



CREATIVE FIRE

Member of Des Nedhe Group

For Immediate Release

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GroupM Canada and Creative Fire Partner to enable Indigenous opportunities and advance reconciliation.

(Monday July 15th, 2024 - Toronto and Saskatoon, Canada) – GroupM Canada, WPP’s media investment group today announced a partnership with Creative Fire, a 100% Indigenous-owned strategy consulting, engagement, communications, and creative firm. The collaboration will be focused on driving investments and opportunities for Indigenous Peoples and businesses in Canada.

GroupM and Creative Fire have long recognized the need to partner with purpose. This formalized partnership is built on a long-standing collaboration and a shared commitment to deliver greater impact based on the groups’ combined capabilities.

Creative Fire brings a deep understanding and appreciation of Indigenous Rights, inclusion, reconciliation, and community dynamics to its clients.

“We are excited about this partnership and the genuine commitment from both sides to create positive change for Indigenous businesses and Peoples” said Jordan Baptiste, Managing Director, Creative Fire. “Combining our expertise and capability to connect with Indigenous Peoples and communities with GroupM’s vast media influence will create tremendous opportunity to move the needle, the right way.”

The partnership will be based on four core value streams:

- Research and thought leadership to deliver better insights into Indigenous audiences
- Cultural competency education for GroupM and its clients
- Increasing Indigenous representation by supporting recruitment into GroupM’s Launch Pad program
- Co-created Teams that deliver impactful results for clients

“At GroupM, we want to make advertising work better and this partnership will enable that on so many fronts,” said Kevin Johnson, CEO GroupM Canada “Creating new pathways into the industry for Indigenous people will change the face of media, bringing Jordan and the team to the table with our clients will help them connect with Indigenous communities in meaningful ways, and overall driving economic benefit to Indigenous Peoples is what responsible investment is all about.”

GroupM have long been leaders when it comes to commitments to unrepresented groups guided by their Responsible Investment Framework (prioritizing their investment across: Sustainability, DEI, Brand Safety, Data Ethics and Responsible Journalism) launching pledges to minority media owners, creating private marketplaces for BIPOC media and the creation of Launch Pad (a first of its kind media immersion program that brings underrepresented communities into media through a paid training program).

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ABOUT GROUPM

GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media where advertising works better for people. The company is responsible for more than \$60 billion in annual media investment, as measured by the independent research bureau COMvergence. Through its global agencies Mindshare, Wavemaker, EssenceMediacom, and T&Pm, and cross-channel performance (GroupM Nexus), data (Choreograph), entertainment (GroupM Motion Entertainment) and investment solutions, GroupM leverages a unique combination of global scale, expertise, and innovation to generate sustained value for clients wherever they do business. Discover more at www.groupm.com.

ABOUT CREATIVE FIRE

Creative Fire is a 100% Indigenous-owned creative, communications and strategy firm, dedicated to fostering innovation, inclusion, and community understanding. Specializing in Reconciliation Action Plans, sustainability consulting, Indigenous community engagement, inclusive communications and design services, Creative Fire delivers impactful solutions tailored to meet the unique needs of Indigenous communities and their allies. As a subsidiary of Des Nedhe Group, the economic development arm of English River First Nation, Creative Fire leverages its deep-rooted connections and expertise to drive meaningful change and economic growth for Indigenous people across Turtle Island. For more information, visit www.creative-fire.com.

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