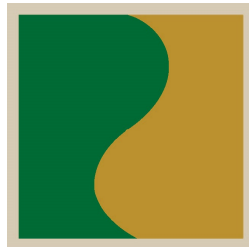




2021 CONFERENCE

Building Better Together / Mieux construire ensemble

November 18, 2021



RHYTHM
COMMUNICATIONS

Marketing

Russ Christianson, Co-op Developer

Marketing

Everything you do
from the moment of conceptualization
to serving your customers

Positioning

In the minds of your customers

Emotions

The basis of all marketing

Trust

Your marketing goal

Brand

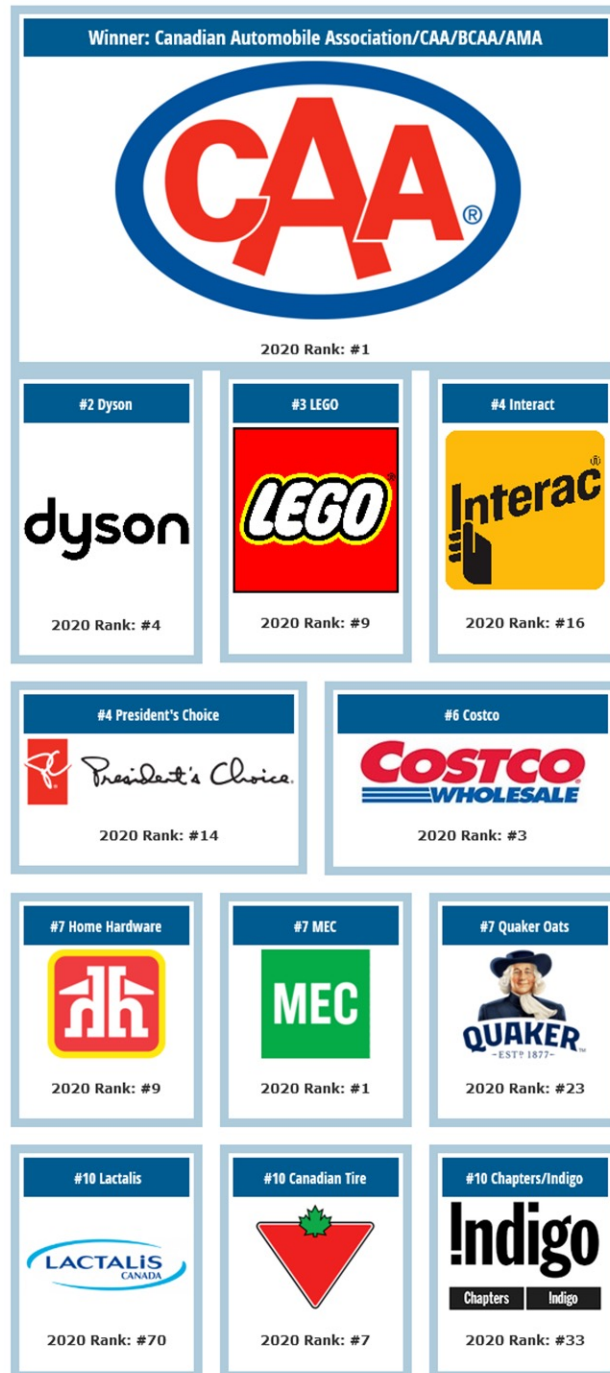
Your Co-op's Identity

Co-op

An advantage?



Canada's Most Trusted Brands 2021



Authenticity

Highlights the importance of a company standing up for its values through its words and actions.

Low Trust

Facebook, Instagram, Snapchat, Twitter

Erosion of Trust

Tesla, Amazon, MEC, Tim Horton's

Quality, Reliability,
Value (\$)

Purpose-Driven

Triple bottom Line

Communication
Words = Actions

Co-ops:
most trusted brands
by Canadians

Top 5 Issues

1. Housing affordability
2. Wealth inequality
3. Money in politics
4. Climate crisis
5. Polarization

October 2019 Abacus-CMC Poll

95%

of Canadians

“The world would be a better place if people collaborated more with each other.”

Most Appealing Co-op Principles

- Open membership
 - Education
- Community & environment
 - Member-owned
 - Democratic

1 in 3 are members

6 in 10

are interested

Your Plan

Brand Strategy

4 pillars vision, mission,
purpose, values

4 P's product, price,
promotion, place