

National Bank Open 2026 presented by Rogers.

For the 2026 tournament, I designed a versatile range of creative assets that brought the event's brand identity to life across multiple touchpoints. Each piece balanced bold visual impact, clear messaging, and brand consistency, creating a cohesive and engaging campaign presence that captured the energy of the tournament.

DISPLAY ADS

A scalable creative system built to efficiently deliver localized assets across two cities, maximizing production speed while maintaining consistency across formats.

1 template
400+
creative combinations for Toronto and Montréal



THEMED DAYS

Where tennis meets festival energy, enjoy lifestyle activations, enhanced food and beverage options, exclusive offers, and interactive moments.





ALWAYS ON POINT, NEVER OUT OF BOUNDS

The grounds come alive with high-energy matches, interactive experiences, and a vibrant new vibe.

DIGITAL OOH

Creatives was adapted for transit environments across Toronto and Montreal, with bold visuals, clear messaging and strong hierarchy designed to capture attention and deliver an impactful brand experience across the TTC and STM networks.



EMAIL

Created a series of email images for email communications to build excitement around the 2026 tournament using vibrant colours, dynamic photography, and playful graphic elements.

