

www.uniteagainstracism.com

Canadian Race Relations Foundation

Communications Issue

The Canadian Race Relations Foundation, created as part of the Japanese Canadian Redress Agreement exists to “foster racial harmony and cross-cultural understanding, and help eliminate racism.” To help realize this goal, the Foundation wanted to undertake the largest national anti-racism campaign ever produced in Canada. Our instructions were to create a national anti-racism campaign – that had the greatest reach ever on this issue. It also had to have credibility for people working in the anti-racism movement.

Communications and Brand Response

The “Unite Against Racism” campaign was designed to make its partnerships part of the message. Three “partner groups” were put together: media, corporate and community. They acted as focus groups, provided sponsorship and allowed the campaign to have credibility on the ground. The messaging was directed at an audience of 18+. Television was used as the primary channel for the campaign and five ads were produced reflecting the context of racism in each region of the country. Print support included posters and merchandise. A website was developed to support the campaign. In Toronto, the campaign was launched at the CBC Atrium. In Montreal, it was launched in the historical Bank of Montreal building.

Result

The television ads were supported by \$250,000 worth of paid media and were aired on CBC National, Radio Canada, TVO, TFO, Much Music, OMNI, TVA and APTN. They generated a combined audience of more than 70 million viewers.

