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Halo Brand Leadership launches in Toronto

A new marketing consulting agency called **Halo Brand Leadership** has opened in Toronto. The firm will specialize in helping not-for-profit organizations engage with supporters, as well as companies seeking to promote their corporate citizenship efforts. Halo is an affiliate of Toronto-based **GroundZero Marketing Communications**.

The agency was founded by chief executive officer Paula Roberts, most recently executive vice-president of marketing and development at Plan Canada. Prior to that, she was a vice-president at SickKids Foundation. She has also been managing director of TBWA Chiat Day and vice-president of client services at Promanad Communications.

"In my not-for-profit work I've seen how critical a differentiated brand can be in engaging the public and motivating donors," said Roberts. "With so many organizations vying for donor dollars, authenticity coupled with relevance is imperative. The challenge for many companies and not-for-profit organizations is that they're not sure where to start or do not have the funds to hire a full time senior marketing resource in house. This is where Halo can help. We will work with clients to understand what motivates people to support a cause and transform those insights into results."

Halo's first clients include Plan Canada, the Children's Aid Foundation and the Canadian Network for Maternal, Newborn and Child Health.

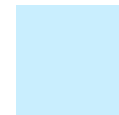
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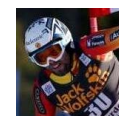
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