



One Calgary Marketing Approach Overview

Campaign concept

To create the campaign concept to inform the visual look and feel of the ads that would promote the service pages and the property tax calculator, the One Calgary communications team considered:

1. Campaign timing (late December to early March)
2. Research on services that were utilized most during the winter season (based on 311 call data, and web research on user searches)
3. One Calgary approach – focus on services and collaboration between services to deliver better service results

Top of mind for citizens during the winter season were: Public Transit, Streets, Sidewalks & Pathways, Parks and Open Spaces and Recreation Opportunities. The concept of “Keeping you on the move” was created to show how these services together helped keep citizens on the move in winter. This concept creates connections that may not be obvious and builds a more comprehensive narrative about the breadth of City services.

Marketing plan

Push 1
(December 2018 to January 2019)

Type	Channel	December					January				Audience
		3	10	17	24	31	7	14	21	28	
DIGITAL	Online Ads										All audiences, including multicultural communities.
	Digital Display Unit Ads										All audiences, including multicultural communities.
	E-Newsletters										600+ subscribers interested in City's planning and budgeting process.
	Social Media										Primary: adults, youth, millennials. Secondary: seniors.
TRADITIONAL	Broadcast - Report to Calgarians Video										TV: adults, seniors. Cineplex: adults, youth, millennials.
	Radio - 30s Spots										Adults 25-54
	Daily Newspapers										All audiences.
	Multicultural Publications										Multicultural communities: Chinese, Punjabi, Filipino, Latino.

Push 2
(February 2019 to early March 2019)

Type	Channel	February				March				Audience	
		4	11	18	25	4	11	18	25		
DIGITAL	Online Ads										All audiences.
	Digital Display Unit Ads										All audiences.
	Search Engine Marketing - Google Adwords										Adults searching for City services and tax related keywords.
	Social Media - Paid Ads										Adults, youth, millennials.
TRADITIONAL	Broadcast - Report to Calgarians Video										TV: adults, seniors. Cineplex: adults, youth, millennials.

Sample ads and some success measures

Online ads



Approx. 140,509 people reached
5.4 times

1.1 million impressions and 141,299 average weekly circulation for Calgary Herald and Metro

Print ads

4 STARMETRO CALGARY

Confronting the 'stigma' of domestic violence in Alberta

All female homicide victims in Calgary and Edmonton in 2018 were domestic violence cases



When 22-year-old Nadia El-Dib was killed by ex-boyfriend Adam Bektihar last March, her family wanted everyone to know her story. "People see domestic violence as certain categories, certain criteria, certain demographics," Nadia's sister Rachana said. "A lot of women would send me a message and say, 'I see myself in Nadia. That could have been me.'" Rachana and her family specifically asked Calgary police to release difficult details about Nadia's murder, and Rachana has become an advocate for preventing domestic violence. She started recording her own podcast and she worked with the charity Gems for Gems to establish a

scholarship in Nadia's name for survivors of domestic abuse who are living in shelters. "We want to be transparent to the public and tell them that, yes, this could happen. This is happening with your neighbours and your own families... This is more of a community problem and an advocacy we should all fight for," Rachana said. "We didn't know how much of a taboo topic this was until this happened to Nadia. Getting that conversation out there will hopefully break that stigma. Nadia is among 10 female homicide victims in Alberta's two largest cities in 2018—all of whom were killed in a confirmed or suspected case of domestic violence."



Station 16 crew's culinary skills go beyond 'hot, brown and lots'

Calgary firefighters have started whipping up far healthier, greener meals of their own between calls. It's about eating healthier, but also team bonding. Get an extra helping of how firefighters cook up a storm at thestar.com/calgary



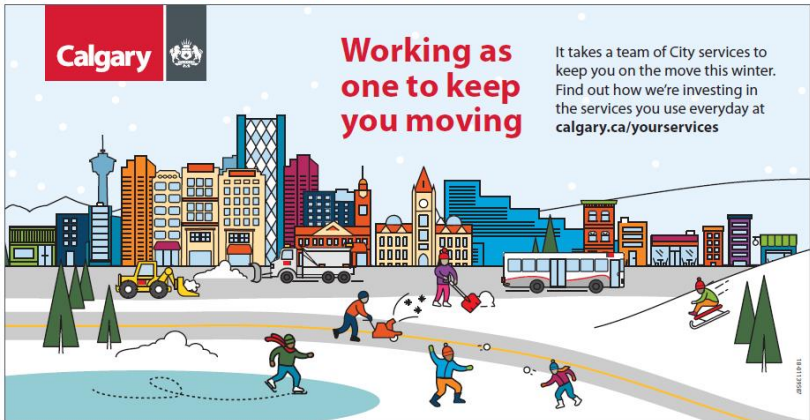
Multicultural publications

Chinese



Total weekly circulation: 125,000

Punjabi



Social media

435,515 impressions and 6,789 link clicks
91,563 video views
2,643 reactions, 341 comments and 90 shares

Facebook

City of Calgary – Your Local Government
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It takes a variety of municipal services to keep you moving this winter.

- There are 16,636 paved kilometres of roadway in our city.
- 3.2 million trips every day on our roads as a driver or passenger with a \$0.20 operating cost per trip.
- 8,219 painted crosswalks.
- 1.1 million people use City sidewalks and pathways every day with a \$0.10 operating cost per trip.
- 99.5% of citizens have access to City parks within a five-minute walk or 400 metres.

Find out how we're investing in the services you use every day and use our calculator to get a breakdown of where your property tax dollars go at calgary.ca/yourservices.



CALGARY.CA
Plans and budget 2019-2022 (One Calgary)
The 2019-2022 Service Plans and Budgets (One Calgary) describe how w...

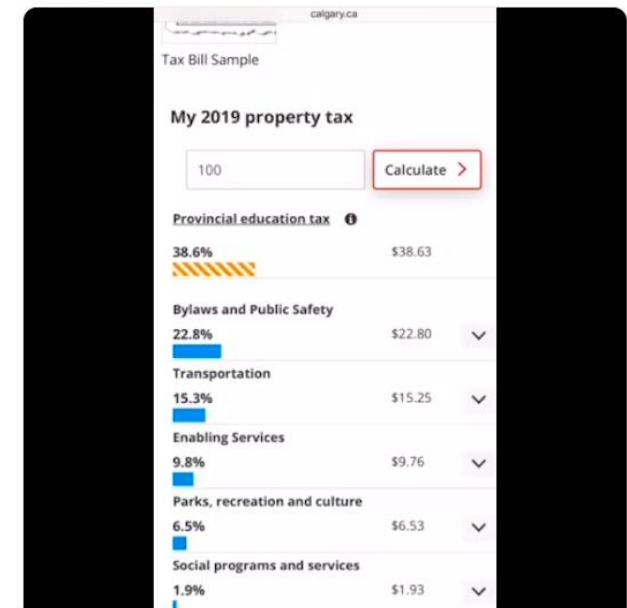
Instagram



Twitter

City of Calgary @cityofcalgary Following

Do you want to know how your property tax dollars are being spent? Use our online tool to get a breakdown. calgary.ca/tax-breakdown



2019 property tax breakdown
Enter your property taxes on our online calculator and get a breakdown for how they were used.