

Come to Know

AN UPDATE ON COMMUNICATING
NOVA SCOTIA'S BRAND

DECEMBER 2006

People are talking about Nova Scotia *Come to life*. The initiative is gaining momentum. The *Come to life* message is spreading and we have a new addition to the project team. It is an exciting time!

CHARTER DAY

We have welcomed twelve more charter members, doubling the number to twenty-four companies and associations supporting our brand and using our promotional tools to help shine the spotlight on this great province.

The new charter members include: EastLink, Canadian Manufacturers and Exporters, Eassons Transport, Oxford Frozen Foods, Michelin, Saint Mary's University, Acadian Seaplants, Credit Union Atlantic, Brain Repair Centre, Cape Breton Partnership, C-Vision and Glenora Distillery.

Charter members, business leaders, ministers and Nova Scotia Premier Rodney MacDonald gathered on October 4th at the World Trade and Convention Centre for a day highlighted by a signing ceremony for our 12 new members.

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12 new companies sign the Come to life Charter.



Some fun rivalry between Charter Member – Chuck Bridges of SMU and Premier Rodney MacDonald, a St.F.X. grad.

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.



NOVA SCOTIA

Come to life

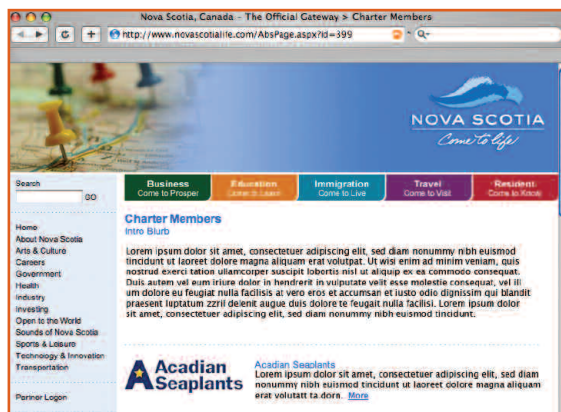
novascotialife.com



Don McEachern, CEO, North Star Destinations

Guest speaker, Don McEachern, an expert in place branding, shared his insights on what has worked in other locations and was positive on what Nova Scotia is doing. Other networking opportunities involved discussions about collaboration, brand integration and active participation in the brand initiative from the private sector. Two charter members, EduNova and the Nova Scotia Fruit Growers' Association have joined forces to collaborate on an international marketing effort – sending Nova Scotia education and Nova Scotia Honey Crisp apples to Dubai in February 2007. “An example of Brand NS’s positive effect!” said Dela M. Erith, Executive Director of the Nova Scotia Fruit Growers’ Association.

The novascotialife.com website will soon feature a link to our charter members where you will find a list of our members with information about what they’re doing in Nova Scotia and around the world. The page will also explain charter membership, and provide information on becoming a charter member.



STRENGTH IN NUMBERS

We want more people to know about the *Come to life* initiative, so watch for us in your community. Over the next few months we will be staging workshops in various locations including Halifax, Cape Breton, Annapolis Valley, South Shore and Antigonish. If you would like to join us, or know of companies or organizations that may be interested in attending, please call 424-4163.

ON THE ROAD

Our *Come to life* message is getting a lift. Earlier this year Eassons Transport put reflective *Come to life* decals on their tractor trailers – and they appear to be getting a lot of attention. An Antigonish County businessman noticed the decals and walked into a Service Nova Scotia office and asked how he could get involved. Since then, reflective decals have been shipped to his company and will be with him as he makes weekly trips to Toronto. Atlantic Wholesalers is getting on board too. Soon the *Come to life* message will appear on 50 of their tractor trailers, spreading our message throughout the Maritimes.



PRIDE OF PLACE

Our pride of place campaign continued through the fall with newspaper, TV and radio ads. While the campaign is mainly focused on the private-sector success stories in Nova Scotia, a series of ads also promoted some of the good work in the public sector. Our private-sector features included the Brain Repair Centre, C-Vision, High Liner Foods, Lakewind Sound Studios, Nautel Ltd, and WearWell Garments. These companies are all great examples of the success that is possible right here in Nova Scotia.



THINGS HAPPENING

Grabbed from the headlines. Here is what people are saying about Nova Scotia:

- Nova Scotia is leading the way as one of the fastest growing cancer research communities in Canada. (*Cancer Care NS*)
- Nova Scotia should see economic growth this year of about two percent. (*Atlantic Provinces Economic Council; Daily News 11/7/2006*)
- Halifax Port Authority announced a \$1.5 million dollar dredging project, a move that will give Halifax the deepest sea berths in North America. (*Daily News 11/04/2006*)
- Dalhousie University topped the list of the best places in Canada for researchers to work. (*The Scientist Magazine*)
- Nova Scotia's well-educated workforce and its relatively low costs keep attracting financial services companies. (*Chronicle Herald on Citco opening*)

REACHING OUT

The *Come to life* message was front and centre at the Boston tree lighting ceremony this year. Boston business leaders got to see what Nova Scotia has to offer during a reception prior to the tree lighting. A video capturing the uniqueness of Nova Scotia kicked off the reception followed by remarks from Tourism, Culture and Heritage minister Len Goucher. This was an excellent opportunity to reinforce the Nova Scotia story in a key market. Before the Nova Scotia contingent left Boston, there was clear understanding of the opportunities Nova Scotia has to offer.

The Boston visit also included an important discussion with the Boston sounding board. We collected feedback on the Brand initiative to date, and received input on plans for an external marketing campaign in the city. This session also included Tourism, Culture and Heritage officials who discussed tourism marketing plans as well.

It was a perfect opportunity to collaborate in the best interest of Nova Scotia.

The *Come to life* initiative launched its external marketing campaign in December, targeting audiences in Calgary and Boston. The Calgary campaign put an emphasis on ex-pats. In Boston the focus is on business. There was plenty of media coverage for our launch of both campaigns. CBC, CTV and Global all provided television reports, both nationally and locally. The Chronicle Herald, the Globe and Mail and the Calgary Herald all picked up the story and the response from the private sector has been very supportive. Our marketing campaign will reach even further in the New Year. Stay tuned.



Ottawa is also an important market where Nova Scotia wants to be seen and heard. In October, business leaders and cabinet ministers staged Nova Scotia Days in Ottawa. A highlight was Premier Rodney MacDonald's address to the Canadian Club where he promoted Nova Scotia businesses and our people.

"I think this was a worthwhile initiative for business, educational, and government people to get together in Ottawa to listen, exchange ideas and perhaps, most importantly, let others know about the very positive things happening in Nova Scotia," said George Sutherland, general counsel Michelin North America (Canada). "I appreciated the opportunity to attend." Michelin, a charter member, and a number of other Nova Scotia businesses traveled to Ottawa at their own expense to participate in Nova Scotia Days.

On the international stage, Nova Scotia welcomed more than two thousand delegates from more than 100 countries during the recent Global Micro-credit Summit in Halifax. Our *Come to life* team was on-hand sharing the Nova Scotia story with the world.

POSITIVE PARTNERSHIPS

Celebrating the arrival of 2007 with *Come to life!*



Come to life initiative was one of just five sponsors for Breakfast Television's New Year's Eve Bash at Grand Parade in Halifax. This was the 13th year for the event. The show aired live on ASN and CTV. Bruce Guthro was the headliner. Hundreds of people gathered to watch the event and many were sporting new *Come to life* toques. Our *Come to life* television ads, and a message from Premier Rodney MacDonald aired throughout the broadcast. Our positive Nova Scotia messages were seen by thousands of people. We're spreading the word and getting Nova Scotians excited about our province!

NEW ADDITION

The *Come to life* project team has a new member. Stacey Jones-Oxner, most recently seen on Global Maritimes, has joined the team. Stacey has more than 15 years experience in the media, 12 of those as anchor/producer and reporter with Global. Stacey will be working on our charter membership and sounding boards – and we're absolutely delighted to have her on-board.

HELP US - HELP YOU

If you're planning a trip or a trade mission, take a piece of Nova Scotia with you.

There are bookmarks, magnets, notepads and trivia pieces available. Contact Communications Nova Scotia for more information. And remember, artwork for the different materials is available on the Partner login page at www.novascotialife.com. Produce what you like and take our message abroad.



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