

EST. MCMXCIX



TORONTO • CANADA

PORSCHE

**Good design begins with honesty,  
asks tough questions, collaboration  
and trusting your intuition.**

FREEMAN THOMAS



Cactus is an independently owned, proudly Canadian company with boutique appeal and global reach. Our studio is located in Toronto, where we've come together to build a refreshing interdisciplinary design firm that offers a highly innovative approach to creative projects, large and small.

Cactus is finely tuned to craft intelligent, creative solutions for clients who understand how powerful great design can and should be. Our multi-disciplinary team also enables us to offer the opportunity to integrate services across a complete design spectrum. ***We're sharp... Not pricks.***



**Design is not just what it looks  
like and feels like.  
Design is how it works.**

STEVE JOBS





**We were very impressed Cactus took the time to understand our business and goals, which enabled us to identify the right creative strategy to engage our target audience. This approach that has been very well received by our customers and stakeholders.**

**Billy Melnyk**, Director Trade Advocacy, Influential Accounts

BACARDI USA

## OUR CLIENTS





**There are 3 responses to a piece  
of design – Yes, No, and WOW!  
WOW is the one to aim for.**

MILTON GLASER

An aerial photograph of a dense city skyline, likely Chicago, featuring numerous skyscrapers and buildings. The image is overlaid with a semi-transparent teal filter. A white rectangular box is centered in the upper half of the image, containing the text "RECENT WORK" in white, bold, sans-serif capital letters.

## RECENT WORK







PRODUCT GUIDE













CAMPARI SELL SHEET



A vertical sell sheet for Campari. The background is a deep red with a faint, artistic illustration of people in a social setting. At the top center, a white airplane icon is positioned above a circular frame containing the text "WORLD OF CAMPARI CONTEST". Below this, the text "WIN A TRIP FOR 2 TO 1 OF 3 DESTINATIONS" is prominently displayed, followed by "CHOOSE FROM: IRELAND, JAMAICA OR SAN FRANCISCO!". At the bottom, three logos are aligned horizontally: SKYY VODKA, APPLETON ESTATE, and CAROLANS IRISH CREAM.

WORLD OF  
**CAMPARI**  
CONTEST

WIN A TRIP FOR 2 TO  
**1 OF 3 DESTINATIONS**  
CHOOSE FROM:  
IRELAND, JAMAICA OR SAN FRANCISCO!

SKYY VODKA. APPLETON ESTATE CAROLANS  
IRISH CREAM

APPLETON ESTATE SELL SHEET



A vertical sell sheet for Appleton Estate rum. The top section has a dark red background with the text "NEW LOOK! SAME AWARD WINNING TASTE". Below this, the "APPLETON ESTATE" logo is featured, with the tagline "CRAFTED IN THE HEART OF JAMAICA". The central image shows three bottles of Appleton Estate rum: Reserve Blend, Signature Blend, and Rare Blend. The background of the lower half is a light, cloudy sky.

NEW LOOK!  
SAME AWARD WINNING TASTE

**APPLETON ESTATE**  
CRAFTED IN THE HEART OF JAMAICA

APPLETON ESTATE  
RESERVE BLEND  
APPLETON ESTATE  
SIGNATURE BLEND  
APPLETON ESTATE  
RARE BLEND

SKYY INFUSIONS SELL SHEET



A vertical sell sheet for Skyy Infusions. The background is a vibrant orange with a subtle pattern of orange slices. On the right side, a blue bottle of Skyy Infusions Blood Orange is shown. The text "ADD A TWIST OF FLAVOUR" is written in white on the left. At the bottom left, it says "INTRODUCING SKYY INFUSIONS BLOOD ORANGE". A blue banner in the top right corner reads "NEW!".

ADD A  
TWIST OF  
FLAVOUR

**SKYY**  
INFUSIONS  
BLOOD ORANGE

INTRODUCING  
**SKYY** INFUSIONS  
BLOOD ORANGE

NEW!









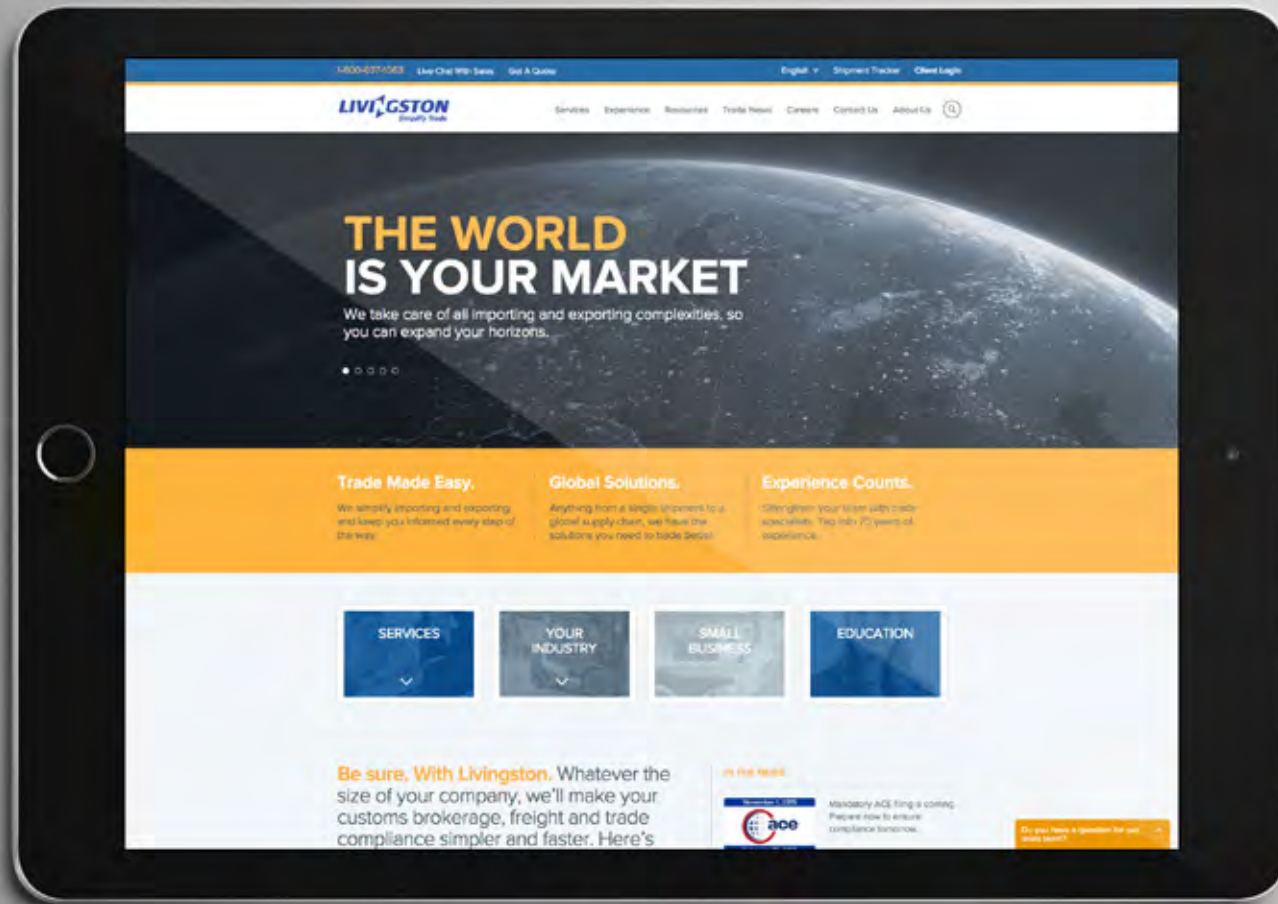




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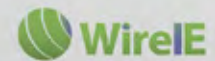


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Trade up

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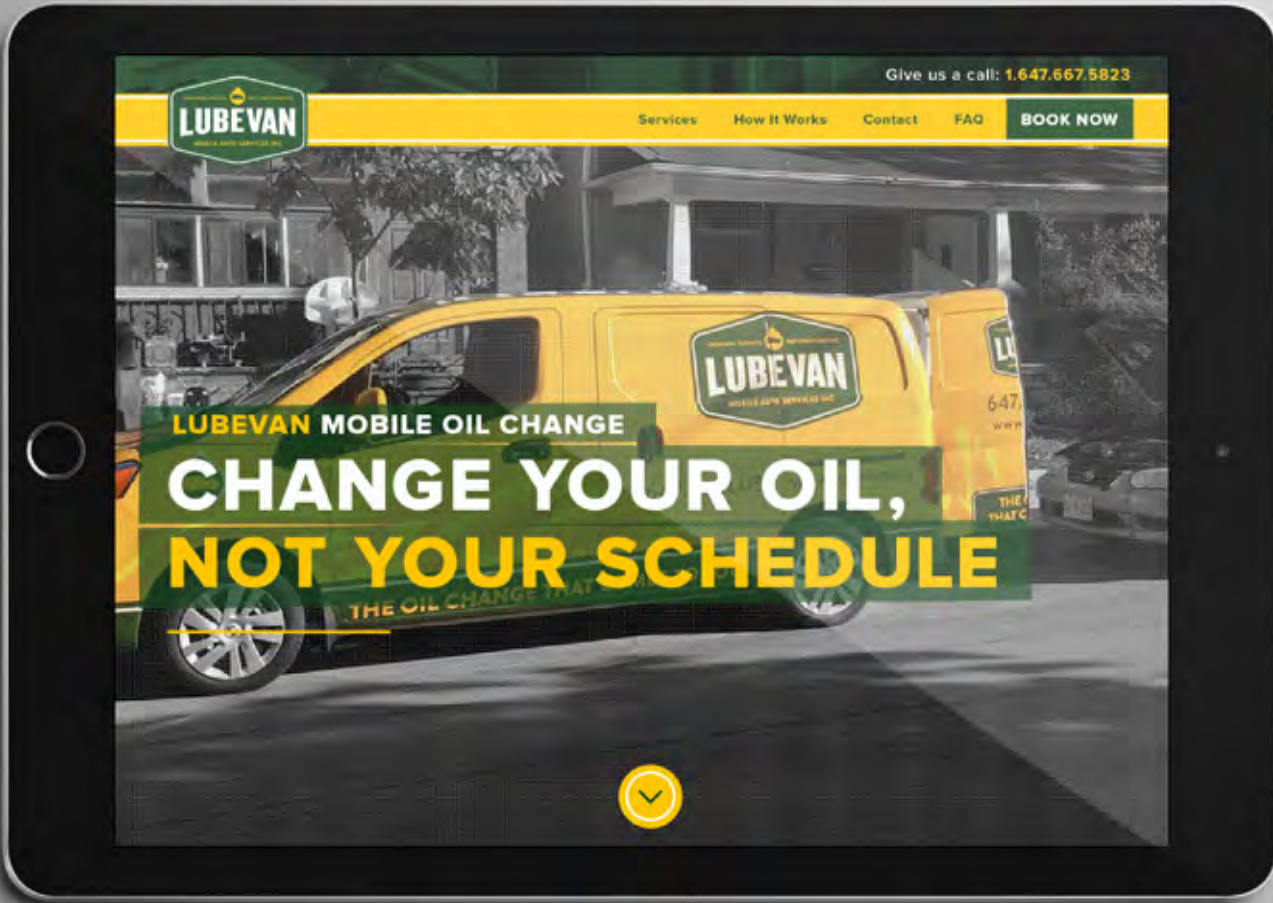
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by professionals with real  
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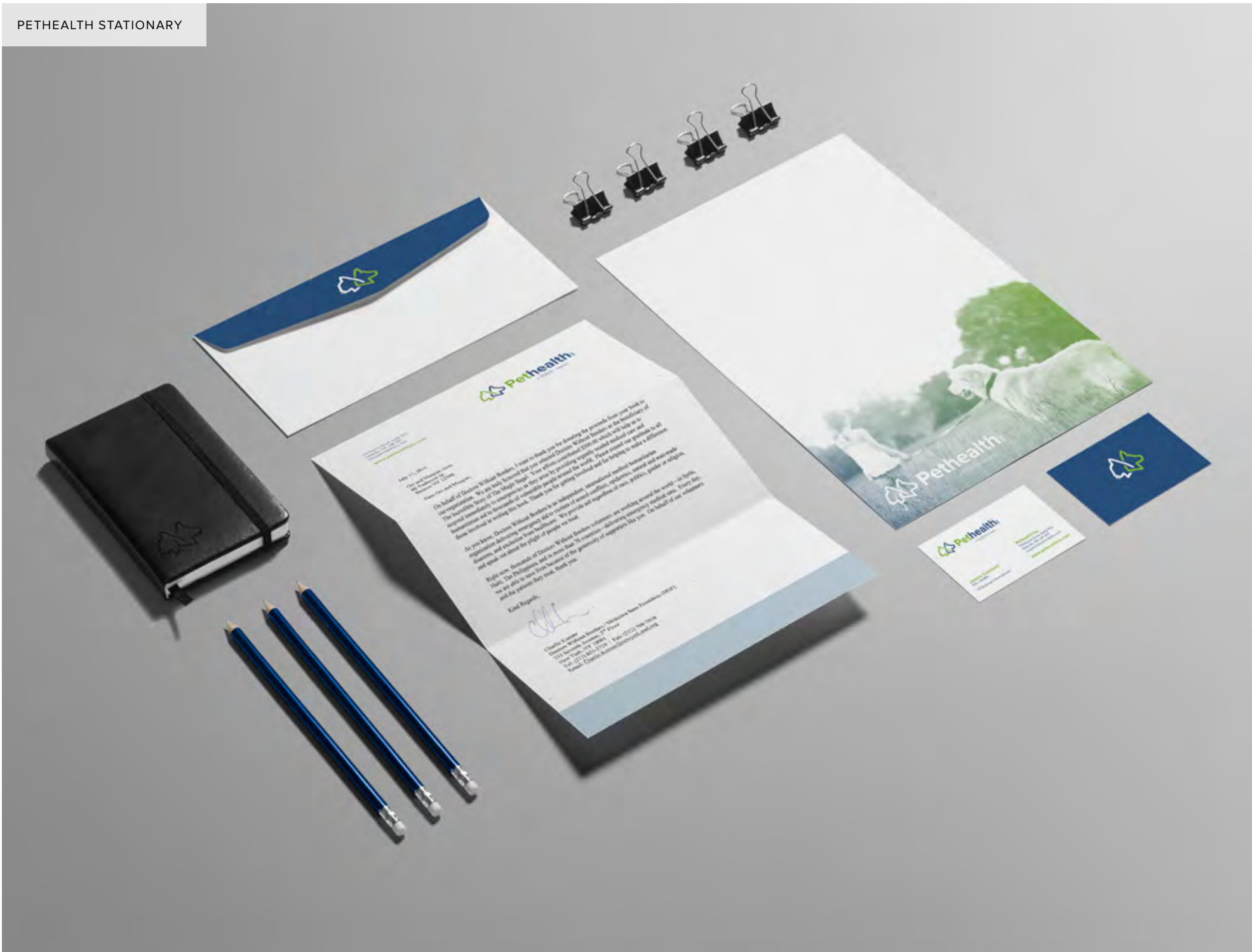
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THE STUDY ACADEMY ANIMATED VIDEO: [HTTPS://YOUTU.BE/WH2QRD5NLOI](https://youtu.be/WH2QRD5NLOI)



VARIOUS LOGOS



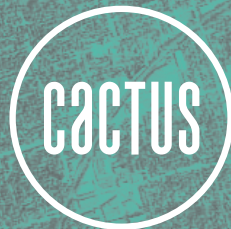


**Cactus makes things happen. They can quickly pull together the right team to achieve the project objective.**

**They understand their client's brand and consistently deliver high quality creative and digital work.**

**Derek Baker**, Vice President

XMC Sponsorship & Experiential Marketing



43° 38' 42.2844" North  
79° 24' 38.4912" West

## GET IN TOUCH, WE LOVE TO HELP

Don't be shy, give us a shout  
and let's talk about what your  
company needs.

Call **416.778.4110**

Web **[info@gocactus.com](mailto:info@gocactus.com)**

Visit **#120 - 777 Richmond St W,  
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