



impact report

2024

Young. Creative. Professional.

curate
reative

Introduction



As we reflect on the journey that led to the launch of Curate Creative, we recognize that our story began long before. Based in Vancouver, our founding team brings over a decade of combined experience in marketing both locally and internationally, our founding team built Curate on a shared belief: creativity, agility, and cultural fluency are the new currency of impact.

Our approach is simple—build lasting relationships, deliver real results, and meet every client where they are. Whether it's a local startup, a national brand, or a global campaign, we've grown by word of mouth and built trust through execution.

Curate has supported a wide range of clients across diverse industries, from wellness and fashion to construction and SaaS. Our one-stop model—offering strategy, creative, digital execution, and multilingual communication—has proven to be more than efficient; it's effective.

If building a company is like planting a garden, we're proud to say the first shoots are already blooming. With deep roots in cultural understanding and fast-growing ideas, we're excited for what's next.

What follows is a reflection of our work so far: the milestones we've hit, the clients we've grown with, and the foundation we're continuing to build. We know this is just the beginning, and we're excited to keep creating, collaborating, and growing—together.



Our Clients

Trusted by bold, growing brands across industries—from food and beverage to property.



Anthem



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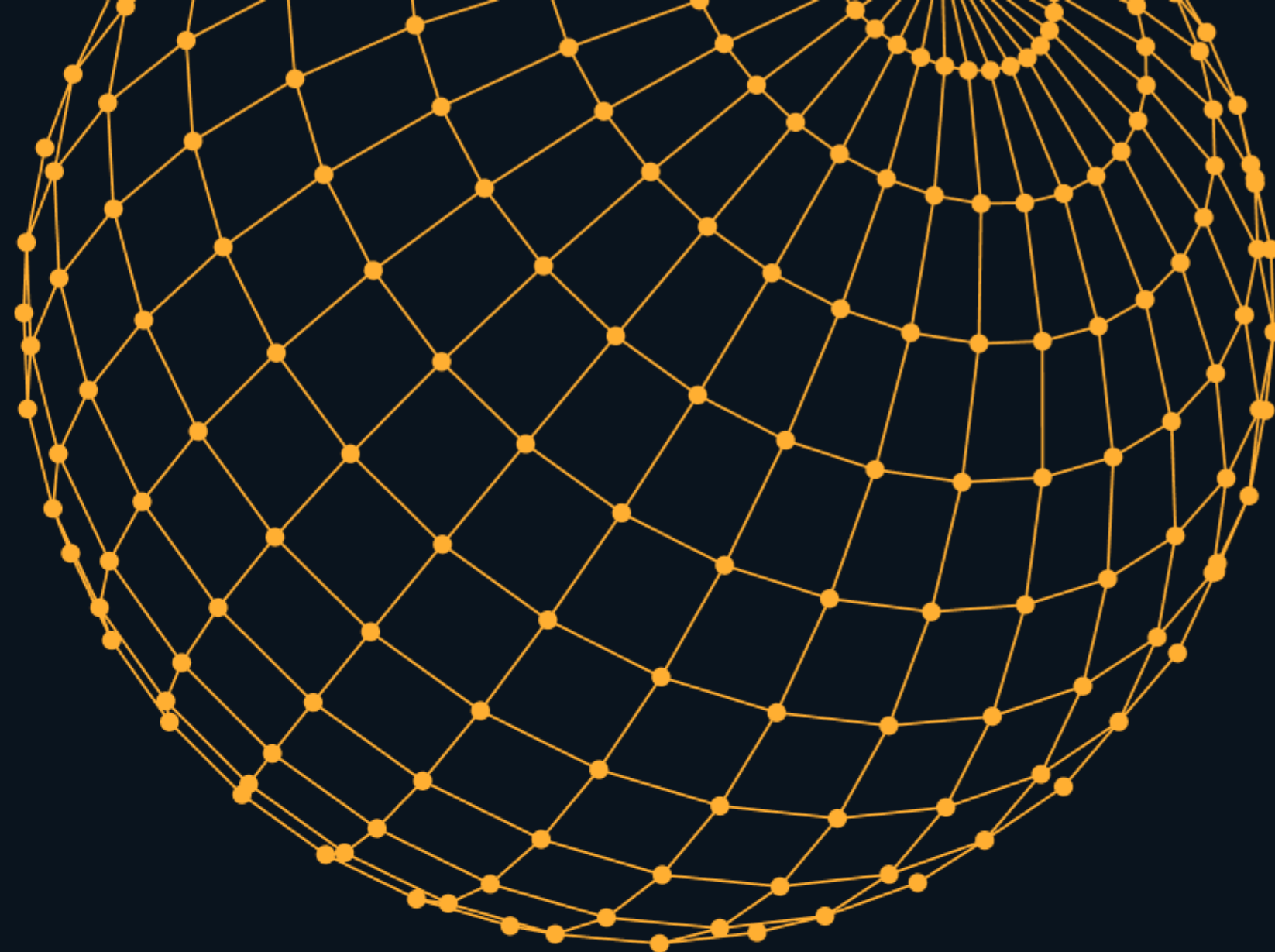
Looking Ahead

What's Next for Curate Creative

Client Impact

Over the past year, Curate Creative has had the privilege of partnering with over 50 brands across industries—from tech and retail to construction and wellness. Among these, 40% have become long-term collaborators, a testament to our focus on building trust through results, not just deliverables.

We take pride in being more than just a creative agency—we are strategic partners who blend vision with execution. Whether it's a product launch, brand refresh, or performance marketing campaign, our goal remains the same: to drive real, measurable impact. From startups to established businesses, here's a snapshot of the value we've created:



At Curate, we don't believe in "one size fits all." Every client engagement is a chance to co-create something impactful—balancing strategy and storytelling, creativity and performance. It's how we move fast, think deeply, and help brands grow with purpose.

Client Impact

End-to-End Campaigns Across Branding, Web, Ads & Influencer

50+

Clients Served

36%

Retention Rate

6+

Industries
Covered

4

Languages
Delivered
(EN | CN | KR | PJ)

2024 Data



Heymate! – Tech Startup

Scope: Branding, Website, Product UI/UX, Social Media, PPC, Influencer, Email

Result: Helped position the brand as a bold disruptor in the B2B tech space. Launched with strong engagement on both organic and paid channels.

Factory Direct Medical – Retail / E-commerce

Scope: Website Design, Paid Ads, Social, Email Marketing

Result: Improved online conversion flow; campaigns brought significant seasonal ROAS lift.

Black & Gold Construction – Construction

Scope: Website, SEO, Google Ads

Result: Delivered a polished digital presence that helped boost credibility and lead gen in a traditionally offline industry.

More examples: see our website's portfolio page.

Creative Work

At Curate Creative, we pride ourselves on being a one-stop creative marketing partner—where ideas, execution, and results live under one roof.

Whether launching a brand from scratch or optimizing an existing digital presence, we help clients bridge strategy and storytelling through seamless creative delivery.



What We Do

1

Branding & Digital Foundation

- Brand Strategy & Identity
- Website & UI Design
- SEO Optimization
- Business Consultation

Campaign Execution & Growth

- Social Media Management
- PPC & Media Buying
- Influencer & Email Marketing
- RedNote & WeChat Campaigns
- Multilingual Content Creation

How We Work

2

Our Approach

- Discover & Strategize – Understand goals, market, audience
- Concept & Plan – Build cross-channel strategies
- Create & Execute – Deliver creative assets & campaigns
- Optimize & Report – QA, testing, and performance tracking

Multicultural. Integrated. Scalable.

Creative Work

Showcases

Branding

- Logo, color palette, typography, brand tone
- Launched from scratch with full-stack delivery
- Ongoing campaign performance with strong growth



Marketing

Appliance Repair Client

2.1x ROAS in 5 months via paid social

Entertainment Client

30x ROI in one month (brand + web + ads)

Wood Tools Store

2.5x Return on \$26K yearly search campaign

Medical Retail

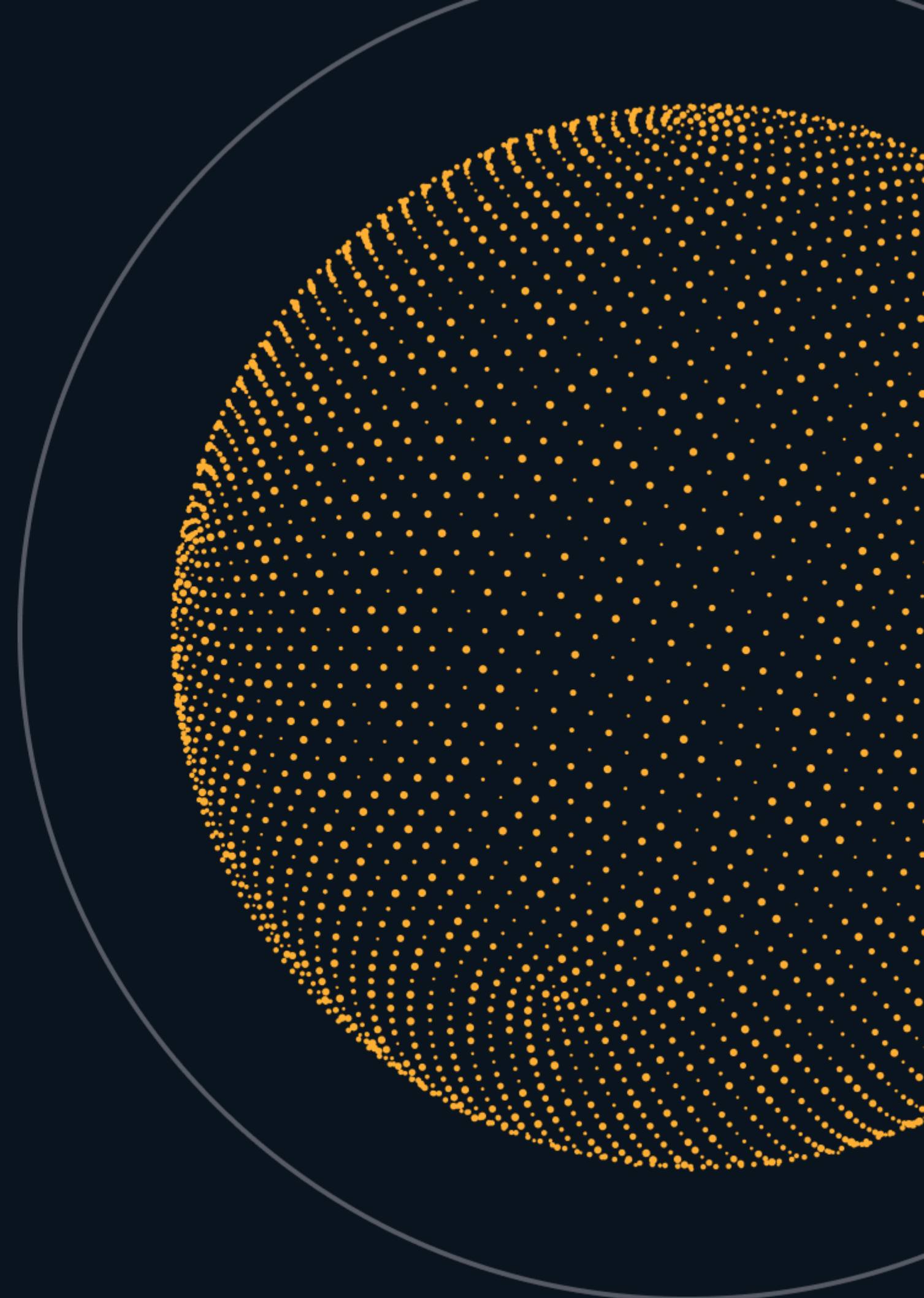
+\$66K sales uplift from seasonal ads (2.8x ROAS)

People & Culture

- **Vancouver-Based**, Fully Remote
- English | Mandarin | Persian
- Strategy + Design Integration
- Fast, flexible, and client-tuned

Curate Creative is a Vancouver-based, remote-first team of 7 creatives, strategists, and marketers. We think in both strategy and design, and we speak across cultures—not just languages.

Our clients value our flexibility, speed, and clarity. Every solution is built from the ground up—tailored, thoughtful, and never off-the-shelf.



People & Culture

Client Feedback

“

Your team is so responsive—it feels like we have our own in-house marketing department.

”

“

It's clear you customize everything. It never feels templated.

”

“

You don't just execute—you give smart advice that makes a real difference.

”

We keep things human—whether it's voting on final designs together, or gathering remotely for monthly team lunches. Creativity doesn't have to be corporate.

Multicultural Lens

At Curate Creative, we believe multicultural marketing isn't just about translation—it's about understanding. From language to platforms, tone to timing, we help brands communicate with clarity, cultural relevance, and impact.

What We Offer:

- 🇨🇦 English
- 🇨🇳 Mandarin
- 🇰🇷 Korean (media buy)
- 🇮🇳 Punjabi (media buy)



Services We Provide

- WeChat & Xiaohongshu (RED) Campaigns
- Bilingual Content & Copywriting
- Chinese Digital / Print / OOH Planning
- Multilingual Media Buying & Placement



In a world of diverse audiences, we help brands speak fluently—in every sense of the word.

Multicultural Lens

What We Offer

- Chinese e-commerce brands expanding to North America
- Canadian businesses reaching Mandarin-speaking communities
- Wellness brands launching culturally relevant seasonal campaigns
- Community campaigns requiring culturally adapted messaging

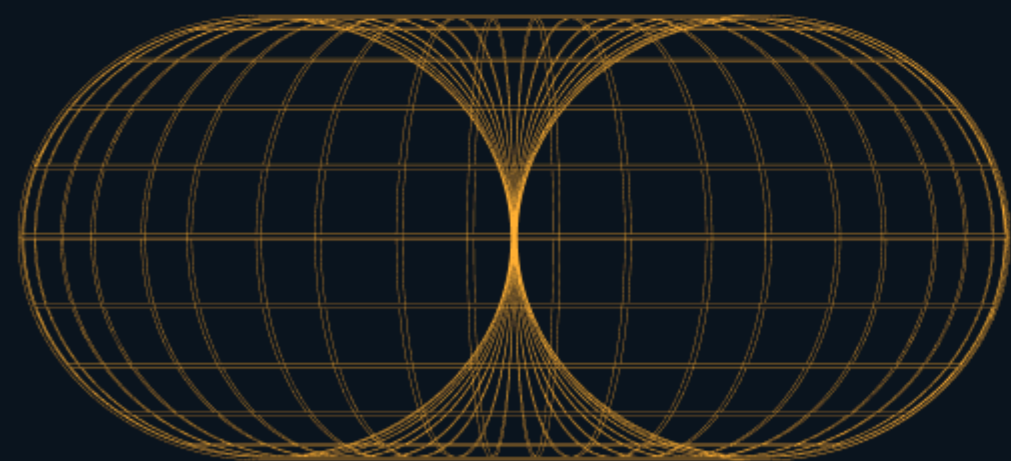
In a world of diverse audiences, we help brands speak fluently—in every sense of the word.

Looking Ahead

As we look toward the next chapter of Curate Creative, our vision remains simple: to continue delivering creative, data-driven marketing that helps brands grow—with clarity, agility, and authenticity.

In the coming year, we hope to serve even more businesses with thoughtful strategy, intentional design, and full-spectrum execution. Every brand has a story—and we're here to help you tell it well.

Whether you're building from the ground up or ready to evolve, we're excited to collaborate, co-create, and grow together.



We're young. We're
creative. We're
professional.

And we'd be proud to help
bring your vision to life.



Let's Talk



We love bold ideas, clear goals, and good people.

If that sounds like you,
let's build something meaningful—together.



Curate Creative

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