



Annual Forum: June 10 & 11, 2010
Hilton Lac-Leamy, Gatineau, Quebec

Marketing Excellence Recognition Program

Pictured above: *Recognition Award Recipients at MARCOM 2005*

What is the Marketing Excellence Recognition Program?

Sponsored by: **MARKETING**

The Marketing Excellence Recognition Program provides a forum for public sector and not-for-profit organizations to share exemplary integrated marketing campaigns with peers from across Canada. The program is featured as a **key additional learning opportunity** at MARCOM 2010 with many take-away ideas.

Eligibility:

The program is open to anyone from federal, provincial, municipal governments, associations or not-for-profit sector.

Criteria:

The campaign must have some measurement / results to show as of March, 2010, (whether tips for success or pitfalls to avoid). Submissions must include the following:

- **Title of Campaign**
- **Key Campaign Components**
- **Target Audience(s)**
- **Objectives**
- **Execution**
- **Measurement / Results**
- **Overall Integration**
- **Lesson(s) Learned / Advice for others**



Benefits:

Eight campaigns will be selected by a committee and featured as an additional learning opportunity. Profile for these campaigns at MARCOM 2010 will include:

- **Poster Presentation** / Campaign materials (provided by organization) will be **on display in the trade show** for both days of MARCOM Professional Development – June 10 & 11;
- **Host and facilitate a 1 hour Peer-2-Peer Roundtable** on June 11, 2010, to present the campaign story and field questions from attendees;
- **Pre-event profile** as part of an **e-mail campaign** to 10,000 prospective attendees;
- Each Campaign will be featured on the **MARCOM Web site** www.marcom.ca leading up to the Forum;
- Presenters will receive a **Recognition of Marketing Excellence Certificate** to display at the office as a memento and reminder of the importance of integrated marketing in communicating consistently across marketing channels.

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Example Government:

Service to Canadians



Service
Canada

Canada

Service Canada's marketing campaign to inform Canadians of the Government of Canada's move to provide Canadians with one-stop, easy access to the benefits and services they need, through the channel of their choice, whether that is by phone, mail in-person, or the Internet. When a client approaches us through any channel, we will be able to say 'May I help you?' regardless of the inquiry.

Presented by:

Susan Turner, Senior Communications Advisor, Marketing and Communications Branch

Background:

Service Canada was launched on September 14, 2005 with the objective of providing Canadians with easy access to government service wherever they live in urban, rural or remote communities. To date, Service Canada has 320 operational points of service and by end of fiscal, approximately 100 more will be established for rural and remote communities. In addition, co-location opportunities with existing points of service belonging to other departments and levels of government will allow Service Canada to reach 1.25 million more Canadians within 50 km of where they live. Service Canada is a significant service improvement reform in federal operations.

Service Canada links directly to the federal government's agenda and priorities. It improves how government delivers its programs and services to Canadians. This in turn supports government priorities to improve Canadians' faith in public institutions by making government more accountable and effective. It also improves the quality of life in our communities by supporting our seniors, our families and our children. The focus of Service Canada's marketing and communications campaign in Year One is to raise awareness and establish Service Canada's brand.

Target Audiences:

All citizens in Canada segmented according to the following groups: employees and managers, the media and the public, other Government of Canada departments, provincial and territorial governments, community and business organizations, and finally, opinion leaders and Parliamentarians.

Marketing and Communications Objectives:

To build awareness and recognition amongst citizens in Canada of Service Canada and the programs and services it offers as GoC's "one-stop", easy-to-access service provider.

Execution:

A baseline public awareness survey was conducted in spring 2006 for brand image and management as well as overall public-opinion tracking. In March 2006, a national print ad campaign took place in targeted urban and rural centres. Service Canada is currently developing branding and signage. Once that is complete, TV advertising, online advertising, database marketing and web promotion will follow in mid-2006. All corporate publications will appear on the Service Canada web site.

Marketing efforts - CALL, CLICK, VISIT – will support the roll-out of key service offerings and integrated channel marketing. Regarding outreach and mobile services, emphasis will be placed on local advertising supported by ministerial tours, news releases and earned media promotion.

Marketing communications will feature flagship services and campaign roll-outs such as the mobile and outreach services, Summer Youth employment campaign, promotion of pleasure craft licensing and a Social Insurance Number campaign.

Results:

Given that our marketing and communications campaign is in its early stages, we are not yet in a position to provide results.

Overall integration of marketing campaign:

The application of the brand on all marketing and communications material will provide synergy and transform the patchwork of service 'touch points' in a unified retail network.

Biggest lesson learned:

Transforming service delivery begins with the transformation of the service culture. A balanced approach to marketing must be applied in order to meet citizens' expectations of good service and not over promise something which the service network is not able to fully deliver. The marketing plan will move in lock step with the full realization of the vision.

Example Association:

British Columbia Paraplegic Association
The Art of Makin' WWOOPEA



Presented by:
Stephanie Cadieux, Director, Marketing and Public Relations

WWOOPEA, the World's Worst Original Oil Paintings Exhibition and Auction, is a celebration of the overlooked artistic masterpieces in our midst, a one night celebration of bad paintings acquired by donations and from garage sales. The event includes a reception, silent auction and a live auction of our celebrity Patrons' original art. WWOOPEA is a Vancouver institution, having run for 25 years to 2001. The BC Paraplegic Association (BCPA) decided to bring WWOOPEA back after a few years' hiatus and wanted it to be better than ever. For its revival year, entertainment was reminiscent of a 1920's speakeasy.

WWOOPEA is the signature event of the *BCPA and the BC Paraplegic Foundation (BCPF) who have for decades provided badly needed services, counselling, advocacy and equipment for people living with spinal cord injuries and other physical disabilities.*

Key Campaign Components:

- Creating an upscale product and re-introducing it to the charity circuit;
- Marketing to create visibility and raise public awareness of the BCPA and BCPF;
- Strategic partner/sponsor alliances to extend reach and create momentum.

Target Audience:

- Past supporters and the general public

Objectives:

- To re-introduce WWOOPEA as our signature event;
- To encourage individual and corporate financial support of BCPA.

Execution:

- Collateral materials (invitations, catalogue, tickets, giveaways), interactive Web site, event night signage, partner marketing and promotion, media relations, sponsor thank you gifts.
- Patrons of the *Art of Makin' WWOOPEA* (local political and social who's who) including the Premier of British Columbia, Senator Larry Campbell, and local philanthropists. They all created 'art' for auction and participated in promotions of the event.
- Main tool: Direct Mail Call-to-action advertising
 - Personalized Invitations
- Media: Local television and newspaper promotion
 - Beginning 3 weeks prior to event, Oct 11
- Partner/Sponsor promotions: *Name the Painting Contest*
 - Displayed paintings in local restaurants and online, including email campaign.
 - Contest ran from Sept. 15 – Oct. 13
 - Winner received tickets to the event and hotel package.

Measurement / Results:

- \$74,000 raised
- Visits to Web site soared during contest promotion.
- New Partners/Sponsors expressing interest
- New volunteers for committee identified
- Positive media coverage, participation and advertising
- Valuable participant networking
- Effective event format

Overall Integration:

- Consistent branding / visual look
- Celebrity presence
- Uniqueness

Lessons Learned:

Every organization needs a proactive and strategic marketing plan and pre-established relationships with the media to get maximum value from marketing efforts.

When and Where will my Poster Presentation be displayed?

- June 10 & 11, 2010
- In the Exhibit Showcase at MARCOM 2010, Salon Beethoven & Chopin.

When are the Roundtables and Presentations taking place?

- **Friday, June 11 (Day 2)**
 - 7:45 – 8:30 Continental Breakfast and Visit Exhibit Showcase
 - 8:30 – 9:45 Concurrent Sessions
 - 9:45 – 10:00 Refreshments in Exhibit Hall
 - 10:00 – 11:00 Integrated Marketing Campaign Poster Presentation Roundtables (sign up on site)**
 - 11:15 – 12:15 Keynote: The Age of Persuasion: How Marketing Ate Our Culture – Terry O'Reilly
 - 12:15- 13:15 Luncheon in the Exhibit Showcase (closes at 13:30)
 - 13:15 – 14:30 Concurrent Sessions
 - 14:30 – 14:45 Break
 - 14:45 – 15:30 Closing Plenary – TO BE ANNOUNCED
 - 15:30 – 16:00 Marketing Excellence Recognition Presentations | Final Prize Draws | Closing Remarks**
 - 16:00 MARCOM 2010 Closes.

How Do I Get Involved?

- Using the criteria and the examples above as a guideline, submit your campaign outline for consideration to be featured at MARCOM 2010.
- Send an email to Claire Mills: clairem@coltermangroup.com

What is the Deadline?

- April 8, 2010

Notification of campaigns to participate at MARCOM 2010:

- April 15, 2010

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