

## Pace Group / Rogers Santa Claus Parade

### Challenge

In the summer of 2004, Rogers Communications turned to the Pace Group to find a way to enhance its family entertainment brand in British Columbia.

### Strategy and Action

In just a few months, the Pace Group created and produced the first ever Rogers Santa Claus Parade included securing sponsors, registering parade participants, all creative aspects including production of floats, promotion, marketing, advertising, media relations, and liaising with the City of Vancouver.

### Results

In seven years, the annual Rogers Santa Claus Parade has become the annual kick-off to the Christmas season, attracting 300,000 spectators to downtown Vancouver each December. According to the City of Vancouver and Vancouver Police Department, the parade is the largest single best managed major event held in Vancouver each year.



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