



Building Cultures, Building Connections

FOUNDER MEMBERS: Karandeep Chopra & Anu Modi

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INTRODUCTION

CN CANADA is a multicultural online news and digital platform founded by experienced Indian media professionals now based in Canada. This campaign aims to expand our reach within Canadian communities, regardless of cultural background, by delivering relevant, engaging local news and showcasing our creative and marketing services through our brand extension, DESIGNZ SUTRA. The campaign will target diverse Canadian communities, new immigrants, and small businesses, promoting community engagement, storytelling, and brand partnerships.

OUR AIM: AUTHENTICITY, PROFESSIONALISM & INNOVATIVE

❖ TARGET AUDIENCE ANALYSIS



DEMOGRAPHICS

- ❖ Age: 25–55
- ❖ Location: Major Canadian cities (Toronto, Vancouver, Calgary, Brampton, Surrey)
- ❖ Ethnicity: Multicultural (South Asian, Filipino, Middle Eastern, Canadian-born residents)
- ❖ Income: \$40,000–\$120,000 annually
- ❖ Occupation: Small business owners, students, families, freelancers, media enthusiasts

PSYCHOGRAPHICS

- ❖ Values community connection and cultural identity
- ❖ Looks for reliable, unbiased news
- ❖ Seeks affordable marketing and design services
- ❖ Tech-savvy, active on social media

CUSTOMERS PERSONA

- ❖ *Raj*, 35, Indian Canadian restaurant owner looking for affordable marketing help
- ❖ *Sara*, 28, journalism student interested in local news and internships
- ❖ *Ahmed*, 42, a real estate agent in Brampton wanting event coverage and branding support

❖ MARKETING CHANNELS

❖ SOCIAL MEDIA	Instagram, Facebook, YouTube, LinkedIn, Twitter
❖ EMAIL MARKETING	Monthly newsletters, promotions, news recaps
❖ YOUTUBE CHANNEL	Weekly news bulletins, community interviews
❖ SEO MARKETING	Blogging on www.cncanada.com and www.designzsutra.com
❖ PAID ADS	Google Ads, Facebook Ads targeting local business niches
❖ OFFLINE ACTIVITIES	Flyers at community centers, colleges, local businesses

❖ CONTENT STRATEGY

TYPE OF CONTENT

- ❖ News bulletins (video & blog)
- ❖ Event coverage reels
- ❖ Behind-the-scenes with designers
- ❖ Client testimonials
- ❖ Explainers on design and branding

POSTING FREQUENCY

- ❖ Social media: 4-5x/week
- ❖ YouTube: 2 videos/week
- ❖ Blog: 2 articles/month
- ❖ Newsletter: Monthly

ENGAGEMENT STRATEGIES

- ❖ Contests and polls
- ❖ Hashtag campaigns: #CNCANADACONNECT, #DesignzSutra
- ❖ Community shoutouts
- ❖ Livestreams from local events

❖ BUDGET AND TIMELINE (Estimated Monthly Budget)

❖ Paid Ads: \$400	❖ Research, Branding & Website Opt
❖ Content Creation: \$300	❖ Launch Teaser campaign on Social media
❖ Email Tools: \$50	❖ Community collab push, event tie ups
❖ Graphics Design: In-house	❖ Analyze results, optimize content
TOTAL	\$750

❖ CALL TO ACTION (CTA)

- For Audience: “Subscribe to CN CANADA for stories that connect us all.”
- For Businesses: “Partner with Designz Sutra to elevate your brand story.”
- For Community Leaders: “Let CN CANADA cover your next big event.”

❖ COLOR SCHEME



❖ FONTS

HEADLINE	: MONTSERRAT BOLD
BODY	: LATO REGULAR

LOGO PLACEMENT
TOP LEFT OF ALL GRAPHICS



WATER MARK ON VIDEO



THANK YOU FOR YOUR TIME, HAVE A GREAT DAY!

For further details or Contract Information, Please Dial

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www.designzsutra.com