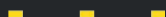
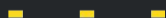
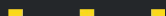




Case Study

Spark & Pony Creative



Michelle Scully
Co-Founder

Kassandra Laboucane
Co-Founder

11314 55 St NW,
Edmonton, Alberta, T5W 3P5

780-499-4822
sparkandpony.com





Hi There 🖐️ We Are Spark & Pony Creative.

Creative work is our specialty. Problem solving is our passion.

Our team brings together over 50 years of combined experience creating strategic digital products and meaningful brands.

Are we your perfect match? Get to know us better!

Kass & Michelle



Case Study

In the following pages, we share two detailed case studies that showcase exactly how this methodology translates into real-world results. You'll see our process unfold, along with the specific goals we achieved and the measurable impact we delivered for our client.

These challenges include social media strategy, content marketing, visual branding, and digital experiences.



Case Study

Dynamic Neural Retraining System

Deliverables

- Social Media Management
- Branded Visuals and Templates
- Content Marketing Strategy
- Newsletter Creation
- Blogging
- Video Editing
- Process Optimization

Challenge

Help a growing mining software, training and consulting company elevate their digital presence, establish industry credibility and attract top-tier global clientele, investors and projects.

Outcome

In the first year, we doubled organic search traffic, increased Instagram engagement by 35%, generated 45% more website sessions from email campaigns, created viral content earning 109K views, and established streamlined systems that freed the team to focus on high-level growth initiatives.



What is DNRS?

DNRS is a drug-free, neuroplasticity-based program that helps people recover from debilitating chronic health conditions.

Impact by the Numbers

100%

Increase in Organic Social
Media Website Traffic

20%

Increase in
Followers

39%

Increase in
Post Reach

35%

Boost in
Engagement

45%

Increase in Website
Sessions From Email

360K+

Accounts Reached

Phase One

Strategy & Approach

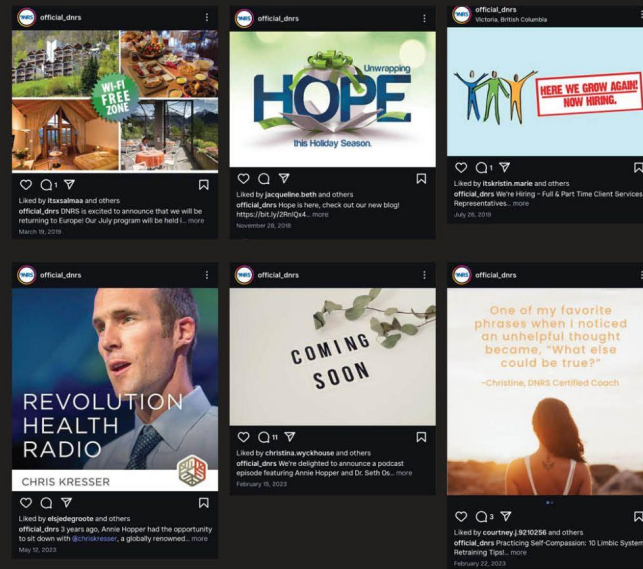
A THOROUGH AUDIT

We conducted a comprehensive audit of DNRS's existing content, brand presence, and digital assets to understand their starting point. This deep dive revealed gaps in consistency, messaging, and strategic direction that were limiting their reach and impact.

A COMPETITIVE ANALYSIS

Through extensive research across social media platforms, we analyzed what was working in the chronic illness recovery space and identified opportunities for DNRS to differentiate themselves.

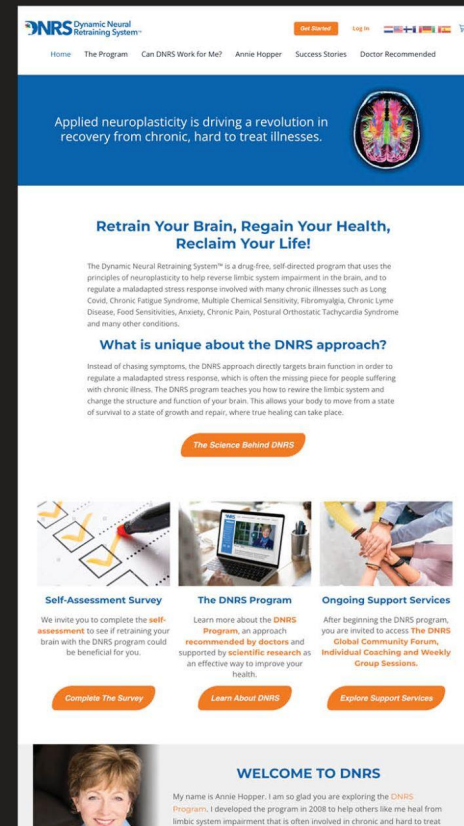
Social Media Snapshot



General Audit Notes

User-generated content and community interaction opportunities remained largely underutilized across all channels. Visual brand: notable inconsistencies in logo usage and colour palette application.

Messaging & Visual Brand Snapshot



Phase One

Strategy & Approach

UNDERSTANDING THE AUDIENCE

DNRS serves a unique community of individuals suffering from chronic health conditions. We analyzed their target demographics to understand their needs, pain points, and what would resonate with them emotionally.

DEFINING THE POSITIONING

Understanding DNRS' scientific credibility and proven results helped us craft their positioning as the trusted authority in neuroplasticity-based recovery, distinguishing them from other wellness programs.

Client Profile: Sarah Chen

Age: 34

Gender: Female

Salary: 52K Annually (formerly \$68,000 before her condition forced her to reduce work hours)

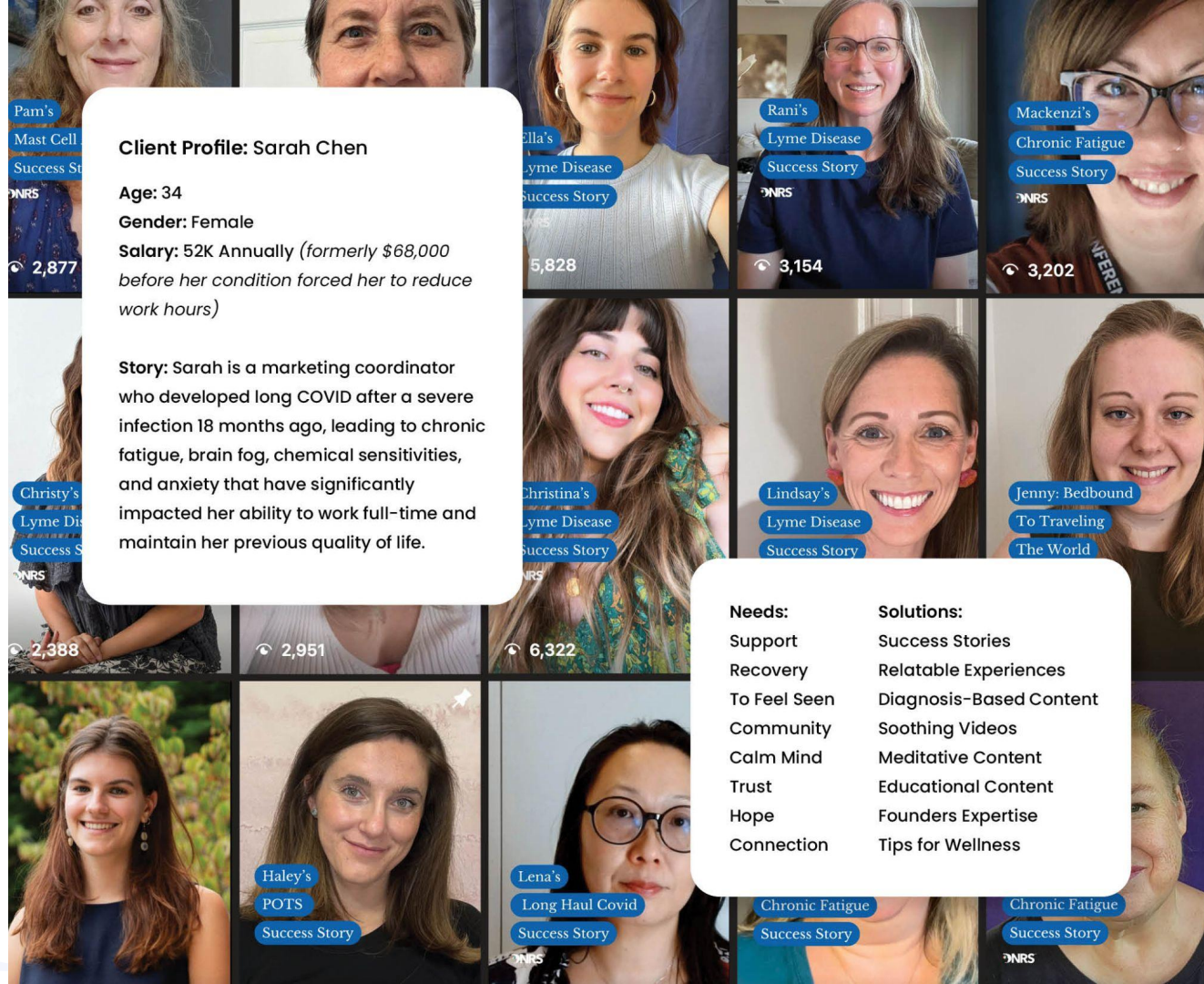
Story: Sarah is a marketing coordinator who developed long COVID after a severe infection 18 months ago, leading to chronic fatigue, brain fog, chemical sensitivities, and anxiety that have significantly impacted her ability to work full-time and maintain her previous quality of life.

Needs:

Support
Recovery
To Feel Seen
Community
Calm Mind
Trust
Hope
Connection

Solutions:

Success Stories
Relatable Experiences
Diagnosis-Based Content
Soothing Videos
Meditative Content
Educational Content
Founders Expertise
Tips for Wellness



Phase Two

Visual & Content Development

CONTENT STRATEGY ARCHITECTURE

We designed an integrated quarterly content system that seamlessly wove together inspiring success stories with educational content. This strategic approach demonstrated the science behind neuroplasticity while maintaining an emotional connection with their community.

VISUAL BRANDING APPROACH

DNRS was in the middle of revamping their website. With no brand guide, and limited visual assets, our team took the opportunity to create an updated set of branded assets to create a cohesive visual identity that resonated with their audience and new online look and feel.

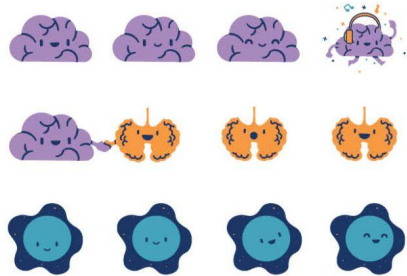
Brand Attributes

Positive
People-Centric
Inspiring

Informational
Uplifting
Life-Changing

Authentic
Expert
Joyful

Illustrations



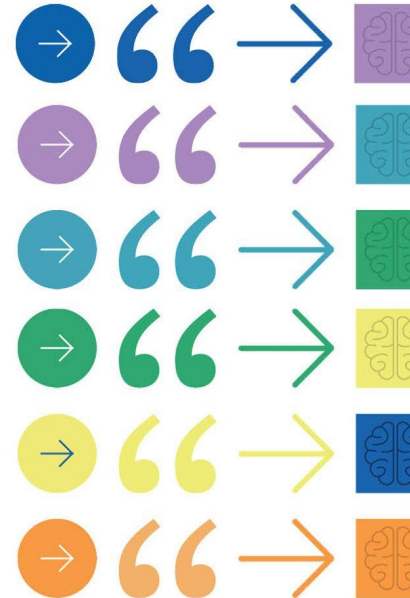
Photography



Brand Gradients



Branding Assets



Phase Two

Visual & Content Development

CONTENT FOR THE JOURNEY

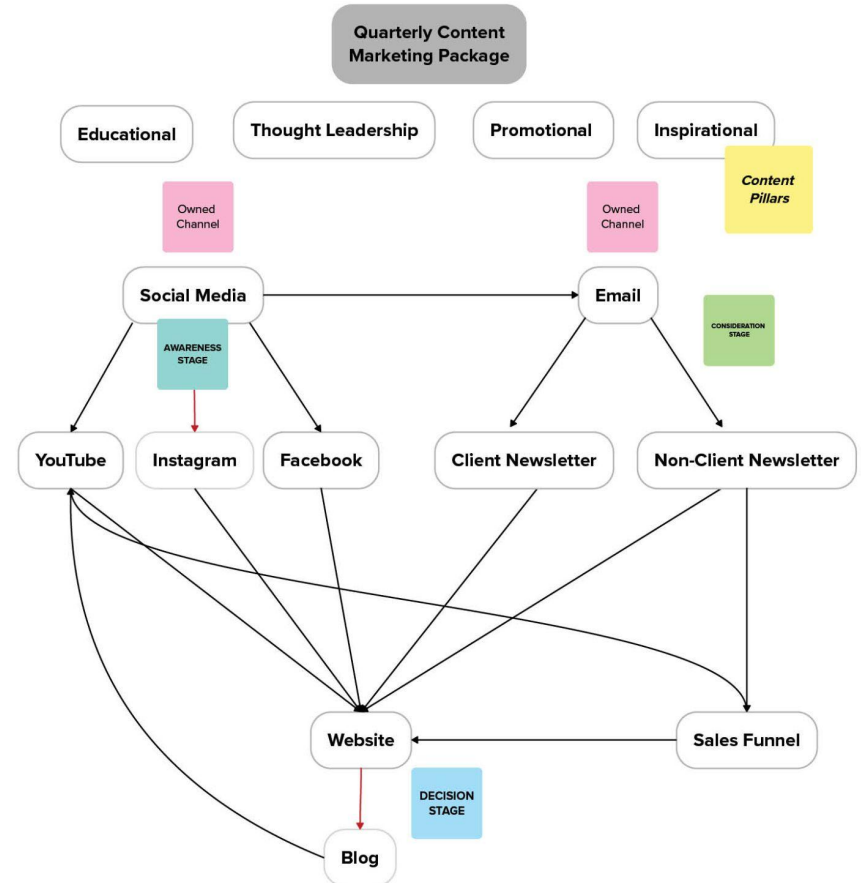
We mapped out a content strategy that repurposed their most powerful assets—success stories—across multiple channels, leveraging all streams into increased website traffic.

A WORKFLOW THAT MADE SENSE

We created organized content packages sectioned by quarters, complete with links, assets, Google Drive folders, and content housed in one easily accessible location. This eliminated weekly scrambling and established clear approval processes for their internal team.

DYNAMIC NEURAL RETRAINING SYSTEM (DNRS)

BUYER JOURNEY



Phase Three

Launch & Management

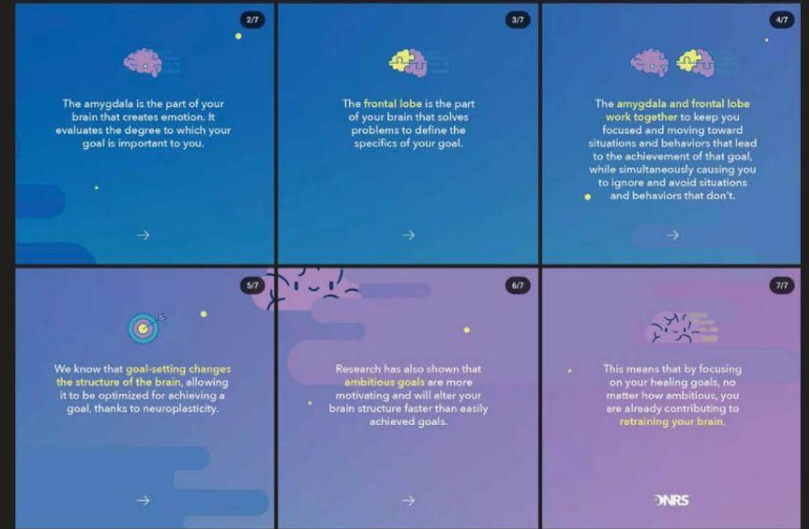
OFF TO THE RACES

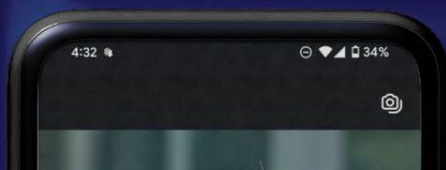
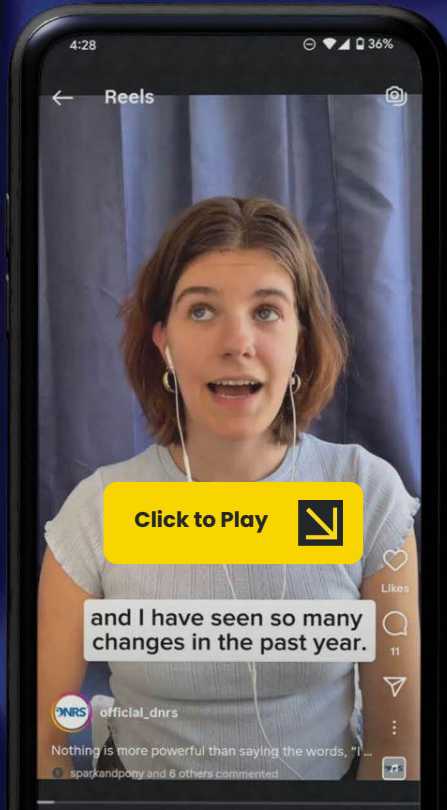
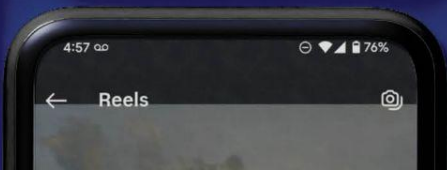
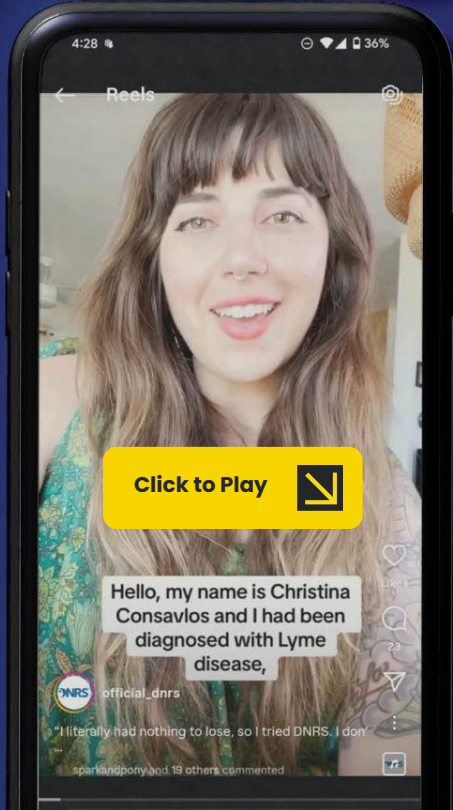
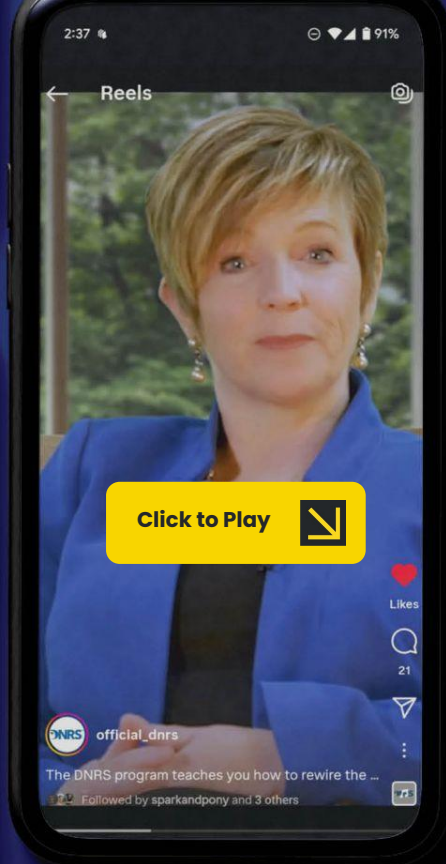
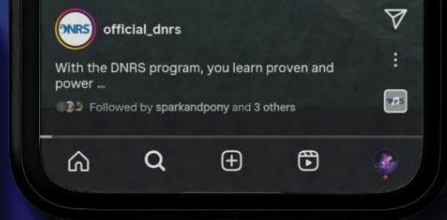
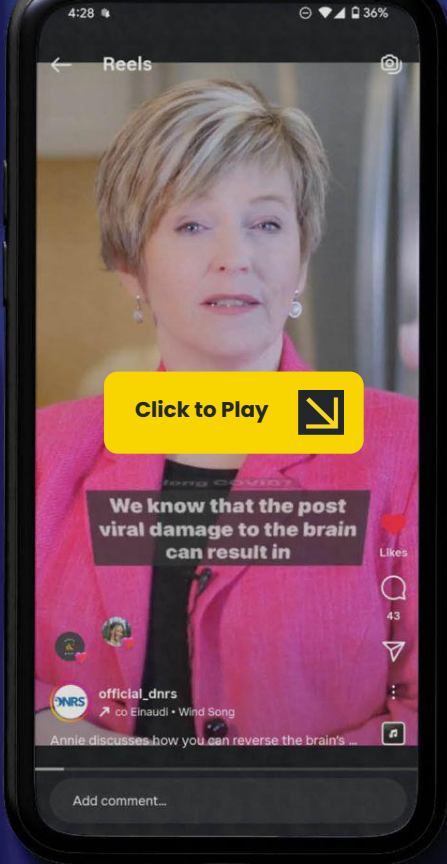
We launched their new integrated content strategy across their social platforms, email newsletters, and website. We then earmarked and tracked the most important metrics related to the project goals and provided detailed reporting, fine tuning for maximum impact as the months progressed.

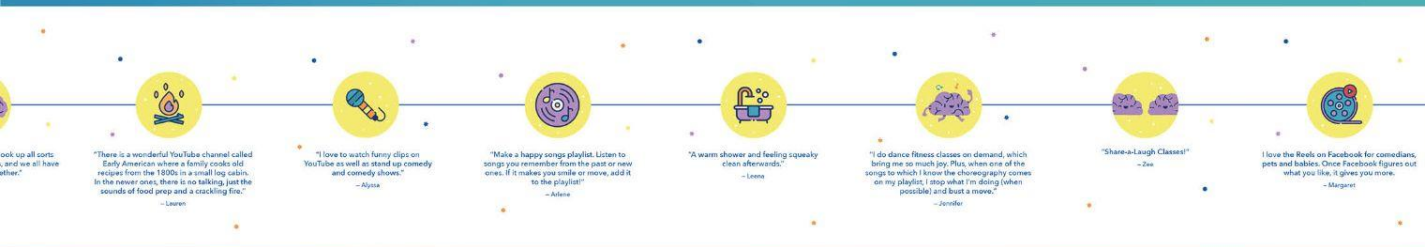


“One metric we’re constantly looking at to make sure the content we create is resonating is engagement. In the first year, DNRS’ engagement jumped by 35%, which told us that DNRS was facilitating those meaningful conversations with their community online.”

Kassandra Laboucane
Creative Director







5 Strategies for Overcoming Cognitive Biases

→

Unlearning is discarding outdated or harmful information, habits, or beliefs that no longer serve us.

Our brain is to form cognitive knowledge, biases, or unlearned.

DNRS

Life is too short to:

believe your brain can't adapt and heal

Neuroplasticity is real. Your nervous system has a remarkable capacity for positive change when given the right tools.

→

Life is too short to:

accept chronic symptoms as unchangeable

Research shows that brain retraining activates new neural pathways that can reduce inflammation, regulate immune function, and restore balance to the body—turning the evidence of neuroplasticity into real healing.

→

Life is too short to:

let past neural pathways determine your future

Through neuroplasticity exercises, you can literally rewire threat-response pathways, allowing your brain to form new connections that support a return to the activities your body once enjoyed.

→

Life is too short to:

overlook your brain's natural neurochemical potential

Intentional self-directed neuroplasticity activates your prefrontal cortex and can increase endorphin and serotonin production by up to 35%.

→

Life is too short to:

stay trapped in fight-or-flight patterns

Research shows that consistent brain retraining can downregulate sympathetic dominance, restore vagal tone, and shift your nervous system back to its natural state where recovery is possible.

DNRS

5 Reframing Affirmations

→

I am the architect of my own happiness.

Change is an opportunity for growth.

I can turn setbacks into comebacks.

DNRS

Practice Critical Thinking

Critical thinking involves analyzing and evaluating information logically without letting emotions or biases cloud your judgment. By asking yourself, "Is this information still valid?" you can begin to unlearn inaccurate or outdated concepts.

→

Seek Diverse Perspectives

Actively seek out opinions and information that differ from your own. This can help you counteract confirmation bias and open your mind to new ways of thinking.

→

Engage in Reflective Practice

Set aside time to think critically about what you've learned and how your beliefs may have changed. Journaling, meditating, or discussing your thoughts with others can help you process new information and let go of old, limiting beliefs.

→

Be Open to Feedback

Being open to constructive feedback allows you to see things from a different perspective and consider that your current knowledge might not be as accurate as you think.

→

Focus on Growth Mindset

Instead of clinging to the idea that you "know it all," recognize that learning and unlearning are lifelong processes. Embracing this mindset will make you more flexible and adaptive in a rapidly changing world.

DNRS

5 TIPS For Communicating Your DNRS Journey with Friends & Family

- Consider Sharing What Feels Most Helpful**
The most encouraging thing you can offer is the positive skills you've experienced—these changes speak volumes about your commitment to the program and its benefits.
- Set Clear Boundaries**
It's important to communicate your needs, particularly when it comes to discussions about your struggles. Politely ask family and friends to avoid certain topics that may lead you to feel overwhelmed or negative.
- Choose What to Share**
While you may feel comfortable discussing positive experiences, it's okay to decline conversations that could derail your progress. If a discussion veers into uncomfortable territory, don't hesitate to step back.
- Focus on Growth**
Reflect on your experiences, highlight recent conversations with family members after long absences. Recognizing how far you've come can provide a sense of empowerment in difficult situations.

DNRS

One Story - 8 Ways

Awareness

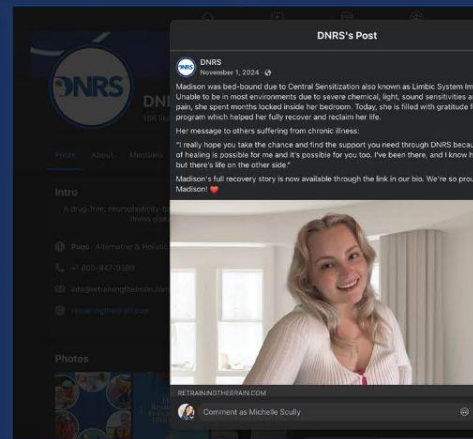
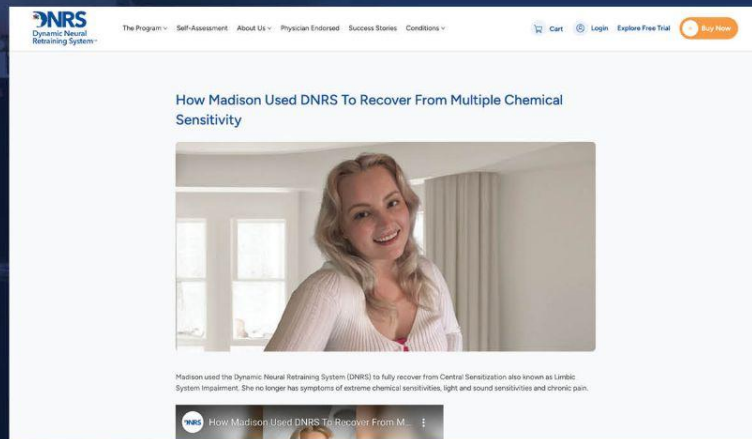
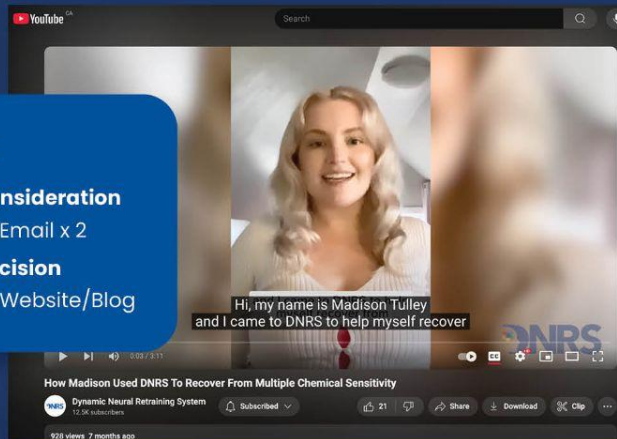
- ✓ Instagram x 2
- ✓ Facebook x 2
- ✓ YouTube

Consideration

- ✓ Email x 2

Decision

- ✓ Website/Blog



With over **50+ years** of experience, our team
has fulfilled **660+ projects** for **76+ clients**,
including **26+ websites**.



What our
clients *say* ↘

Testimonials



Adam Arsenault

President
Red Plaid Developments

Hard to express how strongly positive I feel. Spark and Pony has provided **a level of client care that I don't think I've ever experienced from another company.** (I deal with hundreds of other companies across many industries). Their skills in website, graphic, and content development is unmatched but it goes well beyond that. They make business personal and truly become involved in your vision in order to make it a reality. Thank you so much for everything! I don't know where I would be without you.

Testimonials



Kara Fenske

Owner
Drift Food Truck

We chose to work with Spark & Pony for our business, and have been very impressed with their work and content choices. They are very **professional, flexible in times of last minute changes, and have done their research to ensure that all content fits within our branding and style.** We were hesitant to hire a social media company at first, and now wouldn't think twice about having them as part of our support team.

Testimonials



Lisa Belanger

Owner
Flat Out Feasts

Highly recommend Spark & Pony! They helped me with a brand strategy, social media content calendars, created a trade show backdrop, and helped me get started with video reels by creating scripts, shot lists, and editing my first few videos. As a small business this was exactly what I needed to get going so I could learn how to do it, and they've been amazing to work with! **Very knowledgeable and professional**, and great to work with.

Testimonials



Junetta Jamerson

Co-founder & Board Member
Velma Carter Centre

Working with Spark & Pony was a smooth, peaceful experience that supported us to tap into our creativity. We started with their questionnaire, which was on point! It launched our work in the right direction by quickly getting us on the same page. Although we weren't sure of the vision for our website, **the Spark & Pony team were able to translate the abstract into a beautiful design.** They also captured our "voice" well by practicing deep listening, which impressed us as our audience is a racialized demographic. It was a pleasure working with a small, women-led team. It felt more relational than transactional, and they provided extras that really helped us out. We strongly recommend Spark & Pony, and look forward to more collaboration.

Testimonials



Emma LaRocque

Owner
The Bee & Bear Lodge

Spark & Pony was amazing to work with – from the clear timeline, to their approachability with my questions and edits, and their quick responses, **I always felt like a top priority for them.** Our website is unique, beautiful, and functional.

Ps- The website brought some (male) family members to tears because it captured our story and our vibe so well, I don't think you can get a better recommendation than that!

Testimonials



Stephanie Tostowaryk

Owner
Toastography

After seeing my new website for the first time **I cried from joy** – they captured everything that I am and my business represents. I have seen **an increase in website traffic and more contacts from visitors**. I receive many compliments on my website from customers – and they fixed issues I was having with effective methods of receiving contact from clients.

Testimonials



Stuart Bendall

Sales & Marketing Manager
West Edmonton Toyota

Kass and the team are truly exceptional, companies who claim to be experts and claim to put 'client needs first' are a dime-a-dozen, Spark 'n' Pony are actually come up with the goods. As a client we feel that we are their only concern. **Their attention-to-detail is acute, their timeliness unwavering and each task is carried out with flawless precision.** A top notch company.

Testimonials



Francesco Maio

Owner
Francesco Holistic

I've worked with members of this company for years on different projects and organizations and can't say anything but good things. I can always trust that their services are above and higher than industry standards and **found notable difference in my business growing** since working with Spark and Pony. Highly recommended and totally worth every dollar!

Thank You

SPARK & PONY