



May 1st, 2014

Dr. William Clarke
Dr. Eric DesGroseilliers
Dr. Serge Fauchon
Dr. Shawn Charland
Dr. Roland des Groseilliers
Dr. Margaret Hansen des Groseilliers
Dr. Annie DesGroseilliers
Dr. Amanda Spielman
Dr. Jason Bussey
Dr. Nathan Stolch
Dr. Carolyn Fyffe

To Whom it May Concern,

The Ottawa Optometric Clinic has worked with Marketing Breakthroughs since September 2013. The initial assignment was to rework our "branding", including changing the name of the organisation, our logo and a high level plan with estimates of cost for the rollout of our new branding in our five clinics.

The decision to partner with MB was taken after I researched marketing services companies with a focus on medium size businesses. I shortlisted three such companies and arranged to visit their premises to discuss our needs.

My choice was MB because of the resources and experience they showcased during that visit, and because of the atmosphere of their office and the inclusive, participative approach Steve easily demonstrated as he introduced me to each of his team members. The approach MB takes, with a well thought out process, ensures the decision taken are more than just a "gut feeling" also tip the balance in their favor.

The process used by MB was inclusive, interactive and respectful of the needs and expectations of the various stakeholders inside our organisation. They were able to present a variety of viable concepts that met our requirements both for the name and the logo. They also took the necessary time to work with our internal branding team and teach the appropriate concepts and contingencies associated with this exercise.

MB also had the depth necessary to completely revamp the image for the logo when the first "contender" came short of the expectations of the partners. This was done both rapidly and successfully.

At this time, we are embarking in the rollout of our new brand, in partnership with MB, and I do not hesitate to recommend their services.

If you have any questions about the above or would like to discuss our experience with MB, please do not hesitate to contact me at (613) 724-8411.

Sincerely,

Jean Favreau
Managing Director
Ottawa Optometric Clinic

www.ottawaoptometric.com

Ottawa Optometric Clinic
1285 Kilborn Avenue
Ottawa, ON K1H 6K9
(613) 733-8400 fax: (613) 733-5467
Email: info@ottawaoptometric.com

Westboro Optometric Clinic
307B Richmond Road
Ottawa, ON K1Z 6X3
(613) 725-0816 fax: (613) 725-0839
Email: westboro@ottawaoptometric.com