

Driving investment in Waterloo Region with a new brand for Waterloo EDC

Waterloo EDC



THE CHALLENGE

Waterloo EDC is an independent not-for-profit that serves as the first point of contact for companies of all sectors looking to locate, relocate or expand in Waterloo Region. The organization came to us in its early stages to design a brand that would attract the attention of key stakeholders and drive foreign investment in Waterloo Region.



THE INSIGHTS

The new Waterloo EDC brand is innovative in the way that it responds to the interests of a very specific group of users. We conducted extensive research and tuned into the needs of our target audience, including Canadian ex-pats, foreign investors, millennial talent, local businesses and community stakeholders. We identified key messaging for each target audience and reached them through the new “inventing the future” tagline.



THE RESULT

The success of the brand narrative and visual design is a direct outcome of the background work we invested. By communicating Waterloo Region's unique competitive advantage and business ecosystem in a targeted way, the new Waterloo EDC brand story attracts visitors and converts them into leads, while building awareness of the Region and organization. The new brand provides a dynamic look and feel to Waterloo EDC's website – one of its primary lead gen vehicles – that eSolutions also designed.

The new brand enables Waterloo EDC to build a best-in-class reputation for investment attraction and retention in Waterloo Region.

Visit
waterlooedc.ca

Launch
November 2016



Tony LaMantia
 President and CEO
 Waterloo Region Economic Development Corporation

Looking to locate, relocate or expand?

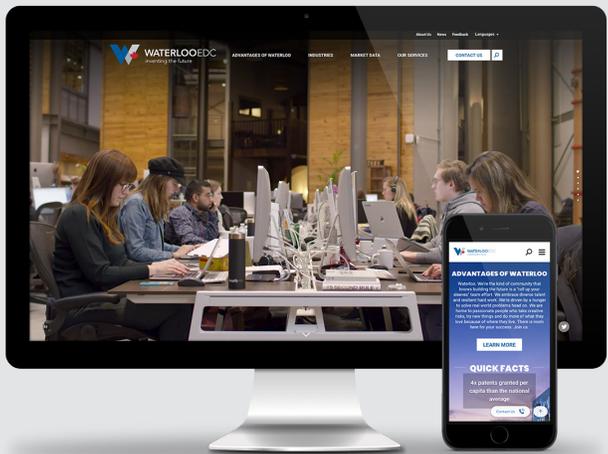
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After the launch of the new brand and website, unique website visitors increased 203%.