



INTRODUCTION TO:

Promoting Canada Abroad Initiative

1. What is this Initiative?

Concept - *Promoting Canada Abroad Initiative* has been developed to help promote a modern, consistent and balanced image of Canada to International audiences.

Contents - The complete *Promoting Canada Abroad Initiative* consists of relevant documents to be used in the development of products aimed at promoting Canada in general. The core documents contained in the binder will be supplemented with various ready-to-run multimedia products as they become available.

Documents Contained in *Promoting Canada Abroad* Binder

The Initiative begins with a slogan: **Canada. Cool. Connected.** supported by 6 specific themes:
CAPTIVATING - CIVIL - COMPETITIVE - CREATIVE - CARING - COSMOPOLITAN

Each of the 6 themes is expanded upon in its own section of the binder through a series of elements, messages, speech modules, and factoids to support each specific theme.

The last section contains annexes of relevant articles and documents, including a sample "web ready article".

The material offered by the *Promoting Canada Abroad Initiative* falls into two broad types:

- i. - *Core Tools* (the contents of this binder) which will be used by DFAIT Headquarters and Missions to aid in the development of local communications products for promoting a balanced image of Canada to foreign audiences.
- ii. - *Supplementary Communication Products* (in various multimedia formats) for presentation directly to foreign audiences. Most of these supplementary products should be used in their entirety (except for some video footage, and generic images which can be used as required).

2. Why do we need the *Promoting Canada Abroad Initiative*?

This initiative was developed by BCP in the absence of any government guidance on how Canada should be represented internationally.

There are many promotional initiatives throughout DFAIT and the Federal Government, but all of them are focussed on particular aspects of Canada (ie: Trade, Investment, Tourism), and none of them address the issue of the image of Canada in general.