

Case Study

Client: Ottawa Community Loan Fund
 Industry: Community Financial Services

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Brochure

Background:

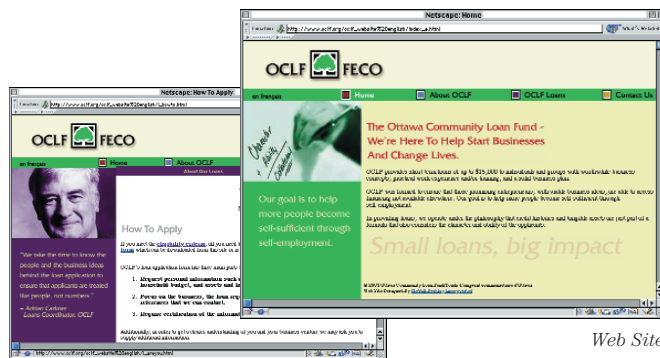
Formed to address the needs of aspiring entrepreneurs who are unable to access financing, the Ottawa Community Loan Fund is a not-for-profit organization that provides loans of up to \$15,000. In the Fall of 2000, OCLF approached McGill Buckley to become a founding corporate sponsor and help develop their marketing program.



Identity

Situation:

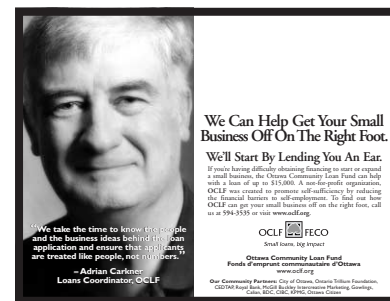
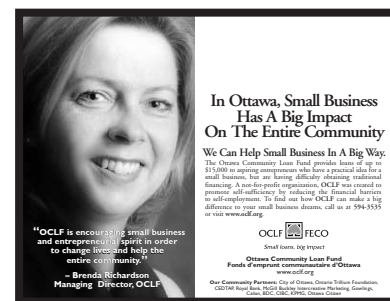
As the first organization of its kind in Ottawa, OCLF was preparing to address a specific niche in the community and needed to develop a positioning strategy, a number of marketing tools and a campaign to recruit media sponsors and prospective clients. Our role was to work with the board and Managing Director to develop, design and launch OCLF to prospective clients and the corporate community.



Web Site

What We Did:

Over the course of several months, we helped OCLF develop several key messages that would be woven through their marketing efforts, designed their identity program, collateral program, designed and launched their web site and created a print advertising campaign that ran in daily and community newspapers.



Newspaper Campaign

"McGill Buckley has brought incredible value in helping OCLF to develop and deliver a professional and effective marketing campaign. From the design of our identity through to the development of our brochures, ads, and web site, we experienced a very high level of customer care, creativity and commitment. In fact, we were so impressed with their work and attitude that we asked them to take a position on our board of directors."

— Brenda Richardson, Managing Director, Ottawa Community Loan Fund

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McGill Buckley Ideas Matter.
 Intercreative Marketing