



Ontario Creates



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**Uniting Innovation,
Talent, and
Opportunity**”

About Background

Ontario's creative industries, spanning film, television, music, digital media, and publishing, are pillars of cultural and economic strength. With a history of innovation and excellence, the province is positioned as a premier global destination for creative professionals and companies. The challenge lies in amplifying this message globally.

Data Insights

- **GDP Contribution:** \$25B annually, with a 5% growth rate over 5 years.
- **Employment:** 300,000 individuals, comprising 4% of Ontario's workforce.
- **Global Exports:** Valued at \$3.5B/year, with key markets in the US, Europe, and Asia.
- **Innovation Investment:** \$200M invested last year in digital and tech innovation.
- **Sustainability:** 80% of film/TV productions follow green guidelines, cutting emissions by 30%.
- **Cultural Reach:** Content reached audiences in 150+ countries, winning 200+ international awards.



Strategies

- **Leveraging Technology:** How can we utilize cutting-edge technology to showcase Ontario's creative achievements and infrastructure to a global audience?
- **Innovative Partnerships:** What partnerships can be formed to extend Ontario's creative content and services to new international markets?
- **Sustainability Storytelling:** How can we highlight Ontario's commitment to sustainability in the creative sectors to attract eco-conscious investors and collaborators?

Your Task

Together, these efforts will not only elevate Ontario's status in the global creative industry but also inspire a new era of growth, collaboration, and success. Let's embark on this exciting journey, harnessing the collective power of our creativity to make a lasting impact worldwide.

Market Segmentation: Identify and target key global markets for Ontario's creative products and services.

Digital Showcase: Develop digital strategies to present Ontario's creative industries, making use of virtual tours, success stories, and interactive content.

Engagement Initiatives: Propose events and collaborations that position Ontario as a leader in innovative, sustainable creative production.



■ ■ Ontario's creative spirit ignites the global stage—where innovation meets tradition, and every story, note, and pixel creates a legacy.

Expectations

A visionary campaign that not only elevates Ontario's profile on the world stage but also ignites interest among international creators, investors, and audiences in exploring and engaging with Ontario's creative industries.



Challenges

Facing a dip in global visibility, Ontario's creative industries need a strategy to reclaim their spot on the world stage. The mission is clear: highlight Ontario's vibrant talent, state-of-the-art infrastructure, strategic location, and attractive incentives to attract international interest and investment.

