

About

Duegood is a social marketing and communication design firm that helps for-profit and non-profit organizations develop, market and promote socially positive endeavours.

We help local, regional and national organizations develop campaigns about issues in health, mental health, the environment, social justice, human resources and governance.

We draw on 25 plus years of traditional marketing skills and knowledge to address socially sensitive issues and we are supported by our extensive network of consultants developed in the fields of academia, health care, education, social advocacy and representation.

Services

Duegood offers a wide range of services to ensure messages are conveyed true to your intent.

Strategic Planning

Discovery and inquiry orientation
Communication direction
Brand positioning & key messages
Marketing and research
Media relations
Public speaking coaching
Special event management
Group facilitation

Creative Services

Writing
Creative direction

Design Services

Graphic design, web & social media
Brand standards

Clients Served

Aisling Discoveries
Alliance Hospice
Blake Boulton Youth Services
Ballet Creole
CATIE
Children's Aid Society of Toronto
City of Toronto, Public Health
Central Toronto Youth Services
Dala Lana School of Public Health,
University of Toronto
Durham Hospice
Housing Connections
Ontario Long Term Care Association
Toronto Drop-In Network
Toronto Community Housing
Society of Obstetricians and
Gynaecologists of Canada

Contact



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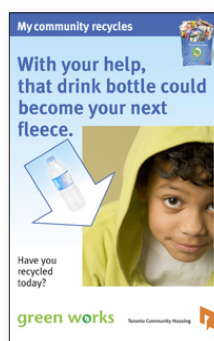
Branding and Key Message Development

Name generation, logo design and tagline application. Various sample projects.



Toronto Community Housing

Community outreach, brand and message development, communication tools for a recycling education campaign.



CATIE

Key informant interviews, focus groups, market research, brand refinement, key message development and brand standards implementation.



Canada's source for HIV and hepatitis C information

La source canadienne de renseignements sur le VIH et l'hépatite C

