



Case Study

Content Marketing



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Hi There 🖐️ We Are Spark & Pony Creative.

Creative work is our specialty. Problem solving is our passion. With 50+ years of combined experience, our team builds thoughtful brands and content strategies that create real impact.

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

Kass & Michelle



Case Study

In the following pages, we share one detailed case study that showcase exactly how our methodologies 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

Transform a science-based chronic illness recovery program from a well-kept secret into a trusted digital authority, while creating streamlined content systems that allow their business to scale and grow.

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.

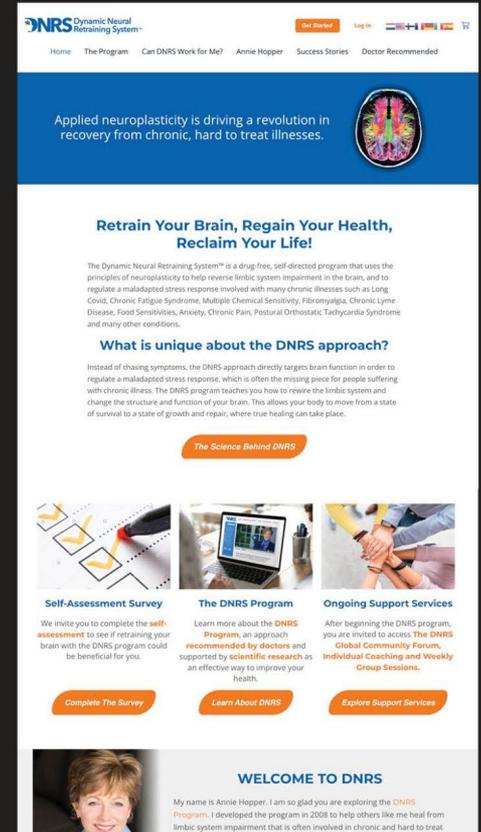
Social Media Snapshot



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

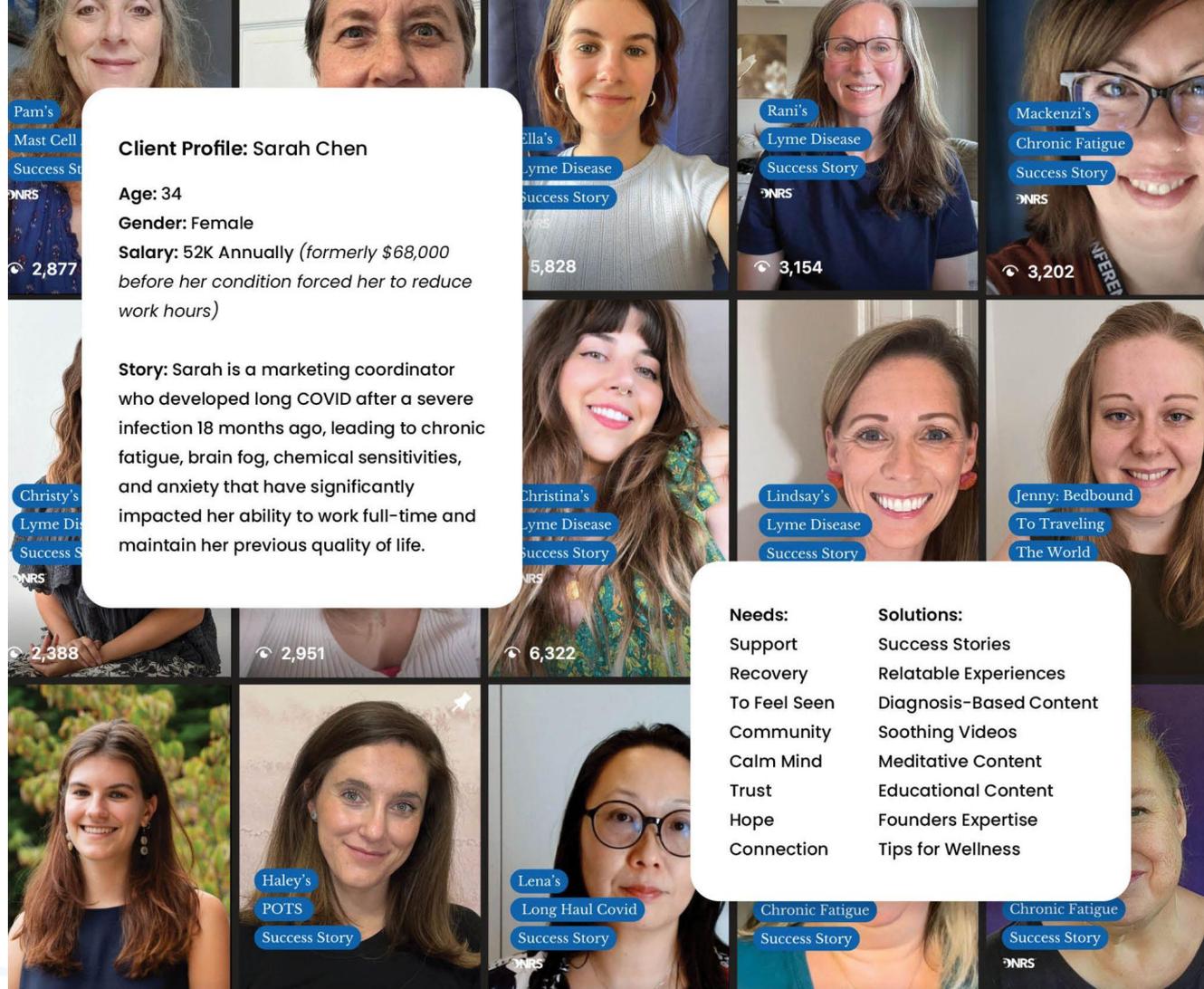
Strategy & Approach

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.



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.

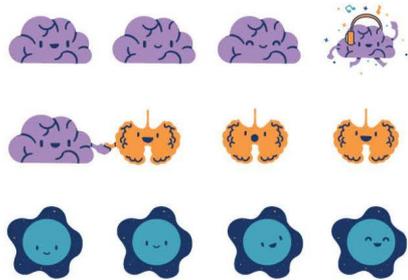
Brand Attributes

Positive
People-Centric
Inspiring

Informational
Uplifting
Life-Changing

Authentic
Expert
Joyful

Illustrations



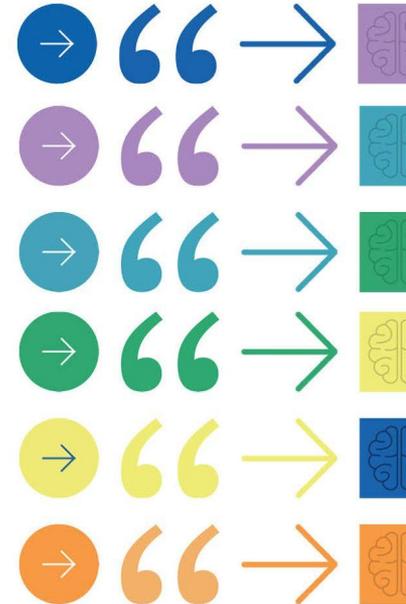
Photography



Brand Gradients



Branding Assets



Phase Two

Visual & Content Development

CONTENT FOR THE JOURNEY

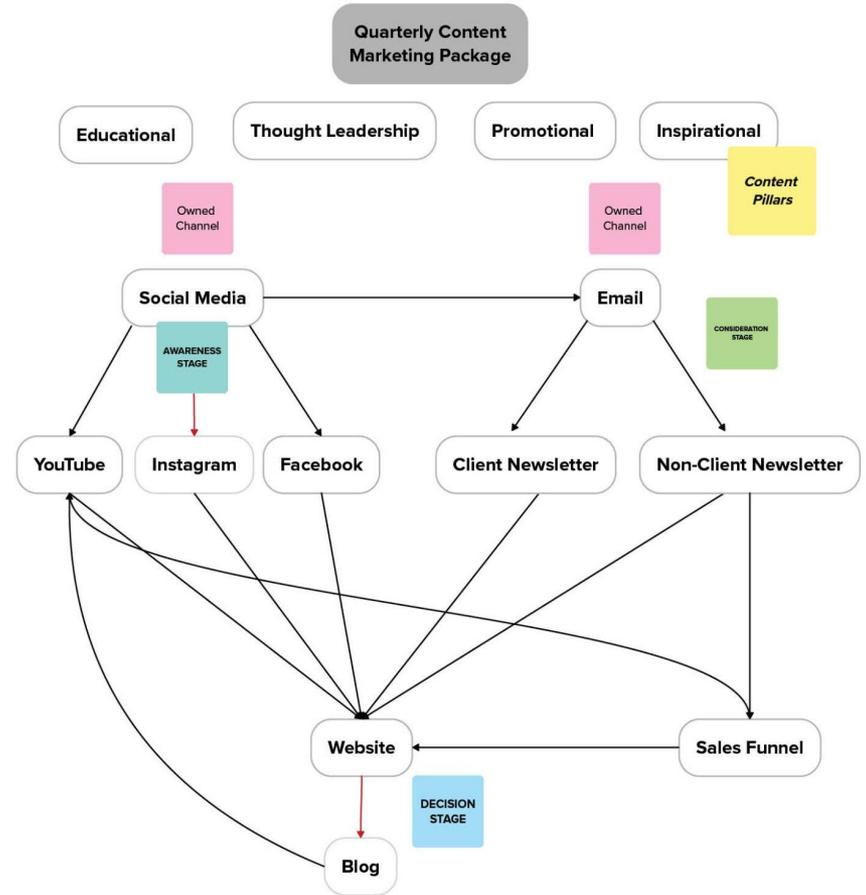
We mapped out a content strategy that repurposed their most powerful assets—success stories—across multiple channels, leveraging all streams into increased website traffic.

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

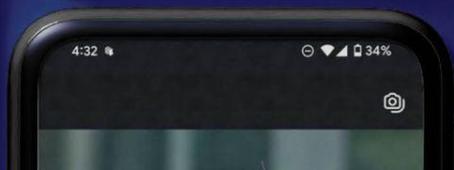
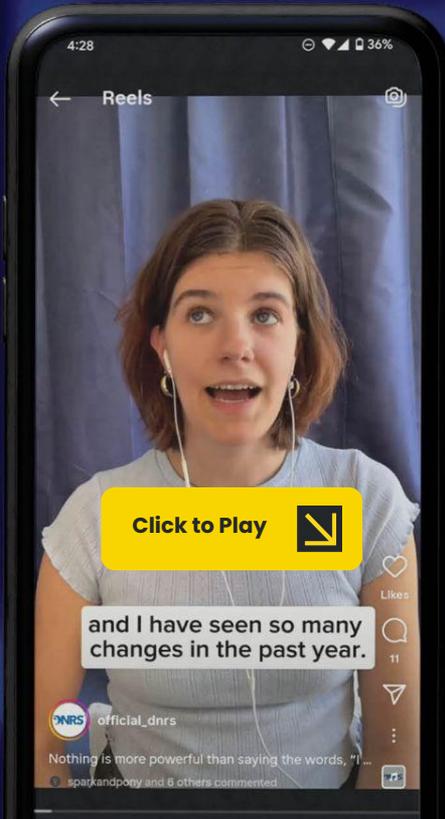
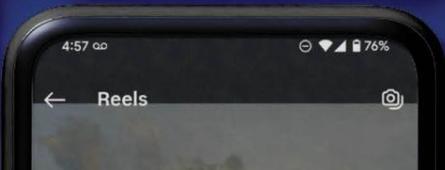
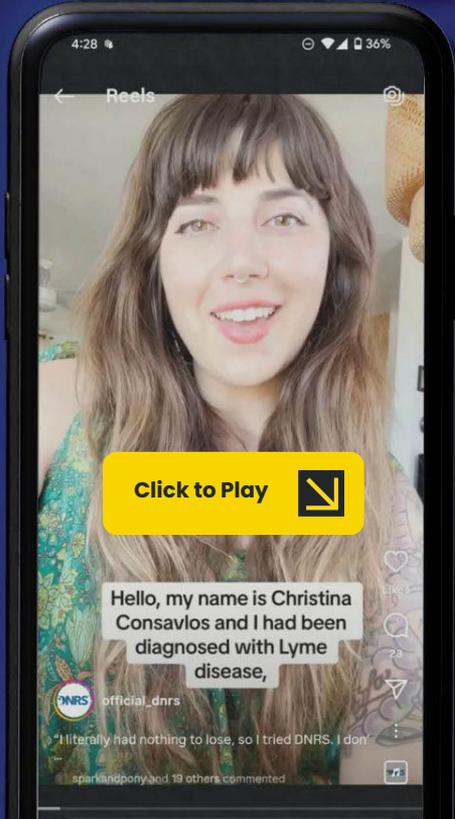
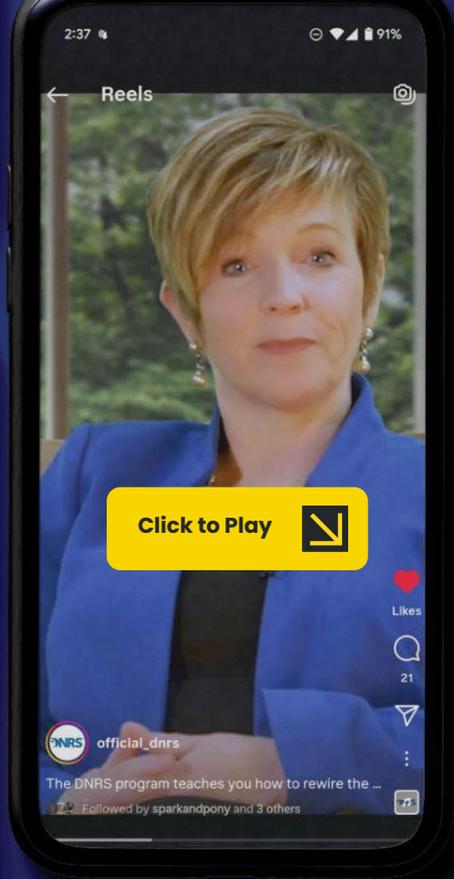
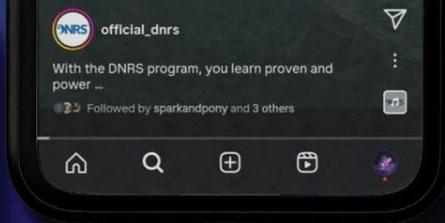
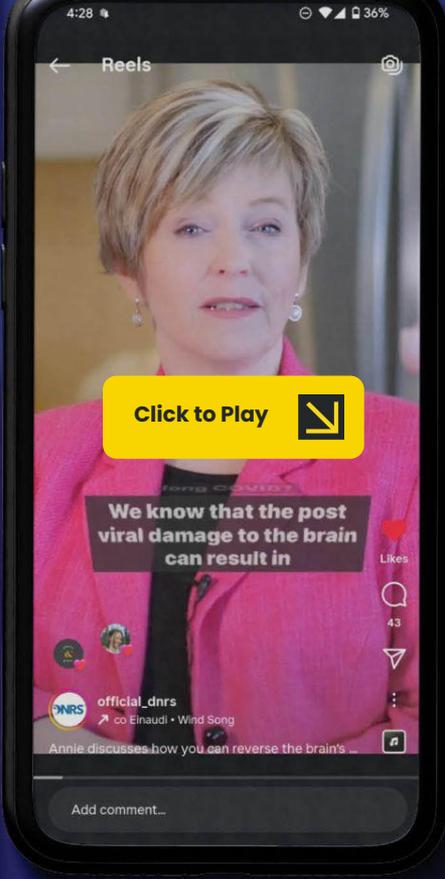
Creative Director



The image displays a 2x3 grid of educational slides with a blue-to-purple gradient background. Each slide features a brain icon and a right-pointing arrow at the bottom. The slides contain the following text:

- Slide 1 (Top Left):** 3/7. The amygdala is the part of your brain that creates emotion. It evaluates the degree to which your goal is important to you.
- Slide 2 (Top Middle):** 3/7. The frontal lobe is the part of your brain that solves problems to define the specifics of your goal.
- Slide 3 (Top Right):** 4/7. The amygdala and frontal lobe work together to keep you focused and moving toward situations and behaviors that lead to the achievement of that goal, while simultaneously causing you to ignore and avoid situations and behaviors that don't.
- Slide 4 (Bottom Left):** 5/7. We know that goal-setting changes the structure of the brain, allowing it to be optimized for achieving a goal, thanks to neuroplasticity.
- Slide 5 (Bottom Middle):** 6/7. Research has also shown that ambitious goals are more motivating and will alter your brain structure faster than easily achieved goals.
- Slide 6 (Bottom Right):** 7/7. This means that by focusing on your healing goals, no matter how ambitious, you are already contributing to retraining your brain.

The DNRS logo is located in the bottom right corner of the grid.



Look up all sorts of recipes from the 1930s in a small log cabin. In the newer ones, there is no talking, just the sounds of food prep and a crackling fire." —Loren

"I love to watch funny clips on YouTube as well as stand up comedy and comedy shows." —Adele

"Make a happy songs playlist. Listen to songs you remember from the past or new ones. If it makes you smile or move, add it to the playlist!" —Adele

"A warm shower and feeling squeaky clean afterwards." —Loren

"I do dance fitness classes on demand, which bring me so much joy. Plus, when one of the songs to which I know the choreography comes on my playlist, I stop what I'm doing (when possible) and bust a move." —Jordan

"Share-a-Laugh Classes!" —Zoe

I love the Reels on Facebook for comedians, pets and babies. Once Facebook figures out what you like, it gives you more. —Margaret

5 Strategies for Overcoming Cognitive Biases

→

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

Our brain 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 resilience of neuroplasticity into real healing.

→

Life is too short to:

let past neural pathways determine your future

Through neuroplasticity exercises, you can literally rewrite these response pathways, allowing your brain to form new connections that support a return to the activities your body once avoided.

→

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 judgments. 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 opens 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, in recent conversations with family members after long absences. Reaffirming how far you've come can provide a sense of empowerment in difficult situations.

DNRS



One Story - 8 Ways

Awareness

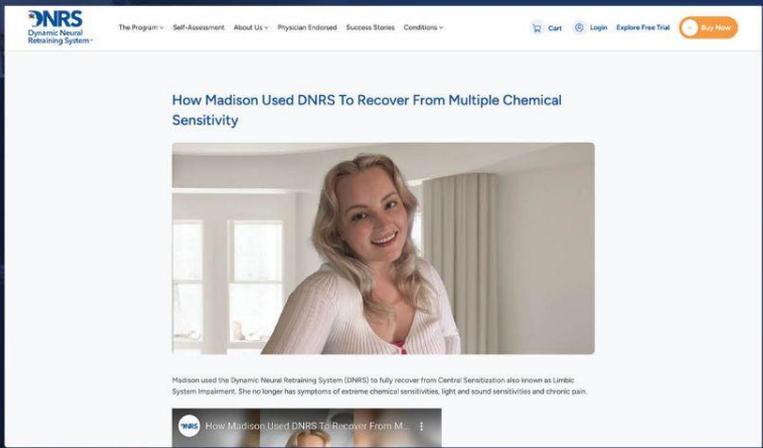
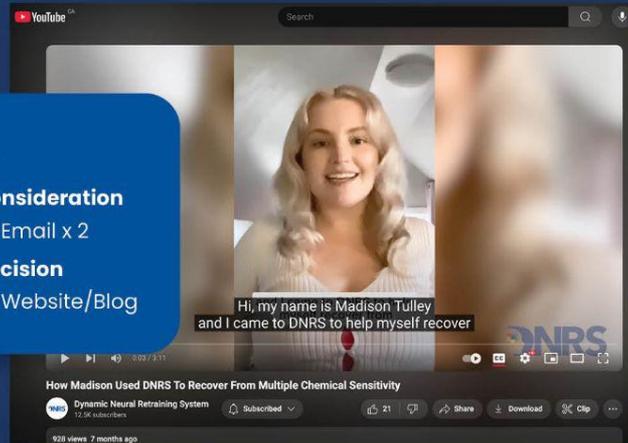
- ✓ Instagram x 2
- ✓ Facebook x 2
- ✓ YouTube

Consideration

- ✓ Email x 2

Decision

- ✓ Website/Blog



With over **50+ years** of combined experience, our team has fulfilled **660+ projects** for **80+ clients**



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