



Friday, December 13, 2013

To Whom It May Concern,

The Algonquin Students' Association worked with Marketing Breakthroughs this past winter on a total rebrand of our facilities.

The Algonquin Students' Association is a non-profit corporation that was established in 1970 with offices on all Algonquin College Campuses. The SA is governed by a Board of Directors and assisted by a team of full-time staff. The Board consists of nine student Directors who make all the key decisions that affect the Algonquin Student body. The Algonquin Students' Association owns and operates a number of different facilities, including, a fitness center, a restaurant, a theatre, and campus athletics including the varsity program.

The rebranding that we had done ran across all campuses and was incorporated in all of our facilities. We hired Marketing Breakthrough to help us through this major transition and to provide their expertise in project management, engagement and communication.

The Algonquin College Campus and the students are very diverse, so the first thing that Marketing Breakthroughs did was help us along with some market research, consisting of surveying our clients to see what they thought of the old brand and where they thought we should go the with a new brand. They engaged the students utilizing online tools including social media directed to our stakeholders, as well as meeting with many of them face-to-face. In the end we had the thoughts and feelings about our brand from over 1000 students. After the survey, the information was used to create different logos that were then brought to the students to vote on. The winning logo is the logo that we now use in all our facilities.

Marketing Breakthrough looked after everything including the survey, design and scheduling of the committee meetings. They made what could have been a very difficult project into a great experience for all involved.

Annie Thomlinson
Manager of Marketing and Communications
Algonquin Students' Association