

Capability Statement

00 · OVERVIEW

Orange Nucleus Media Inc. — incorporated in British Columbia on September 11, 2023 — is a Canadian media and marketing corporation based in Chilliwack, BC. We are the corporate parent behind MGK Productions, MarketingGuyKanav, and The MGK Foundation. Founder Kanav Sharrma has been in digital marketing and production since 2012, with 5,000+ productions delivered across that 14-year track record. We serve private-sector clients and public-sector partners across Greater Vancouver, Surrey, Richmond, Burnaby, Abbotsford, and the wider Lower Mainland & Fraser Valley.

01 · CORE CAPABILITIES

Video production

Concept, script, direction, multi-camera capture, post-production, motion graphics, and final delivery in every aspect ratio.

Content strategy

Campaign architecture, content pillars, distribution planning, and the measurement framework that proves the spend.

Campaign operations

Paid distribution, creator partnerships, and the day-to-day operating cadence that keeps a campaign on its KPIs.

Social & short-form

Reels, TikToks, Shorts, and the batched short-form production model behind 5,000+ pieces delivered.

Web, search & AI discovery

Conversion-focused websites and landing pages, with the full modern discovery stack: SEO (Google), AEO (AI Overviews / featured snippets), GEO (ChatGPT, Perplexity, Claude, Gemini citations), AIO, schema markup, analytics.

Public-sector comms

Plain-language communications, accessible video (captioning, transcripts, descriptive video), community engagement.

02 · DIFFERENTIATORS

Canadian-owned	Registered Canadian corporation, BC-incorporated, operating from Chilliwack, BC.
Procurement-ready	Set up to register with CanadaBuys / PSPC (federal) and BC Bid (provincial); responsive to municipal RFPs.
Accessibility-aware	Deliverables built with WCAG 2.1 AA in mind — captions, transcripts, descriptive content.
Insured & compliant	Commercial General Liability and equipment coverage available. WorkSafeBC registered.
Mobile production	No studio overhead; on-location production across the Lower Mainland and Fraser Valley.

03 · SECTORS SERVED

Real Estate · Mortgage & Lending · Financial Planning · Securities & Trading · Legal Practices · Dental & Medical · Hospitality & Restaurants · Election Campaigns · Motivational Speakers · Veterinary & Animal Care · Founders & Entrepreneurs · Public Sector

04 · CORPORATE RECORD

LEGAL NAME	Orange Nucleus Media Inc.	CRA BUSINESS NUMBER	[TO BE PROVIDED]
INCORPORATED	September 11, 2023 · British Columbia, Canada	GST/HST REGISTRATION	[TO BE PROVIDED]
HEADQUARTERS	Chilliwack, BC · Fraser Valley	WORKSAFEBC ACCOUNT	[TO BE PROVIDED]
FOUNDER & DIRECTOR	Kanav Sharrma · 14 yrs in market since 2012	CGL INSURANCE	Coverage details available on request
OPERATING BRANDS	MGK Productions · MarketingGuyKanav · The MGK Foundation	AREAS SERVED	Lower Mainland & Fraser Valley
TRACK RECORD	5,000+ productions across the 14-year tenure	NATIONAL ENGAGEMENTS	Available on request

05 · INDUSTRY CODES (NAICS — CANADIAN)

541810	Advertising Agencies (primary)
512110	Motion Picture and Video Production
541613	Marketing Consulting Services
541430	Graphic Design Services
541511	Custom Computer Programming Services

PROCUREMENT CONTACT

Kanav Sharrma
 Founder & Director

EMAIL info@orangenucleus.ca

PHONE +1 (604) 715-4090

WEB orangenucleus.ca

BASED IN Chilliwack, BC · Canada