



Canada Post Reaches Out

Since 2006, Canada Post has enlisted the help of Porter Novelli Canada to assist with positioning Canada Post as the holiday destination for sending joy to family and friends, as well as being a caring, socially responsible corporate citizen.

For several holiday seasons, Porter Novelli Canada has designed and implemented national PR campaigns that have included a combination of social media, on-air TV/radio product giveaways, ethnic media outreach, Santa-letter-writing publicity, charitable donation, as well as magazine and short-lead media outreach.

For the last two holiday seasons, Porter Novelli Canada has provided PR support to Canada Post's "Re-Gifter" online promotion – a humorous and intriguing contest focused on the popular practice of re-gifting and featuring an ugly sweater as the icon of the contest. PR was able to leverage the re-gifting viral proposal as part of the holiday public relations plan by adding a link to the Facebook page and by adding questions to Canada Post's own polling to determine Canadians' re-gifting habits. The results of the survey were somewhat surprising, with about a third of Canadians admitting that they have indeed 're-gifted' a present they received by passing it on to someone else as a gift. Two thirds of Canadians also said they have no issue with the concept of re-gifting and nearly half said they actually suspect having received re-gifted items from family or friends!



Canada Post [continued]

The Re-Gifter survey combined both social media channels such as Facebook and Canada Post's own polling to determine Canadians' re-gifting habits and the results were used to develop a media release and fact sheets that were distributed nationally, as well as in the product giveaways outreach.

Media picked up on the humorous re-gifting theme immediately, and our outreach to media was combined with an Ugly Sweater giveaway to various broadcast outlets nationwide.

Each holiday season Porter Novelli Canada secured more than 50 million media impressions for Canada Post. News outlets including *Canadian Living*, *Chatelaine*, *City Style & Living*, *Breakfast Television*, *RedFlagDeals.com*, *LaineyGossip.com*, and *Reader's Digest* have featured one or more components of the seasonal campaign.