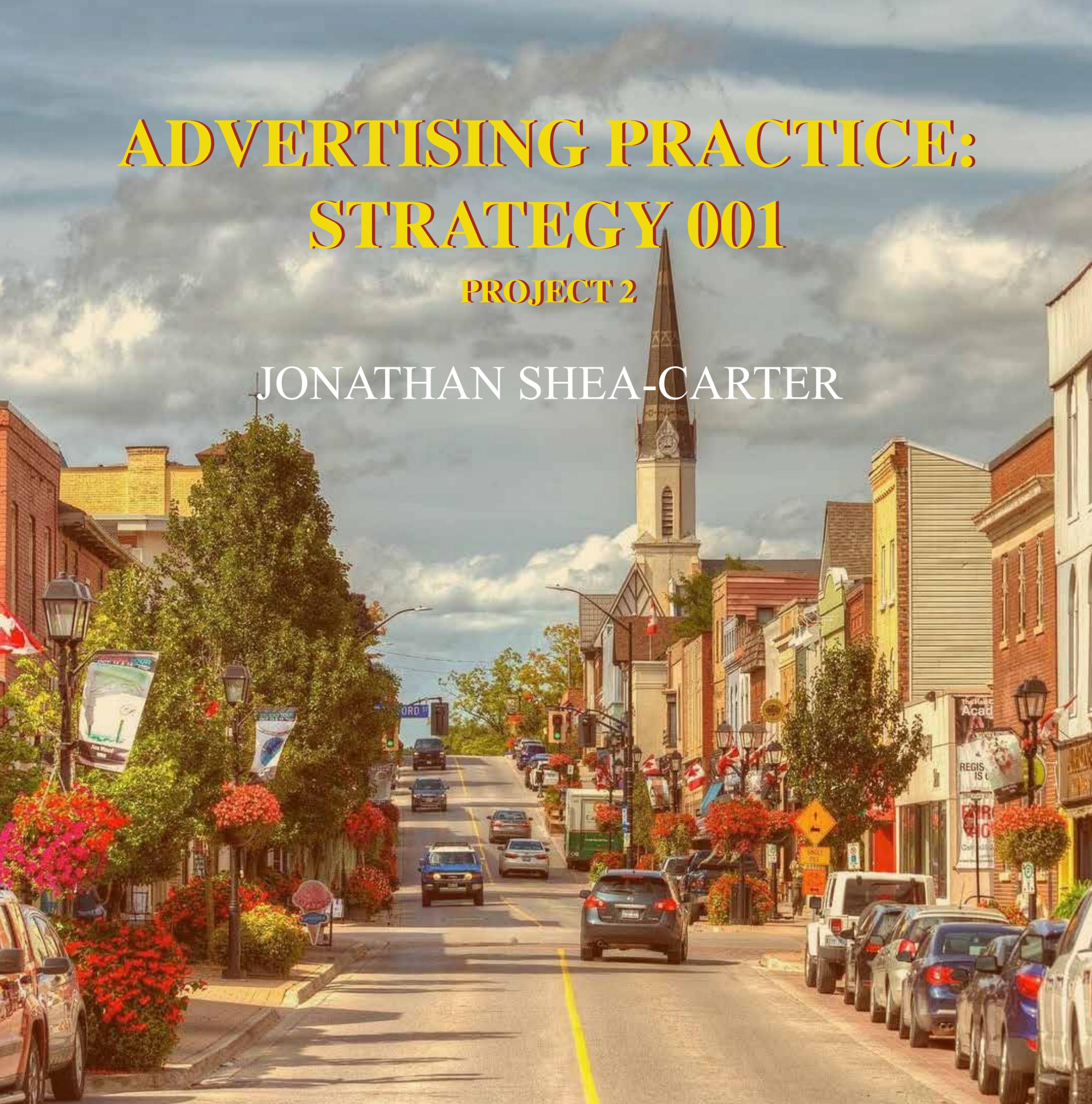


# ADVERTISING PRACTICE: STRATEGY 001

PROJECT 2

JONATHAN SHEA-CARTER



# A BRIEF STORY OF ME.

I was born and raised in Newmarket, Ontario and have lived there for most my life. My parents moved here 32 years ago on a late fall day of November 30th of 1988. A few years later I was born into this world, during that time the population was 45,000, as of today, the population stands at 91,000. Newmarket was a developing city then, and still even today continues to grow. I come from a French Canadian and Irish background, my mom was born in Quebec and my dad was born in New Brunswick. I have one older sister and one older brother.

# HISTORY OF THE CITY.

Newmarket is a city and regional seat of the Regional Municipality of York in the province of Ontario. It is part of the York region in the Southern Ontario. The city of Newmarket was a town that was formed as one of many farming communities in the Holland River area, but also developed an industrial center on the Northern Railway of Canada's mainline, which was built in 1853. The town soon became a thriving market with the arrival of the Metropolitan Street Railway in 1899. Newmarket's location on the Holland River enabled travel between Lake Ontario and Lake Simcoe.

The

# TRUTH, RELATIONSHIP AND VALUES.

In the city I grew up in, I connect with a fair amount of people within the community. Although most of us have moved to other cities like Toronto or Guelph, I still hold connections with those who still reside in Newmarket. There is a lake / park by my house I would always go to when I was younger that always felt so empty and open. As I was getting older I noticed the park is a very busy place and notice excessive litter. This is most likely because Newmarket has grown in the past years. This lake was once designed to support the market that was supposed to happen, a route canoes could follow on the rivers that led to the lake in hopes of trading at the markets.

Even as it grows, the city manages to respect the Ojibwe ancestry. The lake by my house has a series of carved, wooden totems at one-kilometre intervals to help you keep track of the distance you have travelled along the paths at this lake. I learned that the statues I passed were inspired by an indigenous artist who wanted to represent, the Ojibwe ancestry. I later learned that the trail at this lake is called “Nokiidaa” which is an Ojibwa term meaning for “Walking Together”

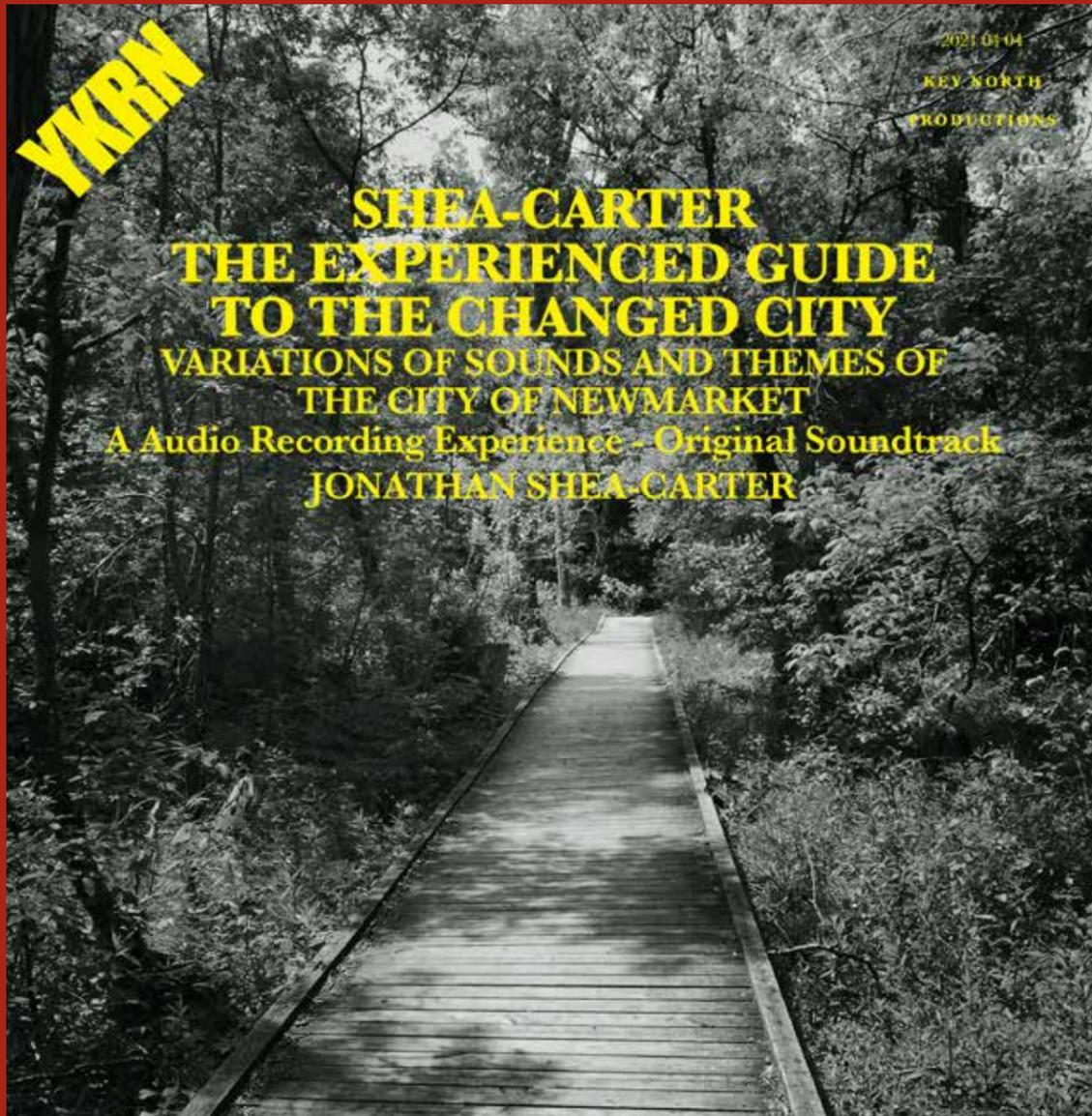
# A IDEA.

Newmarket is a city that has always changed and evolved since its inception when settlers moved here in 1801. These changes continue to show as Newmarket is massively growing with population. A idea is to show younger generations who live in Newmarket, ON how it has evolved as a city from my time as a youngster growing up, to what has become the community of Newmarket today. This is a great opportunity to educate the mindset of younger audiences as to what the city was like. Through meaningful audio, the project will tell a story of how the town environments have changed through the eyes of someone who grew up in the city and experienced these changes first hand. It is beneficial for children and young adults to have an understanding of the history of the land where they currently live and what it was like several decades ago.

The audio will create awareness of how Newmarket has changed and what could be the possibilities for the community in the future. We need to be aware of our past before we can chart the waters off the future.

# WHO CAN HELP.

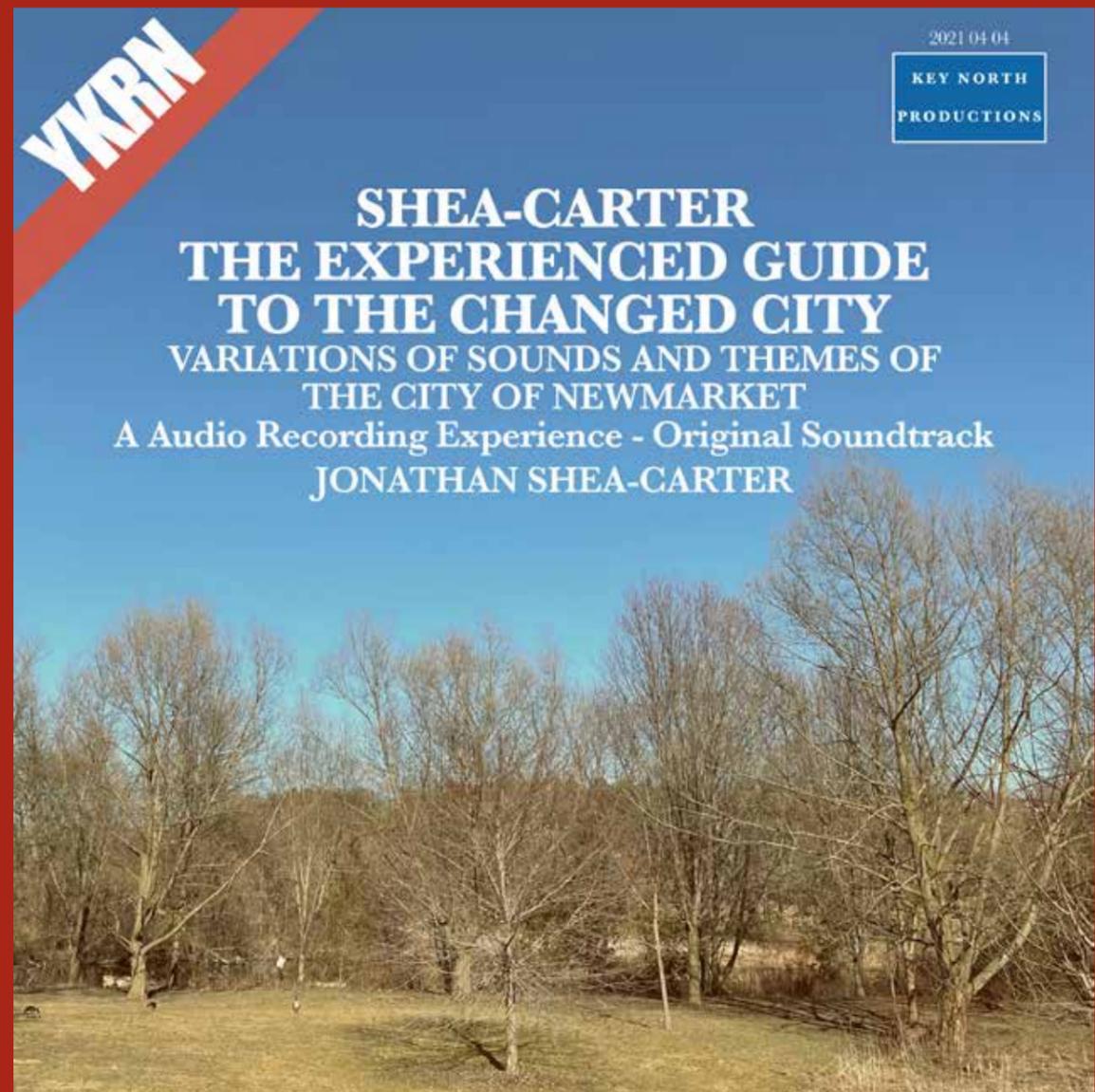
To execute the idea, a partnership with the Broadcasting Corporation in Ontario will be needed. An ideal company to work with is “Key North Productions” which is a well known Broadcasting company in Newmarket, ON. The audio clip will be aired on a weekend during the day and will last over 5 minutes. The audio clip can also be seen on Spotify as well as Key North Productions Facebook, Twitter, Instagram and Soundcloud.



**YKRN**

2021 04 04  
KEY NORTH  
PRODUCTIONS

**SHEA-CARTER**  
**THE EXPERIENCED GUIDE**  
**TO THE CHANGED CITY**  
VARIATIONS OF SOUNDS AND THEMES OF  
THE CITY OF NEWMARKET  
A Audio Recording Experience - Original Soundtrack  
JONATHAN SHEA-CARTER



**YKRN**

2021 04 04

KEY NORTH  
PRODUCTIONS

**SHEA-CARTER**  
**THE EXPERIENCED GUIDE**  
**TO THE CHANGED CITY**  
VARIATIONS OF SOUNDS AND THEMES OF  
THE CITY OF NEWMARKET  
A Audio Recording Experience - Original Soundtrack  
JONATHAN SHEA-CARTER