

## Assignment

Southern Ontario's largest lighting agency had just designed and moved into the first office building in the GTA lit entirely by LEDs. With a new showcase for its international portfolio of lighting and controls brands and the goal of expanding the architectural design side of the business, Salex wanted a marketing partner who understood this space to help propel it into new markets.

## Strategies

Targeting lighting design decision makers including architects, landscape architects and interior designers, as well as building market awareness for Salex's existing portfolio, we developed a marketing plan for the company that included launching a social media program, targeted media relations, stakeholder communications and events, and the design and development of a new website that would up the appeal for this design-savvy audience.

Embarking on our third year as agency of record for Salex, its partners continue to value the industry knowledge and expertise of Idea Workshop and consult with us on all marketing-related activities. Through strategic events like Light Up Your Landscape and initiatives such as our quarterly Lighting Under Control newsletter, Salex has been able to attract design-led brands like Artemide, designheure, Vistosi and David Trubridge and has also launched a new landscape furniture offering.



## Results

- 500,000+ industry media impressions
- Salex projects profiled in LD+A, mondo arc, Canadian Interiors and Retail Design Blog
- 70% increase in total website traffic since start of relationship
- 150+ attendees at annual Light Up Your Landscape event



### SALEX OFFICE

**D**on't call it a showroom. Instead, the new office for Canadian lighting agency Salex is a showcase for the potential of LEDs in all areas of a commercial facility. Indeed, a Salex sales agent calling on a specifier might not even need to leave the office.

Given the popularity and increasing demand for LED lighting fixtures, Salex partners chose to design their new space in Scarborough, Ontario, using only LED lights as a way to lower energy consumption and take advantage of LEDs' longer lifetime, robustness and faster switching. "We spend a lot of time convincing architects, designers and engineers that they can light an entire building space with LED and do it right. I think with this office, we have succeeded in showing that," says Paul Hudson, partner at Salex, adding that there was no hesitation to committing 100 percent to LEDs across the entire facility. "None at all. Once we started the design process and began looking at the reflected ceiling plan and the exterior portion of the building, we were confident that we could utilize LED in everything."

The project has also enabled Salex to display LED luminaires from many of its 50 lighting fixture manufacturers from Canada, the U.S. and Europe. But Hudson is quick to point out that the partners

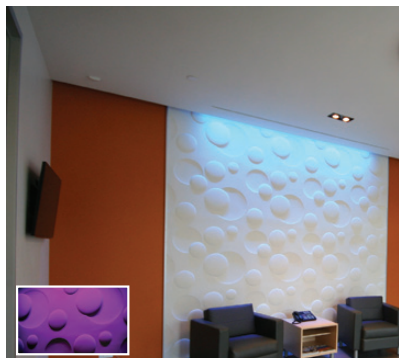
Why lug around the product catalog when you can invite specifiers to tour your own office, replete with an array of new LED luminaires?

## Home Field Advantage



Rock 'em up: The employee lounge includes a pool table with a single overhead pendant and a wall adorned with sconces (inset). The combination of recessed and suspended fixtures gives the lounge the vibe of an upscale food court or trendy lounge.

### SALEX OFFICE



The centerpiece of the lobby is a "bubble wall" covered with color-changing light from a fixture tucked just above it. The semi-recessed linear light fixture didn't want to turn their office into a quiet showroom, even while encouraging specifiers to tour the building and sample the wares. "We wanted to use over a dozen different manufacturers in an 8,000 sq. ft. space without it looking thrown together or cluttered. Traditional showrooms try to put as many lights in the ceiling as they can from all walks of life and it looks far too busy; we didn't want that effect." Instead, the Salex team, which designed the floor plan

and lighting for the space, capitalized on the various rooms in the building to demonstrate assorted lighting schemes and products. "We utilized the different areas," adds Hudson. "For example, there are three different lights in the boardroom, four in the open office, five in the lobby, six in the lounge, two in the washrooms, and each individual office has a different manufacturer in it, sometimes two, but they are all carefully and architecturally done. We wanted to



about us | home | advertise |

### Holt Renfrew store lighting by Suzanne Powadiuk Design in partnership with Salex, Toronto — Canada

January 30th, 2015 by retail design blog



Holt Renfrew's Yorkdale Shopping Centre location in Toronto was the first to undergo an extensive renovation, transforming it into an enhanced shopping experience for customers. The redesigned, Canadian luxury retail department store is double the size of the original space and offers unique amenities that encourage customers to spend their day in the store shopping, eating and getting pampered.



### PRODUCTS

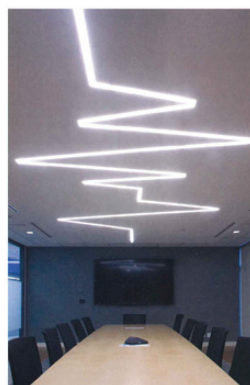
## Work

### THE HEART OF IT

**D**ragage—a global medical and safety technology company—creates products that protect, support and save lives. The company's motto, "Technology for Life," is evident in its solutions, which are used in settings like intensive care units and by personnel such as firefighters.

Today, Dragage's new Canadian headquarters in Mississauga, Ontario physically illustrates that credo. Salex created a custom lighting fixture in the shape of a heartbeat to illuminate the office's boardroom. The monolith, ceiling-mounted luminaire, which features an aluminum channel and acrylic lens, was made using Sixel's NMR LEDs, and delivers light at 40 foot-candles. Due to its complex shape, mounting required a spackle-finger system with a customized wooden frame.

The Takeaway: A heart-shaped LED fixture that was Dragage's commitment to developing technology that sustains life.







# SALEX

## Event Activation



### LED Cocktails, Anyone?

Signature LED cocktails and light-up ice cubes are probably not the first thoughts that come to mind when someone mentions an outdoor lighting showcase. But the unconventional accessories were fitting for "Light Up Your Landscape," a recent event at Polson Pier on Toronto's waterfront, specifically because the gathering was created in order to combine a typical lighting showcase with a social mixer.

Salex, southern Ontario's largest lighting agency, organized the event to showcase new, in-demand products from several manufacturers including Delta Light, Selux, Schreder and Lumca. Replete with gourmet barbeque from renowned chefs and an in-house DJ, the first annual event drew more than 150 landscape architects, lighting designers and engineers. "We are thrilled with the positive feedback and are looking forward to building on this success in 2015 and beyond," says Paul Hudson, a partner at Salex. "Next year we hope to have even more manufacturers participate."



### LIGHT UP YOUR LANDSCAPE

With a growing roster of outdoor lighting and furniture brands, we collaborated with Salex to create a unique, after-work event targeting landscape architects, to support sales efforts to this important audience. Hosted in early September at Polson Pier's trendy Cabana Pool Bar in Toronto, the event allows Salex manufacturers to showcase their newest and most innovative products to their target audience and fosters a casual, lead-generating opportunity for Salex sales representatives. Sponsored by AZURE Magazine and featuring a gourmet BBQ and signature "LED cocktail", the highlight of this year's event was a trip for two to the American Society of Landscape Architects' (ASLA) Expo in Chicago, an important and sought-after industry event for local landscape architects.