

Come to Know

AN UPDATE ON COMMUNICATING
NOVA SCOTIA'S BRAND

MAY 2007

There is a buzz about Nova Scotia. Nova Scotia is in key conversations across Canada and in the United States. Nova Scotia is the topic of blogs, discussion forums, in the media and at the water cooler.

Nova Scotia's *Come to life* initiative took big steps in the last few months. Our great story has been making an impact in key North American markets, and it only gets better.

In May we will welcome more private sector companies and organizations to join our charter membership. All pledge to support the Nova Scotia *Come to life* initiative.

SPREADING OUR WINGS

External marketing campaigns got under way just before Christmas, and ramped up in February and March.

In Boston, Toronto and Ottawa the *Under Your Nose* campaign targeted businesses looking for the best place to expand. The message - why not Nova Scotia - we're right under your nose.



Under Your Nose street level ads in Boston, March 2007

ONE NOVA SCOTIA *one vision, one perception, one brand.*

That is the goal of the Nova Scotia *Come to life* initiative. The private and public sectors are working together to tell Nova Scotia's great story to the world. By promoting the province as the best place in which to do business, live, work, invest, play, receive an education and visit, we are building a stronger Nova Scotia.

Our people, our products and our quality of life give us a unique advantage we want to share with the world.

The *Under Your Nose* campaign caught the attention of business leaders through newspaper/print, Internet, billboard and television ads. The ads focused on two sectors in Nova Scotia - information and communications technology and life sciences. A number of businesses and organizations in those sectors are thriving in Nova Scotia, for example HB Studios in Lunenburg, AG Research in Sydney and RIM in Halifax. Nova Scotia is also home to the Brain Repair Centre, a charter member of the Nova Scotia *Come to life* initiative. The centre links 100 world-class researchers and physicians specializing in ground-breaking brain repair treatments and technologies. Internationally-renowned neurosurgeon and life sciences researcher Dr. Ivar Mendez is chair of the centre. "Nova Scotia has provided a special environment and neuroscience research infrastructure that has attracted a unique group of world-class researchers and clinicians working together to find new therapies and treatments for diseases previously thought to be incurable, such as Parkinson's disease, stroke, spinal cord injury and psychotic disorders," said Dr. Mendez.

Two television ads were also produced for the *Under Your Nose* campaign, and both appear on the popular YouTube website.

www.youtube.com/novascotialife

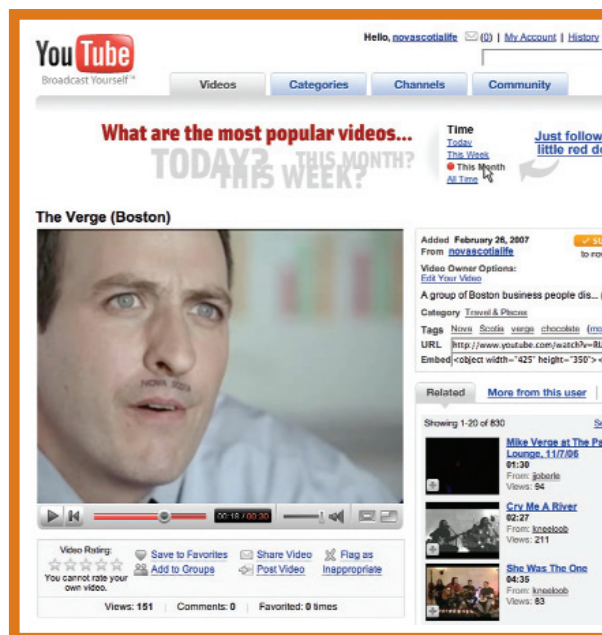
Under Your Nose started February 19th and ran for four weeks. Just two weeks into the campaign the novascotialife.com website had 23-hundred more visitors. In Boston, one of our sounding board members commented that the campaign was the talk of one of the city's popular St. Paddy's Day parties, and the feedback was good!

TARGETING EX-PATS

In March, another campaign was launched targeting expat Nova Scotians, between 25 and 35, living in Calgary. The campaign was a tongue-in-cheek call from home focusing on a fictional affliction affecting some Nova Scotians living in Calgary. It is called Calgaria and causes people to lose perspective about the 'good things in life' like time with family and friends, reasonable housing costs, and work-life balance. The campaign featured a website, coasters and posters in establishments frequented by Maritimers, and a fictional 'intervention' video.

The intervention video appears on www.youtube.com and was viewed by thousands of people across North America. The calgaria.ca website recorded more than 36,000 hits over the four weeks of the campaign, which certainly increased the exposure and talk about Nova Scotia.

The reaction to this campaign was mixed. It was designed to be edgy and in-your-face – and while some people loved the approach, others



Under Your Nose television ad was posted on YouTube in March 2007



Calgaria campaign was posted on YouTube and was viewed by almost 2,400 people.

were offended and raised their concerns with us. All points were well taken and will help us with our approach as we move forward with our expat campaigns.

Our goal was to create a buzz about Nova Scotia - and raise awareness that unlike old times, there are real opportunities and great work-life balance here at home. Our private-sector partners tell us they need workers, and labour market projections indicate a true work shortage is on the horizon. We want people to think about coming home to Nova Scotia as an option.



CHARTER MEMBERSHIP

A pivotal component of the Nova Scotia Come to life initiative is our private sector support. This is something we want to build on in 2007. Recently, our Brand Team facilitated workshops in Truro, Sydney, Antigonish, Lunenburg, Wolfville and Halifax. The purpose of these workshops is to educate Nova Scotia companies, organizations, municipalities, associations and institutions about the initiative, its goals, what we've done to date and how they can get involved.



Nova Scotia Come to life workshop in Lunenburg, Nova Scotia

The workshops have generated a lot of interest in charter membership. We are thrilled!

Our first Charter Member event of 2007 will be held on May 17th at the World Trade and Convention Centre. The day will feature an opportunity for current Charter Members to exchange ideas, and we will also welcome a number of new Charter Members to our broader Brand Team including the Black Business Initiative, Acadia University, Dalhousie University, BioNova, Destination Halifax and NSCC at large, Wearwell Garments, the Hawk 101.5 Radio, and HB Studios – to name a few.

CHARTER MEMBER NEWS

Our current charter members have been busy making news.

- Congratulations to EastLink, named one of Canada's 50 Best Managed Companies for 2006. The award was established in 1993, recognizing Canadian companies that have implemented world-class business practices and created value in innovative ways.
- EastLink is also helping to connect Canadian Forces personnel with family and friends by providing an Internet service that brings together military families and their loved ones abroad via video teleconferencing.



Prime Minister Stephen Harper helps to rename the Halifax Stanfield International Airport, February 2007

- Halifax International Airport was renamed the Halifax Stanfield International Airport in February, and the same great service remains. HSIA earned two first place finishes in the 2006 Airport Service Quality survey, a global airport customer service ranking program. HSIA also ranked first in overall passenger satisfaction for airports worldwide with under five million passengers, for the fourth consecutive year.
- The Brain Repair Centre, as lead tenant of the Life Sciences Research Institute at Dalhousie University, got a big boost in the recent federal budget. The Institute will receive \$15 million

in funding to help establish itself as a centre of excellence in research and commercialization.

- RCR Hospitality Group is bursting! Nova Scotia's Chefs have rated RCR corporate Chef Tahir Salamat, Chef of the Year. This is yet another award in a long string of honours for RCR Hospitality Group, owners of ONYX recently named 'Best Restaurant in Halifax,' by Where to Eat in Canada.
- EduNova, Nova Scotia Business Inc. and the Department of Education recently hosted a Nova Scotia education day in Ottawa. Over 100 Ambassadors, High Commissioners and Foreign Service Officers participated in two events showcasing Nova Scotia's world-class education and training sector. Two international students studying in Nova Scotia made presentations. Jeong Jeong Ra, a grade 12 student at Northumberland High School, and Alyaa Abouzeid, a Dalhousie University medical student, praised Nova Scotia for providing them with a warm welcome and world-class education.
- EduNova has partnered with Etihad Airways, the national airline of the United Arab Emirates and one of the world's newest and fastest growing airline services. Etihad and EduNova will jointly market their services to students and families in the Middle East.
- Saint Mary's student Duncan Enman made Nova Scotia proud this month. The 23 year old student was selected to compete at the ACE's (Advanced Canadian Entrepreneurship) Canada Student Entrepreneur of the Year competition. While he didn't win we're told he made lots of good business contacts for Nova Scotia and the judges raved about him. Enman founded and currently owns canstockphoto.com.



NOVA SCOTIA

Come to life

novascotialife.com

SOUNDING BOARDS

The Nova Scotia *Come to life* team met with members of the Calgary, Ottawa and Toronto sounding boards in March. Members received an update on the initiative and provided feedback on marketing campaigns in those cities. Sounding board members are volunteer ambassadors for the initiative and provide valuable input on what is being said about Nova Scotia in their markets. They advise on our messages and provide input on opportunities in these key markets.

We have a new sounding board in Houston. We met with members of this board May 2nd during the Offshore Technology Conference. They are an energized group and are looking forward to helping Nova Scotia move forward. Houston – *we have lift off!*

If you know of someone living in the Houston area, who has a Nova Scotia connection, let us know at jones@novascotialife.com or www.novascotialife.com.

POSITIVE PARTNERSHIPS

Nova Scotia *Come to life* is always looking for ways to educate Nova Scotians and the world about the opportunities in our province.

In the last few months we have partnered with three different government departments to help to make that happen. We are involved with Opportunities Nova in partnership with the Department of Education, the IPAC conference with the support of the Public Service Commission of Nova Scotia, and the launch of techportjobs.com in association with NSBI.

TECHPORTJOBS.COM

Nova Scotia's information technology sector continues to grow which is why the Information Technology Industry Alliance of Nova Scotia, in partnership with NSBI and Nova Scotia *Come to life*, created an IT focused job site, techportjobs.com. The site is free, user friendly and confidential. It features information on living-in, and relocating to Nova Scotia, news on development and training programs and ICT sector statistics. Nova Scotia is taking a step towards building a more sustainable workforce in the information and communications technology industry and techportjobs.com will help take us there.

OPPORTUNITIES NOVA SCOTIA

Opportunities Nova Scotia wants to help Nova Scotians stay here or move home, attract newcomers, and tell people about the many great opportunities available in Nova Scotia. The Nova Scotia Department of Education with the support of the Nova Scotia *Come to life* initiative is working with business, local municipalities, regional development authorities and other government departments and agencies, to connect employers and job seekers through a series of job fairs across the province and in major Canadian cities.

Job seekers get direct access to employers with current job openings. Experts are on-hand with career planning advice and job seekers can match their skills with available opportunities through skills upgrading and education.

Employers learn more about employment trends and the best practices to help attract, and keep, good people. Events are planned within Nova Scotia and key cities across Canada.

The flyer for 'Opportunities Nova Scotia' features a group of diverse people smiling. Below the photo, it lists various job sectors: Health Care, Customer Service, Hospitality, Transportation, General Labour, Sales, Administration, Human Resources, Law & Security, Social, Technical & Public Policy, Engineering, Accounting, Finance, Science, and IT. It includes the text: 'Join us at an Opportunities Nova Scotia Job Fair. Meet employers that are looking for IT open positions in all business sectors across Nova Scotia. There are plenty of great job opportunities in our province! Starting out or moving up - come meet your future!' and 'The Nova Scotia Department of Education'. At the bottom, it lists four job fairs: May 1 - Halifax (1000 University Ave, 10:00-12:00), May 3 - Halifax (1000 University Ave, 10:00-12:00), May 10 - Port Huron, Michigan (1000 University Ave, 10:00-12:00), and May 22 - Yarmouth (1000 University Ave, 10:00-12:00). It concludes with 'Job seekers can visit www.jobboom.com to view current opportunities.'

IPAC NEW PROFESSIONALS CONFERENCE

Nova Scotia had a strong presence at the Institute for Public Administration of Canada (IPAC) 2007 New Professionals conference in Toronto on March 1 and 2. More than 350 young professionals, managers and human resource professionals who work with municipal, provincial and the federal public service attended the conference. The two-day agenda focused on the future of the public service workforce, recruitment and retention, and the need to plan for the expected skills shortage. Nova Scotia's delegation included GoverNEXT – Nova Scotia's public service youth network – and the Nova Scotia *Come to life* team. GoverNEXT and *Come to life* partnered to raise awareness about Nova Scotia's attributes and the opportunities available in the province in the public sector.

"In my opinion, Nova Scotia stole the show," said Bill Lahey, deputy minister, Environment and Labour and deputy champion for GoverNEXT.

"I talked with a lot of people at our *Come to life*/GoverNEXT booth about their perceptions of Nova Scotia," said Michelle Lucas, the

GoverNEXT representative for Communications Nova Scotia. "I think many of them were surprised to hear that Nova Scotia is more than a vacation destination – that many young people are excited about their careers and their futures here." GoverNEXT representatives are currently in discussions with IPAC to host the 2009 event in Halifax.



WEBSITE UPGRADE

The Nova Scotia *Come to life* website, novascotialife.com is undergoing a facelift. The homepage will soon feature a blog by Stacey Jones-Oxner, a member of our *Come to life* team and a few charter members. It is a perfect opportunity to share some of our partners' successes. The upgraded site will also feature forums for charter members and sounding boards. We welcome your ideas and thoughts about our initiative and encourage you to visit our website.

Help us – help you

If you're planning a trip or a trade mission, take a piece of Nova Scotia with you. For example, there are bookmarks, magnets, and notepads available. Contact Communications Nova Scotia for more information. And remember, artwork for various materials is available on the Partner Login page at www.novascotialife.com. Produce what you like and take our message aboard.



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