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THEY Integrated Inc.

within the past month.

"We're extremely pleased and honoured to receive the awards," he said.

Patriquin founded the company about five years ago, bringing with him more than 12 years of experience in marketing and advertising, including three years with the advertising department at the Intelligencer. He continues to teach advertising part-time at Loyalist College.

He and his creative director, Nicole McKerracher, only had one client when they started the firm. But over the five years the growing business has worked on about 80 different projects, including helping launch the marketing program for the Empire Theatre and handling the advertising and promo-

tions for Team Richardson, the 2004 Classic Hits 95.5 Waterfront and Ethnic Festival, THE Salon, MasterBedroom, Family Dental Centre, Century Place, Insurance Management Inc. and Slickers Ice Cream in Prince Edward County.

The staff has also grown with the addition of Jim Wiggins, Beth Lucas, Marc Bourdon and Joanne Green.

"We are trying to position ourselves as the only full-service advertising agency between Toronto and Ottawa," said Patriquin.

Its efforts are paying off, he quickly added, "because we are starting to see some interest from Toronto clients as well."

"The whole company was founded on the basis that there are hundreds of businesses

between Toronto and Ottawa that need marketing help and maybe they don't want to go to downtown Toronto. They may want a smaller or more regional firm to help them with their advertising," he said.

They Integrated does everything when it comes to advertising — strategic planning, branding, design, advertising, media planning, copywriting, broadcast production, corporate identity, business planning, sales training, public relations, event planning and interactive media.

"We can work with someone from the seed from an idea right to the opening or marketing of any business," Patriquin said.

"We are now taking our advertising firm to the next level."