



PROMOTIONAL VIDEO APPLICATION

EDAC 2018 Marketing Canada Awards

Company: Saskatoon Regional Economic
Development Authority (SREDA)

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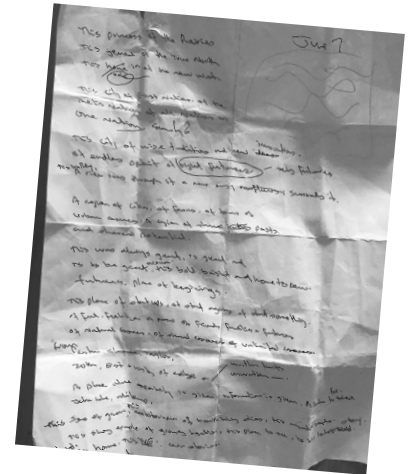
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PURPOSE

SREDA's marketing team wanted to create a video unlike any other to promote Saskatoon. During a brainstorming session, SREDA's President and CEO, Alex Fallon, shared a poem he wrote two years ago called 'The Saskatoon I Know'. At that moment, the team was sold! This poem was so good, the team decided to turn it into a promotional video to showcase the real Saskatoon.



EFFECTIVENESS

The response to the video has been outstanding, with many people sharing and talking about Saskatoon's new video.

37
Different
countries

4,141
Site hits

16,494
Youtube
hits

OBSTACLES

The team knew they would be faced with three obstacles: a short one-month time frame, a small 5 person team and a small-scale budget. These obstacles were overcome due to the amazing team. By being able to work efficiently well together as a team, the video was successfully kept within the time frame. The limiting budget was overcome by finding an extraordinary local producer.

TARGET AUDIENCE



Primary: decision makers working in the Saskatoon Region's key industries. More specifically, males and females, aged 35-55, that work in a fast-paced environment.

Secondary: businesses and investors operating outside of the Saskatoon Region that have the potential to expand or invest in the Saskatoon Region.



This Princess of the Prairies.

This Jewel of the True North.

This Rock of the New West.

This City of First Nations, of the Metis Nations, with people of all Nations in
one community.

This City of wise traditions, and new innovations with an endless spirit
of adventure.

A river runs with it surrounded by new energy.

This City is more than a City, this City of farms, towns, urban reserves, open
doors and room to explore.

This welcoming urban landscape of unique pasts and vast potential.

This is the prairies, not Paris but like there, like everywhere, this place has had it
challenges just never a shortage of good people to address them.

And we are getting better.

This always was great, is great and will remain a great arena of lives unfolding.

This bold, bright and welcoming home to newcomers and new futures.

This place of startups, start agains, of start somethings.

Of fuel, fertilizer, food, and foremost friends and family.

A place of natural resources and resourceful human nature shared abundantly.

A place of responsible opportunity and history reconciling.

This sea of sky.

This auditorium of open space and mind, home to these breathtaking people.

This shining example of growing and learning together.

This place to be from, this place to be.

This Saskatoon.





