

# Tourism Marketing Agency Chosen

## Tourism, Culture and Heritage

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The Department of Tourism, Culture and Heritage is awarding a three-year contract to Colour Creative Persuasion Inc. to act as its full-service agency of record for tourism marketing.

"Through the selection process, Colour demonstrated its understanding of our needs and its ability to meet them with a strong technical bid and oral presentation," said Lloyd Banfield, executive director of tourism. "We're confident in this agency's ability to work closely with us and the tourism industry to create innovative consumer-focused marketing strategies that will grow our tourism revenues and draw more visitors to Nova Scotia."

Colour was selected through the Public Tenders Office with the support of an independent procurement specialist, private sector tourism industry members, and tourism division staff.

"Our team at Colour is honoured that both the tourism industry and government have entrusted our agency with the responsibility for tourism marketing over the next several years," said Chris Keevill, president of Colour. "We know Nova Scotia is in a very competitive marketplace for tourists. That's why we listened to the tourism industry, listened to tourism operators and brought forward a proposal based on what has worked, but also what has changed in terms of consumer behaviour and demand."

The department and the agency will negotiate the details of the contract, including its final value, within the coming weeks. The contract will begin Nov. 1.

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