

UNIFOR

CAW-CEP: New Union Project

“Since the beginning of our working relationship, Strategic Communications showed an incredible commitment to the success of our project. The challenges and problems that we unearthed through the research process were transformed by Stratcom into a series of solutions and actionable items that quickly showed excellent results.”

Shannon Devine

Communications Director

CAW

The Context



In early 2013, CAW and CEP engaged Stratcom’s services to develop a new name and brand for the new organization being created from the combination of these two unions. This included a strategy to inform and engage members, and launch the name and visual identity of the new union.

Our Contribution

Stratcom began the branding process with focus groups of members and non-members. A total of 16 focus groups were conducted, 8 with current CAW/CEP members and 8 with members of the public. The focus groups explored top-of-mind issues, tested the brand awareness of the existing unions and explored possible elements for the new union’s name and visual identity. The findings from the focus groups guided the development of the new name and visual identity, and also provided the basis for a plan to engage members around the formation of the new union.

In partnership with Pivot Design Group, our team developed a name and logo creation process that was inclusive, robust and fast-paced. The criteria for the new name were straightforward, but highly challenging: a single word which would work equally well in English and French, was not an acronym, and spoke to a notable new beginning for the union.

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Utilizing the findings from the focus groups, Stratcom developed a comprehensive, multi-modal membership engagement strategy for the new union that included the development of a communications platform and plan which was comprised of 6 phases:

BE PART OF SOMETHING BIG!

THE NEW UNION IS IN THE MAKING
CEP AND CAW MEMBERS. THIS INCLUDES YOU!

Learn more, have your say and get involved!
CEP and CAW will hold the founding convention for the new Canadian union, **August 30 September 1** in Toronto (Labour Day Weekend!).
The name, structure, representation and membership models will be changing to offer you and all Canadian workers strong workplace protection.
Get informed and take part in creating your new union. We want to talk to you about our new union and will be getting in touch and visiting many communities to ensure you can learn more, have your say and get involved.

300,000 WORKERS IN 20 SECTORS

CANADA'S LARGEST PRIVATE SECTOR UNION

NEW

MEMBERS IN EVERY REGION OF THE COUNTRY

Sign up today for updates and to find out more at: newunionproject.ca

CAW CANADA
www.caw.ca

CEP
www.cep.ca

Phase 1: Communication to Locals & Members through a Letter and Workplace Poster

Stratcom provided communications advice to CAW and CEP on the development of a letter to locals, and a workplace poster on how to find out more information about the new union. As well, the letter included an appeal to local unions to submit their membership information to be updated, centralized, appended, and returned.

Phase 2: Member to Member Kit

Stratcom developed materials and artwork for a Member to Member Kit that could be used by union activists and local staff when talking to their members about the formation of the new union. The kit included information sheets, talking points and sign-up sheets.

NEW UNION PROJECT



Member TO MEMBER Kit

WE'RE PART OF SOMETHING BIG!
newunionproject.ca

OUR UNION IS CHANGING!

WHAT?

WHY?

HOW?

GET INVOLVED!

CEP **CAW** **newunionproject.ca**

How to use this kit

YOU'VE RECEIVED TO MEMBER KIT CONTAINS:

WHAT YOU SHOULD KNOW:

WHAT YOU SHOULD SAY:

WHAT YOU SHOULD NOT SAY:

newunionproject.ca

About Our New Union Project

There is a lot of information about the new union project. Here are some key things to know:

THE NEW UNION PROJECT IS A JOINT VENTURE BETWEEN CAW AND CEP.

THE NEW UNION PROJECT IS A PRIVATE SECTOR UNION.

THE NEW UNION PROJECT IS A CANADIAN UNION.

newunionproject.ca

TALKING ABOUT OUR NEW UNION

WHAT TO SAY:

WHAT NOT TO SAY:

newunionproject.ca

HOW TO USE THE MEMBER TO MEMBER KIT

HOW TO FIND OUT MORE:

newunionproject.ca

Phase 3: List Collection & Data Enhancement

Stratcom oversaw the collection of member information from Phase 1. This included updating, standardizing information and appending new data to member records for the purposes of using the member information to engage members more robustly.



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on how aware they were of the formation of the new union. We held three TTHs for the members, one for the Eastern and Atlantic time zones, one for the Western and Northern time zones, and a TTH in French.

Stratcom, in collaboration with Pivot, CAW and CEP, planned and implemented a launch event that was festive in tone to celebrate and introduce the new logo and visual identity to the members and the public in Toronto on May 30, 2013. As well, on the day of the launch, members were sent an email with the new name and logo and a Broadcast Voice Message (BVM) with the new name and web address to visit to see the logo. In partnership with Pivot, Stratcom developed and assisted with the implementation of a social media strategy that amplified the announcement. In addition, we supported engaging with allies through online methods.

Phase 4: New Identity Launch Event, Telephone Town Halls, IBVMs, Emails & Social Media

Engagement of the membership was crucial to the launch of the new name and logo for the new union project. As such, in the launch, Stratcom recommended a multi-modal strategy of engaging CAW and CEP's memberships. An Interactive Broadcast Voice Message (IBVM) was sent to all members a week prior to the launch that informed them about an upcoming Telephone Town Hall (TTH) where members could ask the two presidents questions about the formation of the new union, as well as provide feedback



Phase 5: Direct Mailing to Members

Stratcom developed the copy and art for a direct mail package to inform members about the creation of Unifor, update them on Unifor's activities, and to ask members for their opinion on how they wish to be involved in the union. This package featured a mail-back survey piece intended to capture member input as well as demographic and personal contact information.



“To the Stratcom and Pivot Team: you knocked it out of the park! Thanks for your work—history will be made next week with a new union name in Canada and I want to take the opportunity to say what a pleasure it has been to work with all of you.”

Susan Spratt
Area Director
CAW

Phase 6: Convention Planning for Media Relations, Social Media, Telephone Town Halls, IBVMs & Emails

Stratcom produced a comprehensive plan for Unifor's media relations and social media around the Convention. As well, a series of IBVMs leading up to the Convention, and post-Convention TTHs with the newly elected leadership of Unifor are to be implemented as part of the on-going membership engagement process.

The Results

Stratcom provided expert advice, guidance and additional work capacity to the CAW and CEP to assist in the creation of the visual identity and name and provided a means by which to engage with their membership around the formation of Unifor. The launch event received considerable media coverage across Canada. Members and activists supported the new identity and name, and the leadership of each respective union were very satisfied with the outcome. ❖



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