



# Leda

Communications

Branding, Graphic Design, Webcasting, Digital Development, Video Production,  
Web Development, Content Delivery, Promotional Products, Legacy Transfers & Storage

## About Leda Communications

LEDA Communications focuses on providing our clients with cutting edge digital development and video services.

We understand that attention spans are short, budgets are tight, and you are inundated with media options.

We help you to cut through the clutter by offering impactful, cost effective digital and video solutions.

We provide video production, digital development, web design, portal development, e-learning, DVD authoring, e-mail marketing, closed captioning, descriptive video content delivery and duplication replication services, and branded promotional products and apparel.



**“Creativity is contagious,  
pass it on”**

*Albert Einstein*



“The value of identity of course is that so often with it comes purpose.”

*Richard Grant*

## Branding

Building a brand is hard work. Clear, engaging and evocative branding helps to strengthen and build your business identity and reach your consumers. We draw from our experience across a wide variety of media to create innovative and cost-effective solutions specific to each client’s requirements. When it works, it’s like creating an ecosystem of consistent identity, brand and voice that reaches your audience, reflects what you are all about and drives engagement.

Leda Communications provides custom strategic solutions, high impact creative and clear consistent execution of award-winning advertising, promotions and branding across multiple media and channels. Whether business-to-business or direct to the consumer, we offer the bold solutions you need, fueled by over 30 years of experience.

**We offer premium services that generate world-class results:**


- Design & Brand Consulting
- Brand Identity
- Brand Strategy
- Brand Guidelines
- Copywriting
- Email Marketing

## Video Production & Photography

From concept to delivery, we have done it all. Our core team of professional videographers, photographers, script writers, producers, directors and crews have worked locally and travelled the globe. Known for producing award winning sales, training and promotional videos, we can help you support your next event or online project, with content optimised for your choice of delivery platform.

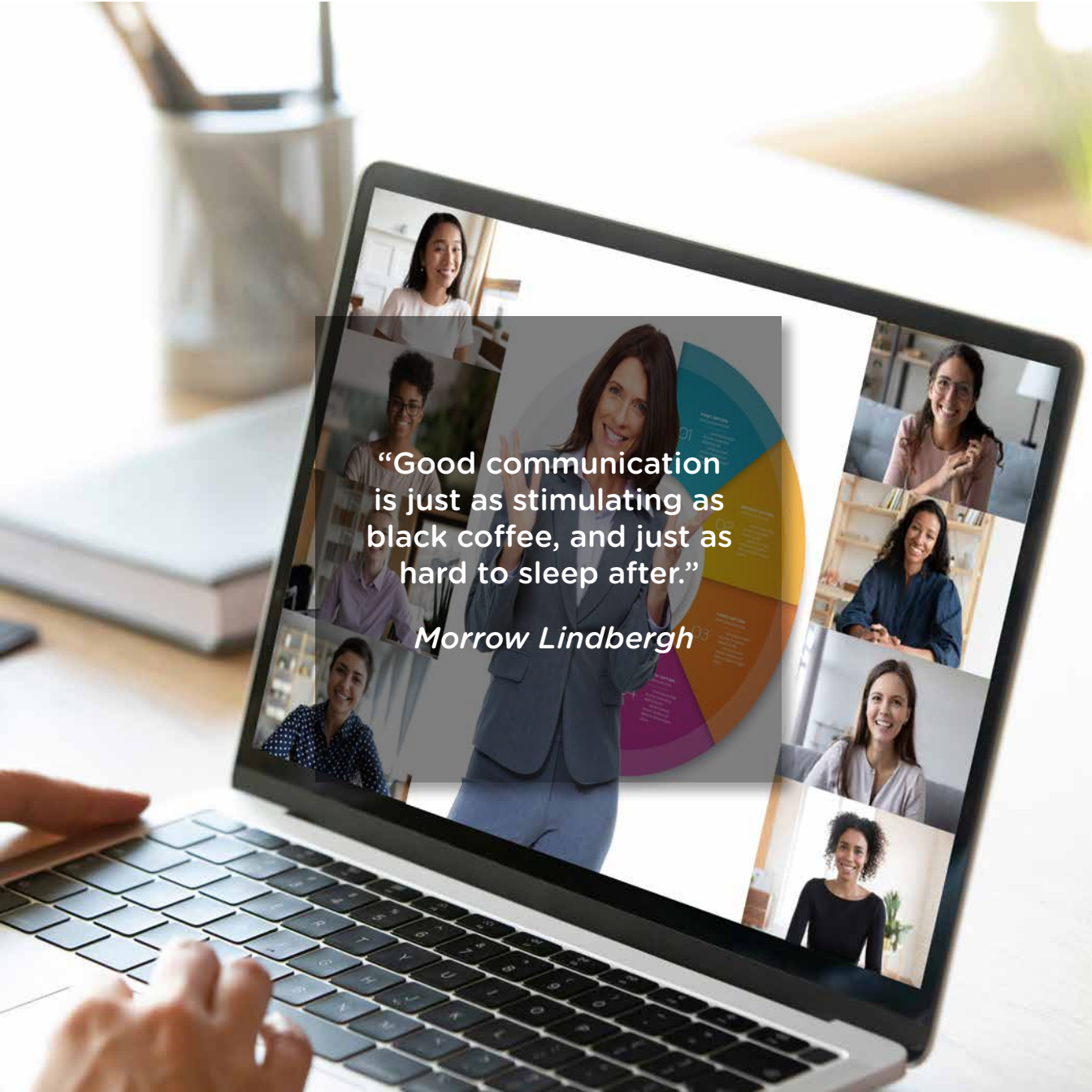
### Video Services

- Full service video and drone video production and photography
- Language versioning
- Closed captioning
- Descriptive video



**“Digital video is so beautiful. It is lightweight, modern, and it’s only getting better.”**

*David Lynch*



“Good communication  
is just as stimulating as  
black coffee, and just as  
hard to sleep after.”

*Morrow Lindbergh*

## Webcasting

Our webcast professionals bring decades of experience in live and online events.

Today organizations are wanting the sophistication and visuals of a live event combined with the connectivity, safety, and security of an on-line presentation.

Whether you are delivering to a few or a few thousand we have you covered in English and French and captioned presentations.

### **Our webcasting services deliver:**

- Best in class streaming platform.
- Back up systems
- Professional, live, and online event producers (bilingual services available)
- Graphic design and video production services
- English and French versioning captioning services
- ASL & LSQ Services
- AODA compliant transcripts

**We handle all webcast technical arrangements so you can focus on organizing the event!**

## Digital Development

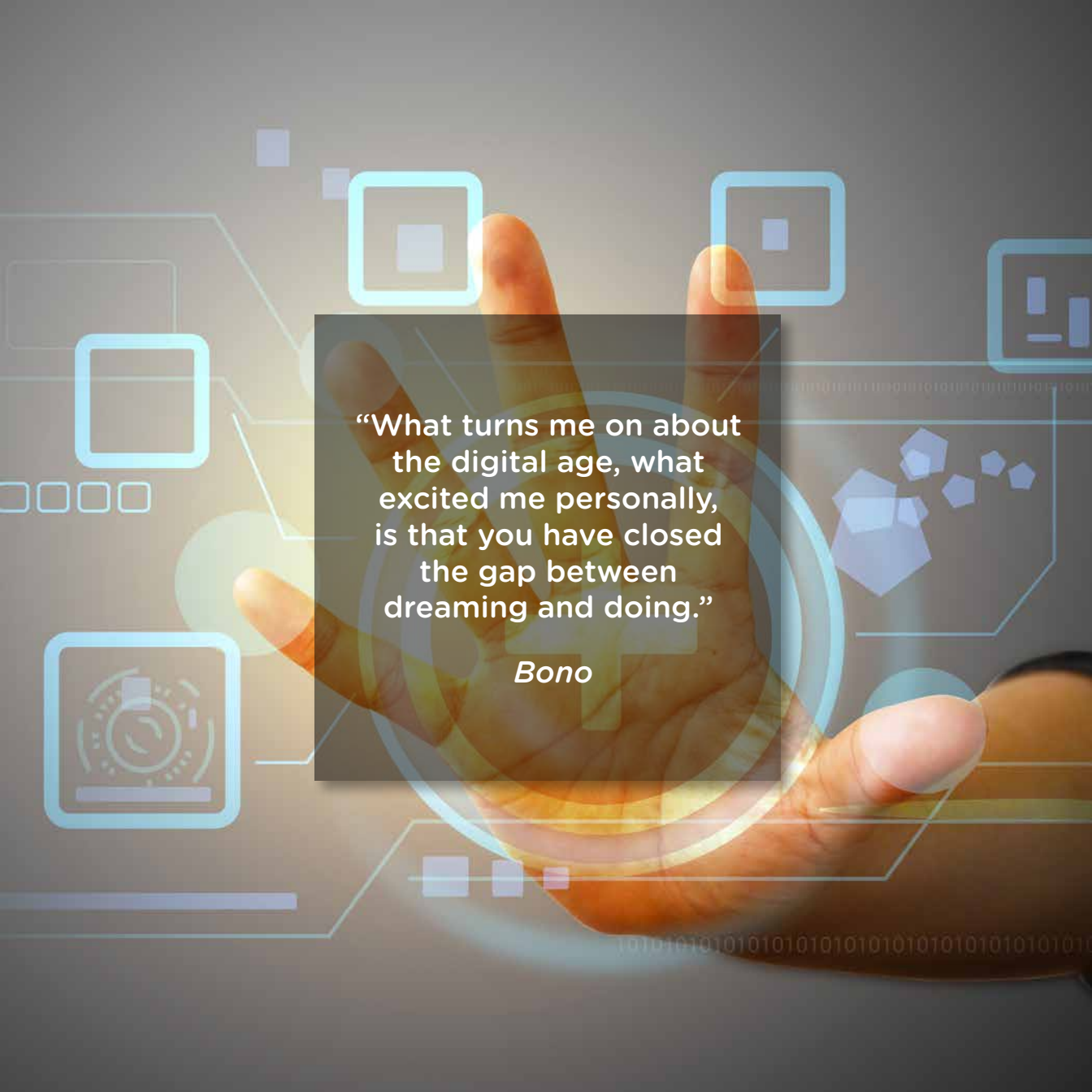
Experience is the hallmark of the digital development team at Leda Communications.

Combining leading-edge design, branding savvy and technical expertise, we have been developing websites, portals and learning applications for more than 25 years.

We translate your needs flawlessly to the digital world.

### Digital Services

- Web development
- Content management
- Portal development
- eLearning



**“What turns me on about the digital age, what excited me personally, is that you have closed the gap between dreaming and doing.”**

*Bono*



“We have technology,  
finally, that for the first  
time in human history  
allows people  
to really maintain rich  
connections with much  
larger numbers of  
people”

*Pierre Omidyar, Founder,  
eBay*

## Content Delivery

In the end, it's about getting your message to your audience, and there is never one answer.

We offer a variety of proven delivery options that suits your requirements.

### Content Delivery Services

- Branded apparel and promotional items
- CD/DVD and blu-ray replication, packaging and small quantity duplication
- Custom shaped USB duplication and printing
- Direct mail
- E-mail marketing

## Graphic Design

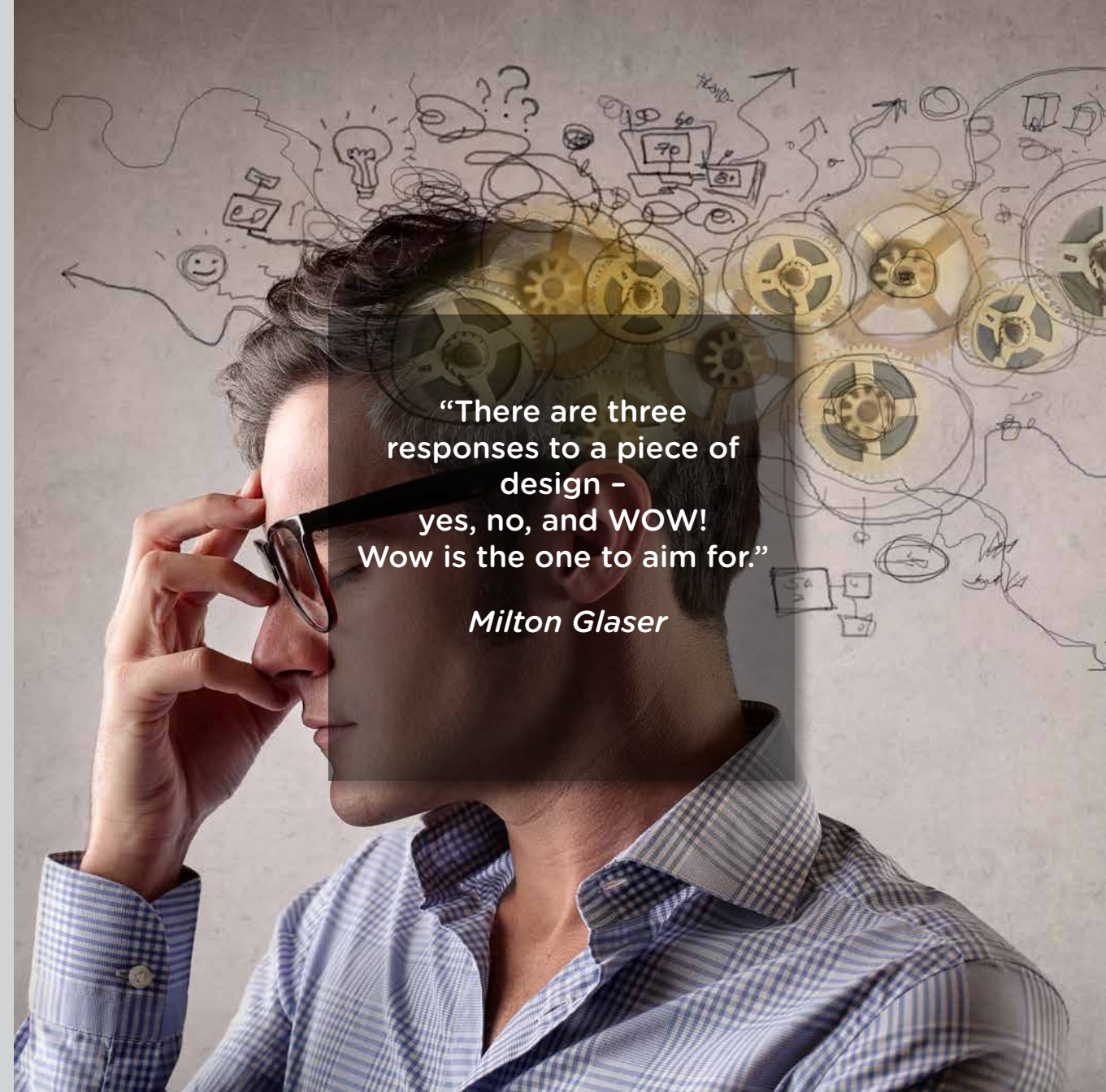
Its about the ability to work with a client, understand their needs and create visual content that translates a companies attributes and branding consistently, across a multitude of platforms to varying audiences.

What makes our creative team different is our solid background in branding and design as well as print and online applications.

Whether it's a print, brochures, infographics or sell sheets we can also translate your content for online applications such as websites and e-mail marketing.

We like to think we are an extension of your team, executing innovative Ideas on time and on budget.


**Call us to discuss your next project**



**“There are three  
responses to a piece of  
design -  
yes, no, and WOW!  
Wow is the one to aim for.”**

***Milton Glaser***





“Without promotion,  
something terrible  
happens... nothing!”

*P. T. Barnum*



**Leda**  
Communications

## Branded Apparel and Promotional Products

Whether it's to promote your image, gain new clients, reinforce your brand or recognize employee performance, promotional products are an integral part of the marketing mix.

For more than 25 years the experts at Leda Communications have been working with our clients to select the products that meet your target market and budget.

From branded apparel and golf accessories, ceramic and travel drinkware, custom shaped metal products, duffle bags, folios, coolers, totes, our focus is on providing high quality products from top suppliers combined with execution and delivery that's second to none.

Call us when considering promotional products for your next meeting, event, employee appreciation, or customer gift.

**The correct product the right price delivered on time.**

## Legacy Transfers & Storage

### What does 200 square feet cost you?

Leda Communications has digitized and archived thousands of assets, preserving content from formats such as 1" Type C, Betacam SP, Digital Betacam, DVCPro, HDCAM, 1/4" Reels, DAT & DA-88 cassettes. You name the format we have you covered.

Let our expert team help protect and shrink your video library today.

Video cassettes have a limited lifespan, degrading with time and storage conditions.

With fewer working video cassette recorders (VTRs) available and the parts to fix them becoming non-existent, the cost of digitizing SD and HD video materials is expected to rise over the next few years.

Now is a great time to think about what to do with your old video tape before its too late.

Captured as QuickTime Apple ProRes, we transfer your content to your choice of storage device with the option of a matching viewing copy with time code to make it easy to select footage for use in the future.





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