

CANADA'S BEST KEPT SECRET



Strategy

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Insight

A wave of optimism is sweeping through the prairies of Alberta in western Canada, as Strathcona County looks to establish itself as a major petrochemicals hub

Digital Marketing | Website

Canada's Best Kept Secret



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Canada's Best Kept Secret - Strathcona County

Purpose of the project: To stimulate additional foreign direct investment in Strathcona County and to increase diversification in the petrochemical industry, by encouraging investment in the following areas: plastics, bio-chemicals, professional, scientific, technical services, and logistics.

Strathcona County commissioned a Foreign Direct Investment (FDI) Strategy & Implementation Plan – which would serve as a road-map for expanding and diversifying the existing petrochemical industry into a world-scale energy cluster.

A special website was developed by ICIS (as well as a corresponding printed piece). ICIS met with local industry and the Strathcona County municipality to gain valuable insight, receive editorial content, and to video key business members in the community. The website and printed piece both serve new business attraction by extolling the benefits to industry of locating in Strathcona County, which will in turn, encourage job creation and tax base expansion - improving the overall quality of life.

Website can be viewed at www.icis.com/pages/custom-publishing/strathcona/

Effectiveness: A contributing outcome has been with the Inter Pipeline announcement of a new \$4.1 billion dollar project located in Strathcona County which will convert locally sourced, low-cost propane into 525,000 tonnes per year of polypropylene, a high value, easy to transport plastic used in manufacturing of a wide range of finished products. This project is the largest “organic growth” project in Inter Pipeline history and will create direct and indirect jobs of 13,000 and significantly increase the tax base in the region. This is the first project of its kind in Canada.

The online supplement has provided valuable analytics for the end of 2017: 222 page views, 114 unique visits, and which counties are reading the data provided. Additionally, a successful social media campaign (from October 2017 to July 2018) targeting specific counties in the petrochemical space through LinkedIn (an organic reach of over 93,644 impressions, 157 clicks and 68 social interactions), Facebook (reaching over 37,994 people and resulting in over 1,274 clicks, and Twitter. Featured in a FCM Canada (Federation of Canadian Municipalities) presentation in the Ukraine as a “best practice” in economic development.

Challenges and changes made: There were no obstacles or barriers encountered. There was constant communication between municipal staff, councilors, mayor, provincial and federal governments, as well as industry associations.

Target audience:

- Petrochemical industry leaders
- Foreign investors - focusing on the following: Canada, Saudi Arabia, Texas, Alabama, Louisiana, China, Japan, Malaysia, Singapore, United Arab Emirates, United Kingdom, and Germany.