

AirdrieNOW Big Winner at International Awards

Marketing Campaign Recognized for Excellence

Airdrie, Alberta, Canada – Airdrie’s mark on the world just grew a little larger. The City’s Economic Development department walked away with two prized marketing awards during the Annual International Economic Development Council’s (IEDC) Excellence in Economic Development Awards.

Airdrie Economic Development’s AirdrieNOW campaign, competing in the under 50,000 population segment, was voted as the top entry in two categories, “General Purpose Website” and “New Media”. The campaign also received an honourable mention in a third category, “General Purpose Brochure”.

“To be recognized and rewarded by a group of your peers on the International stage is a great accomplishment for our city and our team” commented Kent Rupert, Team Leader for Airdrie Economic Development. “The AirdrieNOW campaign has been extremely successful to date reaching over 50 countries and 8,000 visitors on airdrienow.ca. The international scope of our website visitors combined with these honours, confirms our modern approach to economic development is exceeding our targets.”

www.AirdrieNOW.ca, received top marks from the judges to win best “General Purpose Website”. The website combines the competitive advantages of investing in Airdrie with current statistics, testimonials from local business leaders and “how-to” information on starting a business in Airdrie. AirdrieNOW.ca was one of Alberta’s first websites to host BizPal, an online business licensing and permit service for municipalities and features a variety of interactive tools such as an online property search tool and searchable business directory.

“Furthering economic development is rarely a simple task in the best of times, and advancing the cause in the midst of a global financial crisis is nothing less than arduous,” said Ian Bromley, IEDC chair. “As the consequences of the widespread economic turmoil have taken hold, we have seen our members become even more ardent proponents of economic development, flying in the face of one of the most challenging economic environments we have experienced in our careers. We proudly present this award to Airdrie Economic Development for its superior work during these difficult times.”

Innovative and imaginative, Airdrie’s only online TV station also impressed the International judges to win the “New Media” award. AirdrieNOW! TV uses new technology to promote the city as a place to live, work and do business. The platform allows Airdrie Economic Development to share over 40 videos of local businesses and events such as the Airdrie Regional Airshow and Centennial in a more controlled setting.



“Online video content is rapidly becoming the preferred choice of today’s decision-makers,” added Rupert. “We reach these clients using professionally-produced videos on a customized and controlled platform. Web 2.0 applications are quickly emerging as essential tools for economic development professionals to quickly and effectively communicate with our target audience.”

Launched earlier this year, AirdrieNOW is a fully integrated marketing campaign involving print, online and video media to communicate the advantages of investing in one of Canada’s fastest growing cities. The two IEDC Excellence Awards follow an article published by Alberta Venture magazine naming Airdrie as one of Alberta’s best communities to do business.

These are the first International awards won by Airdrie Economic Development having been recognized for excellence in marketing, business planning and advanced technologies over the years by the Economic Developers Association of Canada.

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