

# Case Study



Office of the  
Privacy Commissioner  
of Canada

Commissariat  
à la protection de  
la vie privée du Canada

**Client:** The Office of the Privacy Commissioner (OPC)

**Services:** Promotional Calendar: planning, design

**Languages:** English and French

**Duration:** 4 weeks

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

## Project

The Office of the Privacy Commissioner (OPC) hired Delta Media Inc. (DMI) to plan and design their 2010, 2011 and 2012 promotional calendars. The calendars feature twelve cartoons which bring to life the twelve key messages of the organization through the use of humour. The calendars are a marketing piece intended for stakeholders of the OPC. It is included in information packages, given away at tradeshow and speaking opportunities.

## Challenge

Within four weeks, the DMI team prepared design concepts, presented them to the OPC team, refined the concepts and produced a full layout (front cover, back cover, inside pages). A preprint proof was provided to the OPC team for final approval. The big challenge for DMI's design team was to prepare a unique design concept, unlike any other presented in previous years. Another key challenge was to ensure the bilingual elements did not overcrowd the design space. Delivering the final files to the printer from start to finish within four weeks meant the team's project management flow was consistent and timely. In the 2012 OPC promotional calendar, social media QR codes were introduced into the design. These QRs direct smart phone users to the key messages/privacy tips directly on the OPC website when they scan the barcodes.

## Results

The OPC has sourced DMI to produce their promotional calendar for three years. The calendar has been so popular, the first year 1,500 copies were produced, the second year 6,000 were produced and the third year 13,000.

*"The calendar is beautiful and everyone is requesting a copy! Thank you for your excellent project management skills and the brilliant design concept. We're very happy with the final product."* The OPC Team: Anne-Marie Hayden, Director of Communications; Heather Ormerod, Senior Communications Advisor.

