



Rhino Marketing Inc. - Backgrounder

What began as a small consultancy in 1985 has grown into what Rhino Marketing Inc. is today, a full-service marketing agency that understands business and how to connect clients with their customers online. The success of RMI is based on an unwavering focus on strategy, no matter what the tools or tactics, a commitment to understanding the specific needs of each client, and a passion for innovation and staying (at least ten) steps ahead of the game.

RMI provides clients with expertise in the rapidly evolving world of internet and digital marketing, blended with a deep understanding of traditional strategy-based marketing. They recognize that business fundamentals remain, despite profound changes in the tactics and mechanisms of market communication. Marketing is still about identifying, engaging, acquiring, retaining and growing high-value customers. RMI never loses sight of overall strategy and recognizes that when exciting new, highly effective digital tools and techniques come along, they are still just tactics.

RMI is uniquely positioned to deliver exceptional and measurable return on investment. They have assembled a talented and dedicated team of experts, as well as a suite of tools that provides unmatched insight into how interactions with customers take place online. RMI recognizes that more than any other media, customers online choose what and whom to listen to, and provides clients with the strategies, tools, and tactics to reach them.

The RMI team combines hands-on experience with continual professional development and technical training, to create cohesive marketing campaigns that deliver exceptional results. RMI has offices in Port Coquitlam and Vancouver, British Columbia, as well as Los Angeles, California.

RMI is the first ever online marketing company to have an in-ice presence anywhere in the National Hockey League. With a team of 20, it is one of the smallest businesses to ever partner with the Vancouver Canucks. It is also the first ever company in the history of the franchise to sponsor the Canucks for Kids Fund 50/50 program.

The RMI team brings extensive experience working with high-profile organizations and clients including, BCAA, BC Ferries, BC Hydro, Canadian Tourism Commission, Chalk Media, Clark Freightways, Countrywide Communications, Fraser Institute, Honeywell Information Systems, HSBC, H.Y. Louie Co. Limited, McDonald's Restaurants of Canada, Mircom Technologies, Mohawk Oil Canada, Net Nanny Software, PGA/LPGA/Minnesota Golf Association, TEAM 1040, Telus, Shell Oil, Uniglobe Travel, The Washington Post, and Worksafe BC.

RMI belongs to a number of professional organizations including the Direct Marketing Association, BC Association of Integrated Marketers, Email Experience Council, and Word of Mouth Marketing Association. Despite extensive growth, RMI remains focused on two of its most important core values: Corporate Social Responsibility and Community Engagement.