend." - the groom.
- RSVP Cards:** Several cards with the "M&J" monogram and "stay registry" text. One card includes a "rsvp" form with checkboxes for attending or declining.
- Seating Charts:** Two maps showing the layout of the reception hall, including the "CLARK FRANCIS CHICAGO MARRIOTT" and "CLARK FRANCIS CHICAGO MARRIOTT" locations.
- Registry Cards:** Cards for "stay registry" and "Crate&Barrel the Way" (www.crateandbarrel.com).
- Order of Service:** A detailed list of the wedding ceremony and reception events, including the processional, vows, and reception.
- Wedding Party:** A list of the wedding party members, including the bride, groom, bridesmaids, and groomsmen.
- Decorative Elements:** A small photo of a wedding cake and a photo of a wedding bouquet.

WEDDING PACKAGE CREATIVE
PERSONAL

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MAGAZINE LAYOUT CREATIVE
SUBATOMIC PRODUCTIONS/MOXION MEDIA (CAA INSURANCE)

JOHN WILSON

CREATIVE
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CORPORATE FOLDER CREATIVE
SUBATOMIC PRODUCTIONS/MOXION MEDIA (CAA INSURANCE)

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PRINT ADVERTISING / BRANDING CREATIVE

SUBATOMIC PRODUCTIONS/MOXION MEDIA (CAA INSURANCE)

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DIRECT MAIL CREATIVE
SUBATOMIC PRODUCTIONS/MOXION MEDIA (CIBC)



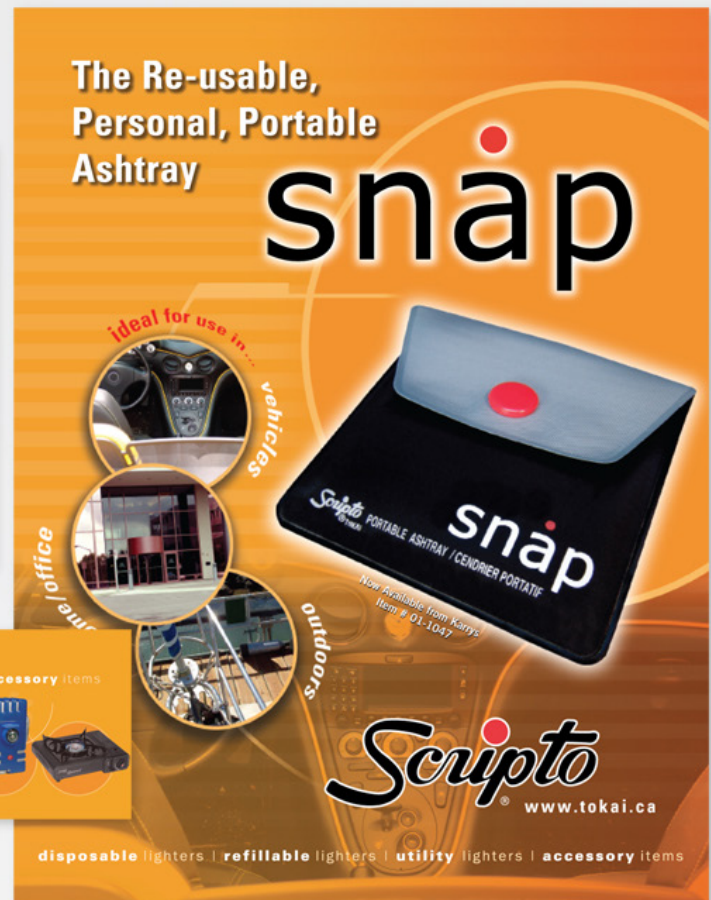
PACKAGING CREATIVE

SUBATOMIC PRODUCTIONS/MOXION MEDIA (TOKAI/SCRIPTO)

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PROMOTIONAL CAMPAIGN CREATIVE

SUBATOMIC PRODUCTIONS/MOXION MEDIA (TOKAI/SCRIPTO)

CREATIVE
DESIGN
MANAGEMENT
MARKETING

Tourism **Ireland**



Ireland...Your Group Friendly Destination



CORPORATE BRANDING PRESENTATION CREATIVE
SUBATOMIC PRODUCTIONS/MOXION MEDIA (TOURISM IRELAND)

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CORPORATE BRANDING PRESENTATION CREATIVE

SUBATOMIC PRODUCTIONS/MOXION MEDIA (TRANSAT HOLIDAYS)

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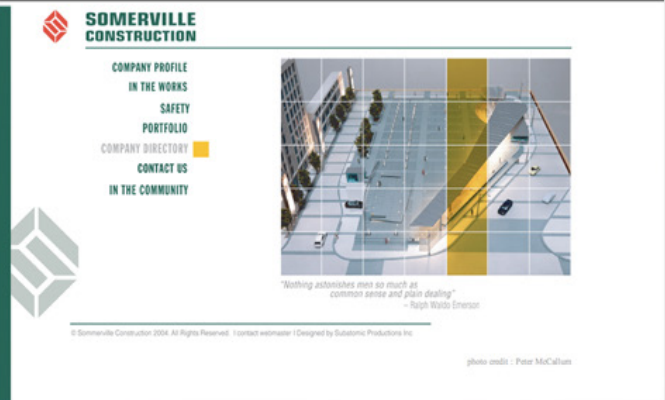
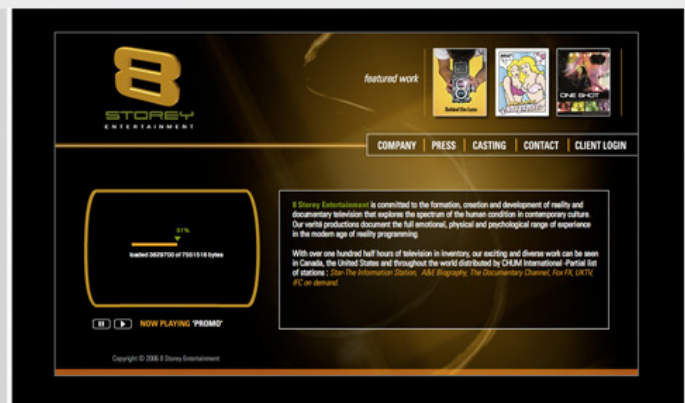
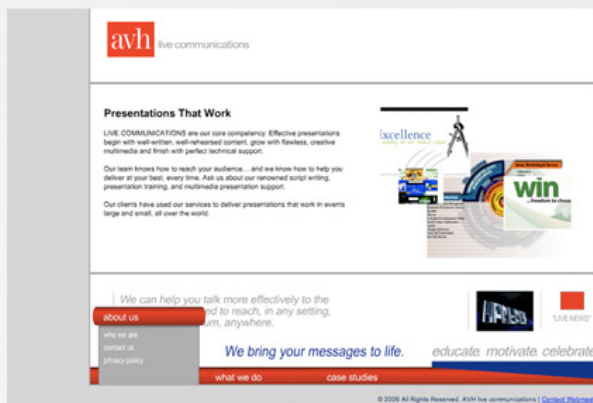


CORPORATE IDENTITY, BRANDING AND WEB CREATIVE
SUBATOMIC PRODUCTIONS/MOXION MEDIA (WAYPOINTERS)

JOHN WILSON

CREATIVE
DESIGN
MANAGEMENT
MARKETING

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WEBSITE DESIGN AND PRODUCTION

SUBATOMIC PRODUCTIONS/MOXION MEDIA (AVH LIVE, 8 STOREY, AIZAN, SOMERVILLE CONSTRUCTION)