



Abstract

Invest Sault Ste. Marie - Sault Ste. Marie: Open For Business

Category: Other Promotion - Video

Purpose of Project

The Sault Ste. Marie Economic Development Corporation began executing its Invest Sault Ste. Marie strategy in 2016. The targeted marketing program is designed to enhance the community's economic development capacity and performance in key sectors. Its focus is two-pronged: developing a solid foundation of data and analysis to help identify and create opportunities for local business, and enhancing investment attraction programming for the community.

This initiative is proposed to ensure that the city is well-positioned to attract investment and increase trade opportunities for local companies. The purpose of this program is to further develop the competitive position for Sault Ste. Marie to attract new investment and to enable local businesses and industries to be more competitive.

The goal of the one minute promotional video, titled *Sault Ste. Marie: Open For Business*, was to provide a quick, straight-to-the-point introduction of Sault Ste. Marie to showcase many of the city's strengths, assets and competitive advantages. View the video at www.youtube.com/watch?v=bNegZaOxy-U&t=8s.

Effectiveness / Meeting Objectives

The video was launched in October 2016 and has generated more than 3,600 views to date on YouTube. All of the feedback received has been positive. The video has been successful at marketing Sault Ste. Marie around the world. In fact, over the past two years, a number of external companies have set up operations in the community, including:

- Createch Group, a subsidiary of Bell that provides support for Microsoft's Dynamic 365 service;
- AVJET, a Quebec-based company that supplies fuel to the aviation sector;
- The regional head office of Gateway Casinos & Entertainment, a B.C.-based gaming firm that operates all Northern Ontario casinos;
- Diverse Computing, a Florida-based criminal justice software agency;
- UMG Media, an e-sports firm that host competitive gaming tournament around the world; and
- B&E Automotive Technologies, an auto parts manufacturer.

Challenges & Changes Made

As the importance of video increases across social media and digital channels, Invest Sault Ste. Marie quickly realized that some video footage and older (longer) videos about Sault Ste. Marie and some of its key sectors existed, but nothing modern and edgy. We set out to create a short video that explained what Sault Ste. Marie was all about in a business context. The video was created to leave the viewer wanting to learn more about what Sault Ste. Marie has to offer.

Target Audience

The Invest Sault Ste. Marie video was created to target entrepreneurs, companies and site selectors from outside the community. We wanted to create a punchy, quick video to explain what Sault Ste. Marie is all about. We have location, logistics, resources, and an industrial past that we build upon. Simply put, as the name of the video states, we are open for business.