
Orchestrating

A Successful Communication Campaign Through Strategic Integration



#Canada150 and #StatCan100

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Statistics Canada

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Strategic planning to mark and celebrate

#Canada150 and **#StatCan100**

1

Branding and positioning

2

Consulting and leveraging strategic partnerships

3

Engaging with the public and employees

#Canada150

2017 marks the 150th anniversary of Canada's Confederation, a unique opportunity to showcase the wealth of Statistics Canada's expertise and information.

Key themes

- ✓ Diversity and inclusiveness
- ✓ Indigenous peoples
- ✓ Youth
- ✓ Environment



Strong branding and positioning

Who better to help count the 150 candles on Canada's birthday cake than the agency that has been telling this country's story in numbers for more than a century?



Featured on multiple channels

Social media



Website module With homepage visibility

Statistics Canada Statistique Canada

Information for... Browse by subject Browse by key resource About StatCan Canada.ca

Home → Telling Canada's story in numbers

Telling Canada's story in numbers

Participate in our activities

This year, Statistics Canada is joining other Government of Canada institutions to mark the 150th anniversary of Confederation. To celebrate, we will be telling Canada's story in numbers, and there is quite a story to tell! From the Canada Year Book, first published in 1867, to releases in *The Daily*, Statistics Canada's data have chronicled the lives of Canadians throughout our history.

So, what are we bringing to the party?

- A speaker series
- The Young Statisticians contest to encourage young Canadians to express themselves in a creative and engaging way on Canada 150 key themes
- A blog that shares the views of historians, genealogists, academics and students on how statistics tell Canada's story
- Numerous online activities to provide a historical perspective of Canada and demonstrate the depth and wealth of Statistics Canada's information.

Details concerning these activities will be announced on this page shortly. Stay tuned!

In the meantime, check out the StatCan Blog to learn about how we are [telling Canada's story in numbers](#).

Happy Canada 150!

The Daily

Snapshots from our rich statistical history



In celebration of the country's 150th birthday, Statistics Canada is presenting snapshots from our rich statistical history.

On January 1, 1940, the inventory of cattle and calves in Canada was 7.7 million head. On January 1, 2017, the total inventory sat at 12.1 million head.

The January 1 cattle inventory peaked in 2005 at 14.9 million. The January 1 inventory also rose above the 14 million head level in the mid-1970's, hitting 14.3 million in 1975.

In 1940, dairy cows represented 45.7% of the Canadian cattle herd, while beef cows accounted for 6.5%. These shares have almost reversed over time. Beef cows now make up 31.8% of total cattle, while dairy cows account for 7.9%.

Intranet

With homepage visibility

Telling Canada's story for the 150th anniversary of Confederation

The year 2017 marks the 150th anniversary of Confederation. To celebrate, Statistics Canada will be telling Canada's story in numbers, and there is quite a story to tell! From the *Canada Year Book*, first published in 1867, to releases in *The Daily*, our data have chronicled the lives of Canadians throughout our history. For more information, visit [Telling Canada's story in numbers](#).

Canada 150 is an opportunity to build knowledge and understanding of our shared history, as well as highlight the remarkable story of our country. To learn more about Canada 150 celebrations, consult the [Canada 150](#) (Network B) website or any of the following Canada 150 social media accounts:

Facebook (Network B)
Twitter (Network B)
Instagram (Network B)



My StatCan

Telling Canada's story in numbers



Statistics Canada marks the 150th anniversary of Confederation with a series of activities and events! Our theme—Telling Canada's story in numbers—celebrates how Statistics Canada's data have chronicled the lives of Canadians throughout the country's history. Happy Canada 150!



PPT presentation template



TITLE WOULD APPEAR HERE

www.statcan.gc.ca

Telling Canada's story in numbers

Authors' names could appear here
Authors' names
Authors' names

The date could appear here



Consulting and partnering with key stakeholders

- ✓ Reaching out, initiating discussions and engaging key players, including genealogical associations, historical societies, academics, Library and Archives Canada and Canadian Heritage
- ✓ Sounding board for product/event development
- ✓ Increasing the reach and visibility



Government of Canada / Gouvernement du Canada

Home → Culture, history and sport → Events, celebrations and commemorations → Canada 150

CANADA 150

#Canada150

Explore our country

Explore our country's history, multicultural heritage and diversity. Discover the activities taking place in Canada's national museums and parks, heritage spaces and historic sites or enjoy the great outdoors, there is something waiting for you!

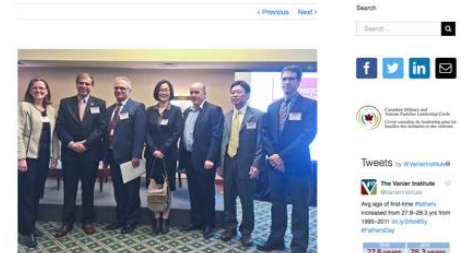


Telling Canada's story in numbers

Statistics Canada celebrates Canada 150 by [telling Canada's story in numbers](#)! From the Canada Year Book, first published in 1867, to releases in *The Daily*, Statistics Canada's data have chronicled the lives of Canadians throughout our history. Participate in the speaker series, the Young Statisticians contest, a special [blog](#) that shares the views of historians, genealogists, academics and students on how statistics tell Canada's story and the other online activities.



LibraryArchiveCanada @LibraryArchives · Jun 17
For the 1st national census, "Canadian" wasn't an option for the "origin question!" #Canada150 ow.ly/M1MX30cqxQr



The Story of Canada's Ethnocultural Diversity in Numbers

Canada's history is characterized by diversity and complexity — a social reality that predates that nation itself, and one that is continually reflected in Canada's ongoing family diversity.

Understanding this diversity requires both research and conversation, and, since its founding, Statistics Canada has played a key role in facilitating evidence-based conversation through its world-renowned research and analysis.

As Canada celebrates its 150th anniversary, Statistics Canada is continuing this conversation with its [speaker series](#), which brings together academics, historians, students, policy-makers, community organizations and practitioners to explore a variety of themes in the Canadian context.

On April 26, 2017, Vanier Institute CEO Nora Spinks joined the speakers for the first in this series, *The Story of Canada's Ethnocultural Diversity in Numbers*, where she provided a "family lens" and discussed family diversity in Canada alongside a variety of researchers and subject matter experts.

Host

- Aeil Anne, Chief Statistician of Canada, Statistics Canada

Guest speaker

- Peter S. Li, Ph.D., D.Lit., C.M., FRSC, Professor Emeritus, Department of Sociology, University of Saskatchewan

Engaging the public with a compelling program of activities

Speaker Series – Canada 150

Hosted by the Chief Statistician of Canada, this **series of events** is bringing together academics, historians, genealogists, students, policy makers, community organizations and practitioners to discuss Canada's story.

Connecting Stats, Stories and People

A **thematic blog** to read compelling interviews with key data users and stakeholders on how, together, we tell Canada's story in numbers.

Young Statistician Contest

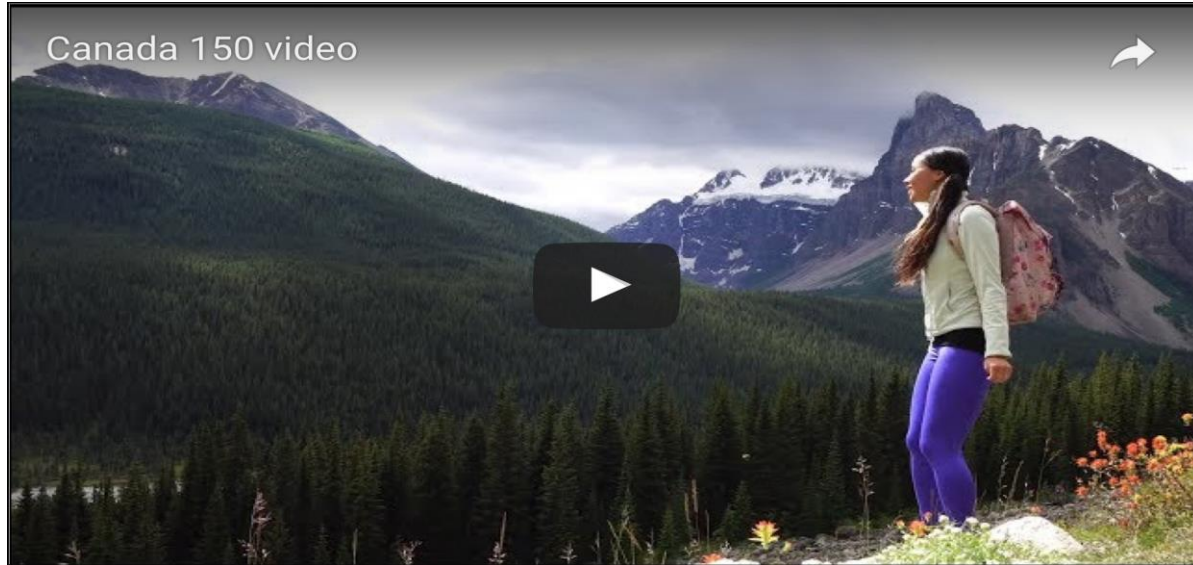
An online **contest** to engage students, aged 8 to 18 years old, to use StatCan data to write and submit short stories illustrating one of Canada 150 key themes.

Social media an online channels

- ✓ Snapshots from our rich statistical history in *The Daily* releases
- ✓ Social media campaigns
- ✓ 'By the numbers' articles
- ✓ 'Canadian Megatrends' articles

Cross-Canada video

<https://youtu.be/LwYTr-4OURw>



#StatCan100

2018 marks the 100th anniversary of Statistics Canada, a unique opportunity to:

- **Commemorate** our past achievements
- **Celebrate** the people that are at the heart of what we do
- **Inspire** a national statistics agency that is fit for the future



100 years Strong!

The branding and messaging will highlight how the organization is **modernizing** and **innovating** to address multiple emerging data needs and expectations. We will:

- ✓ **Reach out** to key players, including employees, federal family and the academic sector.
- ✓ **Engage employees** in finding historical photos and artifacts to create a storyboard '100 years journey of StatCan'.
- ✓ **Increase the reach and visibility** through Agency-wide branding, strategic partnerships and extensive use of social media to reach non-traditional audiences.

External and internal engagement

Planned activities and products

E-publication on the history of StatCan

Exhibit – historical photos, objects and artifacts

Storyboard ‘100 years journey of StatCan’

Chief Statistician of Canada’s **Regional Tour**

Public Relations **Event**

Contest ‘Share your Story’

100 winning stories and testimonial will be posted on the website

Thematic Blog ‘The Next 100 Years of Statistics’

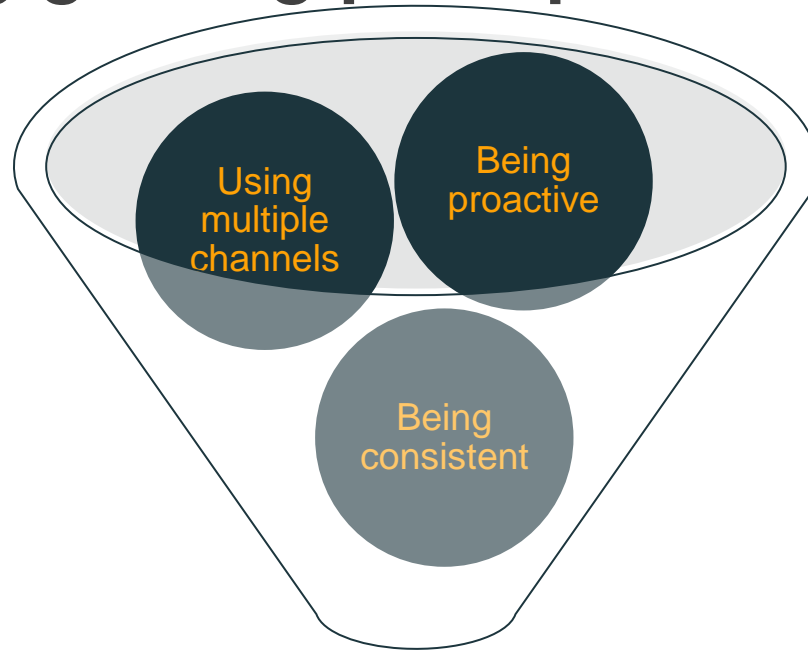
Featuring stories of leaders and changemakers from all over the world

Facebook historical timeline and many **online/social media activities**

Our ongoing guiding principles

#Canada150

#StatCan100



Measuring success
Identifying lessons learned

THANK YOU
