

## Alliance is made for diversity

Set in Hudson's tranquil and natural surroundings, walls decorated with children's drawings, Bridges Marketing is not what you would expect from a marketing services agency. That's because it's not a traditional agency. Founder, **Lianne Bridges**, challenges the accepted norms that a successful agency represents a group of frantic-paced, high paid "suits" in posh downtown offices with fancy awards furnishing their walls.

"In today's new world of downsized, right-sized, outsourced, together with pressures to constantly deliver more and the elusive search for balance, we need to find new ways to organize and structure work. And, today's technology allows us to do just that," said Bridges.

Unlike traditional agencies with a large staff, expensive equipment and overhead, Bridges Marketing is an alliance of creative professionals specializing in marketing and design. This diverse group of communication specialists represent a network of small and home-based businesses that span the city of Montreal, providing affordable marketing services to small and medium-sized organizations.

The core members of the alliance with Bridges include, **Eva Kutyla** and her brother **Chris** from the graphic design agency - E.A.C.H. New Design; and **Vincent Mecca**, **Frank Renzelli** and **Steven Raposo** from Artec Interactive, a multi-media design and Web hosting firm. Each partner brings to the table a unique

cultural background, diverse experience and a network of contacts, which all add up to a tapestry of ideas and solutions for their clients.

Their portfolio also represents an impressive range of clients, including Kaycan Ltd., Selectcom Telecom, the Montreal YMCA, Mayaka International Inc., Don Bosco Youth Leadership Centre, N.O.B.L.E. Packaging, The Quebec Association for Adult Learning and Italo Journal.

The benefits of the marketing extend to the members themselves. "Our business is custom-fit to our clients' needs, but it's also custom-fit to our own career and lifestyle needs," said Bridges "Within the alliance, we share ideas, solutions, resources and business development opportunities. That's a valuable asset to me as a small business owner," said Eva Kutyla.

Even more than within a traditional business structure, trust and integrity is paramount. All partners must share a common vision and commitment to quality and service. Vincent Mecca adds, "It's really important to me that all members of the alliance share the same expectation of quality,



*Eva Kutyla, Lianne Bridges, Frank Renzelli e Vincent Mecca*

because ultimately it's my reputation and that of my client's, that is on the line."

Lianne Bridges doesn't expect the big agencies to stand up and take notice any time soon. However, she does caution that all marketing services suppliers will have to work differently in the future. As marketing budgets continue to get slashed and more and more organizations demand affordable alternatives, the old "agency paradigm" must go.

For further information:  
[www.bridgesmarketing.ca](http://www.bridgesmarketing.ca)