

# A Brand for Education in Canada

## FACT SHEET



### **Why does Canada need a brand for education?**

The impetus for and call to create a brand came from many quarters: provincial and territorial ministries and departments of education; institutions; academics; researchers; students; national associations, the private sector, and the federal government. While it was recognized that many jurisdictions were successful in promoting their education systems and institutions, it was determined that a concerted country-wide effort could produce enhanced results.

### **Why is promoting the education systems in Canada and recruiting foreign students important?**

Improving international education develops internationally and interculturally knowledgeable graduates and creates additional opportunities for research and learning. It develops a worldwide network of academics and graduates and enhances the quality and innovation of education and research. In addition, it provides a significant, positive economic impact; a positive effect on gross domestic product, innovation, international trade, and foreign direct investment; and diversification of the economy.

Spectacular growth in markets and fierce competition among more and more countries to attract foreign students made it necessary to create a strong, distinctive image. With our new campaign, Imagine, which conveys the message that a Canadian education opens the door to a world of opportunities, we can move forward and enable an entire generation of foreign young people to discover the many advantages of going to school in Canada.

### **Who owns the brand?**

To date, the federal government owns the brand. There are plans, however, to have CMEC named co-owner or be awarded a master licence that would be equivalent to ownership. Preliminary legal advice indicates that there cannot be more than one owner of a brand, so co-ownership may not be an option. In any case, there would be no owners apart from CMEC on behalf of the provinces and territories and/or the federal government.

### **What are the roles of CMEC and the federal government?**

The provinces and territories, through CMEC, and the federal government are the de facto owners of the brand. Through cooperation, collaboration, and consensus building over a period of about 18 months, the F-P/T Brand Working Group recommended the brand for education in Canada to ministers of education and to the minister of international trade. Collaboration occurred in the context of the recognition of the exclusive jurisdiction of provinces and territories in education and of the interest of the federal government in promoting education abroad. CMEC and the federal government undertook extensive consultation with stakeholders during the course of the development.

### **Will the brand replace provincial and/or institutional brands?**

The brand is designed to complement existing brands. It will act as an umbrella that will provide consistency in the look and feel of, for instance, Canadian booths in recruitment fairs and exhibits. As with any brand, the technical guidelines for use will be extensive and explicit and will have to be followed by eligible users.

### **Who will be allowed to use it?**

Initially, only the owners of the trade-mark, namely the Federal government and duly authorized licensees will be allowed to use the brand. It is expected that use will be extended to eligible and authorized institutions to whom a license will be granted in 2009.

### **How was the brand developed and chosen?**

A public call for proposals was placed on MERX in January 2007. The bid was won by Bang Marketing of Montreal. Bang Marketing proposed the essence of the brand, as well as many iterations of symbols and tag lines until an acceptable version was arrived at. Various focus groups were surveyed for reactions to and comments on several options. The results of these surveys were relayed to the members of the working group to inform their decisions.

### **How much did the process cost?**

Approximately \$1.5 million.

### **How will the integrity of the brand be assured?**

Because the brand will symbolize the quality of Canadian education systems and institutions, it will be necessary to ensure its correct replication and authorized use. The working group will develop brand use guidelines and maintain lists of authorized users. The Internet will be instrumental in providing authorized users with access to documents and other resources and will allow the monitoring and enforcement of the guidelines.

### **Who will fund the maintenance and monitor the use of the brand?**

The costs will be shared between the federal government and the provinces and territories, through CMEC.

### **What does the brand symbolize?**

The brand aims to convey to foreign students that the quality of a Canadian education will provide them with the tools they need to develop the full potential of their human capacities. The brand is therefore intended to be a springboard that will help them fulfil their dreams and ambitions.

Canada will become the preferred place to study for youth around the world who are seeking a quality education in an environment that enables them to realize their dreams, aspirations, and potential within the framework of Canadian values.

### **Why is the tag line bilingual and not an English version and a French version?**

The intent was always to have a single, bilingual brand to avoid having multiple sets of promotional materials (copies in English, copies in French, bilingual copies, etc.) and to play up the fact that international students have opportunities to learn in both languages.