

1. Program Objectives

The Digital Marketing Asset Development Program (the “Program”) will support a cohort of Nova Scotia businesses to elevate their sales efforts as they participate in national and international trade events.

The Program provides financial and project management support, through Invest Nova Scotia, to a cohort of businesses for the creation of digital marketing assets to:

- Elevate the businesses’ national and international competitiveness through the development of professional digital assets that highlight their product benefits and help build trust and credibility with potential buyers.
- Overcome business’ barriers to entry when creating digital marketing assets, such as high cost and implementation obstacles.

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

- Professional Brand Style Guide Development
 - Creation of a supporting brand style guide for reference of usage, including refinement and packaging of logo, tagline, typography, and colour palette.
- Value Prop Pitch Doc
 - A professionally designed and copywritten summary document providing potential audiences with concise, essential information about your company’s value prop.
- Digital Marketing Assets and Templates
 - Photography package
 - Social media templates
 - Display ad templates
 - Slide deck template

Invest Nova Scotia 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 creative briefs; and
- 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. Have a permanent establishment in Nova Scotia;
 3. Have most of the workforce currently residing in Nova Scotia (some exceptions may apply); and
 4. Be a product-based business who is commercially ready with the potential to sell outside of Nova Scotia with plans to participate in trade events in the next 12-18 months.

Businesses NOT eligible for the program include:

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

3. Program Commitments

All eligible applicants must adhere to the following:

- **Resource Commitment:** Participating businesses will be expected to commit the appropriate personnel resources and, if applicable, existing marketing assets, necessary to develop the in-scope digital marketing assets.
- **Financial Commitment:** Participating businesses will be required to pay a non-refundable fee of \$862.50 (\$750.00 + HST).
- **Resource Sharing:** Invest Nova Scotia may request the use of developed assets from the Program for future 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 support participation at trade events within the next 12-18 months.

Applicants will be evaluated on:

- Strength of the business' digital marketing strategy for national and international markets and trade events.
- Clear articulation of how participation in the Program will help your ongoing sales and digital marketing strategy.

5. Application Process

1. A completed [Application Form](#) must be submitted to Invest Nova Scotia via the email address dmadp@investnovascotia.ca.
2. Response to any request by Invest Nova Scotia for missing or follow-up information for evaluation of the application must be received no later than two (2) business days following such request by Invest Nova Scotia. 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 Invest Nova Scotia.
3. Written response of application approval or declination will be provided.

4. If approved, the business must sign and return the Digital Marketing Asset Development Program Agreement (the “Agreement”) within five (5) business days of receipt.
5. There is a \$862.50 (\$750.00 + HST) participation fee for this Program. Payment is due upon receipt of the Agreement. Failure to pay within five (5) business 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 December 01, 2023, and January 04, 2024. Applications must be received no later than 5:00 PM (Atlantic Standard Time) on January 04, 2024.

7. Other Pertinent Information

Invest Nova Scotia 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 Program and related accomplishments, at a mutually agreeable time; and
 - The release of Program information (company name, sector, region), and total 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 Invest Nova Scotia’s annual corporate data collection process for two (2) years following the project’s completion.
- **Contact Information**
For more information, go to www.investnovascotia.ca/dmadp or email dmadp@investnovascotia.ca.
- **Application Submission**
Submit your completed [Application Form](#) to dmadp@investnovascotia.ca.