

IMC Project

Group 4

1.0 Project Background¹

In 2017 around 270k immigrants migrated to Canada and out of which 33% are not aware of the settlement services and basic services which are available for immigrants. This campaign focuses on asking the settled people in Vancouver to help the newcomers and immigrants to settle down in Canada and act as a volunteer and to be a part of the change. This Campaign will allow newcomers to get knowledge and easy access to the services that are offered by the Canadian government and will help them to settle down.

Settlement services are those kinds of services which are funded by federal government and help immigrants and refugees to engage and access to meaningful resources and quality services.

This Campaign will motivate settled people aka community navigators to take a step forward and REACHOUT to those who have just recently immigrated to Canada.

1.1 Problems Faced by Immigrants and Refugees²

There are many challenges immigrants face when they come to Canada. Immigrants lack knowledge about the available health services and settlement services. They face a lot of problems in finding useful resources and housing options available to them. But the main reason behind these challenges are language and trust.

Language

Generally there are many people who migrated from country where English is not the first language and hence they don't have that good command on the English Language. Hence language act as a major barrier in communication. Hence they are deprived of various services as they don't get to know that what these services are for and what are their importance.

Trust

When a person shifts to an another country which has different culture, different food and different style of living, its not possible for newcomers to believe what

¹ "Tell A Friend Campaign", Alicia Da Silva & Rachel Marr, Last Accessed on Nov 20, 2018, <https://d2l.langara.bc.ca/d2l/le/content/114916/viewContent/1736927/View>

² "Tell A Friend Campaign", Alicia Da Silva & Rachel Marr, Last Accessed on Nov 20, 2018, <https://d2l.langara.bc.ca/d2l/le/content/114916/viewContent/1736927/View>

everyone is saying. In this situation person goes through trust issue and he or she is in dilemma to whom to trust and to whom not to. This situation is also faced by the those who are settled in Canada as they face trust issues with the Non-Western immigrants.

1.3 Demographics:

Target Group	Nationality	Age	Gender
Target Group-1	Chinese/ South Asian/South Americans	11-17	All
Target Group -2	Chinese	18-50	All
Target Group -3	Chinese	50-75	All
Target Group-4	South Asians	18-50	All
Target Group-5	South Asians	50-75	All
Target Group-6	South Americans	18*50	Alla
Target Group-7	South Americans	50-75	All
Target Group-8	Others	18-50	All
Target Group-9	Others	50-75	All

2.0 Community Navigator

Community Navigators are trained, culturally perceptive volunteers who serves as a link between immigrants and the services that is meant for these immigrants. The Campaign focuses on how to reach these people and to convince them to join us as community navigator. These settled people will be provided with appropriate training and that will make them professional in their volunteer services.

3.0 TACTICS

The entire campaign is going to be based on emotional and inspiring tactics. We believe that emotions are temporary but if a person is inspired he is inspired for life so we will focus on both aspects. We will ask the long term residents about the hardship they faced when they came and how they can save others life from these hardships. This is going to be an emotional touch of the campaign which will

motivate others to help.

Another part of the campaign is based on inspiration. We believe that as soon as someone enters in Canada, irrespective of his country of origin he or she is Canadian. And the true Canadian spirit is to help others. So we will appeal long term residents to take a step forward and show their Canadian spirit. This is going to be the inspiring part of the campaign. We can also link it as give back to society and let's show our Canadian spirit. We will also use "SHARE YOUR TRUE CANADIAN SPIRIT" as our tagline and will motivate them to reach out to someone who really needs help .

4.0 What's the Big Idea?

Canada has a value system which is based on equality , freedom and respect for all individuals in society. Every society is unique because of its own set of values which are important to its members. Canadian value makes Canada an attractive place to live as per many Canadians.³

According to Statistic survey conducted in 2013,only less than 20% Canadians disagreed that ethnic and cultural diversity and linguistic duality is not part of shared Canadian values.⁴

According to the University of Waterloo's Canada Index of Wellbeing , Canadian values include⁵:

- Fairness
- Inclusion
- Democracy
- Economic Security
- Safety
- Sustainability
- Diversity
- Equity
- Health

Taking into consideration all the Canadian values especially Fairness, Inclusion, Diversity and by integrating emotional and inspirational appeals into our campaign we have deduced our big idea which is "**Reach Out**"- **Share your true Canadian spirit.**

³"Canadian Values", Welcome Peterborough, last accessed on Nov 19,2018, http://www.welcomepeterborough.ca/Settling/Canadian_Values.htm

⁴ "Canadian Values",Wikipedia, last accessed on Nov 19, 2018, https://en.wikipedia.org/wiki/Canadian_values#Egalitarianism,_social_equality,_and_peace

⁵ "Canadian Values",Wikipedia, last accessed on Nov 19, 2018, https://en.wikipedia.org/wiki/Canadian_values#Egalitarianism,_social_equality,_and_peace

5.0 IMC

We have divided this whole campaign in 3 phases ; Phase 1, Phase 2 and Phase 3. In all these phases different combinations of IMC media would be used. Every phase would be of 4 months.

First phase would be there to aware the long term residents about the campaign. Second phase would be there where people would start adopting this idea of volunteer and would learn more about the campaign and in the last stage i.e. third phase action would be taken. Sign ups would be taken and volunteers would become a part of this movement.

5.1 Phase 1- Awareness

Print- Being a cost effective media , high level of engagement with audience and pass along exposure,our objective to use print media is very clear. It has large readership and loyal audience base. Print media would be available in different languages.

In Vancouver, there are 2 major English newspaper i.e.Vancouver Sun and The Province. And 4 Chinese language newspaper i.e. Ming Pao,Sing Tao,World Journal and The Epoch Times. Ming Pao and Sing Tao target Cantonese-speaking population whereas World Journal and The Epoch Times target Mandarin speakers⁶.

Vancouver Sun is the newspaper which has the largest readership in Vancouver. Through Vancouver Sun we can reach the maximum number of population in Vancouver.

For targeting Chinese population, which is 27.7 % of Vancouver population⁷,we will be using newspapers to create awareness about the campaign.

For South Asian population,there are 2 newspapers The Awaaz and South Asian Post⁸ which can be use to target the respective population.

Radio - Radio has the highest reach to different populations. Radio can be used to target specific communities. Some stations are after the widest possible audience, but many point to niche markets,such as adolescents,sports fans,news junkies,political conservatives,university students,educated people,or fans of any kind of music.

⁶ "Media in Vancouver", Wikipedia, last accessed on Nov 19, 2018,https://en.wikipedia.org/wiki/Media_in_Vancouver#Neighbourhood_papers

⁷ "Vancouver Population 2018", World Population Review, last accessed on Nov 19, 2018,<http://worldpopulationreview.com/world-cities/vancouver-population/>

⁸ "Media in Vancouver", Wikipedia, last accessed on Nov 19, 2018,https://en.wikipedia.org/wiki/Media_in_Vancouver#Neighbourhood_papers

CBC Radio 3 is the number one radio station in Vancouver⁹. There are various multicultural radio channels in Vancouver too which would be a good option to promote tell a friend campaign to various communities.

Digital- Digital media is going to be our USP for the entire campaign. We will be using all the social media platforms like Facebook, Instagram. We will also run community based campaigns like on Wechat for Chinese community. We will be having a website and an app that will help volunteers work more convenient.

OOH- Time spent outside the home is increasing. OOH advertising is focused on advertising when people are “on the go” in public places.

For OOH we have chosen, advertising inside and outside the transits. Transit is the most widely used medium of transport in lower mainland.

For doing OOH advertising, we can collaborate with TD Bank, Transit and Tim Hortons and Canada Services for having the campaign posters at their respective locations.

Another way of doing OOH advertising is by placing Billboards at highly visible and heavy traffic areas for example highways, outside the malls, airport and major intersections.

5.2 Phase 2: Adopt

Events - Events are a great way to engage with long term residents in Vancouver. In Vancouver there are various community places which are widely accessed by long term residents as well as new immigrants. Like community centres, MOSAIC centre, South Vancouver Neighbourhood house, German Canadian Care home. We can hold events to engage with long term resident community. At care homes we can find retired nurses, teachers or other professionals who would be interested to volunteer in this campaign. Worship places like Gurudwara or Mosque is a great way to reach South Asian population.

We will be repeating radio and digital media in the phase 2.

5.3 Phase 3: Action

Digital, OOH, and Radio media are being repeated again in the phase 3. Radio is the one media which is being used in all the three phases.

⁹ “Vancouver’s favourite radio station”, BC Living, last accessed on Nov 19, <https://www.bcliving.ca/vancouvers-favourite-radio-station>

6.0 RECOMMENDED CREATIVE IDEAS

Mobile Application:

We have created a Mobile Application design specially developed to cater to the needs of the newcomer immigrants as well as the international students coming from all over the world. Our App would provide people with easy remote access to information about all the services provided by the Canadian Government organisations to help the newcomers coming to the countries. We are also planning to incorporate google maps into our App to provide address locations of the Community navigators nearby as well the required service office addresses in the vicinity and their hours or operations.

Stickers:

We have come up with the idea of designing a variety of graphic Stickers based upon our 'Reach-Out' Campaign and advocating their use on vehicles used by our community navigators and our volunteers to further promote our campaign and giving a sense of belonging to all our participants. These stickers can also be put up outside their houses to mark their locations for ease of finding their addresses for the newcomers who are looking for any kind of help.

Badges:

We have come up with another idea of designing badges for community navigators which will help the volunteers to get identified easily among the crowd and stand out . Volunteers can wear stickers on their jackets or shirts to communicate that they are happy to help.

Translink Bus-Stops:

Another idea we came up with is to collaborate with the Trans-link Authorities and gain permission to use their Bus stops all around the city and nearby areas to put up our posters, banners in order to target the international students who use the public bus services extensively. We can also use bus stop poles to put up our stickers providing a Call-to-action for the ones who need help so that they can be benefited.

Appreciation for Volunteers :

We can host specific events to show appreciation for volunteers. We can motivate and encourage the volunteers by publishing their volunteer experience on social media, newspaper and also by posting their success videos on social media. We would also

like to collaborate with institutions/ companies which can give special offers, promotions, discounts and special plans to community navigators.

7.0 BUDGET EXPLAINED:

We have divided the year of 2019 into three Phases of Awareness, Adoption and Action in order to custom create various IMC mixes to maximize efficiency and effectiveness:

PHASE 1- AWARENESS

The first four months of our marketing campaign are focused on spreading extensive awareness about our tell-a-friend campaign with prime focus on Print media, Radio and promotion on social media platforms like Twitter, Instagram and Facebook. We have allocated maximum money to this phase to spread our campaign to as many people as possible be it the potential community navigators or the new immigrants that need our services.

PHASE 2- ADOPTION

The following 4 months from May to August will be targeted towards influencing and motivating existing citizens who are willing to help to come forward and include themselves in our campaign. In order to execute our plan we have created an IMC mix with prime focus and spending on various digital media platforms as well as incorporating and organising special public events to target various communities and ethnic bases.

PHASE 3- ACTION

Our last Phase revolves around developing an Action plan by extensive utilization of various Radio channels incorporating call to action and to motivate people to come forward to lend a helping hand to the ones in need. We will also be depending upon Out-of-home marketing channels to achieve our objectives and make a wide reaching impact.

8.0 Creatives :

Newspaper



OOH Poster:



Badge:



Sticker :



Google Map(App):



Posters for Transit and other Canadian Services :

REACHOUT

SHARE YOUR TRUE CANADIAN SPIRIT

WWW.REACHOUT.CA

ਕਸਿੰ ਦੀ ਮਦਦ ਕਰੋ

ਨਵੇਂ ਆਏ ਲੋਕਾਂ ਦਾ ਸਮਰਥਨ ਕਰੋ
ਅਤੇ ਬਹਿਤਰ ਭਵਾਖਿ ਬਣਾਓ

Support newcomers and create better future

Reach Out to people who are new here, help them settle and become
a part of the amazing Canadian society.

 CITY OF
VANCOUVER

Know more how to become a Community Navigator: www.reachout.ca



REACHOUT

SHARE YOUR TRUE CANADIAN SPIRIT

WWW.REACHOUT.CA

伸出援手

支持新人, 创造更
美好的未来

Support newcomers and create better future

Reach Out to people who are new here, help them settle and become
a part of the amazing Canadian society.

 CITY OF
VANCOUVER

Know more how to become a Community Navigator: www.reachout.ca

HOOT

REACHOUT

SHARE YOUR TRUE CANADIAN SPIRIT

WWW.REACHOUT.CA

Be there and help
somebody grow

在那里, 帮助一个人成长

ਉੱਥੇ ਰਹੋ ਅਤੇ ਕਸਿੰ ਨੂੰ ਵਧਣ ਵਾਚਿ ਮਦਦ ਕਰੋ

Reach Out to people who are new here, help them settle and become
a part of the amazing Canadian society.



Know more how to become a Community Navigator: www.reachout.ca

Social Media Posts:



Share the love, and support newcomers.

REACHOUT
SHARE YOUR TRUE CANADIAN SPIRIT



REACHOUT
SHARE YOUR TIME CANADIAN SPIRIT

Do your part, become a volunteer

#ReachOutAndHelp

Did you know?

Every year 270,000 immigrants come to Canada and start a new a life.

REACHOUT
SHARE YOUR TRUE CANADIAN SPIRIT

Website :



Mobile Application

REACHOUT

SHARE YOUR TRUE CANADIAN SPIRIT



I'm a Volunteer

I'm new to Canada