CASE STUDY 2025-2026

Township of North Huron

Strategic Communications · Branding · Marketing

Led by Barbara Robinson, RiverRoad Creative

THE "ASK"

A municipality in rural Huron County wanted a plan to market the township and its services to residents, businesses and visitors with "consistent, effective, timely and transparent" communications.

THE SOLUTION

A collaborative approach delivers cohesive communications and marketing.

Situational Analysis

Staff interviews; audit of communications inventory and policies; media, social media and comparative review; summary report.

Communications Plan

Develop objectives, strategy and consensus; align in-house policies; set action plan with messages, targets, channels and tactics.

Marketing Launch

Create plan, products and timelines; establish the value proposition, tools and methods, and metrics for ongoing evaluation.

DELIVERABLES

- Audit of Communications, Marketing & Branding Materials
- Situational Analysis & Workplan
- Communications Plan
- Marketing Plan
- Updated Communications Policy
- Updated Social Media Policy
- Developed Internal System for Communications
- Final Reports Presented to Council

TESTIMONIAL

Nelson Santos, Chief Administrative Officer, Township of North Huron:

It is my pleasure to provide a reference for RiverRoad Creative. Barbara and her team led outreach and engagement activities among our staff and nearby Townships that culminated in clarifying our direction and the production of several documents, including our Marketing Plan, which closely followed the mission, vision and priorities of the Township of North Huron Strategy, 2024-2027.

The expertise you need, when you need it.

(613) 612-9889 · info@riverroadcreative.com

riverroadcreative.com/strategy