



Committee Report

To: Councillor Steve Hammell, Chair and
Members of the Planning and Development Committee

From: Derrick Thomson
Acting Director of Planning and Development

Date: September 15, 2022

Re: Bruce County wins three Hermes Creative Awards 2022

Staff Recommendation:

That the “Bruce County wins three Hermes Creative Awards 2022” report is for information.

Background:

Hermes Creative Awards (www.hermesawards.com) is one of the oldest and largest creative competitions in the world, recognizing the best of the best in creative. This competition evaluates the creative industry’s best publications, branding collateral, websites, videos, advertising, marketing, and communication programs. Judges are industry professionals from the Association of Marketing and Communications Professionals (AMCP) and look for talent which exceeds a high standard of excellence and serves as a benchmark for the industry. The winners of these awards range in size from individuals to businesses to media conglomerates to Fortune 500 companies.

Summary:

Bruce County has won three prestigious Hermes Creative Awards for the year 2022 (Appendix A) for the outstanding work in creative economic development video work and marketing campaigns. Entries receiving scores between 90-100 points (out of 100) are Platinum Winners and entries with 80-89 points are Gold Winners.

Bruce County has won the following awards:

- **Platinum Award for ‘Be An Explorer in Bruce County’ Video Campaign**
This video is targeting three audiences: visitors, entrepreneurs and residents showcasing Bruce County as a great place to live, work, and play promoting the benefits of visiting, living, and exploring business opportunities in Bruce County (<https://www.youtube.com/watch?v=YB-kv6yBoUw>).
- **Gold Award for ‘Bruce County: Plan the Bruce’ Digital Ad Campaign**
This is a marketing and engagement land use planning campaign that will inform the new Official Plan - the roadmap for growth and development for next 25 years (<https://www.planthebruce.ca>).

- **Gold Award for ‘Bruce County Live Here: Millennial Relocator’ Digital Ad Campaign**
This is a marketing campaign focusing on attracting Millennials to Bruce County to consider relocation (<https://living.brucecounty.on.ca/relocate/>).

These awards recognize the strategic direction outlined in the various guiding documents, including the Economic Development Strategic Plan and the Workforce Development and Attraction Strategy. These campaigns more specifically support the important work being done by land use planning and economic development through:

1. Bringing growth and prosperity to Bruce County
2. Helping to guide growth and development in Bruce County
3. Promote the region to entrepreneurs to explore life and work in Bruce County communities
4. Target visitors, entrepreneurs, and residents to consider relocation to Bruce County
5. Reaching out to newcomers and immigrants about the potential job opportunities in Bruce County
6. Creating awareness of Bruce County to the identified audiences (potential visitors, entrepreneurs, and residents)

Bruce County is thrilled to have these key initiatives recognized on a prestigious and international stage.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None

Link to Strategic Goals and Elements:

Goal #3 Find creative new ways to engage our public

Goal #7 Stimulate and Reward Innovation and Economic Development

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Departmental Approval:

Jeffrey Loney

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Approved for Submission:

Derrick Thomson

Chief Administrative Officer

Appendix A: Hermes Creative Awards 2022

