

## Delta Media Inc. / Rockcliffe Landing

### Challenge

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Delta Media was chosen as "Agency of Record" for the development and implementation of the marketing communications strategy for the redevelopment of Canadian Forces Base Rockcliffe, in Ottawa.

### Strategy and Action

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This complex project included the creation of a bilingual name ("Rockcliffe Landing") and slogans to contribute to the public's identification and positive perception of the planned development.

A wordmark, signature graphics, maps, billboards, signs, stationery, media materials, advertising copy, PowerPoint templates and a fully functional, bilingual website were all created and completed in less than 8 weeks.

### Results

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Ministerial and Treasury Board approval was secured for the land transfer from National Defence to the Canada Lands Company.

Delta Media's strategy and messaging were so effective that the chief community organization that had initially opposed the development agreed to join the project consultation team.



**CANADA LANDS COMPANY**  
**SOCIÉTÉ IMMOBILIÈRE DU CANADA**

Other Photo