

Key Collaborative Tactics & Launch Touchpoints

To bring the Our Region, Our Home Inclusivity Campaign to life, we intentionally moved beyond traditional media to create meaningful, community-driven experiences. Every tactic was designed not just to share a message, but to build connection, foster belonging, and celebrate diversity in authentic ways. From grassroots engagement to public activations, our campaign met people where they are - in their neighbourhoods, at local events, and through trusted partners. The following examples illustrate how we collaborated across sectors and communities to ensure this campaign was more than seen, it was also felt.

Campaign Launch Event:

- Launched in front of 3,000+ fans at a **Saint John Sea Dogs hockey game** on March 21, the **International Day for the Elimination of Racial Discrimination**.
- Newcomer families and partners wore **branded campaign shirts** to visibly demonstrate regional solidarity and encourage questions from the community about the campaign.
- The **campaign trailer aired on the jumbotron**, followed by a live **intermission interview** with a featured family.



Public Space & Entertainment Integration:

- **City of Saint John billboard space** was donated to display story visuals and calls to action.



- **Interior city transit ads** promote the campaign across public bus routes.
- Flight 2 is live in market for Q3 2025 and **includes cinema pre-roll ads** now airing across Cineplex screens in the region.
- **AREA 506 Container Village** on the region's waterfront is featuring the campaign trailer on its large waterfront screen, targeting key seasonal festival and events.

Community Toolkit Distribution:

- Every participating settlement agency and municipal partner received a **digital toolkit** to share the videos across their platforms, including:
 - Pre-written social media captions



- Downloadable posters
- Co-branded visuals in both English and French

This ensured unified messaging while empowering each organization to adapt materials for their own audiences.

Through shared leadership and mutual respect, this initiative reflects how intentional collaboration can amplify impact, create lasting assets, and model the inclusive communities we aspire to build.