

Branding Delta Media

Delta's got a brand new brand

The partners of Delta Media decided that it was time to take their own advice and give the Delta Media brand a face-lift. This decision marked the beginning of an intensive process that would result in what you see before you – a completely new corporate identity, including a new logo, new stationery and a new Web site.

Refreshing the company's graphic images is the obvious outcome of such an exercise, but Delta Media also took the opportunity to renew its commitment to integrity and accountability. These concepts may not be observed in the graphic elements of the brand, and are not necessarily intended to be. Confidence in Delta

Media's integrity and accountability only come from the work we do and the experience we impart to our clients at every stage of a project. The graphic design of the brand reinforces the concepts behind the brand only after our clients and prospects have touched the brand. Branding is by no means an easy exercise, but it is a very important step in positioning your organization in the minds of your clients and members. Take some time to reflect on your own brand. Does it mesh with your corporate values and your mission? Does everything your clients and members receive from you reinforce those values? If not, you may be ready for brand face-lift, too.



In the Community

Delta Media has a proud history of involvement with the community. This year, we are sponsoring Third Wall Theatre Company, an emerging professional theatre company in the National Capital Region. We're happy to report that the company's first show, Tom Stoppard's *The Real Inspector Hound*, was a huge success both onstage and at the box office. Ticket sales exceeded projections by over 35%. Visit them on the Web at www.thirdwall.com.



photo: Jesse Henderson

Delta Media tightens its belt

The Bariatric Medical Institute was a young business in its first year that had a strong business plan but needed to raise awareness of its program. The medical weight management clinic, run by Medical Director Dr. Yoni Freedhoff, took a different, more comprehensive approach to weight loss than most of its competitors, focusing on nutrition, exercise and behaviour modification as well as long-term maintenance.

Delta Media developed a strategic communications plan for the clinic, and executed a local media

relations push to coincide with the clinic's grand opening. The campaign resulted in two television interviews, a large article in both major daily newspapers and a guest spot on the syndicated radio show "Sunday House Call with Dr. Barry Dworkin."

After the success of this project BMI hired Delta Media to execute three additional projects outlined in the strategic communications plan. As a result of the campaigns, call volume has increased as has enrolment in the program.

Delivering Bright Ideas

Natural Resources Canada turned to Delta Media to provide media relations planning and support for Canada's month-long, national "Switch and Save" energy efficiency campaign promoting compact fluorescent lights. The campaign, which ran from September 27 to October 26, 2004, was fully integrated with advertising and marketing initiatives by major lighting manufacturers, retailers and utility companies. This campaign led to a major spike in sales of compact fluorescent lights at participating re-

tailers during the "Switch & Save" campaign period and follow-up surveys confirmed gains in the



level of public awareness of the benefits and reliability of modern CFLs and of the role of the Government of Canada in promoting energy efficiency.



Clearing the air on carpet

Delta Media and the Canadian Carpet Institute

It's a commonly held belief that carpet is bad for indoor air quality, but is it true? According to a number of scientific studies done in the past few years, the link between carpet and allergies is not nearly as strong as we once thought. In fact, some studies showed that carpet might have a positive effect on the amount of allergens in the air we breathe, compared to tile or hardwood.

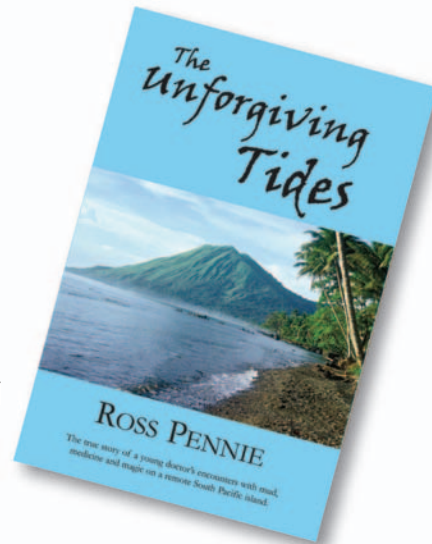
It was for this reason that the Canadian Carpet Institute hired Delta Media to develop a two-year campaign to inform physicians and school board administrators of these studies and the advantages of carpet in homes and schools. We produced print ads that appeared across Canada as well as a travelling kiosk for trade show appearances.

A South Seas medical adventure

Delta Media was hired by Dr. Ross Pennie to launch and promote his new book *The Unforgiving Tides*, the true story of his two-year posting as a medical volunteer with CUSO (Canadian University Service Overseas), in Papua, New Guinea in the 1970s. Our team developed a promotional piece that was sent to media outlets, medical school libraries, medical conference organizers, bookstores, hospital gift shops and international development agencies in order to give them a preview of the book, and to offer Dr. Pennie as a keynote speaker or

media interviewee. We also designed and produced a portable backdrop that Dr. Pennie was able to bring to interviews as well as to lectures and other speaking engagements.

Dr. Pennie received rave reviews for the book as well as Ontario-wide media coverage. Also as a result of Delta Media's efforts, CUSO has requested that Dr. Pennie act as a "roving ambassador" throughout the year and speak to groups of volunteers as they prepare to depart for various locations around the world.



Stanton Chase International recruits Delta Media for global marketing

Executive Search firm Stanton Chase International, with an international network of 56 offices in 33 countries, has retained Delta Media since 2001 to create and maintain their corporate Web site - www.stantonchase.com. After almost four years of using the site to

represent the strengths of the SCI partners and their network on a regional and industry practice basis, the SCI global marketing committee has expanded its relationship with Delta Media to include an exciting new e-bulletin for clients and a global marketing brochure.

Research Corner

Industry Canada

Delta Media's market research subsidiary, Vision Research, has worked closely with Industry Canada over the past year to test a number of projects. We worked alongside the Office of Consumer Affairs to test their Identity Theft Kit for Business and the usability of the Canadian Consumer Information Gateway.

Museum of Civilization

Vision Research was also hired by Canada's largest national museum -- the Canadian Museum of Civilization -- to run qualitative research that will help the museum design a user interface for a Web search engine that employees, researchers and the public would use to search the museum's extensive databases of artefacts

and publications. Vision Research used its unique approach to Web and software interface testing to determine user needs and evaluate different prototypes with a selection of users.



Our Core Competencies

Delta Media's three divisions provide a full range of public relations, research and government relations services.



- Strategic communications planning
- Media relations
- Crisis communications
- Special events/product launches
- Advocacy advertising
- Training
- Web architecture and development
- Strategic counsel



- Qualitative research
- Quantitative research
- Web evaluation methodologies

PUBLIC AFFAIRS STRATEGY GROUP INC.

- Government relations
- Coalition building
- Issue monitoring
- Policy analysis

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Delta Media's partnership with Worldcom and its 100 affiliated offices gives us a worldwide reach, while remaining an independently-owned and proudly Canadian firm.

Global access.
Local focus.