



DEVELOP
A NEW
OUTLOOK

Specializing in
Western Canadian
Economic Development
since 1997.

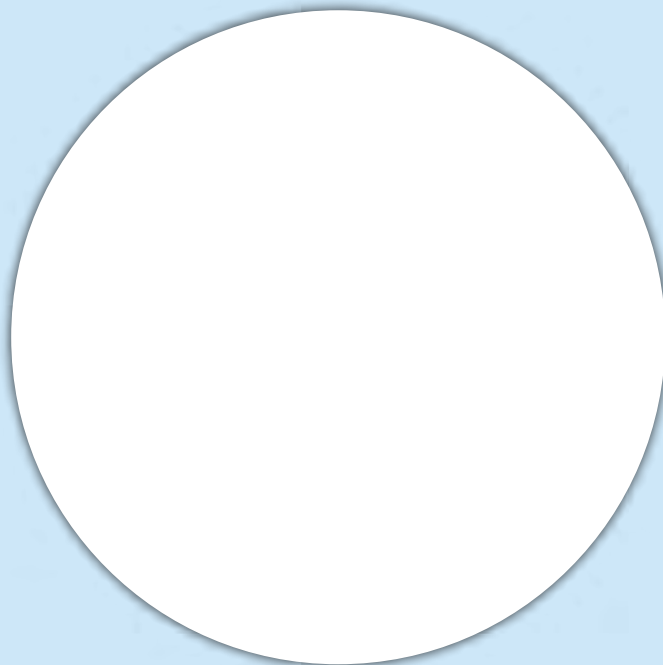


Outlook

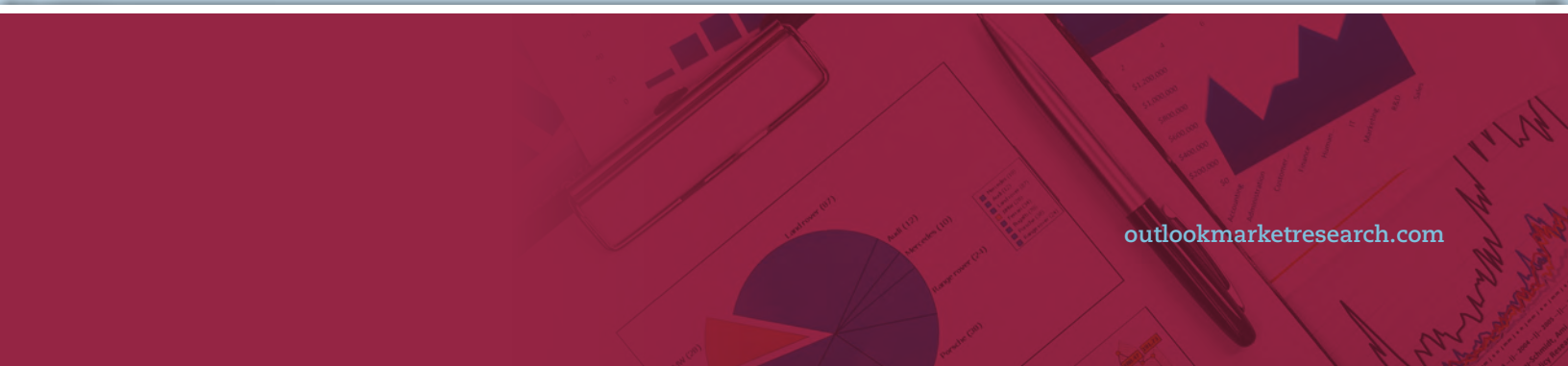
market research
and consulting

MARKETING & COMMUNICATION SERVICES

Outlook Market Research & Consulting Ltd. (OMR) has been working with Western Canadian municipalities, regional partnerships, and First Nations since 1997 to foster meaningful economic development. Our specialized team understands the challenges of attracting and retaining businesses and workers in rural areas, as well as the powerful economic and social impact of special projects.



*OMR provides
the capacity to
complete projects in
3 important ways.*





Marketing & Communications Services

Research and analysis often stand at the core of many economic development initiatives, but sometimes the marketing or promotion of a community, region, or opportunity is a project in itself. Either way, our specialized Marketing and Communications team can help you to effectively present the outcome of your project to stakeholders. Almost every project we engage in has a marketing & communications component, so we can help you get results.

Graphic Design

- Branding
- Marketing Collateral
- Web and Print Design

Website Development

- Website Design
- Interactive Mapping Database Development
- Social Media Analytics and Support
- Video Production

Communications

- Surveys
- In-depth Interviews
- Focus Groups



BRANDING

Logo Design Examples



STEP

St. Paul / Elk Point
Economic Development Alliance



Fort McMurray



CENTRAL PLAINS
endless fields...golden yields



SOUTH CENTRAL
NATURAL GAS PROJECT

connecting communities



BRAED

BATTLE RIVER ALLIANCE
FOR ECONOMIC DEVELOPMENT



Boyne Valley Water Initiative



BRANDING

Eastern Alberta Trade Corridor

LOGO



STANDARDS GUIDE



STATIONERY



WEBSITE



SECTOR SPECIFIC SUPPORT DOCUMENTS



BUSINESS CASES



TRADE SHOW BANNERS (PRINT and DIGITAL)



POSTERS (PRINT and DIGITAL)

POWERPOINT PRESENTATIONS



BRANDING / MARKETING

BRAED Website Regional Mapping & Resource Delivery Systems



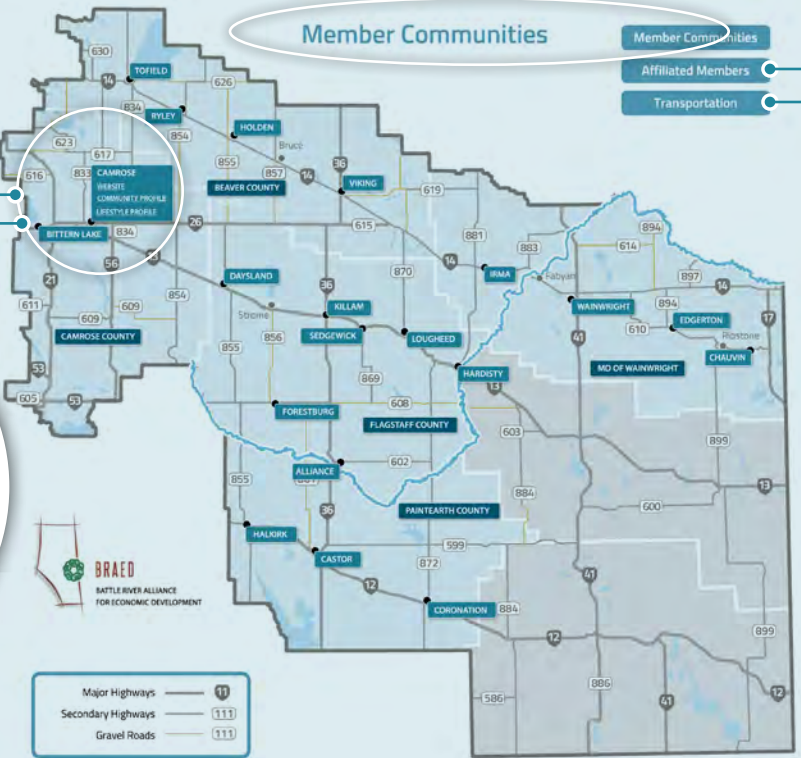
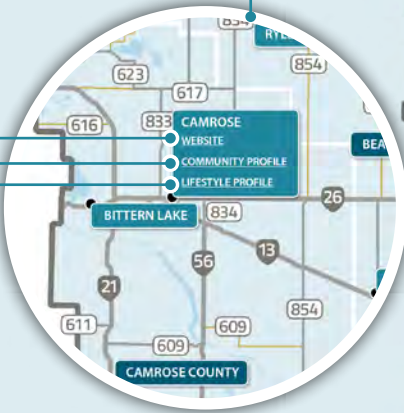
Site Name Label Rollover

Member Communities

Member Communities

Affiliated Members

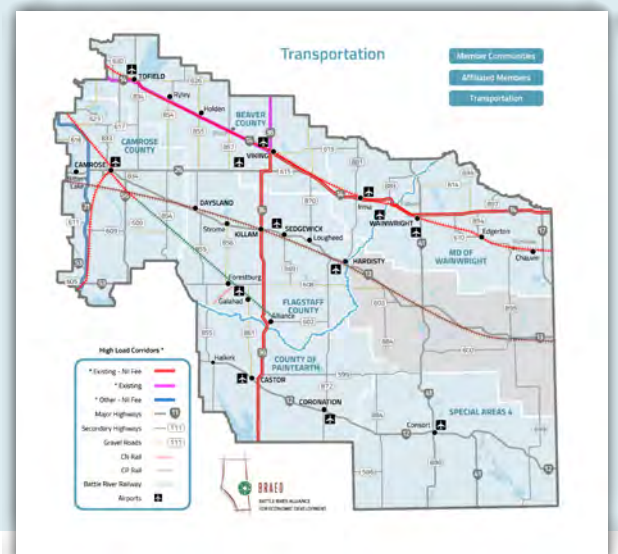
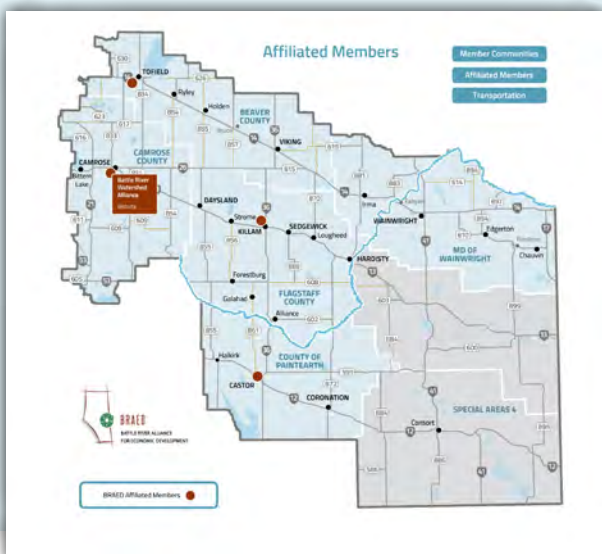
Transportation



Link to Site Website

Link to Website Community Profile

Link to Lifestyle Profile PDF Download



MARKETING / COMMUNICATION TOOLS

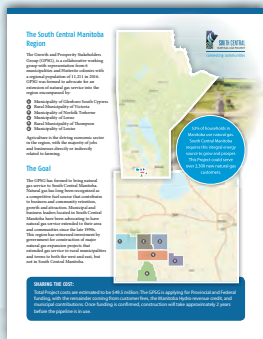
South Central Natural Gas Project (SCNGP)



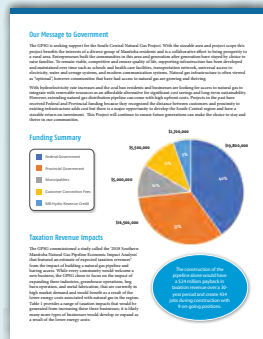
SOUTH CENTRAL NATURAL GAS PROJECT

6 page Business Case / Company Profile

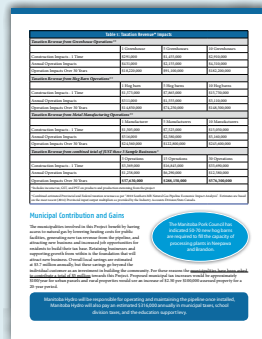
Available in both Print and Digital (Interactive) PDF formats



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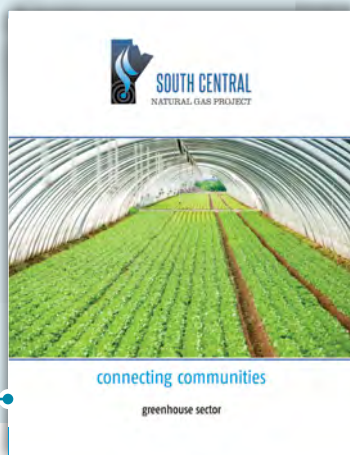
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6

4 page Greenhouse Sector Profile

Available in both Print and Digital (Interactive) PDF formats



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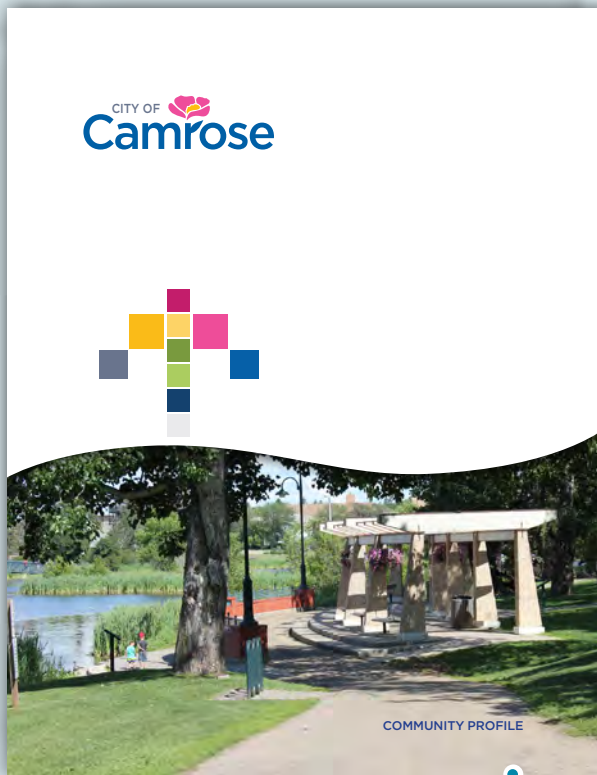


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MARKETING / COMMUNICATION TOOLS

City of Camrose, Alberta



CITY OF CAMROSE
34 page
Community Profile

Available in both
Print and Digital
(Interactive)
PDF formats



Not all pages shown.





Outlook

market research
and consulting

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