

Come to Know

AN UPDATE ON COMMUNICATING
NOVA SCOTIA'S BRAND

DECEMBER 2007

Happy Holidays everyone! Nova Scotia *Come to life* has been busy. The team has grown tremendously and is now supported by 89 charter members. Together with government departments and agencies, the Nova Scotia story is being told in key arenas across Canada, the U.S. and beyond. The Nova Scotia *Come to life* team has been busy telling the world about Nova Scotia, its many attributes and success stories, and we plan to be just as busy in 2008. Here is what we've been up to.

Three charter signing ceremonies were held this fall. We were in Sydney on October 18th and

welcomed 15 new charter members to the team. The new members signed the Nova Scotia *Come to life* charter at a signing ceremony at the Delta Sydney. They are: AG Research; Lakewind Sound Studio; Cape Breton County Economic Development Authority; Laurentian Energy; Protocase; Icon Communications and Research; Polysteel Atlantic Limited; Cape Breton University; Sydney Area Chamber of Commerce; Techlink; Coastal Community Radio Co-op Ltd.; Maritime Environmental Training Institute; Sydney Downtown Development Association; Destination Cape Breton Association; and Advanced Glazings.



Nova Scotia Premier Rodney MacDonald and new charter member Fred Lavery of Lakewind Sound Studios

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.

NEXT STOP - ANTIGONISH



New Charter Members at Charter Signing Ceremony in Antigonish.

Premier Rodney MacDonald welcomed 11 new charter members in a ceremony at the Keating Millennium Centre. St. Francis Xavier University, XFM radio; MacIsaac Kilt Makers; Ross Screenprint; Antigonish Area Partnership; Casket Printing and Publishing Ltd.; AA Munro Insurance; Bergengren Credit Union; Highland Place Group; Strait Highlands Regional Development Agency and Antigonish Farmers' Mutual were added to the fold.

And the last stop was the beautiful NSCC Waterfront Campus in Dartmouth. Another 15 charter members from the Halifax Regional Municipality joined. They were: Keane Canada; Queen Street Studios; Nautel; Modern Media; Immediac.com; Southwest Properties; Propeller Brewing Company; Sampling Technologies Inc.; Neptune Theatre; The People Bank; Aerospace and Defence Industries Association of Nova Scotia; Archway Search Consultants; East Coast School of Languages; Farnell Packaging Limited; and NSCC.

“NSCC is a living example of the Nova Scotian qualities the Come to life initiative promotes,” said NSCC President Joan McArthur-Blair. “Whether it’s in the classroom or in the community, NSCC students and faculty demonstrate the kind of innovation, commitment and creativity that draws people

to this province. It’s no wonder most of our graduates choose to launch their careers here at home.”



Dartmouth Charter Signing event at NSCC Waterfront Campus

Holding charter-signing events in communities across Nova Scotia was a huge success. Thank you to the charter members who first suggested this; we will be doing it again. In fact, this spring we hope to be on the road again. If your company, association or institution would like to become a charter member, contact us at novascotialife@gov.ns.ca.



NSCC - Waterfront Campus



NOVA SCOTIA

Come to life

novascotialife.com

The Nova Scotia *Come to life* initiative is reaching out to its target markets. A campaign focused on expatriates in Toronto and Calgary was launched on November 5th. The ads play off of directional road signs. There are certain things Nova Scotia has to offer, things that are unique to the province. The *Come to life* road signs point people in the right direction (east on the 401 and Trans-Canada Alberta) and feature such examples as life, opportunities, the ocean and, more humorously, donairs. The campaign is getting some great feedback. A woman in Toronto penned a letter to the editor at the Chronicle Herald after spotting the “donair” sign at Yonge and Finch saying: “I may have hopped in my car and driven east, just as the sign beckoned. Of course, scarcely a soul in Toronto knows what the heck a donair is, so it truly was an inside thing and intensely evocative for us gone-aways!”



Calgary/Toronto *Come to life* billboard campaign

An event called Opportunities Nova Scotia was in Toronto and Calgary at the same time as the *Come to life* campaign, recruiting people for jobs in Nova Scotia. Nova Scotia *Come to life* was a proud supporter of the Opportunities Nova Scotia networking events held in Calgary, Edmonton, Ottawa, Toronto and Mississauga. The events brought together major Nova Scotia companies, with job openings, and job seekers looking to

make a move to Nova Scotia. Hundreds of people turned out to each event. One Halifax woman living near Oakville, Ontario said she saw the Opportunities Nova Scotia ad on the bus which read “It’s time to Come Home”. She yelled out. “You’re darn right it is!” to the amusement of others on the bus!

Nova Scotia *Come to life* is also in the Boston market right now. The “Under Your Nose” campaign will be featured in that market. We are using television ads developed last year. They seem to be a real hit. We’re now working on creative that will help compliment those ads. The message will be – if you’re thinking of investing, or if you’re looking for that next great place to expand your business, check out Nova Scotia. Nova Scotia is right “Under Your Nose.”



Boston billboard

There’s more Boston news to share. This year, Nova Scotia *Come to life* was the title sponsor of the Boston Tree Lighting event. We had some great exposure during the live televised event and we handed out *Come to life* toques to the people of Boston. The hats were very popular and were embroidered with the logo and website. Visits to our website that day spiked with a total of 5,900 page views on **novascotialife.com**. The daily average for November was 2,600.



Some children in Boston, sporting Nova Scotia *Come to life* toques.

For more than 30 years, Nova Scotia has donated a giant evergreen to the people of Boston as a thank you for their assistance after the 1917 Halifax Explosion. Every year, that giant tree is put on display at the Boston Common and is the centre of a televised event, “The Boston Tree Lighting.” This year, Nova Scotia *Come to life* was front and centre at the event, providing some great exposure in a key U.S. market. This year’s tree is a 14-metre white spruce grown in Granville Centre, Annapolis County by Christopher and Lisa Hamilton.



Tree on Commons

people to watch great entertainment and countdown to the New Year. The show is seen right across Canada. It is a great opportunity to inform Nova Scotians and others about our initiative and our province.

During this event, we will hand out those same toques we gave to Bostonians, all embroidered with Nova Scotia *Come to life*, which includes our web address: novascotialife.com. We handed out similar toques at last year’s event. To help measure the success of that exercise, we looked at the number of hits to our website. Between December 24th, 2006 and January 14th, 2007 we had more than 500,000 website hits. There was a spike on December 31st of more than 66,000 hits.

FOCUS ON YOUTH

When Nova Scotia *Come to life* hosted information workshops last spring, many attendees talked about the need to educate our young people about the

opportunities available in this province. This year, our young people are a priority of the Nova Scotia *Come to life* initiative. The *Come to life* team is conducting focus groups across the province to get a sense of what young people think about Nova Scotia and their future here. The feedback received in these focus groups will help shape a post-Christmas campaign that will strive to educate young Nova Scotians about their province, its economy and job prospects. Nova Scotia young people need to know that Nova Scotia can be an option for them. They can thrive and succeed here, and many of our charter members are proof.

FOLLOW UP RESEARCH

The Nova Scotia *Come to life* team conducted perception research in March and the results have now been packaged in reports. Highlights of that perception research include:

Inside the province, the perception of Nova Scotia's business climate is up by several percentage points when compared with the bench-mark research carried out in March 2004. But confidence in the Nova Scotia economy has decreased slightly. Unaided recall of *Come to life* advertising was 8 percent, while more than 8 percent – (27 percent overall), agreed the Nova Scotia *Come to life* ads – featuring facts about the province, were enjoyable and made them feel proud.

In Boston, Toronto and other Atlantic Canadian provinces, ratings of Nova Scotia as a tourism destination remained high. The rating of Nova Scotia as a good place to live and work is up by 6 percent in Toronto and Boston and 9 percent in other Atlantic Provinces. However, the perception of Nova Scotia's labour force being skilled and accessible at competitive rates is slipping. Boston business people remain the least-informed about Nova Scotia.

In Ottawa, the perception, among senior civil servants, of Nova Scotia as a good or excellent place to do business is up by 6 percent points. Their perception of Nova Scotia as being a good or excellent place to do business is up by 10 percent.

Benchmark research was completed in Houston and found that this particular market needs to be educated on Nova Scotia in general. There is significant opportunity to shape Houston business peoples' understanding of Nova Scotia.

Benchmark research was conducted in Calgary. When asked to rate Nova Scotia as a place to do business, only 11 percent agreed with that statement, 7 percent thought the quality of life in Nova Scotia was declining, and only 7 percent thought Nova Scotia was a great place to open a business.

Perception research of course is affected by many things, but it is evident that more education is needed in these target markets about Nova Scotia and its many attributes.

The goals for 2007-08 are to continue to undertake a series of targeted communications and marketing activities in key arenas throughout the province, the country and abroad. It is also imperative to further develop private-sector and government engagement of the initiative.

NOVA SCOTIA NEWS

There is always plenty of good news happening around Nova Scotia. Here is a Come to Know headline capsule:

- Congratulations to the **Nova Scotia Fruit Growers Association** for taking a major step forward in the exporting of Nova Scotia apples. Nova Scotia apples have become the first Canadian apples to be exported to the United Arab Emirates. In February, Dela Erith from the Nova Scotia Fruit Growers and a Nova Scotia Department of Agriculture representative went to Dubai to attend the Gulf Food Show to investigate the appetite for Nova Scotia apples. Contact was made with an importer, who was sent apple samples in March. The importer was pleased with what he received and came to Nova Scotia in June to tour the apple industry. He was impressed and placed an order. An initial container load (1,000 cartons or 42,000 lbs) of Nova Scotia Cortlands, McIntosh, Jonagold, Red Delicious and Honeycrisp™ apples were shipped by sea to Dubai. Fantastic news!
- **HB Studios** is expanding its operations in Nova Scotia with the creation of a new studio in Halifax. "We are at capacity in our Lunenburg HQ so the creation of this new studio provides us with the necessary space to take on further development opportunities and also gives us access to another recruitment option in the broader region." HB Studios Halifax will open on January 2, 2008 with 20 staff and two projects in place.
- Another *Come to life* charter member has reason to celebrate. Amherst based, **C-Vision** has been awarded a multi-million dollar contract to manufacture communications equipment used in the defence industry. The \$7.5 million deal was signed with Rockwell Collins Inc of Iowa.
- Congratulations to **MedMira** President and CEO Hermes Chan. Chan was named the top bioscience innovator of 2007 at the Economist's sixth annual Innovation Awards Ceremony and Summit in London, England last month. The international event celebrates and explores the achievements of men and women whose ideas are impacting the world. Nova Scotia's MedMira is responsible for the rapid HIV test.
- **Queen Street Studios** (QSS), a new charter member of Nova Scotia *Come to life*, is a finalist in the New Business of the Year category for the Halifax Chamber of Commerce's Halifax Business Awards. The award will be given out January 31st. And QSS is working on keeping Halifax's creative intellectual property in the province and is working on an incubation program for students. We'll keep you updated on their progress.

- Congratulations to **Robert Risley**, president and founder, RCR Hospitality Group and a big support of Nova Scotia *Come to life*. He has received a lifetime achievement award from the Restaurant Association of Nova Scotia (RANS). The award recognizes Risley's outstanding contribution and service to the Nova Scotia restaurant industry. As a recipient of this award, Risley has been inducted into the Nova Scotia Restaurant Hall of Fame. "It is an honour to be recognized by my peers," said Risley. "I am proud to be a part of the hospitality industry in Nova Scotia and to have helped develop our industry into one of the best in the world."



Cassie J Doyle, Deputy Minister of Natural Resources Canada presents the award to Donald Dodge, Program Administrator, Retire Your Furnace

- **Conserve Nova Scotia's** efforts to promote energy efficiency has earned Nova Scotia an award from Natural Resources Canada. The province's energy efficiency agency received the 2007 Energy Star Promotional Campaign of the Year Award. The award recognizes the agency's two-phased Retire Your Furnace rebate program that helped offset the cost to purchase qualifying energy-efficient oil appliances. The program helped more than 3,500 Nova Scotians reduce home-heating costs by up to 35 percent and cut greenhouse-gas emissions.

TOOLS FOR PARTNERS

Nova Scotia *Come to life* has developed a new video "Drop In on Us" for use at events, trade shows and other venues.

Warning: it will give you goosebumps!

That video can be viewed on our website, www.novascotialife.com. Just look to the left on the homepage.

Another tool that has come in handy for many of our government departments is the *Come to life* folder. Inside you'll find interesting facts about Nova Scotia for immigrants, business, students, etc. The other side is open for your company, organization or government department to use. The art work for these folders is available on our partner resources page.



We have also developed a new "guide" for Nova Scotia *Come to life* and it is available for all of our partners. It is an updated version of the "Brand Guide Book".

As always, if you have any questions, concerns or advice for the Nova Scotia *Come to life* team, our inbox, phoneline and door are always open. You can reach us at novascotialife@gov.ns.ca or by calling **424-4163**.

Help us – help you

We are always looking to extend our reach, so when planning an event, keep Nova Scotia *Come to life* in mind. If you're organizing a trip or a trade mission, take a piece of Nova Scotia with you. For example, there are lure brochures, bookmarks, pens and notepads available. Various materials are also available on the Partner Resource page at novascotialife.com. Produce what you like and take our message abroad.

