

Creative Brief


Site Selector Video



A Need for Growth



We identified the need for a new, modern tool to support our site selector and investor attraction efforts. To meet this need, we require the development of a high-quality promotional video that showcases Thunder Bay's unique value propositions—highlighting the region's strategic location, skilled workforce, key industries, and quality of life. This dynamic video will serve as a powerful asset in marketing Thunder Bay to national and international investors.



KEY MESSAGING ↗

Small City, Big Possibilities

TRANSPORTATION HUB

Experience unparalleled access to national and international markets through Thunder Bay's world-class transportation network—where rail, port, air, and highway systems seamlessly connect your business to opportunity.

SKILLED WORKFORCE

Thunder Bay's local university and college offer direct access to a highly skilled, future-ready workforce—agile, innovative, and aligned with the evolving needs of industry.

RESEARCH & INNOVATION

Thunder Bay's leading research and innovation institutions are ready to power your growth—offering forward-thinking expertise, cutting-edge technology, and collaborative support to help your business thrive and lead in today's competitive landscape.

NATURAL RESOURCES

Rooted in a historically strong foundation, Thunder Bay's natural resource sectors are being reimagined for the future. With cutting-edge technologies and transformative mining developments, we're revitalizing our forestry and mining industries.



Project Objective

Attract businesses & investors ↗

Position Thunder Bay as one of the most strategic locations in Canada to invest, establish, relocate, or expand a business.

Differentiate Thunder Bay from other small Canadian cities by showcasing our strengths through authentic, honest content. Rather than trying to be something we're not, we highlight what truly sets us apart.

Invite the target audience to join our growth story.

