Nova Scotia Business Inc.

Guidelines
Digital Marketing Asset Development Program

1. Program Objectives

The Digital Marketing Asset Development Program (the "Program") will support a cohort of Seafood businesses to elevate their international sales efforts and help them succeed in the new, increasingly competitive, digital sales reality.

The Program provides financial and project management support, through Nova Scotia Business Inc. (NSBI), to a cohort of Seafood businesses for the creation of digital marketing videos to:

- Elevate the businesses' international competitiveness through the development of a professional digital marketing video that highlights their product benefits and helps build trust and credibility with potential buyers.
- Overcome business' barriers to entry when creating digital marketing videos, such as high cost and implementation obstacles.

Upon Program completion, each company in the cohort will receive:

1. One (1) high-quality 2-3 minute digital marketing video (live action); and
2. One (1) high-quality 10-30 second digital marketing video cut full video, suitable for use on social media platforms.

Upon completion, NSBI will be provided with the following:
1. Select B-roll footage obtained through the course of production.
2. Access to all produced company videos and social media cuts for promotional purposes.

NSBI will:
- Procure one (1) agency for the Program
- Facilitate the relationship with the procured agency
- Distribute a discovery questionnaire to each company prior to meeting with the agency
- Host individual discovery meetings for each company with the agency to inform video creative briefs
- Assist companies throughout the production process as needed

2. Eligible Applicants

All applicants must meet the following criteria:

1. Be a Nova Scotia registered business in good standing (current registration on the *Registry of Joint Stock Companies*; federally registered businesses with a head office registered in Nova Scotia may be eligible) with less than 100 FTEs in Nova Scotia
2. Be headquartered in Nova Scotia
3. Have most of the workforce currently residing in Nova Scotia (some exceptions may apply)
4. Be a product-based Seafood company who is commercially ready with the potential to sell outside of Nova Scotia

Businesses NOT eligible for the Program include:

- Associations
- Publicly funded organizations
- Non-revenue generating not-for-profit organizations

3. Program Commitments

- **Resource Commitment**
  Participating businesses will be expected to commit the appropriate personnel resources and - if applicable - existing video footage/graphic design/photography assets, necessary to develop a digital marketing video.
- **Financial Commitment**
  Participating businesses will be required to pay a non-refundable fee of $500.00 plus HST.
- **Resource Sharing**
  Participating businesses must agree to share their final videos and social media cuts with NSBI for the purpose of sector and company marketing and promotion. NSBI reserves the right to use assets from the Program for future Seafood sector and Nova Scotia value proposition marketing campaigns.

4. Program Criteria

Businesses must demonstrate how participation in the Program is linked to their business development plan for digital sales and clearly articulate how the Program will help support sales in international markets.

Applicants will be evaluated on:

- Strength of the business' digital marketing strategy for international markets.
- Clear articulation of how participation in the Program will help your on-going sales and digital marketing strategy in a time when face-to-face interaction is not feasible.

5. **Application Process**
   1. A completed Application Form must be submitted to Nova Scotia Business Inc. via the email address dmadp@nsbi.ca .
   2. Response to any request by NSBI for missing or follow up information for evaluation of the application must be received no later than 2 days following such request by NSBI. Non-receipt of requested information will result in an application being declined. An application is not considered complete until all required information has been received by NSBI.
   3. Written approval or decline of applications will be provided.
   4. If approved, the business must sign and return the Digital Marketing Asset Development Program Agreement within 5 days of receipt.
   5. There is no application fee for this Program.
   6. There is a $500.00 plus HST participation fee for this Program. Payment is due upon receipt of the Agreement. Failure to pay within 5 days of receipt of the Agreement will result in removal from the Program.

   Funding decisions will be based upon the application demonstrating that the Program objective(s) would be met. Program applications are subject to a competitive process and not all applications that meet these criteria may be approved.

6. **Application Intake**
   Applications for the Program are accepted between August 3rd, 2021 and August 24th, 2021. Applications must be received no later than 5:00PM (Atlantic Standard Time) on August 24th, 2021.

7. **Other Pertinent Information**
   NSBI reserves the authority to remove a participating business from the Program if they are not compliant with the contractual agreement.

   - **Nova Scotia Freedom of Information and Protection of Privacy Act**
     Information collected in connection with this Program is subject to, and will be treated in accordance with, the
     Nova Scotia Freedom of Information and Protection of Privacy Act.

   - **Public Announcements and Disclosure of Information**
     Approved applicants must consent to:
     - Participate in any public announcement or public ceremony relating to the Digital Marketing Asset Development Program and related accomplishments, at a mutually agreeable time; and
     - The release of Program information (company name, sector, region), and total Digital Marketing Asset Development Program funding amount being approved) to the media and general public.

   - **Annual Corporate Data Collection**
     Businesses must complete the feedback survey for the Program and participate in NSBI's annual corporate data collection process for two years following the project's completion.

   - **Contact Information**
     For more information, go to http://www.novascotiabusiness.com/dmadp or email dmadp@nsbi.ca . Submit your completed Application Form to: dmadp@nsbi.ca .