

SEPTEMBER 1, 2024



SAINT JOHN REGION INCLUSIVITY MARKETING PLAN

ENVISION SAINT JOHN: THE REGIONAL GROWTH AGENCY

PLAN OVERVIEW

Following a campaign run by the Saint John Local Immigration Partnership (LIP) in 2022/2023, Envision Saint John is taking learnings to collaborate on an effective marketing and communications strategy in partnership with the settlement sector, with a goal to engage residents on the value newcomers and people with diverse experiences bring to the region.

We will share success stories of people who have moved to the Saint John Region and are successfully integrated into the community and building a life here.

We will be mindful of ensuring various cultures and skillsets are represented.

Messaging will expand beyond awareness of the value newcomers bring to community, but also allow residents to learn from a range of different cultures and reflect on challenges faced by new residents - while also feeling inspired by their stories.

We will provide public education through storytelling with a goal to start conversations among residents that will encourage inclusivity and celebration of unique perspectives.

The campaign will have translation incorporated to print material and include one francophone profile.

It is important to note that this campaign will evolve and adapt to be implemented in meaningful ways through heritage months and days throughout the year.

TARGET

- Lifelong Saint Johners 30+
- Employers within the Saint John Region

KEY MESSAGES

- Arriving in a new country, city, and home can be a unique and overwhelming experience, but you can help people feel at ease by providing a warm welcome. Together, let's make our communities a better place for everyone to live.
- Newcomers are a critical part in building the Saint John Region's workforce. They are innovators, dreamers and doers. They are active contributors to the community, and they're eager to share their time and talents to move the region forward.

TACTICS/BUDGET

Print/Video Growth Stories - 5 Total

- It is recommended to engage a local videographer/agency to assist in the roll out these stories in collaboration with the Envision Saint John team.
 - The videos will live on Envision's website and shorts will be shared on social media.
 - Ads will link to a campaign landing page that will be developed with a CTA for locals to get involved in their communities settlement agencies. Assets will be available for download via CrowdRiff media hub.

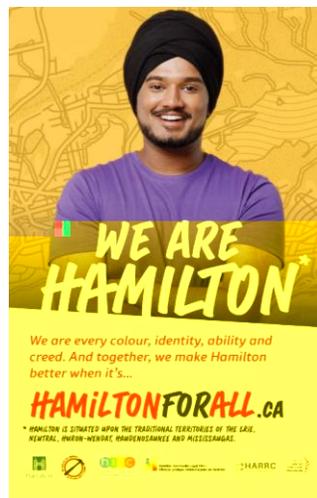
Social Media Ads (6-weeks in market)

- Run creative on Meta and post organically on LinkedIn

Community Outreach

- Partner with local organizations that have an audience ie: Saint John Seadogs, AREA 506 to advertising and connect with residents to build pride of place.

Community Posters



- Following a similar template as the poster above - we will take the 5 video profiles and create digital and print posters for community groups and settlement organizations to display. This is also a great tactic for employer

engagement - as the people that we feature will include those that work at large employers ie: J.D Irving/Cooke etc. will be more likely to adapt and share resources like this within their facilities. Posters will also be delivered to community centres and faith centres within the region.

REPORTING

Tactic	Metric
Social Media	Reach, Views, Engagement
Media	# of articles picked up
Website	Visitors to individual growth stories, Time spent on Page
Posters	# of Employers and Community Organizations to Display

NEXT STEPS:

- Engage & Collaborate Communications Community of Practice (Settlement Sector) **(September 2024)**
- Determine Five Profiles to feature **(October 2024)**
- Engage Videographer/Content Support **(October 2024)**
- Build Workback Schedule, Storyboards **(November 2024)**
- Shoot/Write **(December 2024-February 2025)**
- Present Campaign Deck/Preview to Newcomer Advisory Panel and SJLIP Councils **(December 2024)**
- Campaign Launch **(March 2025)**