



Contract

Provide two campaigns for an unnamed non-government organization:

Duration 2.5 months

Budget \$100,000

Goals Encourage immigration to Nova Scotia through an international campaign.

Encourage the acceptance and celebration of immigrants within Nova Scotia through a provincial campaign.

International Campaign

COUNTRY OF ORIGIN	PERCENT OF TOTAL IMMIGRANTS
China	20%
India	9.5%
Philippines	5.8%
Former USSR	5.7%
Pakistan	4.5%
Iran	3.2%

Research

In 2001, Statistics Canada recorded 41,315 immigrants residing Nova Scotia. The following is a table summarizing the of immigrant population by place of birth, displaying the four most common regions:

ORIGIN	NUMBER	PERCENT OF TOTAL
United Kingdom	10,800	26.1%
United States	8,065	19.5%
Northern and Western European	6,320	15.3%
West Central Asia and Middle East	3,945	9.5%

The following is chart showing the Nova Scotian population by ethnic origin, displaying the six most common origins (excluding Canadian).

ETHNICITY	NUMBER	PERCENT OF TOTAL
Scottish	263,060	29.3%
English	252,470	28.1%
Irish	178,585	19.9%
French	149,785	16.7%
German	89,460	9.9%
Dutch	35,035	3.9%

Research

Existing Organizations and Programs

The European Union

<http://www.stop-discrimination.info/>

The Nova Scotia Government

<http://www.gov.ns.ca/playground/>

The Multicultural Association of Nova Scotia

<http://www.mans.ns.ca/index.html>

Research

Target Audience

Junior High School
(Ages 12-15)

High School and University Students
(Ages 16-25)

General Adult Population
(Age 26+)

Proposed Solution

Campaign Structure

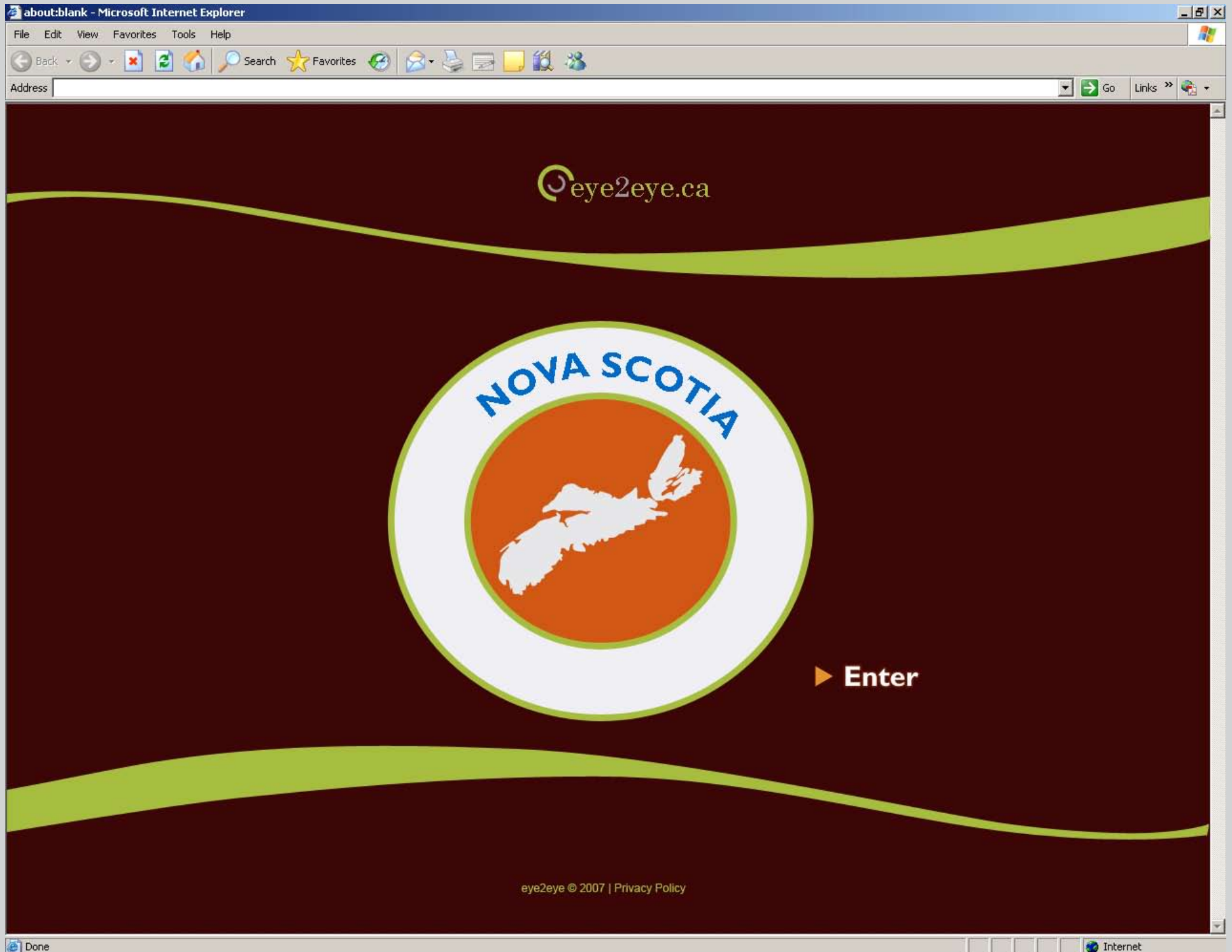
Eye2Eye

Visual Elements

Television Commercial

MultiFest

 eye2eye.ca





▶ Immigration History

▶ New People

▶ Cultural Resources

▶ Festival

▶ Link

▶ FAQ

eye2eye.ca

Nova Scotia, Canada has been welcoming people from around the world for centuries. Immigrants have helped make Nova Scotia a vibrant, dynamic society in which everyone can build their dreams.

Today there are about 934,000 people who call Nova Scotia home, so there is room to breathe and room to grow.

As a province of Canada, we are a tolerant, diverse society where everyone is encouraged to build a good life for themselves and become a part of their communities.

Within this site, you will find all the information you need to begin the process of immigrating to Nova Scotia. As a province of Canada, we are a tolerant, diverse society where everyone is encouraged to build a good life for themselves and become a part of their communities.

Latest News

15.10.2007

Within this site, you will find all the information you need to begin the process of immigrating to Nova Scotia.

08.12.2007

Learn more about Nova Scotia as a one the most old Provinces in Canada.



Who Cares
who was
first?

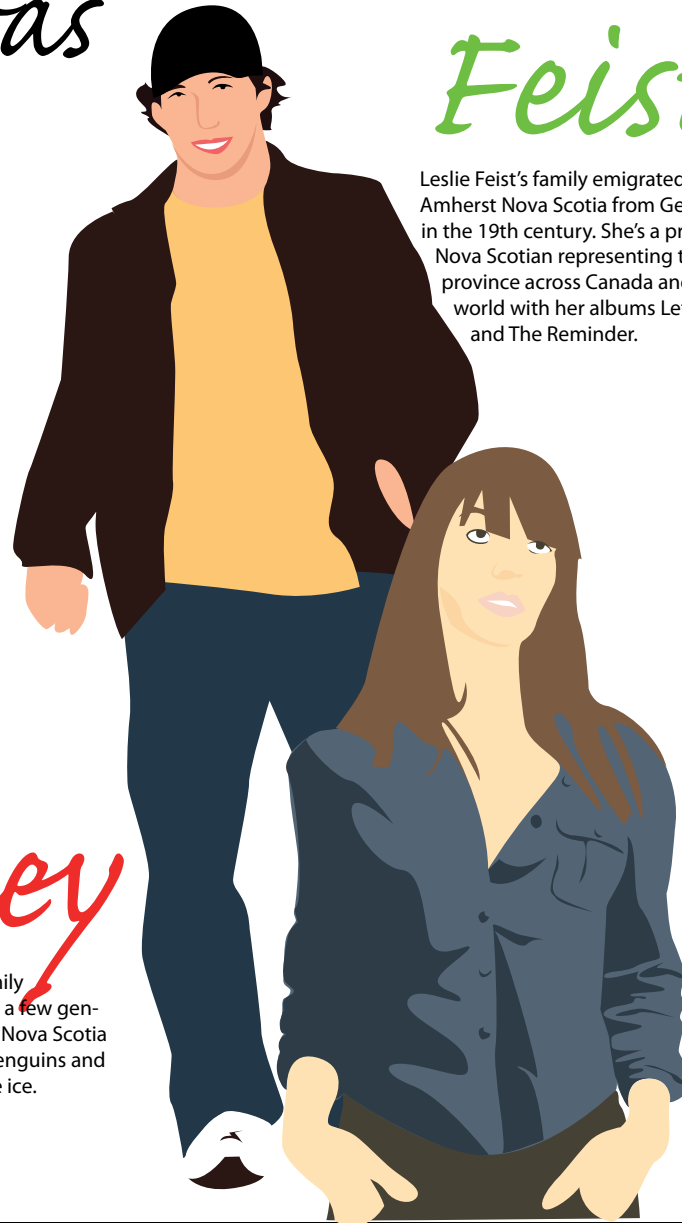
Feist

Leslie Feist's family emigrated to Amherst Nova Scotia from Germany in the 19th century. She's a proud Nova Scotian representing the province across Canada and the world with her albums *Let it Die* and *The Reminder*.

Sydney

Syd "the kid" Crosby's family came to Canada from Great Britain a few generations ago. Today Sydney makes Nova Scotia proud by leading the Pittsburgh Penguins and the Canadian national team on the ice.

 eye2eye.ca



Who was first?

James

James's family left their country to escape a worrisome political atmosphere. They came to Nova Scotia because of the new opportunities that were offered and to create a new life for their children. James's great grandparents arrived in Canada from Korea in 1950.



Henry

Henry's family left their country to escape a worrisome political atmosphere. They came to Nova Scotia because of the new opportunities that were offered and to create a new life for their children. Henry arrived in Canada from Bosnia with her parents in 1994.

Who cares.

 eye2eye.ca

Who was first?

Tom

Tom's family left their country to escape a worrisome political atmosphere. They came to Nova Scotia because of the new opportunities that were offered and to create a new life for their children. Tom's great grandparents arrived in Canada from Africa in 1850.



David

David's family left their country to escape a worrisome political atmosphere. They came to Nova Scotia because of the new opportunities that were offered and to create a new life for their children. David arrived in Canada from Bosnia with his children in 1994.

Who Cares?

 eye2eye.ca

Television Commercial

MultiFest

Multicultural Festival of Nova Scotia

65% of survey respondents had never heard of MultiFest.

30% had attended MultiFest in the past.

Of those who had attended, 75% said that the food was their favorite part.

MultiFest Improvements

Stronger marketing campaign before the festival each year.

Better signage and organization within the festival area.

More interaction with festival attendees by encouraging music, dance, craft, and cooking workshops.



one world
one people

Nova Scotia Multicultural Festival

JUNE 15-17, 2007

Alderney Landing
Dartmouth waterfront



[About](#)

[Volunteer!](#)

[Applications](#)

[Sponsorship](#)

[Contact us](#)

Find out about tickets
for the Festival



Click here to view the
weekend schedule

Multicultural Festival 2007

Friday, June 15 4pm - Midnight

Saturday, June 16 10am - Midnight

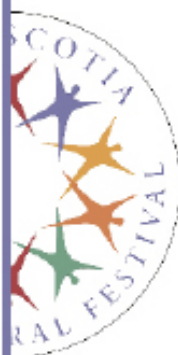
Sunday, June 17 10am - 7pm

Alderney Landing, Dartmouth Waterfront

Join us for live music and dance performances, food, exhibits and more!

(902) 425-4200

support@mans.ns.ca



Multifest



EXPERIENCE
THE **BEAT**
OF THE
WORLD

Multifest
2008

JUNE 20TH - 22ND AT ALDERNY LANDING
www.multifest.ca



EXPERIENCE

THE **FLAVOUR**

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MultifeSt

- ▶ Tickets
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- ▶ Application
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- ▶ FAQ



Date & Time

June 20th - 4 pm to Midnight
June 21st - 10 am to Midnight
June 22nd - 10 am to 7 pm



Multifest 2008!

This year marks the 24th anniversary of the Nova Scotia Multicultural Festival presented by the Multicultural Association of Nova Scotia.

The Festival is an opportunity to celebrate our province's cultural diversity through performances, workshops, food vendors and visual displays.

The three-day event will again take place at Alderney Landing on the Dartmouth waterfront from July 1st-July 5th.

We invite you to be a part of this exciting event and take away a new understanding of the value diverse cultures contribute to a vibrant and exciting Nova Scotia.

- ▶ Contact Us
- ▶ Sponsorship

MultiFest

Interactivity: Workshops

Budget provided for organizations that apply to give workshops.

The money would provide necessary supplies, pay for the instructors' time, or just go towards the organization in general.

Offered throughout the day, on a schedule, for which attendees would need to sign up.

The workshops would either replace or add to the on-stage presentations.

Budget (Media Pricing)

Web Hosting	\$20 x 12 months = \$240	
SMU Journal	\$460 x 12 months = \$5520 Color \$360 x 12 months = \$4320 B/W \$460 x 6 months = \$2760 Color \$360 x 6 months = \$2160 B/W	
HFX - Daily News	(\$542+\$300) x 12 months = \$10104 (\$542+\$75) x 12 months = \$7368 \$542 x 12 months = \$6504	4 Color 1 Color B/W
Flyer Insert - Daily News	100,000 - 250,000 flyers \$45 Per Thousand = \$4500 - \$11,250	
HFXnews.ca	\$18 x 12 months = \$216	
The Coast (with web tile)	(\$630+\$490) x 12 months = \$13,440	Half page Color
The Coast website	\$630 x 12 months = \$7560 (\$630+\$490) x 6 months = \$6720 \$630 x 6 months = \$3780	Half page B/W Half page Color Half page B/W
Transit Shelters	\$110 x 12 months = \$1320	
Exterior Bus	\$315 x 1 months = \$315 per shelter (47.25" x 68.25") \$393 x 16 cars x 1 month = \$6295 (135" x 26")	
Interior Bus	\$20.7 x 100 pieces x 1 month = \$2070 Half showing \$18.65 x 200 pieces x 1 month = \$3730 Full showing	
Ferry Terminal	\$705 x 3 pieces = \$2115 (42.75" x 46") \$715 x 2 pieces = \$1430 (42.75" x 46") \$725 x 1 piece = \$725 (42.75" x 46")	

Budget (Immigrant Campaign)

Web Hosting	$\$20 \times 6 \text{ months} = \120
SMU Journal	$\$460 \times 6 \text{ months} = \2760
HFX Daily News (colour)	$\$578 \times 6 \text{ months} = \3468
The Coast (with web tile)	$(\$630 + \$490) \times 6 \text{ months} = \6720
Transit Shelters (per shelter)	$\$315 \times 6 \text{ months} = \1890
Bus (Interior)	$\$20.7 \times 100 \text{ pieces} \times 6 \text{ months} = \12420
Ferry Terminal	$\$715 \times 2 \text{ pieces} = \1430
Eastlink TV Ad (province-wide)	$\$577.50 \text{ per week} \times 24 = \$13,860$
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Media Cost Subtotal	\$45,668
Printing Cost	\$4,300
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Total Campaign Estimate	\$50,000

Budget (MultiFest Campaign)

Web Hosting $\$20 \times 6 \text{ months} = \120

The Coast
(with web tile) $(\$630 + \$490) \times 1 \text{ month} = \$1,120$

Ferry Terminal $\$715 \times 2 \text{ pieces} = \$1,430$

Eastlink TV Ad
(regional) $\$473 \text{ per week} \times 4 = \$1,892$

Media Cost Subtotal \$4,562

Printing Cost \$1,000

Total Advertising Estimate \$5,562

Redesign of Signage within Festival \$5,000

Festival sponsorship and Workshop Funding \$19,500

Total MultiFest Costs \$30,000

Immigrant Campaign	\$50,000
MultiFest Campaign	\$30,000
Contact Visual Solutions Profit	\$22,832

Total \$100,000