

Aasman Brand Communication

- Advertising, communications and graphic design agency
- Number of employees: 14

Awards

- A Yukon Chamber of Commerce Yukon Employer of Choice Award (2016)
- Hermes Creative Awards: Platinum Award for the excellence of the Beringia Interpretive Centre website, category Travel-Tourism-Nature (2016)
- Yukon Wildlife Preserve (Platinum website)
- Frozen Globe Award for Most Innovative Business north of 60, Up Here Business Magazine (2014)
- A Yukon Health and Social Services Platinum Award for excellence in advertising for the Smoking Cessation campaign (2003)

aasman.ca

"The ambience of our premises is so pleasant that clients hold meetings here."

Al Aasman and Nicolas Dory take a break to discuss serious and less serious subjects.

Above all, shared values

The company first saw the light of day in 1989, in the kitchen of Al and Margriet Aasman. Twenty-seven years later, it employs fourteen people and is located in Whitehorse.

Its employees include five Aasman family members and nine Yukoners. Nicolas Dory, a young Frenchman, first came to work at Aasman on a student visa in 2009 but returned in 2010 under the Yukon Nominee Program (YNP). He is still working at Aasman Brand Communications.

Beyond competency and skills, the qualities sought by employer Al Aasman are sharing company values, having an affinity with the group, being flexible and wanting to live in the Yukon. "Employees need to fit in with the team," said Mr. Aasman.

In his view, the Nominee Program process entails a fair amount of work, but not more than anything else and the Program has proven to be effective.

The arrival of a French-speaking employee in the organization's ranks has been beneficial in many ways. Aasman Brand

Communications now boasts a number of Francophone clients whereas before, it had none.

Employee retention

Staff well-being is of great concern to the boss. While responsible for their work, each employee has unique needs. That is why Al Aasman gives his employees great flexibility in their working hours: some like to work part-time, others take unpaid leave to carry out a personal project... not to mention while enjoying the company's insurance and benefits offerings.

Working conditions like these make for a happy "family coffee shop" work environment that is much appreciated by the employees. Furthermore, the ski, canoe and rafting days the company organizes on a regular basis go a long way to strengthening team spirit, as does the Friday 4 p.m. cocktail get-together to bring everyone up to date on projects.



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