

# Case Study



Infrastructure  
Canada

**Client:** Infrastructure Canada

**Services:** Targeted Building Canada marketing plan, Year 1 - Write, Year 2 - Assess and Update

**Languages:** English

**Duration:** Two months

**Website:** [www.infrastructure.gc.ca](http://www.infrastructure.gc.ca)

## Challenge

Infrastructure Canada (INFC) leads the Government of Canada's efforts in addressing the infrastructure challenges of the country; supports infrastructure initiatives nationally; and facilitates world-class public infrastructure for Canada and Canadians. INFC called on Delta Media in 2007 to develop a targeted marketing plan for the Building Canada Plan, the Government of Canada's largest infrastructure development program in over half a century. The following year, 2008-9, Delta Media was asked to reassess and refine the plan based on changing priorities and accomplishments.

## Project

Delta Media was retained by Infrastructure Canada (INFC) to objectively assess the progress achieved to date for the planning, development and implementation of the 2007-08 Building Canada marketing plan. Through a comprehensive and intensive review of 57 tactics documented and provided by Senior INFC staff, each tactic was individually assessed for target audience, reach, key messages, quality of messages, cost and timing. The tactics were then compiled and compared against the 2007-08 Building Canada marketing plan to assess the overall campaign successes and future directions to consider. Executive interviews were conducted with mid-level and senior INFC staff to obtain subjective feedback about the success of the 2007-8 plan. This insight supported with the tactic assessments formed the basis to update the 2008-9 Building Canada marketing plan.



## Results

The 2008-9 Building Canada marketing plan was submitted to the INFC staff and later presented to senior staff. As a result of our thorough analysis and strategic recommendations, the Building Canada marketing plan is ready for implementation in 2009.