

OUR REGION, OUR HOME

The Stories that Build our Community





CAMPAIGN OVERVIEW

The Inclusivity Campaign builds on the See My Value campaign from 2022.

Phase 1 was successfully launched in March 2025, in partnership with a dedicated task force of settlement agencies and community partners.

This initiative is part of the Pathways to Belonging Strategic Plan. It meets the Strategic Pillars of “Coordinated Support and Advocacy” and “Welcoming and Inclusive Communities” by providing greater coordination around challenging systemic racism; and helping to bridge the cultural divide between long-term residents and newcomers to foster mutual understanding, respect, and community cohesion.



OBJECTIVE

- Increase awareness of the newcomer community in the Saint John Region.
- Highlight the invaluable contributions of newcomers to our economy, culture, and social fabric.
- Reinforce that inclusivity is a shared responsibility and that every resident has a role to play in fostering a welcoming community.

COLLABORATORS



NEWCOMER STORIES



Borys & Nataliia

Arts & Culture.



Isabel & Rafael

Family.



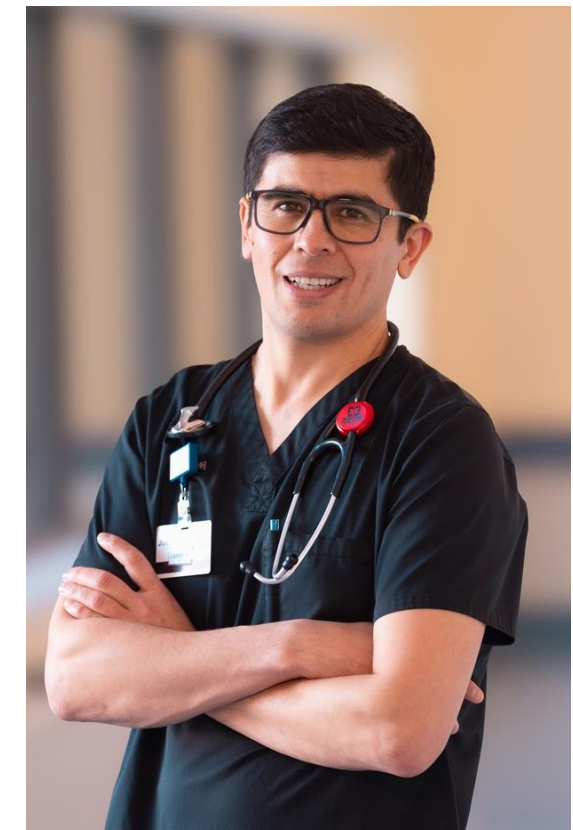
Nilton

Entrepreneur.



Théophile

Francophone. Volunteerism.



Jumaboy

Healthcare.

CAMPAIGN OVERVIEW

TARGET AUDIENCE

- Saint John Region Residents

TIMELINE

- March 21: Live Launch @ Saint John Sea Dogs Game
- March 24 - April 28: Flight 1 Digital & Out of Home (OOH) Media Buy
- June 26 - August 7: Flight 2 Digital & OOH Media Buy





DETAILED PLACEMENT

- Sea Dogs game
- Internal bus ads
- Social media
- Billboards around the city
- Printed media
- Website
- Cineplex
- AREA 506 Waterfront Container Village

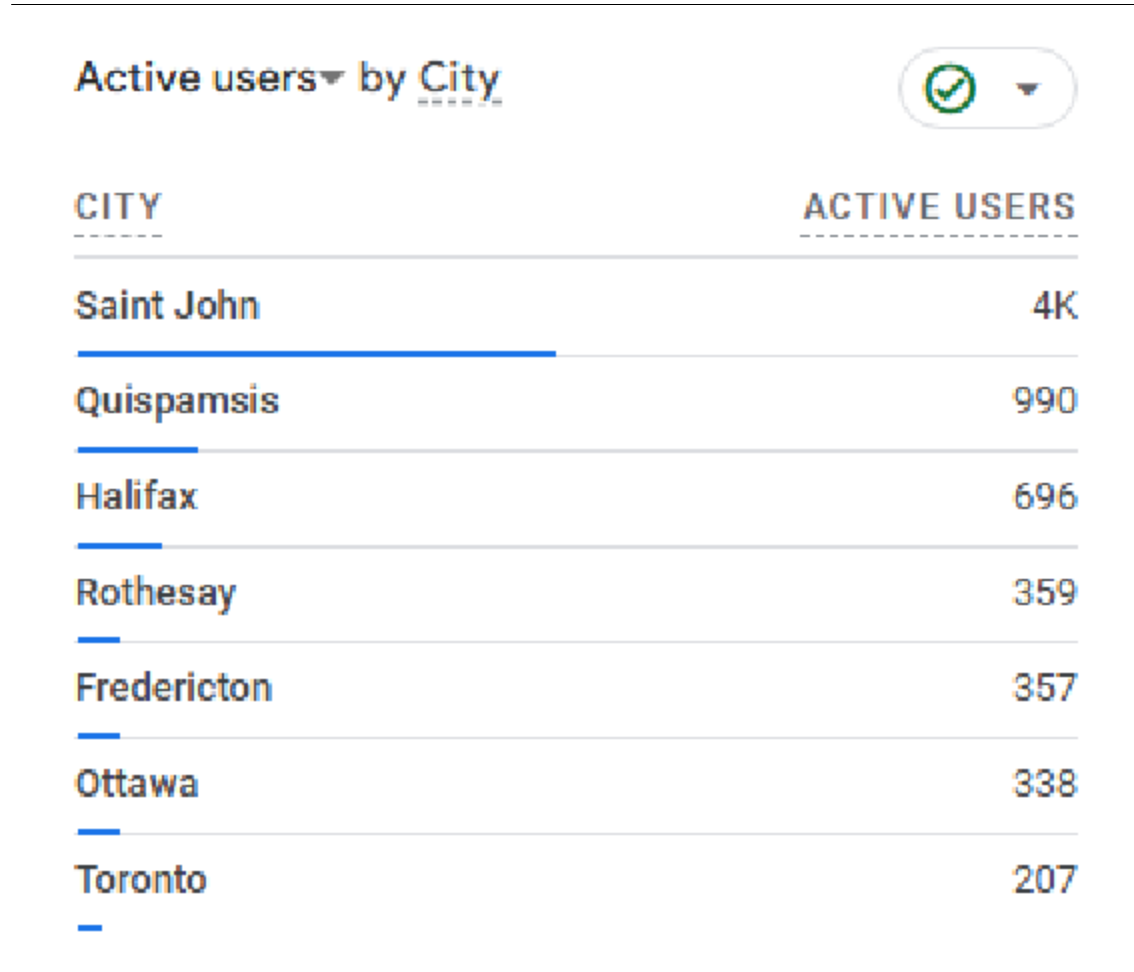
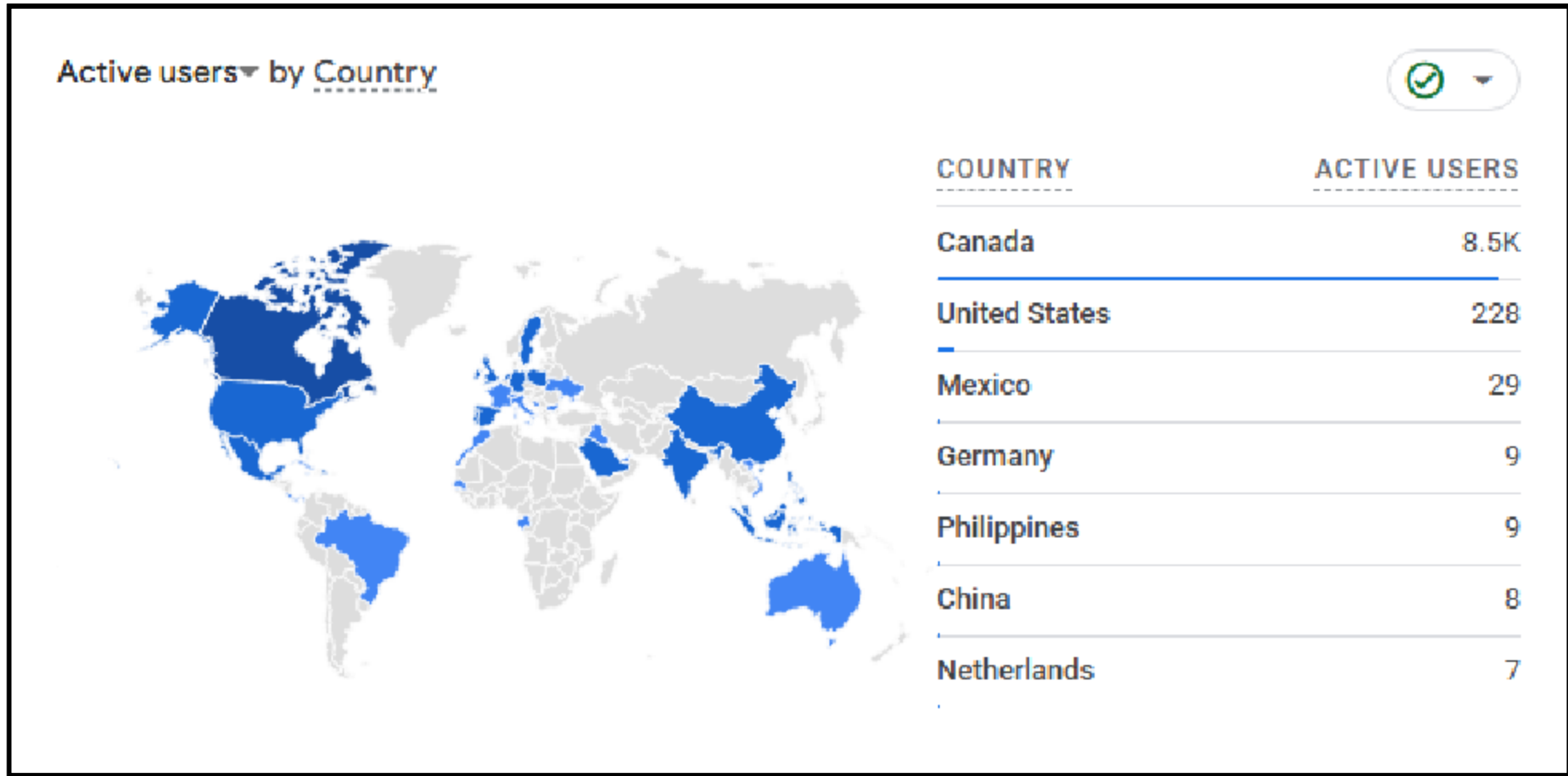
META ADS

∞ Phase 1 - Our Region, Our Home

Flight	Ad Set Name	Ad name	Impressions	Reach	Clicks (all)
Flight 1	All	All	873,423	108,813	27,161
	EN Static	All	510,372	74,188	17,606
		Rafael and Isabel	279,628	60,091	10,661
		Jumaboy	230,744	52,074	6,945
	EN Vertical - Stories	All	175,668	42,577	5,957
		Rafael and Isabel	100,569	30,685	3,734
		Jumaboy	75,099	27,562	2,223
	EN Vertical - Reels	All	168,220	27,167	2,938
		Rafael and Isabel	91,600	20,498	1,499
		Jumaboy	76,620	21,205	1,439
	FR Static	All	18,429	4,744	622
		Group	12,215	3,630	263
		Theophile	6,214	2,313	359
	FR Vertical - Stories	All	682	417	26
		Theophile	682	417	26
	FR Vertical - Reels	All	52	35	12
		Theophile	52	35	12
Flight 2	All	All	801,571	141,054	24,083
	EN Vertical Stories	All	197,266	54,014	6,637
		Nataliia and Borys	177,455	53,630	6,083
		Nilton	19,811	7,740	554
	EN Static Posts	All	322,135	58,320	10,880
		Nataliia and Borys	168,499	48,599	6,785
		Group	125,865	30,962	2,932
		Nilton	27,771	11,473	1,163
	EN Vertical Reels	All	277,927	65,199	6,451
		Nataliia and Borys	258,430	64,698	6,166
		Nilton	19,497	5,226	285
	FR Static Post	All	2,001	896	32
		Group	2,001	896	32
	FR Vertical Stories	All	980	536	38
		Theophile	980	536	38
	FR Vertical Reels	All	1,262	567	45
		Theophile	1,262	567	45
		TOTALS	1,674,994	186,442	51,244

LANDING PAGE ANALYTICS (FLIGHT 1)

Active Users: 8.8k
Average Engagement Time:
17s EN Page Views: 10k FR
Page Views: 286



LANDING PAGE ANALYTICS (FLIGHT 2)

Active Users: 8k
Average Engagement Time:
8s EN Page Views: 9.6k FR
Page Views: 25



FLIGHT 1 INSIGHTS

- Our ads achieved an above-average click-through rate.
The average is between 0.05% and 1.7% - we had 3.11%
 - This demonstrates that the ad creative and copy effectively resonated with our audience, encouraging engagement.
- EN content had a significantly larger reach than FR content.
 - There may be value in exploring whether budget distribution between EN and FR content aligns with actual audience reach and engagement patterns
- Video ads had high engagement, with high watch times at 100%
- EN Story (static) ads drove the majority of engagement
 - This indicates that format performance varies and should be considered in future campaign analysis.

FLIGHT 2 INSIGHTS

- Our ads continued to achieve an above-average click-through-rate at 3%.
- EN content had a significantly larger reach than FR content.
 - This is consistent with Flight 1 findings.
- Average play time of videos is lower than in Flight 1
 - Future campaigns should consider video ads specifically for Meta (15-30 second spots)
- EN Static Post ads drove the majority of engagement.
- Even with dedicated budget put towards FR assets, spend remains low
 - The Meta FR audience in the Saint John Region is not a large audience base, so it becomes difficult to competitively bid and spend towards this targeted audience.

NEXT PHASE

FOCUS:

- Maximizing the lifespan and reach of both existing and new content
- Engaging residents with inspiring, relatable stories year-round
- Encouraging action toward inclusivity, not just awareness
- Strengthening partnerships with employers, cultural organizations, and community leaders

TARGET AUDIENCE:

- Primary:
 - Lifelong Saint Johners (30+)
- Expanded:
 - Youth (15-29) - future workforce and cultural bridge-builders
 - Small and medium-sized businesses
 - Cultural associations and community leaders

KEY MESSAGES

CORE (FROM PHASE 1):

- Arriving in a new country, city, and home can be overwhelming - we can make it easier with a warm welcome.
- Newcomers are innovators, dreamers, and doers. They are active contributors to the Saint John Region's growth.

ADDITIONAL (FOR PHASE 2):

- Welcoming is more than words, it's actions. Every person has a story worth
- hearing and sharing. An inclusive region is stronger, smarter, and more
- connected. You can be part of the welcome for newcomers.



RÉGION
SAINT JOHN
REGION

OUR REGION,
OUR HOME

NOTRE RÉGION,
NOTRE CHEZ-NOUS

Funded by / Financé par:

ENVISION
Saint John



SJLIP
PLISJ



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



NEXT STEPS

Following the successful launch of Phase 1 in March 2025, Our Region, Our Home will enter Phase 2 in 2026, with a focus on developing 5 new video stories – 4 English, 1 French. This will expand the video library to 10 Growth Story videos (8 English, 2 French) showcasing newcomers who call the Saint John Region home.





The ACCEPTED PICTURE OF THOMAS
OFTEN REFERRED TO AS
"BLACK MOSES"
OR
AMERICA'S FIRST AFRICAN-AMERICAN HERO
Thomas Peters, Nigerian born, and Black Loyalist soldier, in the
British Black Company of Pioneers, early Black settler of the
Province of Nova Scotia, British Canada, and one of the "Four
Fathers" of the Nova Scotian Settlers, Sierra Leone Colony in
Africa.
BORN: Thomas Peters, June 25, 1738, Nigeria.
DIED: 1792, Freetown, Sierra Leone.
CAUSE OF DEATH: Malaria.
BIRTHPLACE: Freetown, Sierra Leone.
NATIONALITY: Nigerian, African Canadian, Sierra Leonean.
CITIZENSHIP: Canadian, African American, Sierra Leonean.
OCUPATIONS: Free Black man, soldier, politician.
KNOWN FOR: Being a pioneer of the first settlement of
African American, Nigerian settlers in Sierra Leone, British Canada,
Northern America, in Africa.

TRAVELLED
BRITISH AMERICAN COLONIES
; BRITISH ATLANTIC SETTLEMENTS
ENGLAND; BRITISH ATLANTIC S



IN A SUNNY MORNING IN JUNE
1760;
OLD THOMAS LEFT
DELIVER GOOD
HIS
FOLLOW
STORY OF THOMAS

at a 22 year old Thomas Peters

The journey of the Black Loyalist settlers was a long and arduous one. It was a journey of hope and faith, of courage and sacrifice. The settlers were not just seeking a new home, but a new life. They were seeking a place where they could be free, where they could be respected, where they could be heard. The journey was not without its challenges, but it was a journey worth making. The settlers were the first of many who would follow in their footsteps, seeking a better life in a new land.



Black Loyalist settlers in the 18th century.

CULTURE



THANK YOU



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