

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; educational 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 young people from around the world to discover the many advantages of going to school in Canada.

What are the major receiving countries?

In 2007, the top five countries were the United States, Britain, France, Germany, and China, which now takes in more students than it sends abroad, well ahead of other developing nations, according to the New York-based Institute of International Education. The increase reflects student awareness of China's growing importance in world affairs. But it is also the result of a concerted governmental push to enhance China's appeal as a postsecondary destination and a study-abroad locale.

Will the brand replace provincial and/or institutional brands?

The brand is designed to complement existing provincial and/or institutional 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. It will ensure that we are providing a common platform for all who

use it so that we convey Canada's key advantages. As with any brand, the technical guidelines for use will be extensive and explicit and will have to be followed by eligible users.

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, which informed the final decisions.

Who will be allowed to use it?

Initially, only the owners of the brand (i.e., the provincial and territorial governments, CMEC, and the federal government) will be allowed to use the brand. It is expected that use will be extended to eligible and authorized institutions in 2009.

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. Brand use guidelines will be developed and lists of authorized users maintained. 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 and training aspects of the brand?

The costs will be shared between the federal government and the provinces and territories, through CMEC, to jointly manage, administer, promote, and provide training on the brand.

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.

We want to ensure that Canada will become the preferred place to study for young people 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 brand name “Education au/in Canada” 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.

What is a brand?

According to Wikipedia,

a brand is a collection of images and ideas representing an economic producer [or service provider]; more specifically, it refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product, or service.

Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to a company, product, or service. A brand serves to create associations and expectations among products made by a producer. A brand often includes an explicit logo, fonts, colour schemes, symbols, and sound, which may be developed to represent implicit values, ideas, and even personality. The key objective is to create a relationship of trust.