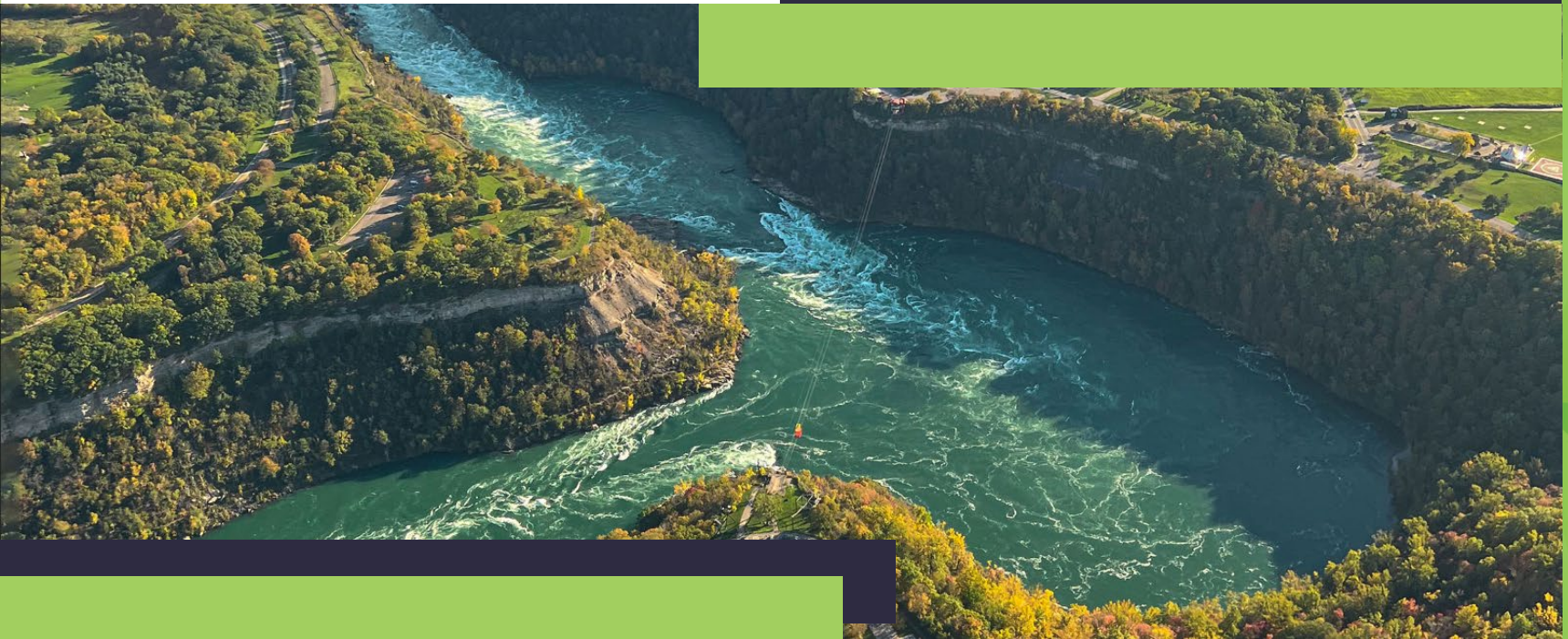


ECONOMIC DEVELOPMENT MARKETING UPDATE

Presentation by: Katie Desharnais
Strategic Marketing Manager | Economic Development



Key Marketing Activities Underway to Achieve Strategic Goals



- We began production of a series of 12 videos that will showcase Niagara businesses as ambassadors.
- Video theme will be '**Why Niagara?**' including their choice to locate or grow in Niagara, support they received etc.
- Highlighting the diversity and innovation within Niagara's existing businesses.
- These will be used to promote Niagara to attract international investment.

Key Marketing Activities Underway to Achieve Strategic Goals

- 1000 Foot Video has finished filming and will be shared in the coming weeks.
- Digital site selection video that speaks to the region's economic advantages including connectivity (highways), post-secondary, location, etc.
- Features quick snapshots of various industries, and transportation and logistics.



Key Marketing Activities Underway to Achieve Strategic Goals



YOUR NEW BUSINESS
ADDRESS, NIAGARA

LEARN MORE

NIAGARA
CANADA

- Niagara Economic Development engaged Post Media for a paid advertorial in the National Post.
- This included featured content that positioned the Niagara region as a desirable location for new investment from the Greater Toronto Area.
- It will run across Canada alongside digital ads all month as well as had a print component in the March 15 copy.

NATIONAL POST

This article is **Sponsored** by Niagara Economic Development

Business-Sponsored

Niagara Region a hotspot for booming businesses

Ben Forrest • Postmedia Content Works
Mar 05, 2022 • 1 week ago • 4 minute read



Developers are actively trying to recruit companies with an attractive business case and key quality-of-life perks for employees. SUPPLIED

If you've visited Canada's Niagara region on holiday, you likely stopped at some of its many tourism hotspots, wineries, distilleries, theatres, heritage sites and world-class restaurants.

Key Marketing Activities Underway to Achieve Strategic Goals



- Creation of Film Industry subpage on NiagaraCanada.ca
- Page will feature:
 - Why film in Niagara
 - Information of Permits
 - Planning your shoot
 - Current Productions & News
 - Intact forum & contact information for each Municipality



Key Marketing Activities Underway to Achieve Strategic Goals

- Digital Programmatic Ad and paid search Campaigns.
- Targeting C-Suite level individuals seeking to relocate their businesses to Niagara, with a focus on those companies within the Manufacturing and Agribusiness sectors throughout North America.
- Both the programmatic display campaign and the paid search campaign will run until the end of January 2023.

NIAGARA
AWARDED THE BEST

With a highly skilled and educated workforce, and an open-for-business attitude, doing business in Niagara has never been better.

NIAGARA CANADA

DISCOVER MORE

NIAGARA
ADVANTAGE

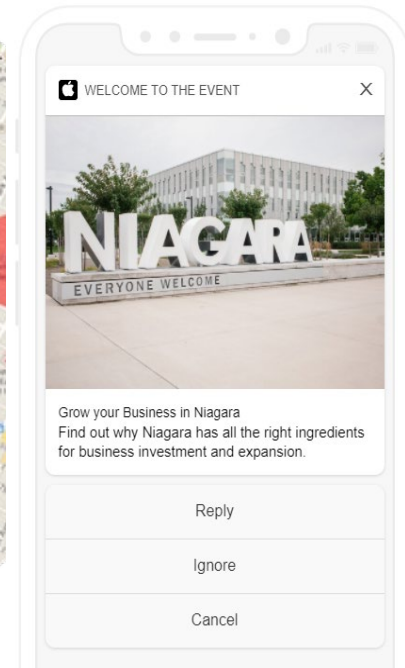
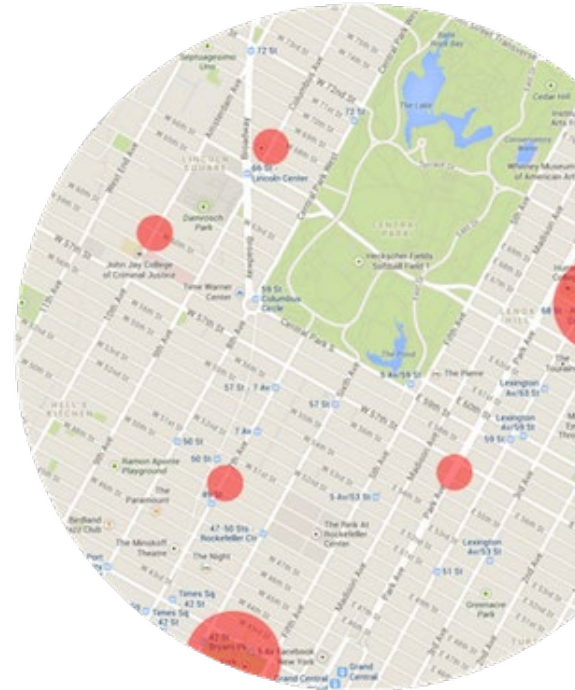
Discover our safe business environment, competitive business costs, access to over 130 million customers within an hour' drive, and much more.

NIAGARA CANADA

DISCOVER MORE

Key Planned Marketing Activities to Achieve Strategic Goals

- Economic Key Sector Event geo-targeted campaigns
 1. FEI Canada Annual Conference (Banff, AB)
 2. Collision, (Toronto, ON)
 3. Toronto Global Forum (Toronto, ON)
- Site Selection Map to enable companies to better research available employment lands, infrastructure availability, and other critical information.



Key Planned Marketing Activities to Achieve Strategic Goals



- Niagara's 10 Year Economic Development Strategy communications and promotional plan
- Airline Project – Working to establish an innovative partnership with an airline as an opportunity to showcase Niagara to passengers within Business Class.

NIAGARA
ECONOMIC DEVELOPMENT

Thank You!

Questions?

Contact:
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