

CITY OF MOUNT PEARL
COME TO LIFE VIDEO – EDAC AWARD SUBMISSION

CATEGORY: Promotional Video

DATE: July 25, 2024

Page 1 of 2

1.0 CHALLENGE

The city has recognized that change is happening. Population growth has slowed compared to previous years. Residents are aging, a challenge faced not only in Mount Pearl but across the province. Economic and business activity has wavered with industry trends. The city's new long-term Economic Development Strategy focuses on both resident attraction and economic sector growth. To capitalize on these opportunities, the city must continuously communicate a consistent value proposition to expand and retain businesses and attract newcomers to the city. The city's Strategic Plan also focuses on the development and redevelopment of public and private key areas to support new housing development, create a destination throughout the city centre, and provide more amenities and offerings to residents and newcomers. Resident attraction and immigration rank high on the province's policy priorities. This provides an opportunity for Mount Pearl to promote its quality of life, community amenities, and strategic location where all are welcomed to explore opportunities where they can *Come To Life*.

2.0 PURPOSE AND STRATEGY

"There's something about our rhythm here. Life can be as fast, or as slow, as you'd like. Whether you embrace the hustle and bustle, or you're drawn to kicking back and taking it all in, Mount Pearl has something suited to match your vibe.

Slow down and take a breath. Amidst natural beauty and charming neighbourhoods lies a beautiful network of scenic trails, playgrounds, and friendly faces. Or ramp it up. Take part in our world-class community events, reach adventure, or go for a night on the town.

Life is what you make it, and in Mount Pearl, you can choose your own path.

Step into a welcoming community that celebrates diversity and inclusivity. Mount Pearl is more than just a city; it's a close-knit family where everyone belongs.

Come to Play. Come to Learn. Come to Roam. Come to Stay. Come to Life in Mount Pearl."

The messaging and aura in this video campaign delivers on our objective: To promote Mount Pearl as a vibrant, exciting, and attractive place to live, work, and do business. The goal is to attract immigrants, residents, and young families to choose Mount Pearl as a place to lay down roots and thrive in a welcoming, engaging, and prosperous community filled with opportunities. The intent is to also attract investors, developers, and entrepreneurs to choose Mount Pearl as a place to invest and start a business.

3.0 TARGET AUDIENCE

The target audience for this project is residents, young families, visitors, tourists, immigrants, and investors. Not only does this advertising campaign aim to attract new residents and create a tourist destination within the city, but it also sparks opportunities for entrepreneurs, business owners, and investors to develop, invest, and redevelop areas that have the *Come To Life* potential.

4.0 PLAN & EXECUTION

When somebody is looking for a new place to live or start a business, they naturally have lots of questions – about services, programs, amenities, quality of life, infrastructure, permitting, taxes, growth, and how involved the city will be in their new life. The *Come To Life* campaign aims to answer all of these questions. It speaks to the ‘welcoming’, ‘opportunistic’ and ‘get it done’ attitude, flexibility, and exceptional sense of community unique to Mount Pearl.

The fully integrated campaign is complemented by a main video (Come To Life) and accompanied by a series of testimonial videos and event-focused videos. The city worked with an agency to come up with a creative and innovative concept and shot list that also engaged with many stakeholders in the community. The intent was to include as much of the community groups, residents, and businesses as possible to demonstrate the value of family, community, and success of the place we all call home. The video and supported series resonated with our existing community and instilled a sense of pride as we showcase our beautiful community, together, to the rest of the world. The videos have already received tremendous feedback on a local, provincial, and national scale.

5.0 EFFECTIVENESS/MEETING OBJECTIVES

The *Come To Life* video and campaign has already made a significant impact in our community, region, and beyond. Not only does it articulate the inclusive mindset and forward-thinking practices, it also delivered tangible results:

- Over 670,000 impressions on digital display ads
- Over 275,000 impressions on Facebook ads with a 2.035% CTR
- 50,000 impressions on CTV Campaign with 98.46% video completion rate
- 56,506 completed views on YouTube campaign ads
- Over 36,000 website page views
- Over 10 new Housing Development Applications received totalling over 250 units
- 6 Development Permits issued for 161 new housing units
- This is the first year Mount Pearl has seen a significant rise in population growth and are projecting an 8% increase by 2027.
- 48 Business Occupancy Permits issued already in 2024. 44 issued in 2023.
- Over 25 inquires for housing development projects in 2024.

- Over 30 inquires for business opportunities in 2024.

The *Come to Life* Campaign also compliments the city's [Find Your Centre – City Centre Renewal Plan](#), a 25-year long plan to redevelop the city centre, which when fully realized, has the potential to deliver over 3,700 jobs and generate \$375 million in GDP. It is also expected to generate \$270 million in total household income and \$109 million in total government tax revenue.

6.0 SUPPORTING DOCUMENTATION

- [Come To Life Launch Video](#)
- [Come To Life Testimonial Video – Best Kind BBQ](#)
- [Come To Life Testimonial Video – GolfShotz](#)
- [Come To Life Oktoberfest Video](#)
- [Come To Life Frosty Festival Video](#)
- [Come To Life Landing Page](#)
- [City of Mount Pearl Facebook Page](#)
- [Pearl Pulse – Mount Pearl City Guide](#)
- [Find Your Centre – Mount Pearl City Centre Renewal Plan](#)

OneDrive link includes the photos, videos, graphics, media clippings, and other related material: [EDAC Award Submission - Come To Life Campaign](#)