

Evolving Media Chronicles

2026 EDITION | VOLUME ONE

Perspectives from Above: Innovation,
Nature, and Digital Harmony.

IN THIS ISSUE:

- Media Trends: Key Shifts to Watch in 2026
- Video Reigns Supreme in Canadian Content
- The Truth About AI and Long-Form Video
- Provocative Questions
- AI-Powered Deception
- Case Studies and more!





The Hive as the Project or Client Brand

In this breathtaking aerial view, three beekeepers gently lift the lid from a thriving hive—embracing a smoke-free philosophy that honours the colony's natural calm and avoids instilling fear. The bees respond with instinctive vitality, even challenging the hovering drone far above, while the raw honey within remains untouched and pure, spun only to clear debris. This harmonious yet unpredictable dance of nature mirrors the creative process behind every project at Evolving Media & Design Inc. Discover the full story: **"Lessons from the Hive: Navigating Creative Chaos in Projects"** – coming in the next edition of Evolving Media Chronicles, or explore it now on evolvingmedia.com.

Aerial drone photo by Jeff Poissant

Evolving Media Chronicles

Welcome to the latest edition of Evolving Media Chronicles, your trusted source for insights on digital design, media innovation, and secure online practices. At Evolving Media & Design Inc., we believe in empowering our clients with knowledge that not only inspires creativity but also safeguards their digital world.

In this issue, as we celebrate and look forward to the New Year—welcome, 2026! Now is the perfect time to reflect on your achievements and prepare for what lies ahead.

Whether you're a business owner, manager, non-profit leader, or valued subscriber, we recommend taking a few simple but critical steps:

1. Review and strengthen your password procedures,
2. Inventory all of your social media accounts,
3. Designate a trusted person with access to your social media accounts and passwords,
4. Create a secure hard copy (or encrypted digital backup) of your master password list and store it in a safety deposit box or other secure location your trusted person can access,
5. Update your spam and phishing defence practices,
6. Prepare a "digital will": a clear list of your online accounts (subscriptions, social media, licensing agreements, etc.) with instructions on how to manage or close them in case of incapacity or death.

Review your content backup procedures. Are your digital assets safe?



About the Author:
Jeff Poissant, Founder
Evolving Media & Design Inc.

Jeff Poissant, RGD, is the founder and Creative Media Specialist behind Evolving Media & Design Inc., based in eastern Ontario. With over 30 years of hands-on expertise in graphic design, photography, videography, and web development, Jeff crafts multidisciplinary solutions that blend artistry with strategy—delivering captivating visuals and seamless digital experiences to elevate brands in today's dynamic landscape. As the driving force behind our e-newsletter, and Evolving Media Chronicles, he shares insights drawn from decades of innovation to empower your creative journey.

Ready to transform your vision into reality?





Aerial view from Dunton Tower, Carleton University:

Boats and canoeists glide along the Rideau Canal toward Dow's Lake on a vibrant summer day.

Drone-free perspective by Jeff Poissant, RGD—capturing Ottawa's iconic waterways from above, during my time as Unit Media Specialist.

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Unless stated otherwise, all articles, opinions, and projects showcased in this edition are conceived, designed, photographed, written, and developed by Jeff Poissant, RGD, Creative Media Specialist at Evolving Media & Design Inc.

In this edition of Evolving Media Chronicles, I share selected samples of work from my time as Unit Media Specialist in the Office of the Dean, Faculty of Public Affairs, at Carleton University.

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A few illustrations in this edition were created using various AI tools.

ISSN 2562-5578

2025 MEDIA TRENDS: Key Shifts to Watch in 2026

Social Platforms as Dominant Media Hubs

Social media has officially overtaken traditional search and TV for content discovery. YouTube (*used by 84% of consumers*), Instagram, TikTok, WhatsApp, and Reddit now lead the way. Short-form video is still king, yet long-form content is surging — think Chris Williamson's podcast episodes ranging from 16 minutes to three-and-a-half hours, Jasmin Laine's punchy 24-minute conversations that pack a serious punch, or The Diary of a CEO consistently delivering two-hour deep dives that keep millions hooked.

Boom in Social Commerce and Shoppable Experiences

Platforms like TikTok Shop and Instagram Checkout turned browsing into buying overnight — proven 1.8x more effective than traditional digital ads. Average sales per buyer are projected to reach \$1,223 by 2027. In 2026, expect connected TV (CTV) and streaming services to make shoppable ads mainstream.

Rise of Niche Communities and Authentic Engagement

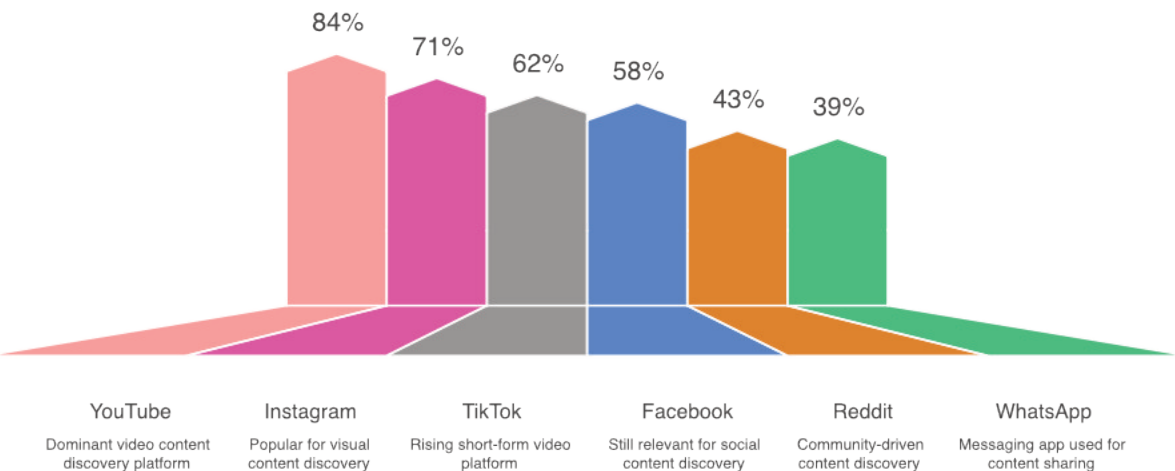
Micro-communities on LinkedIn, Reddit, Discord, and private Slack/WhatsApp groups are where real loyalty lives. Brands that leaned into user-generated content (UGC), behind-the-scenes stories, and genuine interaction won big — 15.5% of marketers made UGC their top priority in 2025. Nostalgia marketing (90s/Y2K aesthetics) continues to captivate Gen Z and Millennials alike.

Algorithmic Media and Retail Media Networks (RMNs)

Over 200 retail media networks now make every impression addressable, measurable, and accountable across online and in-store purchases. Savvy brands paired social listening tools with rapid-response content to ride (*or spark*) viral moments.

social platforms became the #1 way Canadians discover news, entertainment, products, and services.

Content Discovery Platform Usage in Canada (2025)



VIDEO REIGNS SUPREME in Canadian Content Discovery

As we close out 2025 and look ahead to 2026, one truth stands out clearly: social platforms have become the primary gateway for Canadians to discover news, entertainment, products, and services — firmly surpassing traditional search engines and television.

Insights from leading sources like **DataReportal's Digital 2025: Canada** report and the **Social Media Lab** at Toronto Metropolitan University confirm the dominance of video-driven platforms. YouTube leads the pack, with adoption reaching up to 73–94% among key demographics (*particularly high among 18–24-year-olds at 94%*), followed closely by Instagram (63–91% *in younger groups*) and TikTok (35–65% *among youth*). Facebook and Reddit maintain strong relevance for broader audiences, while WhatsApp continues to facilitate private content sharing.

These shifts highlight an undeniable reality for Canadian audiences: **VIDEO IS KING.**

Whether it's lightning-fast short-form Reels and TikTok's that capture attention in seconds or the surging popularity of long-form content — from in-depth podcasts to extended tutorials on YouTube — video formats are where trust is built, discoveries are made, and decisions are influenced.

For businesses, non-profits, and creators in **Eastern Ontario** and **West Quebec**, this means prioritizing a full-spectrum video strategy in 2026:

1. Short-form hooks (*15–60 seconds*) for instant engagement and viral potential on TikTok, Instagram Reels, and YouTube Shorts.
2. Mid- and long-form storytelling (*5–120 minutes*) for deeper connections, education, and loyalty on YouTube and LinkedIn.
3. Immersive experiences like our new 360° tours and drone footage to let audiences "*step inside*" your world before they even arrive.

(And on a personal note from Jeff: I've made more than a few purchases myself after discovering products through compelling YouTube demos — proof that great video doesn't just inform; it converts.)

At Evolving Media & Design Inc., we're ready to help you master this video-first landscape with scroll-stopping shorts, cinematic drone videos, immersive 360° tours, and strategies tailored to Canadian audiences.

By Jeff Poissant, RGD, Designer & Publisher, Evolving Media Chronicles

Ready to make video your crown jewel in 2026?

Jeff Poissant, RGD, brings decades of hands-on video expertise to every project at Evolving Media & Design Inc. As a videographer and producer, he has created hundreds of long-form videos (90–120 minutes), ranging from in-depth lectures to promotional and educational features. Highlights include his role as Unit Media Specialist at Carleton University (2019–2024), primary videographer and producer for weekly services at Revive Alexandria Church (since summer 2022)—capturing heartfelt messages and community moments—dynamic music videos and live theatrical event documentation for Participation Music Hall Theatre, promotional videos for financial planners, drone cinematography for Glengarry Trails, and more. Mastering both short-form hooks (15 seconds to 2 minutes) and extended storytelling, Jeff's proven experience across professional, volunteer, and artistic realms ensures your video content is crafted with authentic depth and real impact.



THE TRUTH ABOUT AI and Long-Form Video in 2026

Amid the headlines shouting “AI will replace video creators,” here’s the clear-eyed reality as we step into 2026:

No publicly available text-to-video AI can yet generate a coherent, high-quality video longer than a few minutes from a single prompt. The current leaders — **Kling AI, Runway Gen-4, Sora 2, Veo 3, and Luma Ray** — typically max out at 10–30 seconds per clip, with the very best stretching to around 3 minutes through careful incremental extensions. Anything longer rapidly loses character consistency, narrative flow, and professional polish.

True mid- and long-form storytelling — the 5–120-minute deep dives surging on YouTube and LinkedIn — still requires skilled human direction:

Thoughtful scripting and story structure

1. Intentional pacing and emotional rhythm
2. Custom audio design, voiceover, and music
3. Precise editing, colour grading, and creative effects
4. Consistent brand voice and strategic purpose

Tools like **Final Cut Pro** and **Logic Pro** remain the gold standard for this work — efficient, powerful, and now enhanced with smart AI features that accelerate the creative process rather than replace it.

For example, Final Cut Pro’s Magic Mask uses AI to isolate subjects in seconds, making sophisticated effects (*like placing dynamic text behind a moving person*) faster and more accessible than ever. Similar AI-assisted tools for colour matching, audio cleanup, and object tracking free creators to focus on storytelling, not tedious tasks.

At Evolving Media & Design Inc., we live this hybrid workflow every day: harnessing AI for rapid short-form hooks, stunning B-roll, immersive 360° elements, and drone-style visuals — then bringing everything into Final Cut Pro, Logic Pro, and DaVinci Resolve for seamless, cinematic long-form assembly.

The jobs aren’t going away — they’re evolving.

The creators and agencies that combine AI’s speed with deep human expertise will lead the way in 2026. Ready to future-proof your video content with a team that masters both worlds?

Let’s build something extraordinary together.

By Jeff Poissant, RGD, Designer & Publisher, Evolving Media Chronicles

PROVOCATIVE QUESTIONS Every Business Owner Should Ask Themselves Heading into 2026

PART 1: THE TOUGH REALITY CHECK —5 Hard-Hitting Questions If Your Business Sales Are Stalling

You’ve noticed it: your phone hasn’t rung in a week. As we wrap up 2025 and look ahead to 2026, many small and family-owned businesses face a familiar challenge of slowing sales. The digital marketplace is packed—today, anyone with a smartphone can snap photos, throw together a quick website, or post videos claiming professional status. But the reality is that quick fixes often result in invisible businesses. Visitors land on your site, judge it in seconds, and move on if it doesn’t convey trustworthiness and professionalism.

At Evolving Media & Design Inc., we’ve spent over three decades helping businesses cut through this noise. Our approach? A trusty bucket of duct tape, staples, and Band-Aids—resourceful, efficient tools that deliver high-impact results without wasting your time or your budget. We focus on targeted updates that build credibility and drive inquiries.

To help you diagnose if your online presence is quietly holding you back, here are five hard-hitting questions to ask yourself. These aren’t easy, but facing them head-on can spark the changes needed for growth in 2026.

► Is your website truly representing your business as professional and trustworthy—or does it blend in with amateur, smartphone-shot efforts?

In a world flooded with DIY content, first impressions are everything. Low-quality visuals or generic designs can make even a solid business appear unreliable, causing potential customers to click away before learning your story.

Professional redesigns prioritize high-impact, clear elements that instantly build trust—whether a thorough, efficient update or a total rebuild on a staging server.

Real-World Example: For **The Polished Tooth Dental Hygiene Care**, we took an outdated, locked-in Yellow Pages site template, rebuilt it on a modern platform, and gave it a professional, high-end refresh. As the client shared, “Jeff at Evolving Media is fantastic to work with. He is attentive and diligent in his work. He gets the job done very quickly. We are super happy with our new website look and all the hard work he has done for us.” This targeted overhaul rebuilt credibility and reignited interest without unnecessary extras.

► When was the last time your site was refreshed? Is outdated content quietly turning potential customers away?

Stale pages and old information signal neglect to visitors—and search engines. High bounce rates follow, leading to missed opportunities that pile up unnoticed.

A focused content audit, fresh copy, and updated visuals can quickly and affordably revitalize engagement.

Real-World Example: Many of our long-term clients, like those we’ve partnered with for decades, see ongoing success from regular, resourceful refreshes. These smart tweaks keep their online presence up to date, ensuring visitors stick around and convert.

► How easily do customers find you online? Are you ranking in searches, or buried under competitors with polished digital presences?

Poor visibility in local or niche searches means you’re losing leads to others who invest in optimized, professional sites.

Quality design and media naturally boost SEO—fast-loading pages, compelling images, and clear structure help small businesses compete effectively.



Photo by Jeff Poissant.
Alexandria Festival of Lights, December 2012.

Real-World Example: Apple Hill Quilting came to us needing a site that reflected their unique personality while standing out professionally. We pushed creative boundaries resourcefully, resulting in a polished online home. The owner noted: *"I am very happy with the quality and the professional look of my website. The service and expertise of Evolving Media are exceptional. Jeff was dedicated to creating a website that reflects my personality."* This elevated visibility drew in more customers.

► **Are low-quality images or cluttered layouts making your business look smaller than it really is?**

Amateur visuals undermine expertise, making your operation seem less established than competitors with crisp, intentional media.

Tailored, high-caliber photography and layouts elevate your brand affordably—proving smart design investments deliver outsized returns.

Real-World Example: In projects like our new realtor-focused media packages, we've replaced basic phone shots with professional photography, 360° tours, and drone footage. These efficient solutions transform listings, helping properties stand out and close faster in competitive markets.

► **If your business has no dedicated website—relying only on social media and a generic email like Gmail or Outlook—is that quietly damaging your professional image and limiting growth?**

In today's digital world, social platforms are great for engagement but terrible as your primary "home." Algorithms change, accounts can vanish, and free email addresses scream "hobby" rather than "serious business." Potential customers often search for official sites first, and without one, you're invisible to a huge segment.

A professional website with a custom domain (*and matching email*) establishes ownership, builds trust, and opens the door to better SEO and direct inquiries—all achievable cost-effectively without ongoing high costs.

Real-World Example: Many of our clients start their journey with a full website setup, including domain registration and professional email hosting.

Take **Stack'em Homes Canada**—a brand-new venture revolutionizing prefab shipping container homes. We built their first true online home, launched in September 2025, giving them a professional foundation that reflects their innovative spirit and supports easy management. Already, they're completing several new homes as they head into 2026—what a strong start!

Paired with our reliable Canadian hosting options (*email-only or full setups*), this resourceful step transforms social-dependent operations into credible, standalone brands ready for growth.

These questions hit hard because they get to the heart of why sales stall: an online presence that doesn't match your real-world quality. If any resonated, you're not alone—and the fixes don't have to be overwhelming.

Stay tuned for Part 2: Four key questions to ask before launching your next product or service.

You have an idea, a concept. We have the creative know-how to get you there.

Let's talk for 15 minutes about boosting your sales. Call 613.482.1159 or email us today for a quick, no-obligation chat.

By Jeff Poissant, RGD, Designer & Publisher, Evolving Media Chronicles

AI-POWERED DECEPTION: How Scammers Are Spoofing Major Brands in 2026

In the ever-evolving landscape of digital communication, artificial intelligence continues to be a double-edged sword. While it drives innovation in design tools and personalized experiences, it's also supercharging cybercriminals with tools to create hyper-realistic scams. As we enter 2026, Canada—particularly Ontario—remains a prime target for AI-enhanced phishing and smishing attacks that impersonate trusted brands, eroding public confidence and exposing sensitive data.

Text-based "smishing" schemes have grown more sophisticated, with platforms like the **darcula Suite** (updated to version 3 in early 2025 with generative AI integrations for automated, custom brand cloning) enabling attackers to replicate any website in minutes, automate multilingual content, and deploy personalized lures at scale. Common Ontario threats include fraudulent texts spoofing local services like 407 ETR toll operators, Canada Post, or banks, claiming unpaid fees or urgent account issues with links to counterfeit sites that capture financial details. Broader Canadian trends involve AI tailoring messages using public data, bypassing language barriers, and injecting emotional urgency—often seen in business email compromise (BEC) or impersonations of couriers and government agencies like the CRA.

What makes these scams particularly insidious in 2026?

Generative AI models produce flawless, context-aware content, eliminating old red flags like poor grammar. Tools like advanced phishing kits and illicit AI platforms make high-quality attacks accessible for as little as low monthly fees. The Canadian Centre for Cyber Security's **National Cyber Threat Assessment 2025-2026** warns that fraud and scams will grow through Phishing-as-a-Service kits and AI chatbots crafting convincing messages, with smishing as a key mobile vector.

To illustrate the scale:

- Despite reported smishing incidents to the Canadian Anti-Fraud Centre trending downward (886 reports in the first half of 2025, compared to higher figures in prior years), experts emphasize this captures only 5-10% of actual incidents due to severe underreporting—meaning real attempts are "more than likely increasing," fuelled by AI.
- Globally, the Anti-Phishing Working Group (APWG) tracked over 1 million phishing attacks in Q1 2025 and 1.13 million in Q2 2025—the highest quarterly volumes since 2023—with AI driving greater realism and scale.
- In 2024, Canadians reported over \$638 million in fraud losses to the Canadian Anti-Fraud Centre, with phishing and smishing as common entry points; projections for 2025-2026 highlight AI amplifying threats like multimodal attacks (combining texts with deepfakes).
- A 2024 TransUnion study found 40% of targeted Canadians encountered smishing attempts in the second half of the year alone, underscoring mobile vulnerabilities.

By Jeff Poissant, RGD, Designer & Publisher, Evolving Media Chronicles

! As a Canadian-owned agency based in Eastern Ontario, **Evolving Media & Design Inc. has hosted and managed websites, domains, and provided cross-platform technical support to clients of all sizes since 1998.** We see firsthand how these threats exploit trust in familiar institutions—from provincial services to national brands. We view this not as a barrier to digital progress, but as an urgent call to vigilance. Adopt "verification-first" habits: ignore unsolicited texts, use official apps for transactions, enable non-SMS multi-factor authentication (Microsoft Authenticator or Google Authenticator to name a few), and report suspicions to authorities. By staying informed, we can protect our communities and innovate confidently in an AI-accelerated world—because what's next is already here.





Photos provided by client.
November 2025

CASE STUDY: STACK'EM HOMES CANADA Building a Bold Brand from the Ground Up



In August 2025, Evolving Media & Design Inc. was thrilled to partner with Stack'em Homes Canada, a forward-thinking company based in Eastern Ontario, to launch their innovative brand in the prefab housing space. We began by securing the domain names:

stackemhomescanada.ca and
stackemhomescanada.com

establishing robust web hosting with the .ca as the primary address, and laying a solid digital foundation.

From there, we crafted a distinctive, hand-designed logo to capture the essence of their mission: revolutionizing the Canadian housing industry with expertly crafted prefab shipping container homes. Drawing on over 28 years of expertise from the Kitchens on Wheels Canada team, these homes are manufactured indoors in a controlled environment, fully customized to each client's vision, then transported and assembled on-site into durable, move-in-ready residences—complete with options for foundations, electrical, and heating systems.

Designed by Jeff Poissant, RGD, the logo was created entirely without AI, delivering a unique, human-crafted identity from initial concepts through to final execution in professional design software. Collaborating closely with the client, Jeff also developed compelling promotional content for the website, emphasizing the unparalleled craftsmanship, non-combustible construction, energy efficiency, limitless scalability, and modern style that set Stack'em Homes Canada apart.

While we strategically incorporated AI-generated illustrations and visuals to showcase striking home designs on the site, the core creative direction and brand strategy remained distinctly human-driven—ensuring authenticity in every detail.

Since its quiet launch in August 2025—without any formal promotion—**stackemhomescanada.ca** has attracted **303 unique visitors** and generated over **15,000 hits** through word-of-mouth alone, as tracked by **AWStats**. This organic traction underscores the power of a strong, cohesive brand identity in drawing interest to innovative solutions like these.

Excitingly, Stack'em Homes Canada is currently finalizing a standout project (pictured left): the construction of a commercial kitchen facility at a private school, designed to provide students with hands-on culinary arts training. Built using shipping containers for a fireproof, built-to-last foundation, this modular structure highlights the versatility of their approach beyond residential homes—delivering efficient, high-quality spaces for educational and commercial needs.

Discover the full result at **stackemhomescanada.ca** and see how we helped build a brand that's truly stacking up success in sustainable Canadian housing!

*By Jeff Poissant, RGD, Designer & Publisher,
Evolving Media Chronicles*





Drone photos by Jeff Poissant.
September 2025



360° panoramic photos
by Jeff Poissant.

CASE STUDY: AUBERGE MONTEBELLO – A 16-YEAR DIGITAL JOURNEY Website Design & Hosting | Montebello, Quebec

Since 2009, Evolving Media & Design has proudly partnered with Auberge Montebello, guiding their online presence through every evolution of this beloved tourist village hotel.

From the very first site launch, through refreshed redesigns in 2012 and 2014 (*complete with vibrant lifestyle photography featuring models, smiling staff, and even enthusiastic government conference guests on their lunch break*), to the stunning bilingual overhaul in 2023—we've been there every step.

The latest chapter: In September 2025, an updated, modern, immersive website launched bursting with breathtaking new imagery, 360° virtual tours, aerial drone footage, and content that captures the hotel's charm and warm hospitality.

More than just a website—it's an invitation to stay. Securely hosted on our Canadian servers and lovingly maintained for over 16 years.

Step Inside Before You Even Arrive – 360° Immersive Tours and Drone Magic

We didn't just update the Auberge Montebello website in 2025 – we turned it into a virtual getaway. Click into any of our silky-smooth 360° tours and wander through cozy guest rooms, the welcoming lobby, the sun-lit dining room, and that charming entrance – all from your phone or desktop. It's the next-best thing to pulling up the driveway yourself.

Then hit play on the new drone footage: sweeping cinematic views of the hotel nestled along the majestic Outaouais River at golden hour. One look and guests are already picturing their weekend escape.

Prospective visitors linger longer, explore every corner, and book with total confidence – because they've already “been there.”

Want your property to feel this alive online?

Let's make your phone ring with excited bookings.

*By Jeff Poissant, RGD, Designer & Publisher,
Evolving Media Chronicles*

Our Assignment

- To update the website, with a more modern style and standard that reflects 2025,
- To improve language switching, and update site accessibility, to today's standards,
- To continue to differentiate the Auberge Montebello from the competition in the immediate area,
- To continue to make the Auberge Montebello a day-trip destination,
- To continue to highlight other tourist attractions in the area,



CASE STUDY: LANCASTER MASSAGE THERAPY Website Design & Hosting | 14 Years Strong (2011 → 2025 Refresh)

At Evolving Media & Design, we're grateful for the deep, lasting partnerships we've built with clients who trust us to evolve alongside their businesses. Lancaster Massage Therapy has been one of those cherished relationships since 2011—a testament to the power of thoughtful, ongoing collaboration in nurturing wellness and growth.

Nestled on Main Street in the charming village of Lancaster, Ontario—just a stone's throw north of Highway 401 and a quick drive from Cornwall, Vaudreuil, and surrounding communities—Lancaster Massage Therapy is more than a clinic; it's a serene sanctuary for renewal. Founded by Laurie Harnden, a compassionate Registered Massage Therapist (RMT) with the College of Massage Therapists of Ontario (CMTO) and the Registered Massage Therapists' Association of Ontario (RMTAO), the practice has flourished for over a decade under her steady guidance.

Laurie's holistic approach draws from a lifetime of empathy and expertise, serving everyone from teens navigating growth spurts to new mothers embracing postpartum recovery, sports enthusiasts easing training strains, busy professionals melting away stress, and seniors seeking gentle relief. Through personalized treatments like relaxing Swedish massage, deep tissue therapy for chronic tension, soothing hot stone sessions, innovative thermal palms, exotic bamboo fusion, and specialized pregnancy care, she helps clients reclaim balance, alleviate pain, and foster lasting well-being. In a world that moves too fast, Lancaster Massage Therapy invites you to pause, breathe, and heal—right in the heart of your community.

What We Delivered: 2011 Launch and 2025 Evolution

Back in November 2011, as construction dust settled on the newly built treatment rooms, Laurie turned to us to launch her vision with a splash. We crafted a comprehensive marketing campaign to introduce Lancaster Massage Therapy to the local scene, blending digital presence with tangible touch points to draw in curious neighbours and build a loyal clientele from day one.

- Domain registration for lancastermassagetherapy.com and seamless setup on our reliable Evolving Media hosting
- Compelling promotional copy for the site and rack cards, highlighting Laurie's warmth, the clinic's inviting vibe, and the transformative benefits of her specialized massages
- Professional on-site photography capturing the fresh, tranquil spaces—from the welcoming client area to the softly lit massage room—evoking instant calm
- Custom landing page design that spotlighted services, Laurie's story, and easy booking, optimized to connect with Lancaster's close-knit community
- Full design and print run of elegant business cards and eye-catching rack cards, distributed at local spots to spark word-of-mouth buzz

Fast-forward to 2025:

With the clinic thriving and expanding its team, we breathed new life into the site to reflect its growth and enhance the user experience.

- Immersive 360° virtual tour photography of the client lounge and massage room, letting visitors “step inside” the relaxation haven from anywhere
- Fresh price updates across all services, plus seamless integration of two new talented therapists to the team page—complete with bios, specialties, and booking links
- Overall site refresh for speed, mobile-friendliness, and SEO, ensuring it continues to welcome searchers seeking “massage near Cornwall” or “pregnancy massage Lancaster”

Here is what our client has to say: May 2019

Thank you for doing such a great job and keeping the price reasonable. I really appreciate that. Evolving Media's service is always thorough and excellent and care is taken to make sure customer is happy with finished product!!!

Laurie Harnden, BA, RMT.
Lancaster Massage Therapy Wellness Centre
www.LancasterMassageTherapy.com

By Jeff Poissant, RGD, Designer & Publisher,
Evolving Media Chronicles

HOST YOUR WEBSITE IN CANADA

- Three hosting packages to choose from;
- FREE Basic Domain Name Level SSL certificate;
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- Built on the WordPress platform;
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360° Photo tour by Jeff Poissant.
September 2025



BEYOND THE DIGITAL REALM

In an era dominated by screens, algorithms, and endless scrolling, the declaration that "print is dead" has become a familiar refrain. Video content explodes on social platforms, websites evolve into immersive experiences, and digital ads chase us across devices. Yet, whispers of a tactile renaissance are growing louder—particularly in Canada, where premium print continues to hold strong appeal. Far from fading, high-quality print is reclaiming its place as a powerful tool for distinction in a sea of digital noise.

Consider the undeniable resurgence of analog formats:

- Vinyl records are thriving among younger generations, with Gen Z driving much of the growth through a desire for tangible, ritualistic listening experiences.
- Cassette tapes are enjoying a modern revival, appealing to collectors and indie enthusiasts with their lo-fi charm and portability.

These trends extend into corporate and institutional communication. Luxury brands and organizations are rediscovering the prestige of highly crafted annual reports. Companies like Aston Martin Lagonda and Rothschild & Co. prioritize premium printed versions—featuring bespoke finishes, embossing, and high-quality stocks—to signal wealth, profitability, and permanence. Digital versions exist for accessibility, but the physical report lands on desks with undeniable weight, conveying status in ways a PDF never could.

Why does print endure—and thrive—in selective applications?

Recent Canadian data underscores its resilience:

- Magazines (*print and digital combined*) reach over 75% of Canadian adults, with strong preference for print among many readers (*Vividata Study of the Canadian Consumer, 2024-2025 data*).
- Notably, 67% of Canadians aged 50-69 read print magazines weekly, compared to 44% of those aged 21-34—yet younger demographics are increasingly embracing premium tactile formats.
- Print holds advantages in trust, depth, and emotional connection, often outperforming digital in retention and prestige.

In a world overloaded with digital noise, a physical object cuts through. It makes a statement. It lingers on a coffee table, gets passed to a colleague, or sits proudly on a shelf—extending its reach far beyond the initial recipient.

I witnessed this power firsthand during my time at Carleton University, collaborating with program chairs and directors to design premium magazines and brochures for departments like the Norman Paterson School of International Affairs, Political Science, and the Clayton H. Riddell Graduate Program in Political Management. These publications showcased faculty stars, student profiles, delved into research highlights, and positioned the programs as leaders in their fields. Available digitally for broad access (*including a promotional brochure for the Political Management program that has been in use for over five years*), the printed versions were strategically distributed to prospective students, donors, and investors.



The results? Tangible prestige that helped "spread their wings"—attracting talent and funding in ways a website alone could not.

Today, as a designer with deep roots in these impactful print projects, I see renewed opportunity in Canada's enduring appreciation for quality print. Organizations seeking to stand out—whether through trade journals, program brochures, or corporate reports—benefit immensely from thoughtful, high-quality print. **It's not about abandoning digital;** it's about hybrid excellence. Pair a stunning printed piece with online extensions, and watch engagement soar.

Print isn't dead. In its premium form—especially here in Canada—it's evolving: more intentional, more memorable, and more essential than ever for those who value lasting impression.

By Jeff Poissant, RGD, Designer & Publisher, Evolving Media Chronicles

PROVOCATIVE QUESTIONS

In Part 1, we tackled why sales stall. Now, let's shift to the flip side: how to ignite growth when you're ready to launch something new.

Part 2: Four Key Questions to Ask Before Launching Your Next Product, Service, or Rebrand (Continued from Part 1 – The Tough Reality Check for Stalling Sales)

You've got the idea. The excitement is building. But launches don't succeed on passion alone. In today's crowded digital space, a weak or inconsistent online rollout can bury even the best new offering before it gains traction. Visitors judge fast—if your site doesn't instantly excite, differentiate, and perform, they're gone.

At Evolving Media & Design Inc., we've helped countless Eastern Ontario and West Quebec businesses turn launches into momentum-builders using smart, low-waste strategies—no bloated budgets, just targeted, professional updates that deliver real results.

Here are four more hard-hitting questions to ask yourself before you hit "go" in 2026. Answer honestly—these could be the difference between a quiet flop and a confident takeoff.

► Does your current site have the professional visuals needed to excitingly showcase your new offering?

Launches falter without captivating content that grabs attention immediately. Generic stock images or blurry phone shots dampen excitement and make your innovation feel ordinary.

Insight: Custom video, photography, and layouts build excitement efficiently—maximizing impact even on tight timelines and budgets.

Real-World Example: When Stack'em Homes Canada prepared to introduce their revolutionary prefab container homes, we delivered a hand-crafted logo (*no AI shortcuts*), compelling site content, and strategic visuals that highlighted their unique craftsmanship.

Every Business Owner Should Ask Themselves Heading into 2026

The result? Organic traffic and completed projects from word-of-mouth alone—before any formal advertising.

► How will you make your launch stand out online—relying on basic phone snaps, or investing in memorable media?

Quick-fix content gets lost amid pro-level competition. In a visual-first world, amateur assets fail to create the buzz your new offering deserves.

Insight: Resourceful production (e.g., *targeted shoots and edits*) creates shareable, high-engagement assets that drive buzz without excess spending.

Real-World Example: Auberge Montebello's 2025 site refresh included cinematic drone footage and silky-smooth 360° tours. Prospective guests now "*step inside*" before booking, lingering longer and converting with confidence—turning a simple update into a powerful launch tool for seasonal packages and events.

► Is your website mobile-friendly and fast, ensuring new visitors don't bounce before discovering your launch?

Slow or awkward experiences frustrate users and hurt first impressions. If your site isn't optimized, excited traffic from social or ads vanishes in seconds.

Insight: Optimized, responsive designs keep audiences engaged, supporting launches with seamless performance across phones, tablets, and desktops.

Real-World Example: Lancaster Massage Therapy's long-term partnership saw multiple refreshes, including the latest mobile-first optimizations and immersive 360° tours.

The result? Continued strong local search visibility and easy bookings for an expanding team—proof that performance tweaks sustain growth through every new service rollout.

► Have you considered how fresh, custom media could differentiate your new product from copycat competitors?

Generic visuals blend in; standout ones highlight uniqueness. Without them, your innovation risks looking like everything else already out there.

Insight: Tailored photography and video emphasize benefits powerfully, crafted resourcefully for maximum differentiation.

Real-World Example: For hotel clients, we replace basic listing photos with professional shoots, drone cinematography, and interactive 360° tours. Properties stand out dramatically, close faster, and command higher interest—showing how custom media turns "*just another listing*" into a must-see launch. At Auberge Montebello, our 2025 overhaul with sweeping drone views of the Outaouais River and immersive virtual tours transformed their site into a virtual getaway, boosting bookings by letting guests experience the charm before their arrival.

These questions cut deep because great ideas deserve great launches. If any hit home, you don't have to navigate it alone—or overspend to get it right.

Like that trusty bucket of duct tape, staples, and Band-Aids, proven tools applied cleverly can turn limited resources into outsized impact.

Ready to make your next launch unforgettable?

Let's talk for 15 minutes about turning your vision into reality. Call 613.482.1159 or email us today for a quick, no-obligation chat.





HARMONY IN PERFORMANCE

A vibrant moment with the band from **Participation Music Hall Theatre Productions**—captured after filming a musical video of their original song, “Short Spotted Dick Blues”. Captured here left to right are David Sauvé (Stage manager), Katie Ditschun (Lead singer), Maestro William “Bob” Hardy (Clarinet), Ian McIntosh (Ukulele - Deceased), Laurie McRae (in costume), and Maestro Willard “Bill” Riley (Tuba - Deceased).

As the group's dedicated photographer and videographer, Jeff Poissant, RGD, documented live theatrical events and produced three original music videos, bringing their passion to life on stage and screen.

During their live performances—whether at the NAV Centre in Cornwall to an audience of 200 people, or at the Shenkman Arts Centre in Orleans, Ontario (*sponsored by HUGO Mobility*)—I was there, present, manning the stage visuals on large projector screens to the beat of the songs while the musicians performed.

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A presentation I designed and created alongside Bob Hardy to ensure we captured the humour of the music. Participation Music Hall Theatre Productions' last event was in 2021, with the unfortunate passing of Maestro Willard “Bill” Riley and Ian McIntosh.

Watch the music videos on YouTube:
youtube.com/participationmusichallthea8896

In Tribute: *This page is dedicated to our cherished friends and fellow performers, Ian McIntosh and Maestro Willard “Bill” Riley, whose music, humour, and spirit continue to inspire us. Your presence on stage and in our hearts lives on forever. Rest in peace.*



Live dinner and performance at the NAV Centre

SOURCES & REFERENCES

To ensure credibility, the trends and statistics in the article on page six and seven are drawn from reputable industry reports, research firms, and data aggregators. Here are key sources:

DataReportal – Digital 2025: Canada (February 2025)
 Comprehensive overview of internet, social media, and mobile usage in Canada, including platform reach and content discovery behaviours.

<https://datareportal.com/reports/digital-2025-canada>

eMarketer – Canada Retail Media 2025 (February 2025)
 Detailed forecasts on retail media network (RMN) ad spending growth, including 19.7% projected increase in 2025 and overall digital ad share.

<https://www.emarketer.com/content/canada-retail-media-2025>

Environics Research – 2025 Social Media Trends in Canada (September 2025)
 Survey-based insights on platform usage, including YouTube at 53% weekly usage among Canadians, supporting its role in long-form content discovery.

<https://environics.ca/insights/articles/2025-social-media-trends-in-canada/>

Sweetfish Media – State of Video Podcasts 2025 (February 2025)
 Trends in long-form video content and podcast growth on platforms like YouTube, highlighting the surge in extended episodes.

<https://www.sweetfishmedia.com/blog/the-2025-state-of-video-podcasts>

Additional supporting data points (e.g., UGC priorities and nostalgia marketing) align with aggregated insights from sources like Statista, We Are Social, and Marketing Week reports from 2025.

These references reflect the most current available data as of early 2026, focusing on Canadian-specific trends where possible and global benchmarks for broader shifts. At Evolving Media & Design Inc., we base our strategies on verified industry intelligence to deliver real results for your brand.

Evolving Media & Design Inc. is an investment. Anchored in tradition, evolving in the present, looking forward to the future.

What can we do to help your business prosper?



Photo Illustration revealing a "Golden Opportunity" by Jeff Poissant, RGD.

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