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# CASE STUDY

## CALIBRE ENVIRONMENTAL LTD

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Calibre Environmental Ltd. engaged CIPR Communications in order to manage its communications and marketing efforts. The Client wanted better alignment between the Calibre Environmental and its parent brand as well as an increase of product awareness throughout Western Canada.



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Calibre Environmental Ltd. engaged CIPR Communications in order to manage its communications and marketing efforts. The Client wanted better alignment between the Calibre Environmental and its parent brand as well as an increase of product awareness throughout Western Canada. Over the four-year engagement CIPR focused on an education campaign that led potential customers down a sales funnel.

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**Calibre Environmental trusted CIPR to manage the reputation of the innovative, eco-friendly recycled paint. Previous competitive products failed in this space and Calibre Environmental had CIPR develop a strategy to prove its quality.**

**On top of strategy development, CIPR was tasked with generating qualified sales leads in both the B2C and B2B spaces.**

# CASE STUDY

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## CIPR STRATEGIC APPROACH

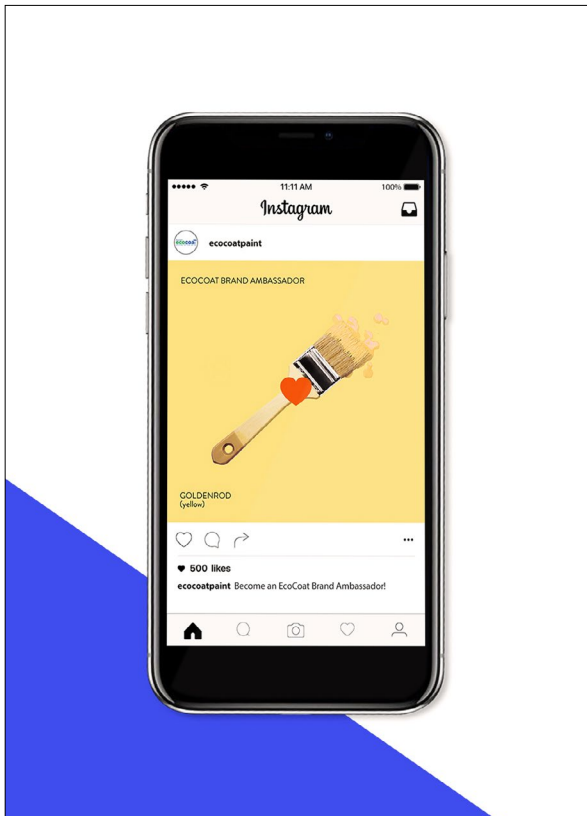
CIPR developed a strategy and tactical plan that focused on reputation management and brand awareness. Persona development ensured that marketing messages would be targeted towards the right individuals to ensure conversions in both B2B and B2C lead acquisitions.

CIPR ensured that storytelling was a key component of sharing the company's story. Storytelling would ensure the personality of the Client was brought to the forefront in order to create legitimacy and build trust in the marketplace.

## CIPR TACTICS

Tactics that were instrumental in the campaign included:

- Media Relations and Releases
- Key Message Creation
- Elected Official Outreach and Tour Coordination
- Award Applications
- Facebook Presence Organic and Paid
- LinkedIn Presence Organic and Paid (Corporate and Executive Level Profiles)
- Twitter Presence Organic and Paid
- Video Creation
- Content Creation
- Graphic Design
- Brand Guidelines
- Email Marketing
- Website Updates

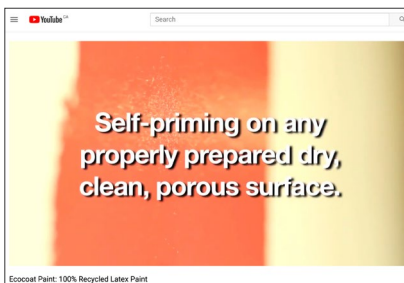


# CIPR TACTICAL RESULTS

6

ELECTED OFFICAL TOURS

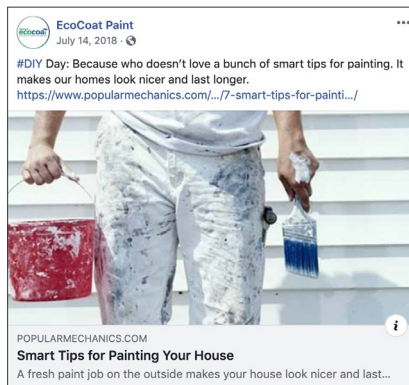
**Resulting in:** inclusion in policy and purchasing conversations at key government meetings; increased brand awareness and positive brand reputation; increased social media reach; media interest.



3

AWARDS

**Resulting in:** legitimacy in reputation; media recognition; content creation.



300% INCREASE

OF SOCIAL FOLLOWING

**Resulting in:** online engagement throughout Western Canada leading to qualified sales leads; recruitment of brand ambassadors, and brand awareness.

ALIGNMENT

OF OVERALL BRAND

**Resulting in:** Professional and polished look and feel for a high growth start-up; increased positive sentiment towards the product's reputation; suite of marketing and communications materials for education and lead generation purposes.

10,000+

VIDEO VIEWS

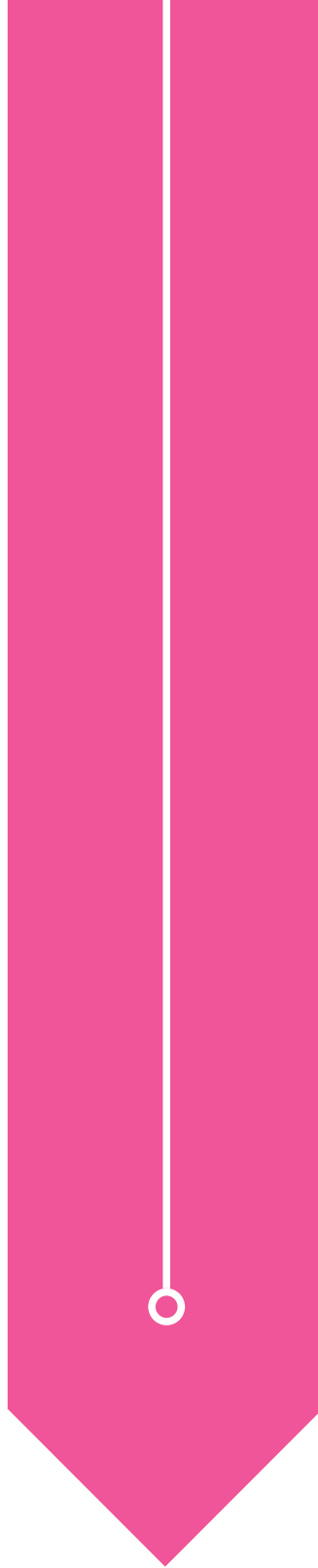
**Resulting in:** increased brand awareness and higher quality leads.



# CIPR RECOMMENDATIONS

Looking forward CIPR would recommend the following marketing tactics in order to continue a successful lead generation and reputation management strategy:

- Website Optimization for both B2C and B2B customers
- Paid Search Campaign that hones in on persona behaviours online
- Marketing Outreach Campaign to suppliers in an innovative ways that surprises and delights
- Continued Building of the Brand Ambassador Program to strengthen ties with potential prospects and get the attention of decision-makers



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