

**BC IDEAS
EXCHANGE**

APPLES TO APPLES

Community Futures Thompson Country

SYNOPSIS

The Apples and Oranges Conundrum

Community Futures Thompson Country (CFTC) launched "Apples-to-Apples" as a progressive and identifiable marketing campaign designed to promote a fresh new look to the organization's image. The campaign is coined "Apples-to-Apples" as CFTC deals with a diverse group of businesses and individuals daily, noting that each is unique and it is not always a case of comparing apples-to-apples. CFTC's role is to make sense of clients' "apples and oranges" diversity and to demonstrate an understanding that a customized approach is needed for each individual.

THE CHALLENGE

Spreading the Word

CFTC has been working since 1987 to help grow Thompson Country's economy. The organization provides small business loans, expert advice and a wide range of tools and resources. Yet there was a lack of awareness within the community about the organization and its work, despite its long successful track record of positive results and real commitment to the region and its people.

THE SOLUTION

Branding Intrigue

CFTC used the "Apples-to-Apples" branding exercise to address the lack of community awareness of programs and services.

The campaign stepped outside of the box from traditional sources (newspaper, magazines and radio) and employed non-traditional mediums, such as social media, to get its message to the general public. Using a clever perspective and an intriguing graphic attracted great interest, leading more people to contemplate starting their own businesses.



Because it's not always
apples to apples ...



BENEFITS

Generating the Buzz

- Economic development has been stimulated not only in the community, but throughout the region and B.C.
- CFTC has received tremendous public praise for the look, the concept, and the idea of the campaign.
- The buzz generated gave CFTC an opportunity to really tell their story about their products and services.
- The campaign continues to raise the organization's profile and generate new enquiries for loans, self-employment services, business advisory services, and community partnerships for economic development initiatives.
- It has addressed the previous lack of quality loan referrals and has spurred on new partnerships, positioning CFTC as a lender of vision and one that understands that not all businesses are the same.
- More people are applying through the Self-Employment program, with CFTC helping them write business plans, obtain loans, and start and run successful organizations.

LESSONS LEARNED

Pulling Together



A unique promotional angle and graphic combined with a social media campaign can pique interest and raise awareness.



Greater awareness means more loan money is circulating within the community, spurring economic development.



Greater awareness results in relationship building, further increasing economic opportunities and growth.



More business start-ups and expansion mean stronger communities.

OUTCOMES

Being In the Know

Because it's not always
apples to apples ...

Advice. Finance. Results.



- Greater awareness of organization and programs and services.
- Increase in website traffic as well as the number of Facebook likes and numbers.
- Increase in phone calls and new clients.
- New community partnerships, with CFTC being asked to partner on joint community projects to attract investment and support business development.



Because it's not always
apples to apples ...

Connect with us today and learn how we can
make sense of your *apples and oranges!*

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CONTACT INFORMATION



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For more information: gov.bc.ca/economicdevelopment