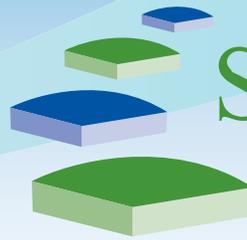


COMMUNITY FUTURES CHINOOK



In Community Futures finds Facebook, YouTube

Jack & Diane go to Taber is a production by "getREAL," a Youth Engagement Strategy for Rural Food Processing Careers, and "Destination Taber," a regional sustainability and labour force initiative.

The two projects, led by Community Futures Chinook, joined forces to produce a 15-minute video promoting the area and its opportunities. The seven-minute video describes a young city couple's desire to move to Taber; the town's virtues – lower cost of living, shorter commutes, recreation, etc. - are described as Jack and Diane consider the possibilities. The video speaks to a younger demographic, in this case, working couples looking to escape the metropolitan rat race.

Once complete, the video was marketed and distributed through an ad on the Facebook pages of individuals who fit the selected demographic, which invites them to watch. The video is also on YouTube.

"This award makes us proud to be recognized for our joint efforts," says Peter Lovering, CFC General Manager. "It was a unique activity for Community Futures."

It took six months to create the video and devise a marketing plan. A Facebook profile was created using demographic information, geographical locations and keywords. As marketing continues, the profile will be modified to reach specific audiences.

"Using Facebook allows for a new and diverse way of marketing to individuals who may not have been reached through traditional methods," says Lovering.

Between mid-October and late January more than 3 million impressions of the "Jack & Diane" ad appeared on Facebook. As a result, the video has been viewed more than 1100 times, proving an innovative and cost-effective method of reaching a specific demographic. The current marketing campaign will run until May of 2009.

Community Futures Chinook has served the MD of Taber and a portion of the County of Warner for 14 years.

"As a community-focused organization, we have the team, the skills and the networks that allow us to bring together numerous partners for the development and implementation of regional projects," says Lovering.

Did you know:

- Join Jack and Diane as they explore the possibility of relocating from the grind of the big city to small town Alberta.
- Great jobs, lower cost of living and lots of things to do make Taber a great option for Jack & Diane's future.
- Facebook is a social utility that connects people with friends and others who work, study and live around them.
- In the first seven weeks of the facebook campaign, more than 1.6 million impressions of the "Jack & Diane" ad appeared on facebook pages.

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