

2018 EDAC MARKETING CANADA AWARDS

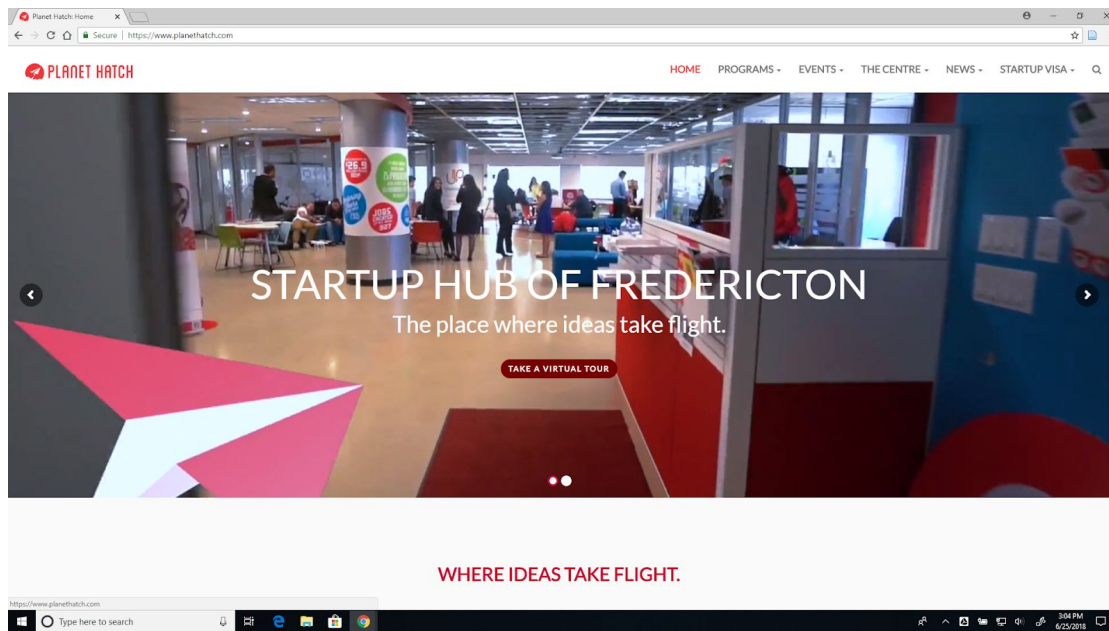
Submission Title: Planet Hatch Website <https://www.planethatch.com/>

Submitted by: Ignite Fredericton (EDAC member) / Planet Hatch / Knowledge Park operate as a single entity but with three distinct brands.

- Ignite Fredericton - Community's Economic Development catalyst agency focussed on business growth and attraction, population growth (student retention, immigration, repatriation), and various strategic initiatives to strengthen entrepreneurial ecosystem.
- Planet Hatch - startup hub offering eight business incubation/acceleration programs, advisory services, coaching, mentorship, startup network, and learn/inspire events.
- Knowledge Park - Atlantic Canada's largest technology and research park, which is a clustering environment for knowledge-based companies.

Budget Level: \$

Category: Digital Marketing / Website

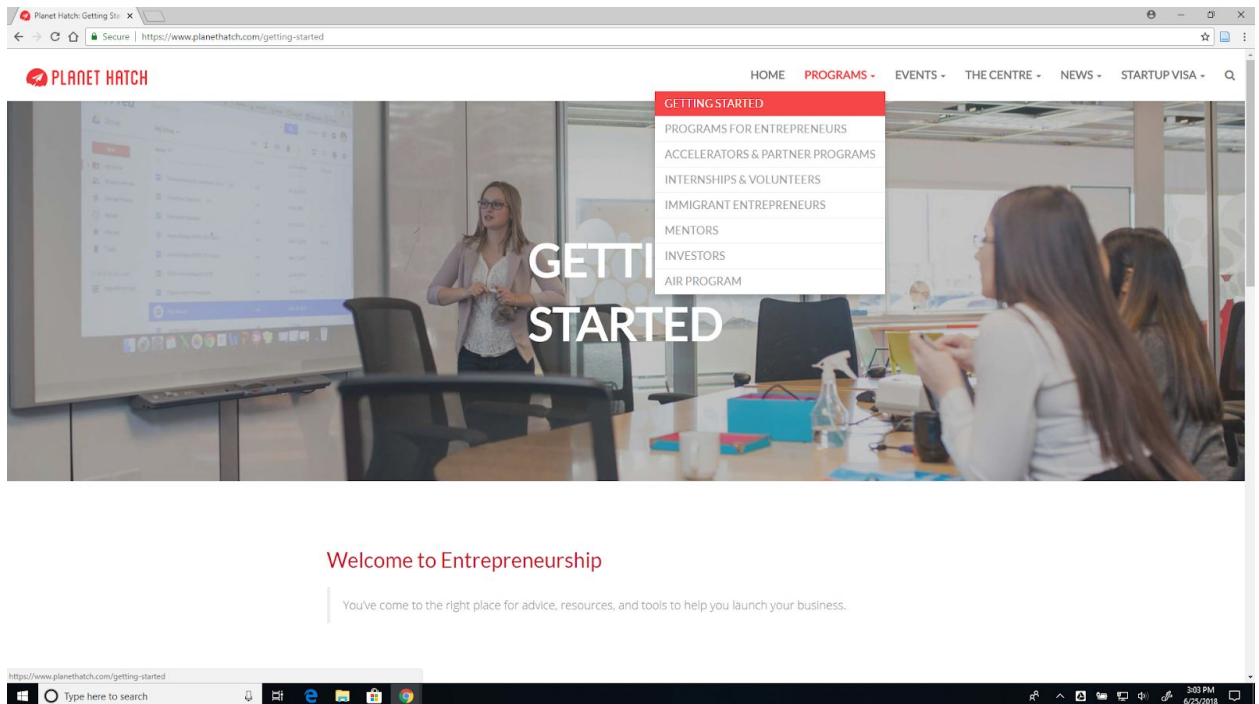


ABSTRACT

Purpose of Project (including anticipated outcomes): Over the last year, our organization did a complete overhaul of the Planet Hatch website to renew corporate image, and update content in keeping with objectives below.

Effectiveness / Objectives: The website objectives were accomplished as follows -

- New design 'look and feel' with vibrant imagery and motion
- Update content based on needs assessment (primary content: programs, events, centre information, news, Startup Visa, partner visibility)
- Continuity and integration with sister brands
- Responsive website design and development
- Easy navigation and usability design
- Integrated Content Management System (CMS) and integration with blog, social media, mailchimp, calendar, google analytics
- Fully functional search feature



Challenges & Changes Made: After conducting an exploratory session with staff and clients and a needs assessment, the website was created based on the previously stated objectives. It has been extremely well received!

Target Audiences:

- Startups - Looking for startup tools and resources.
- Prospective Startups - People considering entrepreneurship, and seeking guidance.
- Students - Exploring future career possibilities and targeted events.
- Partners & Stakeholders - Seeking information and sponsorship visibility.
- Newcomers - Seeking startup tools and resources, Startup Visa information.
- Members - seeking info on membership (rates, offerings), Atlantic Canada Entrepreneurial Services Passport, partnerships (DMZ, Walnut Accelerator), etc.
- Mentors- business experts willing to lend advice