Orchestrating

A Successful Communication Campaign Through Strategic Integration

#Canada150 and #StatCan100

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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

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%.

My StatCan

PPT presentation template

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 1857, to releases in The Daily, Statistics Canada’s daily data products that have chronicled the lives of Canadians throughout our history.

For more information, visit "Statistics 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, contact the Canada 150 (Network 8) website or any of the following Canada 150 social media accounts:

Facebook (F) (Network 8)
Twitter (T) (Network 8)
Instagram (G) (Network 8)
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
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

<table>
<thead>
<tr>
<th>Planned activities and products</th>
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<tbody>
<tr>
<td><strong>E-publication</strong> on the history of StatCan</td>
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<tr>
<td><strong>Exhibit</strong> – historical photos, objects and artifacts</td>
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<td><strong>Storyboard</strong> ‘100 years journey of StatCan’</td>
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<td>Chief Statistician of Canada’s <strong>Regional Tour</strong></td>
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<td><strong>Public Relations Event</strong></td>
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<td><strong>Contest</strong> ‘Share your Story’</td>
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<td>100 winning stories and testimonial will be posted on the website</td>
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<tr>
<td><strong>Thematic Blog</strong> ‘The Next 100 Years of Statistics’</td>
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<td>Featuring stories of leaders and changemakers from all over the world</td>
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<td><strong>Facebook</strong> historical timeline and many online/social media activities</td>
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Our ongoing guiding principles

#Canada150

- Using multiple channels
- Being proactive
- Being consistent

Measuring success
Identifying lessons learned

#StatCan100
THANK YOU