

OBJECTIVES

1

Position the Institute as a leader in research & innovation

2

Promote the value & impact of our funded research

3

Enable the Institute's programs by promoting opportunities & facilitating participation

APPROACH

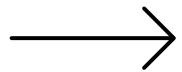
- Implement a multi-channel content strategy
- Empower program staff & partners in their outreach
- Elevate the focus on employee communications

POSITIONING MESSAGE

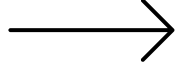
We are leaders in advancing research and facilitating innovation to improve the lives of Canadians. Through our expertise and partnerships, we are catalysts for driving Canada's innovation agenda.

AUDIENCES

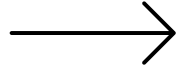
Internal
 Employees
 Leaders
 Board



Primary
 Provinces/Territories
 Partners
 Media & Influencers

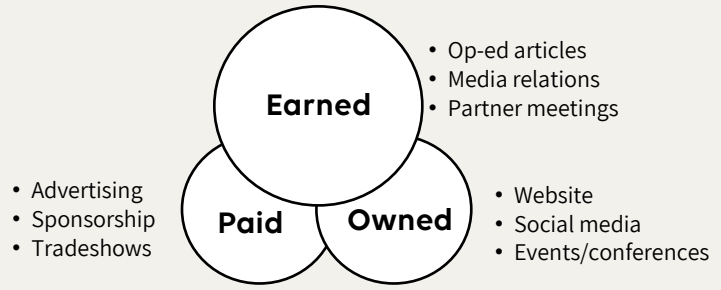


Secondary
 Universities
 Clients
 Municipalities



Canadians

TACTICAL MIX



Employee Communications & Engagement

OUTCOMES

- ✓ Increased reputation and brand awareness scores
- ✓ Improved rate and reach of engagement with partners & clients
- ✓ Elevated participation in outreach activities & lead generation