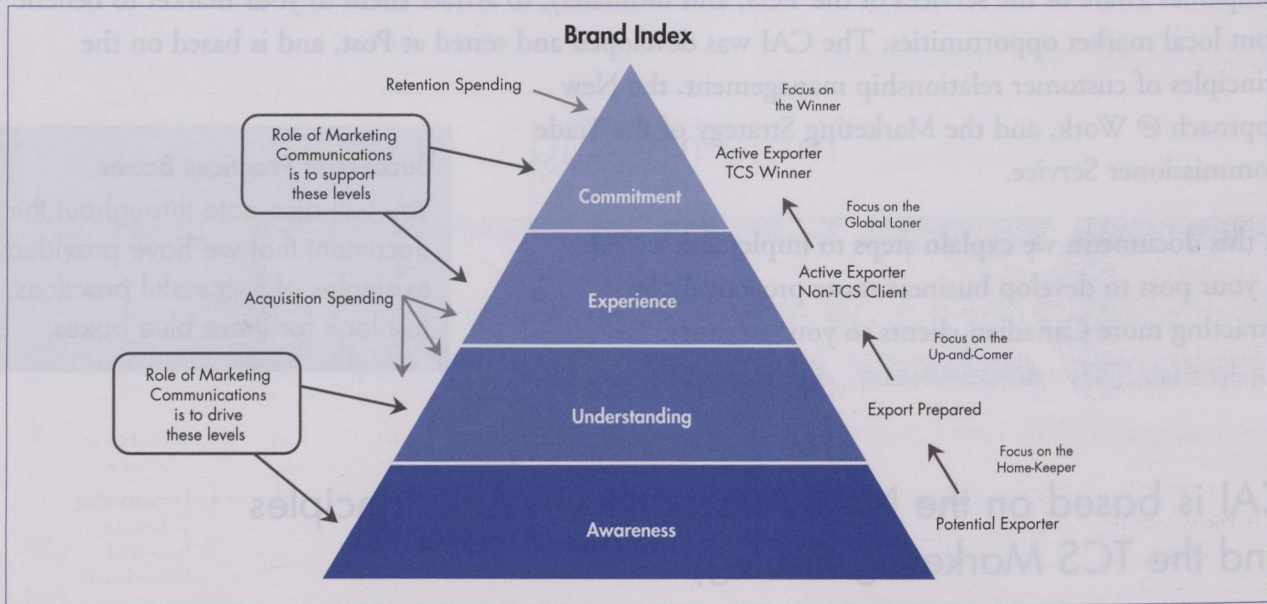


To attract and retain these client segments, the marketing strategy requires *building commitment* among “Winners”, and promoting awareness, understanding, and **experience** quickly through the promotion of market diversification opportunities”¹ to attract Global Loners.

Building Brand Equity means Building Commitment and Experience among the Winner and Global Loner Segments



The Marketing Division of the Trade Commissioner Service can play an active support role through promotion and communication, but the success of the overall strategy depends highly on the work of Posts, since Posts deliver the core services and *only Posts* can provide the service experience and build the commitment necessary among Canadian business clients.

CAI is a practical tool to help posts abroad

Although some posts have absolutely no difficulty attracting Canadian business clients to take advantage of local market opportunities, many posts abroad would like to attract more Canadian business clients to take advantage of opportunities in their markets. The Marketing Division has responded to this need by providing this tool, which International Business Development (IBD) program managers and staff at posts can use to help them *proactively* enhance their networks and achieve results for their program by attracting more Canadian clients to their market.

It must be stated that the CAI is not for everyone. It is a tool designed to help those posts who want to attract more Canadian clients to their markets. The CAI can be used by posts who find it more challenging to build and maintain clients' interest in their market in general, or for those posts in “higher volume” markets to attract clients where there are specific local market opportunities which may not be as well known.

¹ An Integrated Marketing Strategy for the Trade Commissioner Service, January 2002, page 10.