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GristMill Place: Where a stay is everything but run of the mill

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[GristMill Place](#) (<https://thegristmillplace.com/>), a lakeside retreat on the site of a 200-year-old mill in historic Westport, Ontario, has repositioned and rebranded itself as the crucial summer season approaches.

Led by their strategic and creative partner, [Cleansheet Communications](#) (<https://cleansheet.ca/>), GristMill Place now captures the spirit of shared discovery and renewed connection that is possible here.

“Through its unique history of a mill that transformed things for the better, guests can swim, hike, kick back, play games, have a wedding, conduct an offsite, explore the town”, says Aqsa Khan, account lead. “This naturally led to the notion that GristMill Place was **Everything but run of the mill**.”

The campaign includes a [60-second online video](#) (https://youtu.be/d_ftpl_0Poo), new photography, a redesigned website, a social media campaign, and posters, proof you can still think big even on a small budget.

Additionally, a new icon and visual language was developed, inspired by the centuries-year-old millstone discovered in the courtyard. In keeping with Cleansheet’s philosophy to “make the real estate communicate,” the icon was incorporated into everything from bedside cushions to new quirky points of interest that brought the history alive throughout the property. In all, 68 pieces of work. A lot? Sure, but when you’re everything but run of the mill, there’s lots to talk about.

In the client’s words, “We’re incredibly grateful to the Cleansheet team for bringing our vision for The GristMill Place to life in such a thoughtful and inspiring way. Their creativity, strategic insight, and genuine passion helped us reimagine our retreat space into something truly special - an invitation to connect, reflect, and rediscover what matters most.”

“We’re extremely proud of the quiet Canadian character we’ve helped convey in this new work,” says Scott Shymko, Head of Design at Cleansheet. “Canada may be mostly The Rockies and Peggy’s Cove abroad, but when you immerse yourself in places like Westport you come to love all the varied and different experiences that make up the real Canada.”

GristMill Place’s multimedia campaign launched in April. Cleansheet was the agency with their production company, Bestlight, handling production.

About Cleansheet Communications:

Cleansheet is a communications company that believes in leveraging insights and the power of positive communication to motivate both customers and companies at the same time. A full-service agency with a broadcast production sister agency, Bestlight, Cleansheet has worked with a wide range of clients including Ontario Energy Board, Lysol, Finish, Rogers, WIND Mobile, Creemore Springs, Ministry of Health, HSBC, Canadian Tire, Staples, and OCS.

For more information visit [www.cleansheet.ca](#) (<http://www.cleansheet.ca/>).

About The GristMill Place:

GristMill Place is a lakeside retreat that has always been transformational. In 1829, the mill’s vital role was to turn raw grain that arrived into something better – the very food that sustained a burgeoning community. Today, the ambition of this wonderfully appointed lake house is no less transformational: to gather friends, families, and colleagues and use all 7,00 square feet of the GristMill’s charm to create moments of discovery, togetherness and lasting connection.

Located in Westport, Ontario, you can find more information at [www.thegristmillplace.com](#) (<http://www.thegristmillplace.com/>).

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