

Canada Mortgage and Housing International

Brand Marketing and Advocacy / 2007 - 2009

For CMHC International, the export arm of Canada's national housing agency, IAR conceived and directed "Build with Canada," a multi-platform, multi-year event marketing campaign to promote Canadian building product manufacturers (BPM) to U.S. builders and architects. Program features included a campaign website fed by a custom CRM-driven e-newsletter series, B2B advertising, presentations, collateral and trade show support. Measured results included increased visibility, stronger business relationships and more U.S. market access for participating BPMs.

Body copy for each of the three display ads/posters featured below reads:

"The United States is the biggest international customer for Canadian building products and services. And the partnership is growing because Canada consistently delivers the innovative, sustainable solutions U.S. professionals demand to meet tight budgets and strict design standards for high performance projects. Visit the 140-plus Canadian companies exhibiting at the 2008 Builders' Show to learn more about the advantages of Canadian materials, engineering, manufacturing, distribution and service. For any building type, specification or schedule, build with confidence. Build with Canada."



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