



Annual Forum: May 15 & 16, 2012
Ottawa Convention Centre, Ottawa, Ontario

Marketing Excellence Recognition Program

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 comprehensive integrated marketing campaigns or initiatives with peers from across Canada. The program is featured as *a key additional learning opportunity* with many take-away ideas and lessons learned.

Eligibility:

The program is open to federal, provincial, municipal governments, crowns, associations and non-profit organizations.

Criteria:

The campaign must have some measurement / results to show as of April, 2012, (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 of Channels/Tactics**
- **Lesson(s) Learned / Advice for others**

Benefits:

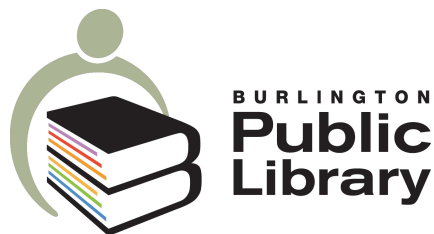
Eight initiatives / campaigns will be selected by a committee and featured as an additional learning opportunity. Profile for these initiatives at MARCOM 2012 will include:

- **Poster Presentation** / materials (provided by organization) will be **on display** for both days of MARCOM Professional Development – May 15 & 16;
- **Host and facilitate a 1 hour Peer-2-Peer Roundtable** on May 16, 2012, to present the initiative for 15 minutes and field questions from attendees and share best practices / lessons learned;
- **Pre-event profile** as part of an **e-mail campaign** to 10,000 prospective attendees;
- Each Initiative 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.

Example 1:

BPL Mobile Application Launch Campaign: We r where u r ☺

Presented by: Nicole Paterson, Manager, Marketing Communications
Burlington Public Library



Background:

The Burlington Public Library is located in the City of Burlington, on the north shore of Lake Ontario between Hamilton and Toronto. The city is a growing municipality with a population of approximately 170,000. Burlington Public Library is a tax-supported registered charitable organization with six branches citywide with a very limited marketing budget.

In the past ten years, the population in Burlington has increased by 28% and while our item circulation has only increased by 17%, our program attendance has increased 38% and web visits have increased more than a whopping 2000%. Our customers are changing the way they use the library. With today's busy lifestyles, Burlington residents have embraced the ability to use electronic books and databases from the comfort of home while placing holds on interesting items and scooting in to retrieve them. In fact, our growing collection of electronic books and audiobooks has doubled its circulation this year.

Burlington's community is very mobile with many residents commuting to work in Toronto, Hamilton or other Halton areas. According to the latest Ontario census, Burlington families earn above average and median incomes. A large proportion of Burlington residents have a college education or higher and are employed in the management and business sectors.

We believe BPL Mobile will specifically appeal to the Burlington community as we know a large proportion of residents, from teens all the way to seniors, use smart phones and mobile devices. Figures from statistics Canada show that 99% of Canadians aged 18 to 34 have a mobile device, as do 87% of Canadians aged 65 or older. Plus, a recent study by the Ministry of Economic Development and Trade noted that professionals, who make up a large proportion of Burlington's working population, are using smart phones more and more in order to conduct business.

Key Campaign Components:

- Staff launch
- iPod-like promotional cards
- Web site
- Youtube video
- Print advertisements
- Media Releases and PR coverage both local and regional
- Social media promotion
- Partnerships (local phone retailers, City of Burlington)

Target Audience:

Primary target audience is non-library users who regularly use web-enabled mobile device (smart phone) aged 16-45. This audience was identified early in the strategy and represents the audience most likely to have use for and be interested in downloading a new, free app for their smart phone. Secondary audience is current library customers who regularly use smart phones, aged 16+.

Objectives:

- Provide new service/access point for customers
- Attract new customers from target audience
- Enhance service for existing customers
- Build brand: innovation

The introduction of BPLMobile to our customers responds to our Board's interest and vision of ongoing service innovation. This new service also positions our library as vibrant, fresh and demonstrates how we use technology to enhance the customer experience. BPL has added a new, dynamic vehicle to share information with our customers, enhancing our mission: "Enriching Burlington through literacy, learning and community connections." In addition, the introduction of BPL Mobile also addresses our strategic plan direction to: "Support access to information and service "anytime, anywhere" through technology enabled enhancements".

Execution:

- We launched the BPLMobile app to staff first, gave them two weeks to learn how to download and use it and then we launched it to the public.
- Specially designed iPod-like promotional cards were produced and distributed internally within the library system, but the majority of the cards were distributed to thousands of people through local smart phone retail outlets in the City of Burlington. This distribution happened during the holiday season allowing us to reach the highest number of customers in a short period of time.
- BPL Mobile was promoted with ads and video on our web site and through social media outlets.
- An instructional video was created and posted on YouTube (link promoted through all campaign components) that presents the new app as fun and easy to download and use.

Results:

- BPL Mobile app downloads: more than 2500 in 3 months
- Queries (actual app use): 107,580 in 3 months
- New library account registrations increased by 13% in 3 months
- Media coverage: Burlington Public Library enjoyed significant media coverage around the launch of this product as we were the first public library in Ontario to offer this service to our customers. We were featured in TV, radio and print editorial features. We garnered attention not only from media and our partners but also with our municipal council members and the Mayor mentioned our new app during a council meeting.

Overall Integration of marketing campaign:

Consistent branding was applied to all collateral and electronic elements associated with the campaign. Branding of promotional materials align with brand standards while still giving the BPLMobile product a flashier, more sleek and innovative look that appeals to our target demographic.

Lessons learned:

- **The staff launch** was a very successful strategy of the campaign. Ensuring that all staff felt comfortable, confident and knowledgeable about the new product was essential, particularly for those in the library field.
- **Advertising:** our media buy could have been sliced in half as we found that most of the interest generated by this campaign came from the promotional cards, word-of-mouth, media coverage and social media.
- **Find a niche or a hook for your partnerships.** It was too easy to approach smart phone retailers with our idea. It was win-win. The promotional cards gave retailers a great hook to help sell phones – "and here is how you can download your first free app!" Who wouldn't want a library app for their new phone?

Example 2:



NOW THAT'S REFRESHING!

Investing in Partnerships to Improve the Blood Donor Experience

Presented by:

Stephen A. Harding, Executive Director, Development, Canadian Blood Services

Background:

Since 1998, Canadian Blood Services has provided life-saving blood and blood products to millions of Canadians. Each year, donors make more than one million visits to our 42 permanent clinics and 20,000 mobile blood drives.

The refreshments we provide donors following their donation are a very important part of our brand. Our sponsorship with A. Lassonde Inc. provided a unique national sampling opportunity. Today, its Oasis juices are the only brand supplied to Canadian Blood Services' donors.

Campaign Components:

- Recognition of Lassonde's Oasis as "The Official Juice for Blood Donors" for Canadian Blood Services.
- ¼-page ad annually in donor magazine, *Pulse*, and on blood.ca website
- Point-of-sale sign promoting Oasis juice year-round in our 42 permanent blood donor clinics
- Provision of sampling coupons to donors in priority markets

Target Audiences:

- All blood donors—blood donation over-indexes 17-24, and 35-55, and especially with families
- 4,500 Canadian Blood Services employees; and 17,000 Canadian Blood Services volunteers

Objectives:

- Improve the donor/donation experience by increasing the quality of juice served to them
- Provide exposure of Lassonde/Oasis brand, demonstrating corporate social responsibility and community involvement with a national cause

Execution:



After completing the RFP for juice partners, our execution plan involved internal and external communications, development of Point of Sale clinic materials, and identifying sampling opportunities for Oasis.

Our regional donor services managers requested Oasis sampling at regional donor recognition events, sporting events, mega-blood drives, and launches of Toronto and Vancouver Bloodmobiles.

Results:

- Donor satisfaction: very positive verbal reactions from donors, and no negative feedback
- Cost reduction: in addition to receiving an annual \$50,000 donation from Lassonde, the cost savings exceeded another \$60,000 annually in reduced juice costs and donor samples

Prior to the partnership, many clinics made juice out of juice crystals. Donors now receive a higher-quality beverage. Lassonde's emphasis on quality and purity mirrors Canadian Blood Services' own organizational values. This relationship is a great way to give back to generous blood donors across the country.

Overall Integration:

The partnership has allowed for integration of in-clinic, online and internal communication channels. Juice quality supports the key brand equity element that refreshments play in the overall donor experience.

Lessons Learned / Advice for others:

- There is great potential for food-related partnerships in Canada (e.g., cookies, coffee, water)
- Our preliminary one-year partnership was recently renewed for a second year. Advice would be to seek to develop longer-term partnerships (e.g., 3 years) to avoid extra administrative work.
- Engage partners early in process, to assist with product selection
- Donor feedback is a great source of customer feedback for partners

When and Where will my Poster Presentation be displayed?

- May 15 & 16, 2012
- In the Exhibit Showcase or just outside near registration at MARCOM 2012, Gatineau Salon.

When are the Roundtables and Presentations taking place?

- **Wednesday, May 16 (Day 2)**
 - 11:30 – 12:30 Marketing Initiative Poster Presentation Roundtables (sign up on site)**
 - 15:00 – 15:15 Marketing Excellence Recognition Presentations**
 - 15:15 – 16:00 Closing Plenary (exact timing to be posted at www.marcom.ca)
 - 16:00 MARCOM 2012 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 2012. You must be an attendee of MARCOM. This is an opportunity to build your outreach portfolio, share with peers, develop your facilitation skills and get the most out of your experience.
- Send an email to Claire Mills: clairemills@cepsm.ca

What is the Deadline?

- April 16, 2012 – submit as early as possible to be featured leading up to the forum!

Notification of initiatives to participate at MARCOM 2012:

- April 19, 2012

Marketing Excellence Recognition Program is sponsored by: **Marketing Magazine, part of Rogers Media.**

