

Connections

COMMUNITIES with OPPORTUNITIES HASTINGS COUNTY

Want to escape the sprawl, get back to the land and live a more sustainable lifestyle? Look no further than Hastings County.

A Creative Community

If it isn't just farmers who call Hastings County home. In recent years, our region has become a haven for artists and developed a booming creative economy. With a thriving community of visual and performing artists, designers, gallery owners, broadcasters and multi-media publishers and producers, our county boasts a concentration of artists that sits at almost double the national average. In fact, employment in the arts, entertainment and recreation sectors has increased by almost 57% since 2001.

In the Middle of Everywhere

If you can find a highway, you'll have no trouble finding us. We're halfway between Toronto and Ottawa and within easy reach of Highway 401, Trans Canada Highway 7 and Ontario Highways 62, 37 and 28.

COMMUNITIES with OPPORTUNITIES HASTINGS COUNTY

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Real Estate

You may think there's some way to the GTA that's affordable. Actually, a 3-bedroom, 2400 sq. ft. house just under 5,000 of \$590,000. A 1-acre of property is

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15 VICTORIA FLOOR - BE...



SWMG

SMALLWORLD MARKETING GROUP INC.

Integrated Marketing Communications Agency

HASTINGS COUNTY: COMMUNITIES WITH OPPORTUNITIES

Branding: Logo + Tagline + Corporate Collateral + Direct Mail Campaign



COMMUNITIES
with OPPORTUNITIES
HASTINGS COUNTY

CONCEPT: Attract small investors.

Hastings wanted to unite 14 very different municipalities together under one umbrella brand in an effort to draw small investors, entrepreneurs and freelance professionals. We at Small World needed to identify what set each municipality apart and then create a succinct message which spoke to Hastings' viability as a place where business ventures can be successful and fulfilling.

GOAL: Establish Hastings viability as an investment option.

To help Hastings meet their investment retention and attraction mandate, we worked with Miller Dickinson and Blais so we could understand Hastings' unique selling points. Through our research, we found that Hastings could offer the best of both worlds. Not only could their economy sustain a thriving business, they could also offer a high standard of living.

REALITY:

Over a span of 6 months, we researched, managed and communicated with each of the 14 municipalities to create one message that met all of the criteria. The logo and the tagline "Communities with Opportunities" put the spotlight on Hastings' unique offering, not only could you have a career in Hastings, you could also have a high quality of life.

"Our new investment marketing brand - Communities with Opportunities - was designed by SWMG and their help put us top of class and top of mind with entrepreneurs."

Andrew Redden, Economic Development Manager



SWMG INC - WHERE CONCEPTS BECOME REALITY

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