Attention does not scale

It has never been harder—or oddly easier—to get your message out.
Anatomy of a Campaign
National Shipbuilding Procurement Strategy (NSPS)

On June 3, 2010, the Government of Canada announced Canada's National Shipbuilding Procurement Strategy. Under the strategy,

- For large ship construction, Canada will establish a strategic relationship with two Canadian shipyards, selected through an open and fair national competition, and designate them as sources of supply, one for combat vessels and the other for non-combat vessels.

- For smaller ship construction, Canada will set aside the individual projects for competitive procurements amongst Canadian shipyards other than the shipyards selected to build the large ships and their affiliated companies.
Create a groundswell of community and industry support in a precise and highly-targeted way.
WINNING THEMES

• Business case
• National benefit
• Economic impact
• Industry benefit
• Community support
Define the Narrative

- Discovery
- Anchor Narrative
- Story Touchpoints
- Ongoing Engagement
We don’t just build ships. We build icons.

Nova Scotia, Canada’s federal fleet builder.
Nova Scotia. Built to Build.

For over 200 years, Nova Scotia's people have united to build ships. Across the province, engineers and manufacturers have worked with researchers, schools and trades people to develop an industry for our region, and a legacy for our children.

This is our time. Let's keep building, together.
Next Generation Shipbuilders
Over 250 apprentices working in the trades at the shipyard preparing for high-value jobs. Currently offering diverse co-op and apprenticeship opportunities in engineering, planning, scheduling and accounting.

Nova Scotia: Built to Build Ships
Halifax Shipyard is in the running to become one of two major suppliers of shipbuilding to the Canadian government as a result of the National Shipbuilding Procurement Strategy. No shipyard in Canada is better poised to meet this challenge and opportunity. We are part of an unmatched Canadian supply chain that impacts all regions of Canada. We have invested in technology, infrastructure, and workforce. We are ready. Shipbuilding is in our blood.

Learn more » Show your support » Economic impact »

BUILT TO BUILD
Halifax Shipyard is the best Canadian-owned shipyard bidding on the National Shipbuilding Procurement Strategy. Show your support for Canadian shipbuilding, Canadian Ships Start Here.
learn more »

CANADIAN IMPACT
Once in a generation, an opportunity emerges that has the potential to transform a region. The $30 billion National Shipbuilding Procurement Strategy (NSPS) is an opportunity our city and province must seize.
learn more »

THE NEXT 30 YEARS
Ava Czapala — “EduNova celebrates the work of Nova Scotia’s education and training providers in contributing to a highly skilled workforce.”
read more »

LATEST NEWS
Shelburne jumps on board Irving bid
“It is an opportunity that has the potential to secure and sustain up to 11,500 jobs in peak employment for people across the province.”
read more »
read previous news »
Shareable Social Objects

Shipbuilding is in our blood, and has been for over a century. In September, 1889, The New York Times called the newly constructed Graving Dock “the largest on this side of the Atlantic.”

Success and Opportunity: Irving Shipbuilding, Halifax Shipyard
Shareable Social Objects
Hard-to-pin-down Hudak makes a slippery Liberal target

We don't just build ships. We build icons.

Harper's Throne Speech trumps his budget, pollster says
- **ECONOMY** Time for business to take the lead:
  - Flaherty

Quebec blocks Aboulafia's child benefits
- First sent their colleagues, now the Grits are losing office space
- Ottawa warning on telecom restrictions
- Construction loss boosted from tax scheme, Quebec revenue agency alleges
- Hard-to-pin-down Hudak makes a slippery target for Liberals
- Ottawa's support for sports teams all over the map

RUST READS

**FEES**
- Canada has lost its stomach for the Afghan fight

**GLOBE EDITORIAL**
- Ottawa takes a lack of sense literally, Ammonition

**BETTER FOR ONTARIO**
- Why two Democrats can mean a better Ontario (Maclean's)

**THAT'S THE BOTTOM LINE**
- TD Bank: Not your grandfather's bank
- New Afghanistan still has risks, says Harper

**NEWS**
- Nova Scotia, Canada's federal fleet builder.

**THE GLOBE AND MAIL**
- Nova Scotia, Canada's federal fleet builder.
Next Generation Shipbuilders.
Nova Scotia. Built to build.
IF HALIFAX WINS, EVERYONE WINS.

Building Canada’s next generation of naval vessels at Irving Shipbuilding’s Halifax Shipyard is a once-in-a-generation opportunity to secure thousands of long-term jobs, bolster Nova Scotia’s economy for a quarter-of-a-century and provide substantial economic benefits across Canada.

NATIONAL IMPACT

INCREASE IN REAL GDP FOR EVERY $1000 OF PROCUREMENT IN NOVA SCOTIA

BUILDING THESE VESSELS AT HALIFAX SHIPYARD WOULD DRIVE SUPERIOR BENEFITS TO THE REST OF CANADA.

IN A TYPICAL PEAK YEAR OF ACTIVITY, REAL GDP INCREASES BY $800 MILLION IN NOVA SCOTIA.

REAL GDP IN OTHER PROVINCES GOES UP BY $569 MILLION.

PROVINCIAL IMPACT

11,500 JOBS AT MAX

$250 MILLION IN INDIRECT PAYMENTS

$30 MILLION IN INCOME TAX CONTRIBUTIONS

54 MANUFACTURING

30 AUTOMOTIVE

19.5 BUSINESS SERVICES

10 OTHER

$65 MILLION IN BUSINESS SUPPORT

$17 MILLION IN TAXES ($11 MILLION IN INCOME)

$450 MILLION IN SUPPLIES

750 NEW JOBS

$3.55 BILLION IN OPERATIONS

$5.5 BILLION IN NEW INFRASTRUCTURE

$8.5 BILLION IN NEW BUSINESS

$3.6 BILLION IN ADDITIONAL AMOUNTS

$2.1 BILLION IN PUBLIC INFRASTRUCTURE
I BELIEVE:
That Canada’s next generation of naval ships should be built by the best Canadian-owned shipyard in Canada.

First Name
Last Name
Canadian Postal Code
Email (optional)
Enter a short message (optional)

We don’t just build ships. We build icons.

I Believe!
Partners, Partners, Partners
1. TAKE ACTION

Every. Pin. Counts.

When you visit [http://CanadianShipsStartHere.ca](http://CanadianShipsStartHere.ca) and declare your support, you will put a pin on a map of Canada. We will use this map to help spread the word that the best Canadian ships are built in Nova Scotia.

Then you’ll be prompted to tell your contacts. Every pin counts – take the action and share [http://CanadianShipsStartHere.ca](http://CanadianShipsStartHere.ca) with others.

2. EMAIL YOUR DATABASE

It is vital that we spread the word about [http://CanadianShipsStartHere.ca](http://CanadianShipsStartHere.ca) across Canada.

Use the sample letter at right and send to your database.

Dear [Friend, or first name],

In 2010, the Government of Canada introduced a groundbreaking strategy that will have a profound impact on the Canadian economy. The National Shipbuilding Procurement Strategy could represent up to 30 billion dollars in military supply spending over 30 years.

I’m writing today to ask for you to support Nova Scotia’s pursuit of this opportunity – and to tell your friends and contacts to show their support, too.

Visit [http://www.CANADIANShipsStartHere.ca](http://www.CANADIANShipsStartHere.ca)

Why Should you care?

Good question. While all bidding shipyards have the ability to build ships, Irving Shipbuilding is the best Canadian–owned shipyard in the competition, and is unmatched in terms of experience and potential for economic benefit. Halifax Shipyard has been producing ships since 1889. Halifax is home to unmatched expertise with a team of more than 1,300 engaged, experienced and dedicated employees, many of whom helped build over 80 per cent of the combat surface fleet.

More than any competing shipyard, if Irving Shipbuilding is successful in its bid, it will have a profound economic impact on all of Canada. Due to Irving’s coast-to-coast supply chain, it is estimated that for every $1,000 spent in procurement from shipbuilding inside Nova Scotia, another $491 in real GDP will be generated in other regions of Canada.

This is an unprecedented opportunity, and we want to demonstrate how our expert shipbuilders are ready to win this opportunity – for the good of Canada. Visit [http://www.CANADIANShipsStartHere.ca](http://www.CANADIANShipsStartHere.ca) to learn more and show support. We’re ready. Help us build the best ships in Canada.

Sincerely,

[your name]

PS: No really, visit [http://www.CANADIANShipsStartHere.ca](http://www.CANADIANShipsStartHere.ca) now and declare your support. Then ask your friends, colleagues and contacts to do the same.

3. SHARE ON SOCIAL MEDIA
# The Next 30

13,426 unique visitors

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<th>Rank</th>
<th>URL</th>
<th>Visits</th>
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Community Engagement

- Daily requests for lawn signs via the info@shipsstarthere.ca email address and Facebook page
- Daily lawn sign photo submissions for Ships Start Here Facebook page
SHIPS STARTRHER
Certainly Cinnamon

uncommon kids GEAR

SHIPS START SMALL

1  2  3  4  5  6

Visit Some Canadian Shipwright
SHIPS STARTRHER.ca

Community Engagement
Imitation is the sincerest form....
We don’t build ships
We build icons
StarShipsStartHere.ca
Hello Jeff Rockwell,

Nova Scotia is competing to win one of two major shipbuilding contracts for the federal government. As Canada’s best Canadian-owned shipyard, Halifax Shipyard should be the home of Canada’s next federal fleet.

Our shipbuilders have built most of the current naval fleet, and we’ve been building ships in Halifax for over a century. Now we’re ready to build the next generation. We are built to build ships.

Moreover, when Nova Scotia builds ships, the entire country benefits. According to an analysis by The Conference Board of Canada for every $1,000 in real GDP from shipbuilding inside Nova Scotia, another $491 will be spent in other regions across Canada.

This is a huge opportunity. We’re ready and we’re the best at this work. Help us make it happen.

Go to CanadianShipsStartHere.ca and show your support. Remind Canada that Nova Scotia builds the best ships. And please tell your friends and colleagues to show their support, too.

Show Your Support!
Building Confidence & Momentum

- Facebook comments like “Where can I get a sign? I live in BC but I'm all for Halifax.”
- CSSH pin messages like “YES! WE can do it, right here in NS!”
Root Narrative:
Nova Scotia builds ships better than anyone in Canada.

Branch Narrative for Halifax
This is an economic game changer for generations to come.

Branch Narrative for Ottawa
We don't just build ships. We build icons.
RESULTS

- 10,000 email addresses, with 46% open rate
- 218,000 page views and 74,300 unique views – ShipsStartHere.ca
- 12,000 “pins” placed on Canadian map; additional 33,000 visits
- 7,044 Facebook Likes; 2,200 interactions
- 9 YouTube videos with a combined view total of 27,000
- SlideShare presentation viewed 9,030 times
- LinkedIn campaign: 20% click thru rate – one of highest in Canada

AWARENESS

Polling during the campaign yielded results of 87% recall rate for SSH and 50% could articulate campaign messages among Nova Scotians. Research team has not seen rates this high for a campaign.
Global Reputation


Interest over time

The number 100 represents the peak search volume

-Jul 2011 - Oct 2012
“If you want to build a ship, don’t drum people together to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

- Antoine de Saint-Exupéry