

ECONOMIC DEVELOPMENT WINNIPEG'S IMPACT REPORT: Q4 2024

Uniting to drive economic development

Encompasses October, November and December 2024



**ECONOMIC
DEVELOPMENT
WINNIPEG**



**TOURISM
WINNIPEG**



**YES!
WINNIPEG**



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HEART OF THE NORTH

CEO's report

A message from Ryan Kuffner

As we close out 2024, I'm struck by the resilience and adaptability our team has demonstrated in navigating an uncertain and dynamic global environment.

Economic challenges—whether shaped by geopolitical shifts, fiscal pressures, or evolving trade landscapes—are testing the agility of communities and organizations worldwide. At Economic Development Winnipeg, we've responded by leaning into our strengths: cross-functional collaboration, innovative problem-solving and a focus on meaningful partnerships. This quarter, our "one agency, one team" approach has continued to position us as leaders in integrating the mutually reinforcing elements of tourism and economic development, enhancing our competitiveness and unlocking opportunities that set Winnipeg apart.

Other jurisdictions across Canada have reached out to learn from us, and we're seeing how this alignment gives us a competitive edge in attracting investment and business events, retaining talent and building partnerships. These are real, measurable outcomes that are strengthening Winnipeg's position as a leader.

Our leadership in this space positions us as a model for innovation in economic development and tourism alignment.

Building momentum and strengthening partnerships

Q4 marked several notable achievements. We've seen progress on our corporate priorities, including TransX Tour Winnipeg, October 2024, fostering stronger ties with government partners. These

efforts are helping shape priorities like Indigenous procurement, facilitating urban reserves, and positioning Winnipeg as a global hub for Indigenous conferences and events.

Reflecting on the year, governance and financial structures were enhanced to improve organizational effectiveness, and significant progress was made on key investment opportunities, with details of these wins expected to be made public in 2025.

We also made strides in the tourism space this quarter, with notable successes in the events and travel trade sectors. Through our efforts, Winnipeg secured new business events that will bring significant economic impact to the city. These achievements highlight the power of collaboration between our tourism and economic development teams, showcasing Winnipeg as a competitive and desirable destination for both travelers and businesses.

We're also evolving to meet the moment. We continue to focus on retaining and supporting the businesses that are already here to expand their operations in Winnipeg. Given the global uncertainty, this work is critical. Retention isn't just about keeping the status quo—it's about enabling our local companies to grow and compete globally while making Winnipeg their permanent home.

Looking ahead

Throughout 2024, the City of Winnipeg and provincial governments have faced significant fiscal constraints. These challenges have highlighted the importance of economic growth as a key driver of revenue generation. Economic development should be viewed not as an expense but as a strategic investment that fuels future tax revenues and supports public services.



"In this time of a quickly evolving economic and geopolitical landscape, collaboration is more important than ever."

As Winnipeg's largest economic development agency, EDW, with its proven track record of measurable outcomes, is uniquely positioned to address these challenges. To ensure the city remains competitive, resilient and capable of capitalizing on opportunities amidst global and local uncertainties, we have initiated the development of a comprehensive multi-year strategy to guide us.

In this time of a quickly evolving economic and geopolitical landscape, collaboration is more important than ever. Fragmentation and siloed efforts weaken our collective potential. EDW's leadership in fostering unified efforts within Winnipeg and across Manitoba is crucial for leveraging shared challenges into shared successes. We call on all partners to align strategically, reinforcing the "one community" approach to economic development.

As we move into 2025, we'll need to be more agile than ever. Economic development isn't a sprint;

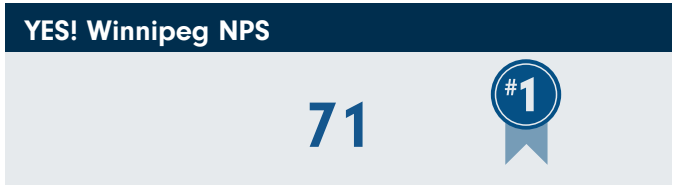
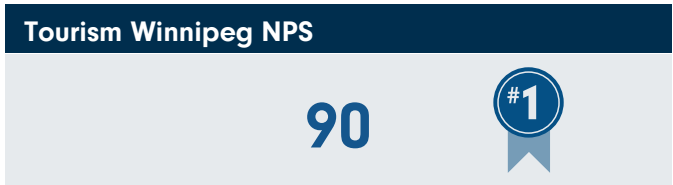
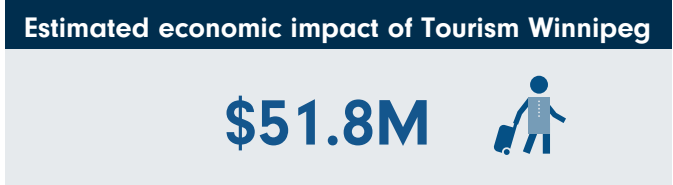
it's a long game. It requires stable funding, strong relationships and the ability to adapt when the unexpected happens. I'm committed to ensuring EDW remains a trusted partner to our stakeholders and a catalyst for sustainable growth in our city.

Thank you to our board, our partners, and our team for your dedication and collaboration throughout this year. Together, we've built a strong foundation and I'm optimistic about what's next. Today's challenges also present opportunities, and we're well positioned to take advantage of this moment to grow our city.

Ryan Kuffner
President & Chief Executive Officer,
Economic Development Winnipeg

Our progress

EDW top-line results to date:



Net Promoter Score (NPS): Net Promoter Score (NPS) is a metric used to gauge customer loyalty and satisfaction by asking customers how likely they are to recommend a company's products or services. Calculated by subtracting the percentage of detractors (unhappy customers) from promoters (loyal supporters), NPS ranges from -100 to +100. A higher score indicates better customer loyalty and satisfaction.





Selling Winnipeg

Team operations

Selling Winnipeg highlights our team's collective efforts at enhancing Winnipeg's profile and appeal as a destination for tourism, business, investment and media recognition on both national and international stages.

Q4 highlights include:

Family Medicine Forum 2025

Winnipeg is set to host the 2025 Family Medicine Forum, organized by the College of Family Physicians of Canada (CFPC), from **November 6 to 8, 2025**. This premier event, which establishes standards for family medicine training and certification in Canada, is expected to attract **3,500 attendees** and generate an **estimated economic impact of \$4.86 million**.

Our team attended the 2024 forum in Vancouver to promote next year's event and partnered with Air Canada to offer a giveaway for 2025 conference travel. Hosting this forum will bring significant opportunities for the local economy and strengthen Winnipeg's profile as a hub for professional gatherings.

Young Presidents' Organization (YPO) Canadian Regional Conference

Winnipeg will host the YPO Canadian Regional Conference at the iconic Fort Garry Hotel from **September 12 to 17, 2025**. This prestigious citywide event, part of the global leadership community for chief executives, is expected to welcome **600 attendees** and generate an **estimated economic impact of more than \$800,000**.



World Indigenous Business Forum (WIBF)

Winnipeg will host the 2026 World Indigenous Business Forum (WIBF), a global gathering celebrating Indigenous business, reconciliation and economic collaboration.

In Q4, a delegation from Economic Development Winnipeg, including board member Dennis Meeches, Andrew Carriere (Vice President, Manitoba Métis Federation), and Gord Bluesky (Chief of Brokenhead Ojibway Nation), travelled to Albuquerque to share the announcement. This collaborative effort underscores Winnipeg's commitment to advancing Indigenous economic opportunities and global engagement.

The event is expected to generate an economic impact of **\$3.1 million**, create opportunities for the local economy and highlight Winnipeg's leadership on the world stage. Read more about how we secured this event: [WIBF story](#).

Promoting Winnipeg

Tourism Winnipeg's leisure strategy

In 2024, Tourism Winnipeg embarked on a research-driven project to develop a comprehensive leisure tourism strategy. This project is designed to identify key visitor segments, understand perceptions of Winnipeg as a destination and uncover the primary motivators for leisure travel to our city. The insights gained will inform our market positioning, optimize resource allocation and guide the evolution of our marketing efforts. The new strategy will be launched later in 2025, shaping targeted marketing campaigns in 2026 and beyond.

Winnipeg is the creative heart of the north

Capitalizing on Winnipeg's growing creative industries and competitive tax credits, we launched our 2024 digital marketing campaign to showcase the city's competitive tax incentives and highlight Winnipeg as an ideal location for investment for companies in the film, gaming and interactive digital media industries.

The campaign targeted key decision-makers, including C-suite executives in the film, video game, animation and VFX subsectors, in major creative hubs such as Los Angeles, California's San Francisco Bay Area and Montreal.

2024 year-end campaign stats

1.75M+ impressions
3,000 clicks
5,233 landing page users

Winnipeg: #1 for families

Our Live in Winnipeg digital marketing campaign, which leveraged Winnipeg's 2024 designation by The Globe and Mail as the #1 place in Canada to raise kids, drove awareness of our city as place for families to live and play. The campaign targeted major cities in B.C., Alberta and Ontario.

2024 year-end campaign stats:

10.2 million ad impressions
64,000 clicks
18,000 landing page users



| CANADA'S MOST LIVABLE CITIES: FOR RAISING KIDS | |
|---|---|
| RANK | CITY |
| 1. | Winnipeg, Man. MORE INFO. |
| 2. | Regina, Sask. MORE INFO. |
| 3. | Brandon, Man. MORE INFO. |
| 4. | Victoria, B.C. MORE INFO. |



Investment project pipeline

Q4 results

Our team closed Q4 with an investment project pipeline of:

552
Leads

299
Prospects

93
Qualified opportunities

Our efforts included:

Project Zeus

In Q4, our team engaged with the leadership team of Project Zeus, a leading virtual production and visualization studio that has grown from 30 to 250 employees in just three years. They are exploring Winnipeg, Manitoba, as the potential site for a **500-person virtual production hub**, driven by the city's attractive incentive programs and strong creative industries ecosystem.

Project Den

A recreational lithium battery manufacturer has selected Winnipeg for its expansion plans and is currently undergoing financial due diligence with the Government of Manitoba. The project involves a capital expenditure of \$166 million USD. The expansion will create around 125 jobs, with 10 to 15 positions expected to be filled in the third and fourth quarters of 2025, and full operational capacity anticipated by the third and fourth quarters of 2027. Project Den manufacturer has opted to build a greenfield site.

Project Pasture

In 2024, EDW conducted a national investment attraction mission in the Vancouver area, where we engaged with a senior executive from a leading value-added food manufacturer headquartered in the region. This company, which already has existing operations in Winnipeg, revealed plans for a significant expansion in the Winnipeg area. EDW is facilitating critical conversations with municipal and provincial governments to support this expansion through permits and potential incentive programs.

Project Passion

In Q4, EDW, the Government of Manitoba and New Media Manitoba have been working closely with the leadership of Project Passion, a video gaming studio with offices worldwide. The Government of Manitoba is working hard in Q1 of 2025 to ensure that the activities under Project Passion are covered under the Manitoba Interactive Digital Media Tax Credit (MIDMTC) program.

Project Passion is making bold plans to relocate operations to Winnipeg, where they're set to create up to 400 high-impact jobs in the quality assurance (QA) and quality control (QC) process of video games! Manitoba's competitive incentive programs and thriving creative industries ecosystem are the perfect launchpad for this expansion.

Project Twitch

Over the past two years, EDW has been working closely with Project Twitch, providing support through government navigation services and key referrals. The company recently secured a major funding round and plans to hire up to 50 new employees this year, including 30 high-quality professionals. EDW's Talent team will assist Project Twitch by leveraging the Work in Manitoba job portal (WIM) and exploring opportunities to include them in a domestic recruitment event, ensuring the company has access to top-tier talent to support its growth.





Business retention, expansion and attraction

In Q4, our team completed 21 BRE meetings, 15 FDI profiles and 4 talent needs assessments.

Our team delivered 170 services to businesses, which led to \$450,000 in capital invested, 23 net new full-time jobs, and one Economic Outcome Facilitated (EOF)* in Q4.

EOF success

A Vancouver-based creative studio built on the foundation of Unreal Engine and with over eight years of expertise is expanding into the Winnipeg market this year.

Specializing in virtual production, immersive media, and animation for film, TV, and games- the studio has been at the forefront of innovation in digital film-making. This move brings cutting-edge technology and creative vision to Winnipeg's growing reputation as a hub for advanced media production and storytelling.

Economic Outcomes Facilitated (EOF): In our sales process, the ultimate milestone is achieving an EOF, which is marked when a client signs a YES! letter. The letter is private sector validation of the value we have provided them through our service offering and ensures we only claim successes when our clients validate that success. The letter provides EDW with the client's confirmation of the number of jobs expected to be created at maturity, the dollar value of capital invested, and the new payroll generated thanks to our efforts. EOFs are ultimately considered "wins" by our team and communicated accordingly.

Talent & workforce development

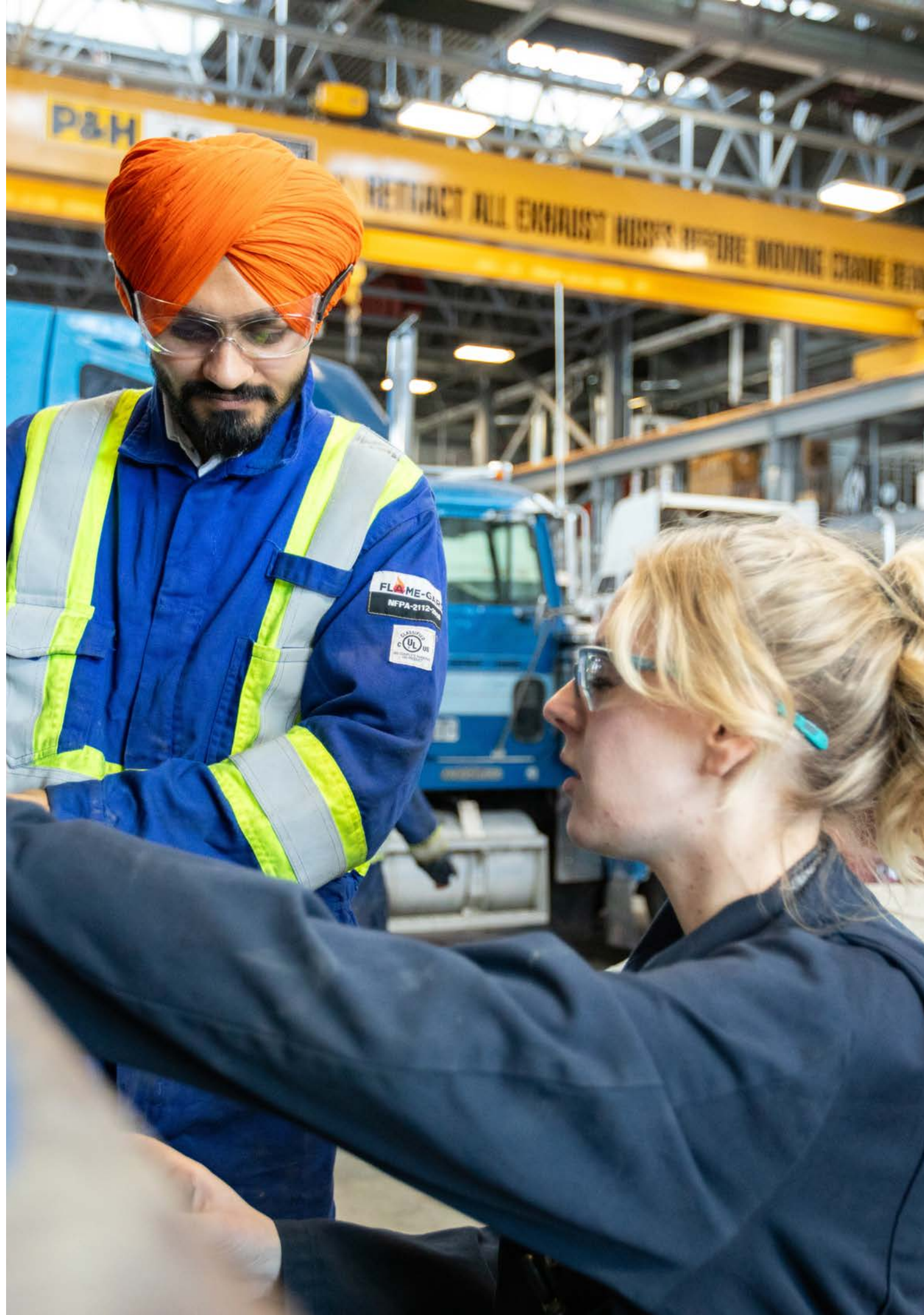
As of Q4, the Work in Manitoba job portal (WIM) has grown to include **86,619 job seekers**, marking a **39 per cent** increase from Q3. Additionally, the platform now serves **1,719 Manitoba employers**, representing a **four per cent** growth since Q3.

Technology Trailblazer MAPLE Award

EDW received the inaugural Technology Trailblazer MAPLE (Magnet Awards for Pioneering Leadership in the Ecosystem) Award presented by Magnet, a centre for innovation at Toronto Metropolitan University. EDW was recognized for its role in administering the Work in Manitoba job portal, a provincially funded platform that connects local and international job seekers with Manitoba employers.

The portal stands out as a best-in-class solution, leveraging advanced technology to enhance efficiency, accessibility and effectiveness in addressing Manitoba's labour market needs. The platform empowers the province's workforce development, inclusivity and productivity by bridging the gap between job seekers and employers.

Our Director of Talent & Workforce Development, Ashley Dunlop and our Talent Program Manager, Wynne Au, accepted the award on behalf of EDW on October 23 at the Magnet Network Live event in Toronto.



Winnipeg in the news

Tourism media coverage highlights our city's visitor assets. In Q4, this included 93 articles/media mentions, some of which appear in different outlets, for a total earned media value* of \$2,585,000, bringing 2024's total EMV to \$20,818,000. Top headlines included:

Peg your heart to Winnipeg by Shel Zolkewich | Dreamscapes Travel & Lifestyle Magazine

Winnipeg, Manitoba Destination Guide by Sarah B. Hood | Adrenalin Magazine

Soapstone and Stories: Uncovering Winnipeg's Artistic and Cultural Heart by Lisa Niver | MSN.com



* Earned media value (EMV) is a metric in marketing that calculates the value of publicity gained through promotional efforts rather than paid advertising. It measures the worth of media exposure obtained through channels like social media, press coverage, and word-of-mouth, estimating the equivalent cost of achieving the same exposure through paid ads.

EDW in our community

EDW in our community highlights the foundational local work that supports and amplifies our broader initiatives, which in turn enhances Winnipeg's profile. Our dedicated efforts within the community help fuel our success in promoting Winnipeg in all markets.

Strategic Foreign Direct Investment for Manitoba: Ensuring Economic Prosperity event

Our FDI team, in partnership with Global Affairs Canada and the Province of Manitoba, co-hosted a one-day training event in November to strengthen Manitoba's investment readiness. The session brought together nearly 100 local stakeholders and Global Affairs Canada representatives from Ottawa and the Manitoba/Saskatchewan region to explore strategies for attracting foreign direct investment, leveraging Manitoba's skilled workforce, and promoting the province's competitive advantages globally. The event emphasized actionable collaboration across sectors to drive economic growth and position Manitoba as a leading destination for international investment.

Winnipeg Chamber of Commerce CODE Workshop

In December, our Talent and Workforce Development team presented at the Winnipeg Chamber of Commerce's CODE Workshop "Adapting to a Rapidly Changing Workforce: Inclusive Recruitment Strategies." Our presentation highlighted the ways that the skills-based matching on the Work in Manitoba Job Portal and the usage of diversity declarations can assist employers in ensuring their job postings reach diverse candidates in Manitoba.

Tourism Winnipeg Sport Forum

In November, our Tourism Winnipeg team hosted the annual Sport Forum in partnership with Sport Manitoba, bringing together leaders from more than 50 provincial sport organizations and clubs interested in hosting future regional, national or international events in Winnipeg. The event featured two sessions: "Funding 101," which gave expert advice on securing funding and partnerships for event attraction and "Path to Paris," where Manitoban Olympic athletes and coaches shared their inspiring journeys. Attendees were highly engaged and sparked timely conversations on future events and championship opportunities for Winnipeg.

Business Council of Manitoba Indigenous Education Awards

Our Talent & Workforce Development team was invited by the Business Council of Manitoba (BCM) to attend its Indigenous Education Awards Celebration & Job Fair event on November 20. EDW and BCM are collaborating to leverage the Work in Manitoba (WIM) job portal to support job matching for BCM's Work Integrated Learning program for Indigenous students. EDW had an opportunity to address the audience comprised of Indigenous students and Manitoba employers about WIM. Minister of Advanced Education and Training (Renée Cable) and Premier of Manitoba, (Wab Kinew) were also speakers at the event.



CMHR – National Human Rights Day

On National Human Rights Day in December, Economic Development Winnipeg's President and CEO, Ryan Kuffner and Vice President of Tourism, Natalie Thiesen joined our valued partner, the Canadian Museum for Human Rights (CMHR), to commemorate its 10-year anniversary. Over the past decade, the CMHR has become a national symbol of education, culture and reconciliation, while driving significant economic growth for Winnipeg.

As part of the presentation, Ryan and Natalie spoke to the importance of the CMHR and its role in growing the local tourism economy. The CMHR has created jobs, supported local businesses and transformed Winnipeg into a hub for human rights education and tourism. The CMHR has supported in attracting student travel programs and marquee events, enhancing Winnipeg's reputation as a destination for transformational experiences.

EDW in the news

EDW's earned media coverage highlights our organization's activities and features our expertise on economic development initiatives, which included 41 articles valued at \$322,900 in EMV* in Q4, bringing 2024's total EMV to \$4,509,000.

Top headlines included:

An interview with MAPLE Young Professional Member Christine Perrin – Director of Foreign Direct Investment at Economic Development Winnipeg by Stephen Armstrong | Momentum/ MAPLE Business Council of Canada

Steady wins the race: Manitoba hotels delivered a sound performance in 2024, gearing up for an exciting 2025 | Western Hotelier (Nov/Dec 2024, Page 19)

EDW claims national honour by Martin Cash | Winnipeg Free Press

EDW claims national honour

By: [Martin Cash](#)
Posted: 7:20 PM CDT Thursday, Oct. 24, 2024
Last Modified: 2:28 PM CDT Friday, Oct. 25, 2024 | [Updates](#)

Economic Development Winnipeg continues to demonstrate a punch above its weight class.

The city's economic and tourism development agency recently won a national award for its Work in Manitoba jobs portal and was a finalist in an international marketing competition.



Corporate Partnerships

YES! Winnipeg

102

Investors contributed
\$1,075,000

Team Winnipeg

44

Partners contributed
\$343,000

* Earned media value (EMV) is a metric in marketing that calculates the value of publicity gained through promotional efforts rather than paid advertising. It measures the worth of media exposure obtained through channels like social media, press coverage, and word-of-mouth, estimating the equivalent cost of achieving the same exposure through paid ads.

Our people

The “Our People” section highlights EDW’s continued learning and community support as an organization, along with the growth and development of our staff.

The Forks North Portage Board Appointment:

We are excited to announce that Economic Development Winnipeg’s Vice President of Tourism, Natalie Thiesen, has been appointed to the Board of Directors of The Forks North Portage Partnership.

With a strong background in tourism leadership, Natalie leads our Tourism Winnipeg team in boosting leisure travel, business events, sports and special events through strategic partnerships.

Natalie holds a Master of Arts in Tourism Management from Royal Roads University and a Bachelor of Commerce from the Ted Rogers School of Management at Ryerson University. Natalie previously lent her leadership and tourism expertise as the past President of the Festival du Voyageur Inc. Board. She also currently serves on the Board of Directors of Destination Canada.

The Forks North Portage Partnership plays a pivotal role in the development of downtown Winnipeg, overseeing the renewal and management of The Forks and North Portage sites.



Meet Daniel – EDW’s new economist!

Born and raised in Winnipeg, Daniel holds a BA (Hons.) in Economics, with a minor in Mathematics, from the University of Manitoba. He went on to complete an MA in Economics at the University of Toronto and a PhD in Economics at McMaster University. After earning his PhD, Daniel moved to Ottawa to work as an Economist for the Department of Finance. He was part of the Quantitative Analysis Group in the Business Income Tax Division of the Tax Policy Branch, where he focused on developing the Department’s Marginal Effective Tax Rate (METR) models. His work included contributing to the Clean Technology METR model, which estimates tax rates specifically for industries involved in the development, production and allocation of clean technologies.

Now joining EDW, Daniel is eager to pivot his expertise toward the local Winnipeg and Manitoba economy. He’s excited to delve into a broad range of topics—including capital investment, the labour force, tourism and special events—to gain a deeper understanding of how the local economy functions at a fundamental level.



United Way Winnipeg auction

Late November saw the Economic Development Winnipeg (EDW) team come together in a creative and community-minded effort to support United Way Winnipeg. Through a unique staff-driven fundraiser, employees raised an impressive \$1,145 by auctioning off their talents, services and experiences to their colleagues. This was just one part of a larger campaign that included payroll deduction commitments for 2025, a holiday bake sale and a waffle breakfast, bringing the total amount raised for United Way Winnipeg **to more than \$8,300.**

The internal auction fundraiser encouraged staff members to showcase their creativity and generosity by offering up a range of personal skills and experiences for bidding. Contributions ranged

from hand-painted artwork to holiday babysitting services and tickets to see the Winnipeg Symphony Orchestra, ensuring there was something for everyone to enjoy and support.

Our grand prize was CEO for the day, where we saw a staggering \$500 winning bid that allowed a staff member to enjoy the perks of being the CEO and President of Economic Development Winnipeg without the responsibility. Our winner, Andrew Cundill, Business Development Coordinator, North America, had a successful day at the helm.

Proceeds from all activities will go directly to United Way Winnipeg, supporting its vital programs and initiatives, which help improve lives and build stronger communities across the city.



Spotlight Feature: Creative Heart of the North

Putting Winnipeg on the creative map

When Economic Development Winnipeg (EDW) set out to position the city as a top destination for businesses in the creative industries sector, it turned its focus to North America’s creative hub—California. With Winnipeg’s thriving ecosystem of creative businesses, competitive costs (including tax incentives), improved flight connectivity and a rising profile in film and media production, the timing was perfect for a bold campaign.

The goal was clear: put Winnipeg on the map for decision-makers in California’s creative industries. What unfolded was a collaborative, strategic effort that showcased the city’s vibrant ecosystem of innovation and creativity and delivered impressive results.

Creative Heart of the North

EDW’s Business Development (BD) and Foreign Direct Investment (FDI) teams work tirelessly to position Winnipeg as the premier destination for new investment, expansion and top talent. To generate excitement for its burgeoning creative industry, EDW recently launched Creative Heart of the North—a digital marketing campaign to promote the local ecosystem and selling Winnipeg to the world.

“This campaign is crucial because it aims to elevate Winnipeg’s profile, encouraging both investments and relocation – by showing Winnipeg as the ideal

location for businesses to come here and grow, and for businesses that are already here, giving them the platform to expand,” explains Christine Perrin, Director of FDI at EDW.

Winnipeg, the capital city of Manitoba, is a thriving creative hub, with expertise in film, video game development, animation and special effects (VFX). When the FDI and BD teams identified California’s creative industries sector as a key priority, they collaborated with the marketing team to produce a testimonial video. This video served as a strategic tool to showcase Winnipeg’s creative businesses and highlight the city’s advantages in the sector.

“Right away we knew this video had the potential to grow into something exciting to highlight Winnipeg’s strengths in the creative industries sector,” said Tyler Walsh, Director of Marketing at EDW.

That creative spark, combined with Winnipeg’s tax incentives of up to 65 per cent for creative industries, a talented workforce and a new direct flight to Los Angeles, created a perfect moment to position Winnipeg as a top destination for business and capitalize on opportunities for growth in the creative industries sector.

To ensure the campaign hit the right notes, the EDW team knew collaboration with local creative industry experts, including professionals from Manitoba Film and Music and New Media Manitoba, would drive success. Their feedback helped ensure the campaign would resonate with industry experts.

In a move to spotlight Winnipeg's strengths in this industry, all campaign footage was locally produced and contributed by industry partners — not only avoiding stock footage but also highlighting the city's exceptional talent and expertise.

"This is such a passionate group of professionals," said Walsh. "Our industry partners were eager to contribute, and their enthusiasm played a significant role in shaping the campaign."

EDW partnered with FRANK Digital, a local full-service production company, to develop creative concepts and produce the video, while digital media partner, LoKnow, executed the campaign. With California as a key target market, they incorporated a subtle geography lesson into their messaging.

"By emphasizing the 'North' in our slogan, we distinguished ourselves from U.S. hubs like L.A. and Atlanta while giving our audience a clear sense of place," explained Anne Royal, Manager of Marketing for EDW.

The campaign strategy focused on showcasing the experiences of local businesses in the creative industries sector while leveraging targeted digital tactics, including Google search, video and YouTube advertising and LinkedIn to reach businesses in the California market. The landing page was designed in-house by EDW's Graphic Designer, Camila Albuquerque.

"A digital campaign allowed us to reach our audience cost-effectively because we could monitor results in real time and adapt as needed," Royal said. "And the creative industry is digitally savvy, so this approach aligned perfectly with their behaviours."

Resonating with California's top creative minds

Winnipeg's growing creative industries sector is garnering attention for expanding and continually evolving.

Lasha Glennie, Business Development Manager, Creative Industries at EDW, talks about the world-class facilities in our city.

"As a community, we have worked hard to develop the infrastructure needed to meet the standards of major studios looking to produce in Winnipeg," Glennie notes.

The Creative Heart of the North Campaign has exceeded engagement expectations. EDW's target audience — high-level professionals in senior roles — actively engaged with the campaign, commenting on and sharing its content. This response reinforces confidence that decision-makers are recognizing the significant opportunities Winnipeg offers in the creative industries sector.

"This was meant to build awareness of Winnipeg's creative industries sector, yet we've already generated a few leads," said Walsh. "The engagement from top-tier creative companies in California has been great."

Another benefit of the campaign is the positive response from local creative professionals and the pride sparked within EDW.

"There was a buzz about the campaign," Royal shared. "It's rewarding to see our colleagues and industry partners rally behind it."

The campaign, running until February, is far from a one-and-done effort. EDW plans to extend its

"By emphasizing the 'North' in our slogan, we distinguished ourselves from U.S. hubs like L.A. and Atlanta while giving our audience a clear sense of place,"



Anne Royal
Manager, Marketing at EDW

impact by leveraging the landing page, videos and social content in future initiatives. For example, the team intends to utilize campaign assets at the upcoming Game Developers Conference in San Francisco, California in March 2025.

Walsh also wants this campaign to be a creative inspiration for other work that EDW does.

"There are cool things happening in all our industries, be it manufacturing, aerospace, agriculture, that can be showcased in an equally compelling way—it doesn't just have to be creative industries, we want to build upon this success."

As of December 31, 2024, the campaign has generated over 1.75 million ad impressions among senior decision makers in the creative industries in LA, the Bay Area and Montreal with video completion rates and Google Search conversions performing well above industry benchmarks.

EDW plans to extend its impact by leveraging the landing page, videos and social content in future initiatives. For example, the team intends to utilize campaign assets at the upcoming Game Developers Conference in San Francisco, California.



Q4 2024

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