



STUDIO 73 / GOOD FOR THE SOLL



Belinda J. Clements Photography

STUDIO 73 DIGITAL MEDIA & GOOD FOR THE SOLL MUSIC FESTIVAL

Located at 168 Margaret Street in Ingersoll, Studio 73 Digital Media is a full-service creative agency specializing in web design, digital marketing, branding, social media management, and multimedia production. Their mission is to empower businesses, artists, and organizations with high-quality digital solutions that fuel growth, boost visibility, and drive engagement. Known for their innovative strategies and focus on client success, Studio 73 has quickly become a trusted name in Ingersoll's business community.

But Studio 73 isn't just about digital media. In 2024, they launched the Good For The Soll Music Festival, a not-for-profit event rooted in music, community, and connection. The festival brings together local businesses, service clubs, volunteers, and Canadian musical talent for an unforgettable summer celebration with proceeds going back into charitable initiatives and community causes.

The Story Behind Studio 73 & Good For The Soll

After spending nearly two decades abroad teaching English in Taiwan, founder Jay Panaseiko returned home to Ingersoll in 2018 to be closer to his mother, who was born and raised here. Feeling that Ingersoll was the perfect place to set down roots, he launched Studio 73 Digital Media the same year. Six years later, the idea for a festival that combines arts, culture, and community pride became reality with the creation of Good For The Soll.



Soll SPOTLIGHT SERIES

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Community Commitment

Good For The Soll is more than a festival, it's a community movement. Built on partnerships with local businesses, service clubs, and organizations, the event creates volunteer opportunities, seasonal jobs, and reinvests proceeds into causes that directly support Ingersoll. From sponsorships and collaborations to showcasing local and national talent, the festival positions Ingersoll as a vibrant hub for arts and culture

Studio 73 also works closely with businesses and organizations year-round to provide creative solutions and promotional support, helping local voices and events reach wider audiences.

Recognition & Milestones

Though still in its early years, Good For The Soll has already made a significant impact. The festival has been recognized with the Chamber of Commerce President's Award, the Economic Development Award, and acknowledgments from Premier Doug Ford, MP Arpan Khanna, and MPP Ernie Hardeman, two years in a row. These accolades highlight not only the event's success, but also the deep community spirit it represents

Services & Creative Work

- Custom web design & development
- Social media management & digital marketing strategies
- Branding, merch design, menu & print design
- Video production & audio work
- Sponsorship materials and media coverage for local events

HOMETOWN FAVOURITES

When it comes to local favourites, Jay gives a special shout-out to Ingersoll Rail's House of Brews; not just for being a community staple, but because he was the creative mind behind their iconic labels and branding!



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