

# BIG IDEAS

Small Details

Statement of Capabilities

# Accela Marketing



# What We Do



## Marketing, Advertising & PR

- Brand Strategies and Visual Manifestos
- Traditional Print Media
- Traditional Digital Media, Radio and Television Production
- Out of Home (OOH) and Guerilla Marketing
- Social Media, Websites, SEO, Online Ads, Content Management
- Event Planning and Implementation
- Promotions and Brand Encounters
- Media Relations
- Public Education and Awareness Campaigns
- Community Relations and CSR Strategies
- Speech Writing
- Sponsorship Solicitation and Management
- Employee Relations
- Crisis Communication
- Advertising Campaigns



# What We Do



## Market Research

- Public Perception Polls
- Specific Research (markets, products and services)
- Focus Groups Discussions
- Staff Assessments
- Mystery Shopping
- Online Surveys
- Taste Testing
- Household Surveys
- Enumerator Training
- Research Design and Execution
- Data Entry and Analysis
- User-Friendly, Graphic-Rich, Print or Multimedia Final Reports and Presentations

# What We Do



## Business Consultancy

- Public Policy and Strategy Development
- Economic Analysis and Project Feasibility
- Tourism Studies and Development Planning
- Market Development
- Operational Planning
- Business Case Design
- Competitor intelligence
- Business Strategies and Plans
- Business Diagnosis
- Communications Strategies





# BIG IDEAS

## Small Details

Every concept, campaign or communication piece is underpinned by evidence-based insights derived from market research and deep psychographic analysis of consumer behavior, media consumption and cultural relevance.



# REGIONAL REACH

## Virtually Enabled

Established in 1998, we are headquartered in Saint Lucia, with offices in the USA, and Canada and Representatives in: Antigua, Anguilla, Dominica, Grenada, St. Kitts and Nevis. St. Maarten. and St. Vincent and the Grenadines.

We also have affiliates in every Caribbean Island.

We are a virtual agency working remotely with affiliates, and clients on international projects since 2010 and won the Saint Lucia Chamber of Commerce Awards for Exporter of The Year.

Whether it is region-wide research for Heineken, Courts or Digicel or launching Republic Bank EC Limited in several Caribbean islands with Public Relations and Event Planning or Public Education work for the OECS Commission, CARICOM, European Union (EU), UNDP and more, we have our feet on the ground and our finger on the pulse in several Caribbean markets.



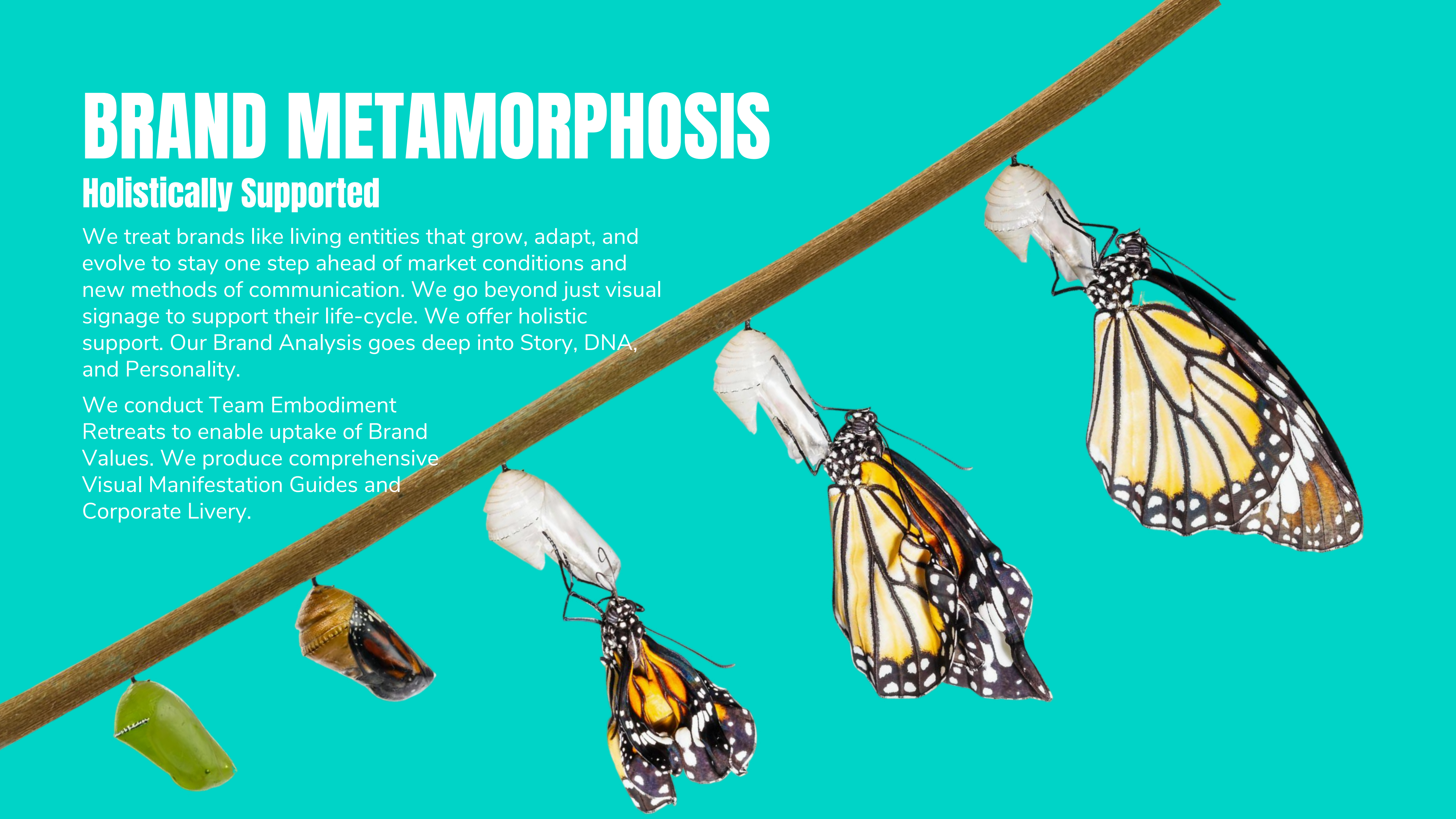


# BRAND METAMORPHOSIS

## Holistically Supported

We treat brands like living entities that grow, adapt, and evolve to stay one step ahead of market conditions and new methods of communication. We go beyond just visual signage to support their life-cycle. We offer holistic support. Our Brand Analysis goes deep into Story, DNA, and Personality.

We conduct Team Embodiment Retreats to enable uptake of Brand Values. We produce comprehensive Visual Manifestation Guides and Corporate Livery.





# PUBLIC EDUCATION

## Supporting The 2030 Agenda For Sustainable Development

Whether it is wielding our Market Research expertise to refine the Re-Plast Recycling Scheme in Saint Lucia or creating a COVID19 Education Campaign in Kweyol to combat misinformation; or creating celebrity-led Public Service Announcements (PSAs) for Responsible Drinking or appeals to Protect Biodiversity or Switch To Energy Efficient Appliances, Accela Marketing is known for producing Public Education Campaigns that resonate with Caribbean hearts and minds and change attitudes and behaviors

We support the 2030 Agenda to build peaceful, just and inclusive societies; to protect human rights and promote gender equality and the empowerment of women and girls, and to ensure the lasting protection of the planet and its natural resources. We support female-owned SMEs in rural communities by creating Export Handbooks and providing marketing support for women-owned cottage industries. We also design Corporate Social Responsibility Programmes (CSRs) for corporate clients that truly make a difference. Like Caring Connections for a Regional Telecommunications Company and The Power Of Caring for Saint Lucia's Electricity Company.

We do not just work in this Caribbean region, we live and love our countries and communities. That is why we are deeply invested in seeing positive regional development.



# BRAND ENCOUNTERS

## Impactfully Engaging

We turn Brand Promises into Brand Experiences that are unforgettable and build lasting consumer relationships. Our events and promotions for corporate and retail clients are some of the most exciting in the market. From Bar Activations for Strongbow beverage to Corporate Parties for Yello to Press Events for your Brand or Product Debut giving Cricket Fans a great time at Caribbean Premiere League.



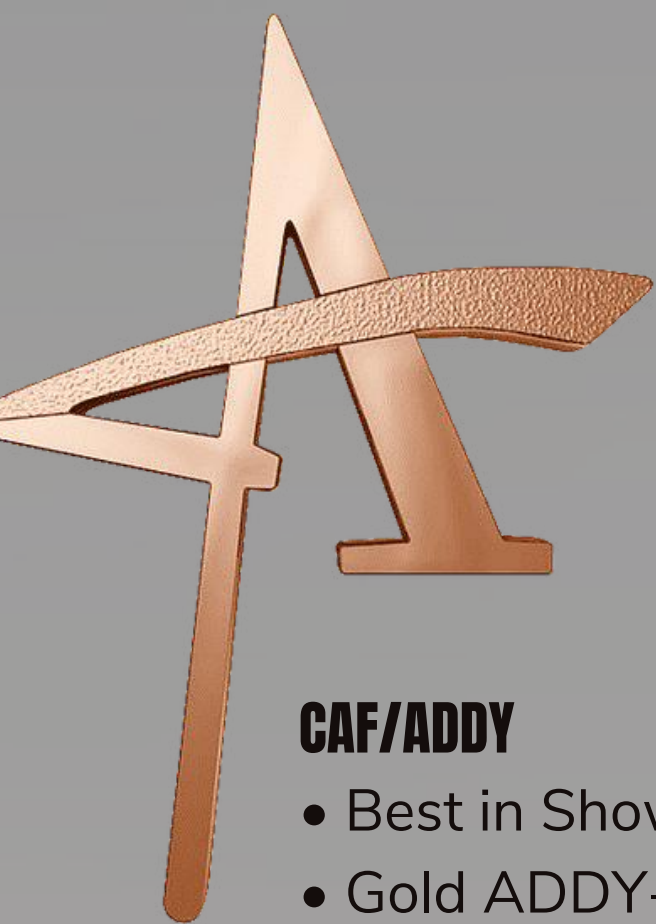


# PROFESSIONAL AFFILIATIONS

Reputable Standards







# AWARD WINNING

Impactfully Creative



## CAF/ADDY

- Best in Show- FDL Pest Solutions “Cockroach”
- Gold ADDY- FDL Pest Solutions “Cockroach”
- Gold ADDYs SLASPA’s ‘Behind the Everyday Benefits of Life’ Corporate Campaign
- Gold ADDY Banana Industry Trust Environmental Awareness Campaign
- Silver ADDY ECFH 2012 Calendar
- Silver ADDY ECFH 2010 Annual Report
- Silver ADDY Accela Website • Silver ADDY Accela Facebook Page
- Silver ADDY Consolidated Food Limited Sweepstakes
- Silver ADDY for a Print Campaign for Bank of Saint Lucia’s Financial Crisis Response
- Silver ADDY Southern Taxi Association Website

## Saint Lucia Chamber Of Commerce Industry And Agriculture Awards

- Marketing Excellence 2012
- Idea of The Year “The Big Start Show” 2011
- Service Exporter of The Year 2006



## American Association of Port Authorities

St. Lucia Air and Sea Ports Authority Education Campaign  
“Behind the Everyday Benefits of Life” with a score of 96%



# OUR CLIENTS



## Government, NGOs, Global Agencies

- Office of The Prime Minister of Saint Lucia
- Government of Saint Lucia
- Ministry of Health and Wellness Saint Lucia
- Invest Saint Lucia
- Saint Lucia Chamber of Commerce, Industry and Agriculture
- Saint Lucia Air and Sea Ports Authority
- Invest St. Vincent and The Grenadines
- LUCELEC
- The Eastern Caribbean Telecommunications Authority (ECTEL)
- CARILEC
- OECS, CARICOM, GIZ, EU, UNESCO, UNDP

## Food & Beverage

- Heineken Saint Lucia Ltd (Coca-Cola, Piton, Strongbow)
- St. Lucia Distillers
- St. Vincent Brewery
- Caribbean Grains Limited



# OUR CLIENTS



## Financial Sector

- Republic Bank EC Limited
- Jannou Credit Union
- Caribbean Association of Banks
- East Caribbean Financial Holding Company Limited (ECFH) and its Subsidiaries
- Grenada Co-operative Bank Limited
- Grenada Public Service Co-operative Credit Union
- Antigua Commercial Bank

## Services & Retail

- COURTS
- FLOW
- Digicel
- Unicomer
- IPSOS Dominicana
- DNA Business Solutions
- Saint Lucia Linen Services
- Bahamas Business Solutions
- BRICE & Company
- CERTUSS UK
- MONROE COLLEGE

## Creative & Cultural

- Events Saint Lucia
- Saint Lucia Jazz Festival
- Cultural Development Foundation
- Saint Lucia Music Awards
- Saint Lucia Tourism Authority



# CLIENT TESTIMONIALS



"One year ago, we opened our doors in Anguilla, St Maarten, St Kitts and Nevis, Dominica, St Vincent and Grenadines, and St Lucia. The journey to open and serve our communities over the last 12 months could not have happened without the support of many enablers, partners, individuals. We count you and the Accela team among that group. Acquisitions can be complex and even more so when you add 6 unique territories to the process. The support from Accela which began before we opened our doors, has significantly added value to our transition allowing our Brand to very quickly and solidly achieve a warm place in the hearts of many across the ECCU and St Maarten. Agnes, we are grateful for your and the team's support and, on behalf of the entire Republic Bank (EC) team, we would like to sincerely thank you for making this a landmark first year for RBEC.

When we opened our doors on November 1, 2019, we made a promise to serve our customers and communities with honesty, integrity, and a genuine interest in their overall wellbeing. We promised excellence in customer satisfaction, employee engagement and social responsibility. We believe that after one year, RBEC is well placed to accomplish this and more, and we are certain that this year will prove to be a solid foundation for even bigger accomplishments in the future. As we celebrate the end of year one, we look forward to the future with confidence in the achievements our teams have made, the relationships they have built, the continued upward trajectory of the Bank, and the communities we serve. We are proud to be on this journey with you and we thank you for your continued support."

**Michelle Palmer-Keizer**  
**Managing Director**



# CLIENT TESTIMONIALS



"We wish to thank the Accela team for the conceptualization and execution of the Bank of Saint Lucia Land Loan Campaign which was initially intended to be a 3-month campaign from August 2010 but due to its success, was extended to the end of the year 2010, and then further put back out to market during the second half of 2011. The response by the public to the campaign was tremendous, helping to exceed sales targets set... the overall theme of the campaign "Take root Here...and let your dreams begin" created a level of ownership and identification with the need to own a piece of the country. It was a compelling reason to act. Further, the simple, single, clean image of the press advertisement conveyed a thousand images

Whereas it was not originally intended, in many ways the campaign also embraced the Group's Corporate Social Responsibility policy as it conveyed the message of Bank of Saint Lucia in some tangible way giving back to the people of Saint Lucia by making it affordable and possible for them to own land. As a result, we were able to easily create and execute a public relations strategy alongside the print and radio campaign. Once again, I would like to thank the Accela team for turning what could have been very mundane advertising into an intriguing, persuasive and successful advertising campaign."

**Maria Fowell**  
**Senior Manager, Marketing and**  
**Corporate Communications (2008-2017)**



"Accela is known for its expertise in creating effective business plans and providing invaluable support to the business community. The Saint Lucia Chamber of Commerce is proud to not only have awarded Accela with several business awards but to avail itself of the agency's services for its Competitive Linkages Project and our Youth Business Trust initiative.

The company is an avid supporter of The Chamber and a sponsor at our events as we seek to form stronger global business outreach for the private sector. Accela begins all their marketing and business strategies with thorough research and are able to provide insights that are unique and accurate. The Chamber wholeheartedly recommends the agency to any enterprise seeking to enhance its business or marketing endeavors in this region."

**Brian Louisy,**  
**Executive Director**  
**Saint Lucia Chamber of Commerce Industry &**  
**Agriculture**



# CLIENT TESTIMONIALS



Accela Marketing was contracted by our organisation, Invest Saint Lucia (ISL) to spearhead our re-branding in the wake of the new Saint Lucia Brand's insertion into the market. We did not anticipate the level of detail which the agency would go into to ensure they equipped us with a branding platform that was not only impactful but most of all authentic and something we could deliver to a high standard.

They started the rebranding process with extensive desk research and stakeholder consultations. However, it was their global competitive analysis that amazed us. By the end of that process, we had a solid grasp of where our country was positioned in the global investment marketplace, and what our USPs were. Accela's positioning of our country and their detailed work on making ISL embody International best practices, gave our team the platform needed to really get out and promote Saint Lucia. The new brand platform and corporate message of "Make It Your Own" was a seamless and complementary brand promise to the Saint Lucia Brand of "Let Her Inspire You" and spoke to our desire to attract ethical investors who treat our island like their precious home. Their thorough brand audit and branding retreat resulted in the new royal standard brand of royal blue and gold that reflected the elevated profile of the island. They delivered not only a new Brand Manifesto, Corporate Livery, Office Redecoration and Promotional Materials including a high-end Investment Promotion Video but also helped the company fully launch their brand to our internal publics with an engaging multimedia presentation and high profile press launch. When it comes to brand stewardship, we can truly endorse Accela Marketing as a top tier, Caribbean agency.

**Shirlyn Eliodore**  
**Marketing and Communications Manager**  
**INVEST SAINT LUCIA**



When Saint Lucia Civil Service Cooperative Credit Union (SLCCSU, one of the island's largest, most influential, and respected financial institutions, needed to rebrand, we wanted our brand to be treated with care

and with a true understanding of what it meant to thousands of hardworking Saint Lucians. So we selected Accela Marketing for their combination of experience and understanding of the local culture and their international experience, talent and clout typical of the marketing agencies serving our competitors, the multinational commercial banks.

Accela's approach to the Brand Metamorphosis challenge started with a three (3) month-long research process to investigate the truth about the Civil Service Brand. Members were invited to be part of extensive Focus Groups. The agency did something we never experienced before which was, they began to tell our Brand Story. We understood that our Credit Union started as the "Rebel Archetype" shared by brands that defy the status quo and had now evolved to a hybrid brand of Caregiver and Hero! They helped us discover our new name Jannou (Kwéyòl expression for "Dear and trusted friend") in a dynamic process of self-discovery. They engaged an architect and interior designer to bring the Jannou Experience to life in the actual workspace and customer experience in branch. They took the staff through a full Brand Embodiment Exercise to help them truly internalize the new brand values "of People Power, Visionary Leadership and Technology". We are extremely appreciative of Accela's involvement in our evolution as a financial institution and we recommend them wholeheartedly to any client who wants more than just style but substance to their branding.

**Celestin Laurent**  
**Marketing Director**  
**Jannou Credit Union**



# CLIENT TESTIMONIALS



"In the fall of 2010, I embarked on a new venture – a consulting business which I was planning to start with four partners based in multiple countries (USA, CANADA and BERMUDA). We were a small start-up with big plans and absolutely no materials or company profile with which to introduce ourselves.

Having seen some excellent work from Accela Marketing in the past, in particular a campaign they had created for a Xerox Partner in Saint Lucia, I contacted them for help. Accela responded quickly with ideas and suggestions, and walked us through the next steps working with us virtually. They guided us through the many evolutions of our name, our logo and our presentation package. In a very short time we had an image for our business and a packet to present to our potential clientele that outlined our skills, talents and menu of offerings in an elegant format.

We were able to take these materials and present our business at an Annual Sales Kickoff meeting held by Xerox Corporation in January 2011 which was attended by business owners and managers from 50 companies in the Caribbean and South America. These tools helped us brand and jumpstart our consulting business and we could not have pulled it together so quickly and professionally without the folks at Accela Marketing.

All the work was done via the internet, but we made every deadline and the collaboration went very smoothly. I have no hesitation to recommend them to any business looking for creative ways to get the most return for their marketing investment!"

**Debra Bova,**  
**Managing Partner**  
**DNA Business Management**  
**Solutions**



# OUR DEPARTMENTS



## **Management, Business Consultancy** **Agnes Francis, Managing Director**

Agnes Francis was Saint Lucia's first female Director of Tourism and has served as Chairman of the Saint Lucia Tourism Board. She has international certification as a Project Management Consultant (PMP), and a Certified Management Consultant (CMC). She also holds a Bachelor's Degree in Management Studies from the University of the West Indies and a Master's Degree in Tourism Planning and Development from the University of Surrey, England. She has served and currently serves on local boards such as the former Saint Lucia Development Bank, including being the Chairperson of the National Development Corporation (the island's investment promotion agency) and the Saint Lucia Fish Marketing Corporation. She has served on the Saint Lucia Bureau of Standards Technical Committee and as a member of the Saint Lucia Tourist Board, Saint Lucia Sports Inc., Saint Lucia Chamber of Commerce and the Saint Lucia Hotel and Tourism Association.

As the founder of Accela Marketing, the largest and only fully integrated marketing communications company with a presence in most of the OECS islands, local, regional and international clients in almost all spheres of business especially finance, tourism and services benefit from her breadth of insight into business environment in this region. She has successfully guided Accela Marketing for twenty-three (23) years, through several regime changes, global financial crises and the current pandemic-driven worldwide shift to virtual service delivery.



# OUR DEPARTMENTS



## Client Services

### **Natasha Clairmonte, Client Services Manager**

Natasha has over twenty (20) years of experience in a wide variety of fields including public relations and education in the public and private sectors, working in the UK, St. Vincent & the Grenadines and Saint Lucia. Holding a diploma in Business Administration, she has effectively exploited all PR opportunities and ensured that PE/marketing activities are conducted within budget to ensure optimization for the client she represents. Natasha has experience in coordinating and executing integrated public awareness and education campaigns including documentaries; TV and radio PSAs and commercials; panel discussions; talk shows; print and collateral material including posters, flyers, billboards, presentation folders, commemorative magazines, brochures and press adverts; international press trips; workshops, events, conferences and launches; online material including websites, email blasts and social networking applications; and entertainment activities.

She has improved sales performance and brand awareness for clients through product knowledge by using researching skills to determine new elements/trends and positioning within key markets. Natasha has also written public relations/educational materials including press releases, direct mail pieces and newsletters for a number of clients including GOSL, national, regional and international donor/sponsor and implementing agencies - the European Union, OECS Secretariat, SLCCIA, the Banana Industry Trust and UNDP.

# OUR DEPARTMENTS



## Market Research

### Lydia Osbourne, Research Manager

With an MSc in Demography and a BSc in Social Science, Lydia has over ten years of experience in social research including Knowledge, Attitude and Practices (KAP) surveys. At Accela Marketing, she has led multiple market quest, market segmentation, ad-test, retail, brand audit, mystery shopper, feasibility, customer satisfaction and fidelity studies using both paper and online research tools. Her work has covered various methodologies including in-depth interviews, focus group discussions, household surveys, taste testing, and other methodologies for local, regional and international clients.

Her work experience includes being employed at the HEART Trust/National Training Agency in Jamaica as the Industry Liaison Officer and Research Specialist, University of the West Indies as a Research Assistant and as Jamaica Speaks, Newstalk 93fm.



# OUR DEPARTMENTS



## Creative

### Jessica Joseph, Creative Strategist

.She has won multiple Gold Addy Awards, including her work for Pepsi International West Indies Cricket featuring Machel Montano. She has worked with blue-chip, multi-national corporations, and grassroots public and creative organizations and has an exceptional ear for understanding spoken and unspoken client needs, and is an avid trend spotter in popular and political culture.

This Tribbagonian TEDx alum, former Huffington Post Blogger and member of the global U-SOLVE School, has been a creative powerhouse in the advertising field for over twenty-two (22) years and is a Writers' Guild of America registrant. She was hand-picked out of 40 candidates at a Lonsdale Saatchi & Saatchi creative workshop in 1997. She is a product of the Saatchi & Saatchi school of Ideas and Lovemark Building and began winning AATTT and Addy Awards just one year into her career. She is behind some of the most memorable creative endeavors in Trinidad and Tobago, Saint Lucia and has also worked in the UK and throughout the Caribbean. Among them, "Caring Connections"- Digicel, "The People's Canvas" Queen's Park Oval Trinidad "Imagine More For Yourself" campaign for RBTT/RBC Regional, "It's Personal"- 1st National Bank and "Turn Your Taste On" Chairman's Reserve.

# RELEVANT CASE STUDIES

A 3D-rendered red heart is the central focus, with a white USB-A cable plugged into its bottom-left side. The heart is positioned in the lower-middle section of the frame. The background is a vibrant yellow, filled with numerous thin, white, radiating lines that create a sense of energy and focus on the heart. The overall composition is clean and modern.

BRANDING



# Choiseul

## Launching A New Brand Takes More Than Advertising & Promotions

The OECS was under a Telecoms Monopoly for generations and then in the year 2002, Digicel a new mobile company from Ireland entered the market. They were met with acrimonious resistance by the incumbent Cable & Wireless. There was a period of dirty battles in the media and press and during this time, Accela served as Digicel's agency, providing Crisis Communications support. A war room was designed to serve this client 24/7 and respond with rapid-fire consistency and astute language and insight into the culture which the Irish company did not have.

Even though these attacks and roadblocks eventually subsided and they were able to successfully gain a foothold, try as they might with attractive promotions and flashy mobile phones, priced within the range of lower-income people who never before had a mobile phone, Digicel was not making any significant gains in market share. Accela Marketing quickly diagnosed that what our client Digicel needed was to win hearts and minds. Promotions were not enough! People needed to trust Digicel was really here to stay and invested in the community.

We conceptualized Caring Connections. The CSR was a first for the OECS. It was designed around identifying Change-makers and Community Leaders who were already doing positive initiatives and building relationships with them. They were guided on how to submit a proposal and were evaluated and awarded seed funds of up to \$10,000. It was scaled by Digicel for several other Caribbean territories. This grassroots initiative along with continued innovation helped Digicel take over the market in 3 years.

### It's Your Turn To Make A Caring Connection.

Digicel Caring Connections will be accepting proposals from individuals or groups from Choiseul, who have project ideas to transform their community by working with and for our youth.

These proposals must clearly describe a community project that falls within the following:

- Adults Helping Youth
- Youth Helping Youth
- Youth Helping Adults
- Youth & Adults Working Together For The Community

Proposals must be accompanied by a signed application form available at any Digicel outlet.

Community projects from each community that best meet the criteria given and show both promise and sustainability will be awarded a seed fund of

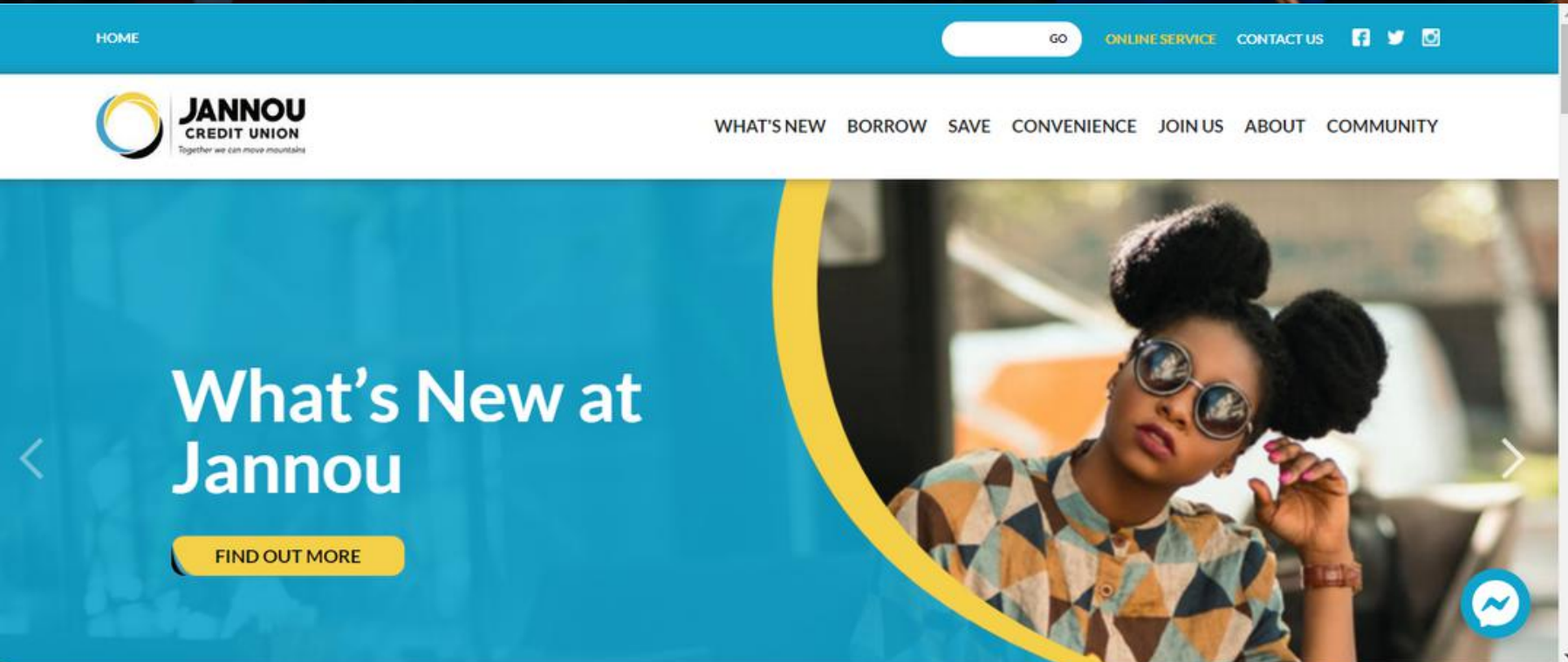
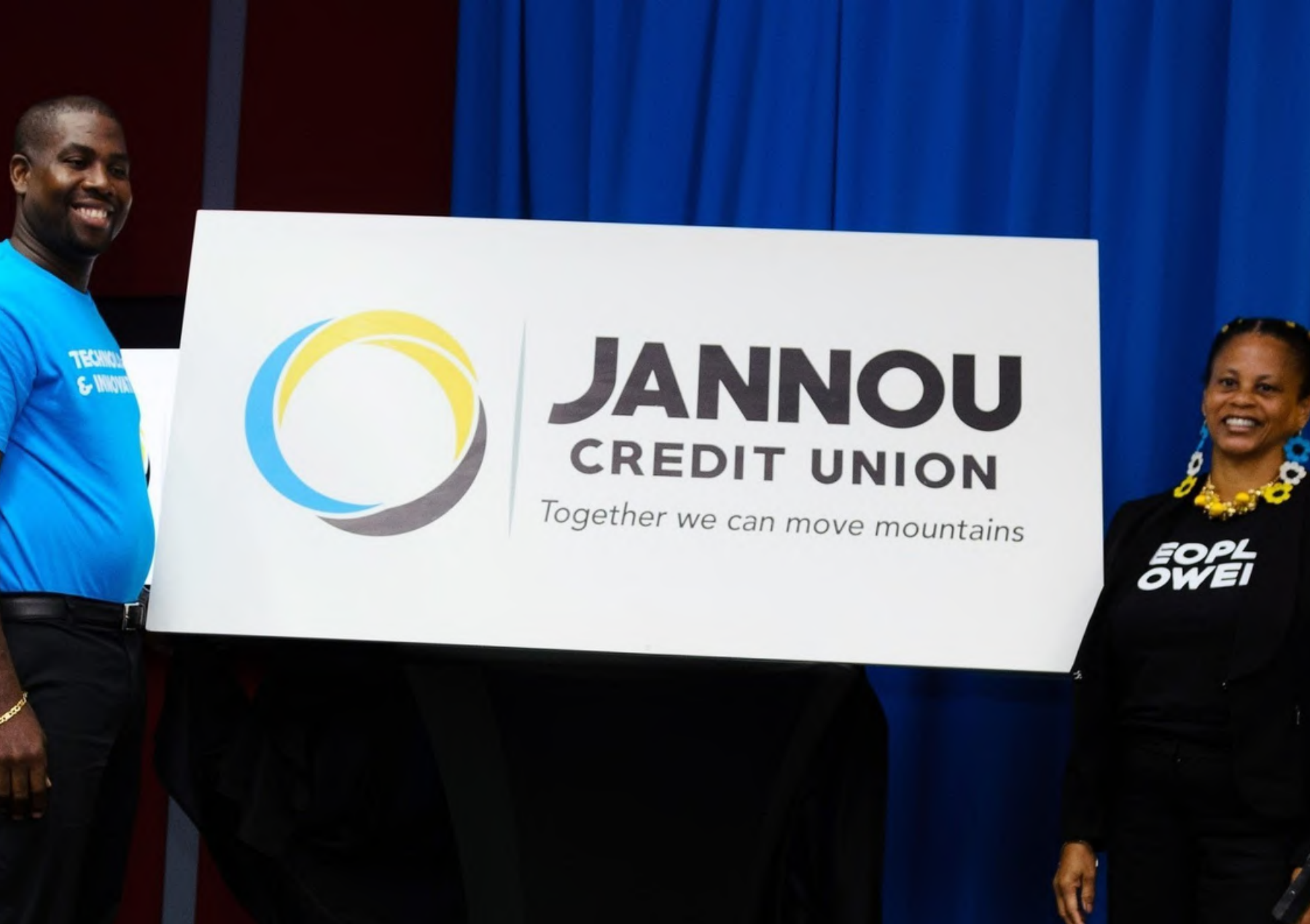
**\$10,000**

and assistance with initial implementation.



For more information please call: ST. LUCIA 758-456-3400 • Email: [caringconnections@digicelgroup.com](mailto:caringconnections@digicelgroup.com)





# Rebranding From Top To Bottom

In 2018, Saint Lucia Civil Service Cooperative Credit Union (SLCCSU) approached Accela with the challenge of re-branding their company. The company was the island's largest, most influential, and respected financial institution, known for its community roots and patriotism. Accela's approach to the Brand Metamorphosis challenge started with the same method we use for all client marketing challenges. We must start with EVIDENCE. Thus, began an almost three (3) month-long research to investigate the truth about the Civil Service Brand. Members were invited to be part of extensive Focus Groups. The Executive and Management Board Members and Staff were also involved in intensive Focus Groups. Patterns began to emerge with regard to the brand's current status.

Accela organized a full-day Branding Retreat with the client and took them through intensive Brand Personality exercises inspired by the Carl Jung archetypes. From it emerged, the Hero! We also took the staff through [Brand Embodiment Exercises](#) to help them truly internalize the new brand values. Of People Power, Visionary Leadership and Technology. We delivered a fully fleshed out Brand Manifesto: The St. Lucia Civil Service Co-operative Credit Union became: Jannou Credit Union.

Jannou is the Kwéyòl expression for "Our dear and trusted friend" and pays tribute to the authentic and indigenous Saint Lucian origins of the Credit Union, for the people by the people, always a partner and a community member, working side by side for the success of its fellow citizens.







## HOTTEST EMERGING SECTORS

### ETHNOPHARMACOLOGY

Potent natural medicines prime for pharmaceutical research and development.

[www.investstlucia.com](http://www.investstlucia.com)

#InvestBetterInSLU

# Brand Metamorphosis Of A Crucial Government Agency

Early in 2019, Accela Marketing was contracted by Invest Saint Lucia (ISL) on their re-branding in the wake of the new Saint Lucia Brand. the new branding platform and corporate message of “Make It Your Own” which was derived from the Saint Lucia Brand of “Let Her Inspire You”. What followed was an intensive set of Stakeholder Consultations with investors, partners as well as the team and directors of Invest Saint Lucia. Then a thorough brand audit and brand reimagining took place that resulted in the new Royal Standard Brand that reflected its excellence in service delivery and the elevated profile of the island as a destination.

Our deliverables not only included a new Brand Manifesto, but we helped the company fully launch their brand with a special high profile [Media Launch](#) and a full suite of marketing materials, including a high production [Investment Video](#). We also supported the agency in a number of investor-engagement and appreciation initiatives on the island and public education on the opportunities available for not just foreign investors but residents and citizens as well to make Saint Lucia their own.



# **RELEVANT CASE STUDIES**

**MARKEKETING EXPERTISE IN MULTIPLE CARIBBEAN TERRITORIES**







# REPUBLIC BANK EC LIMITED CARIBBEAN PREMIERE LEAGUE CRICKET 2020 and 2021

How do you maximize a regional Bank's sponsorship of CPL Cricket in the middle of a pandemic? That was the challenge Accela was faced with, Keep fans excited. Create opportunities for fan engagement and community building all while following strict COVID19 Protocols and do it for not just one Caribbean territory but several in the OECS. We more than overcame the challenge, we turned it into an opportunity!

2020

[Fan Watch Party Events](#)  
[Social Media Videos](#)

2021

[CPL Launch Video](#)  
[Social Media Video](#)



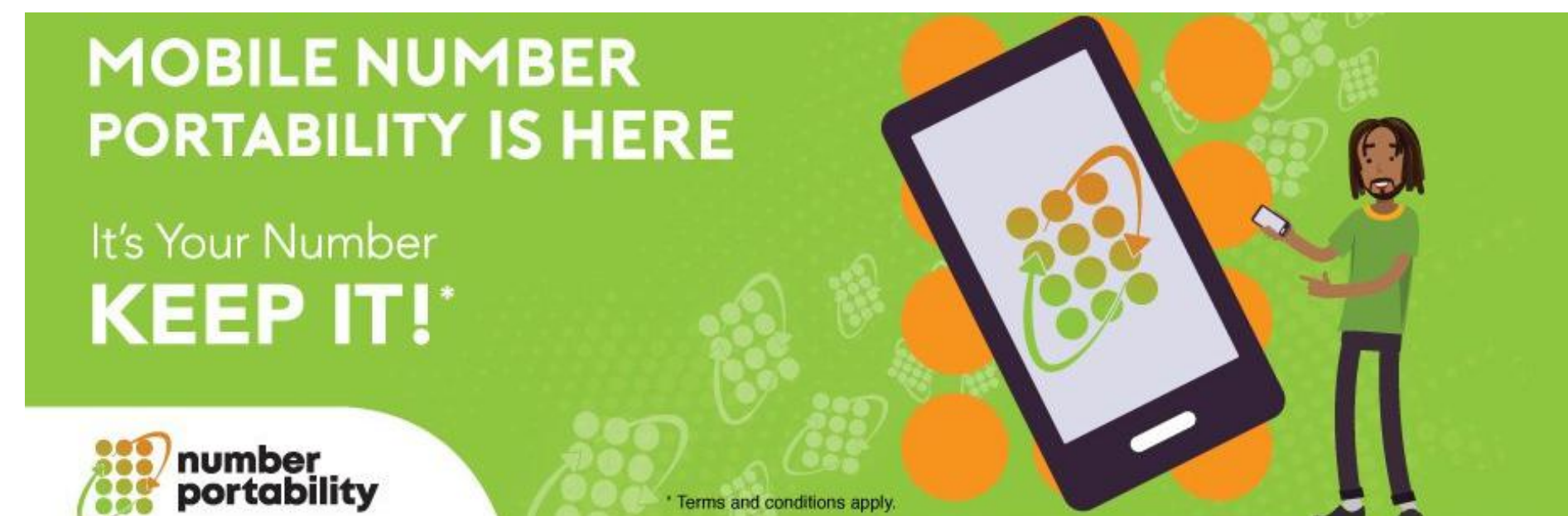


# THE EASTERN CARIBBEAN TELECOMMUNICATIONS AUTHORITY (ECTEL) - NUMBER PORTABILITY PUBLIC AWARENESS AND EDUCATION CAMPAIGN

As ECTEL's public relations (PR) agency in 2019, Accela developed and executed a regional public awareness and education campaign on Number Portability. Number portability enables mobile and fixed/landline users to keep their current telephone number when switching from one telecommunications service provider to another. Deliverables included: Branding platform (including logo and tagline) electronic, print and online materials. In addition, a PR strategy was implemented in Dominica, Grenada, St. Kitts and Nevis, Saint Lucia and St. Vincent and the Grenadines. "It's Your Number. KEEP IT!" resonated with all markets and paved the way for one of the smoothest transitions to the new system!

[MNP Poster](#)

[MNP Explainer Video](#)





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At any time.

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to learn more today



Interactive, Accessible and Easy.



\*CVO is the trademark of the Caribbean Association of National Training Authorities



# CARIBBEAN EXAMINATIONS COUNCIL

CXC contracted Accela Marketing to support the Phase 2 of their 2016 marketing plan. The overall objective of CXC's 2016 marketing plan was to increase the consumption of its certification products (CSEC, CAPE, CXC-AD and CCSLC) among the in-school and out-of-school learner segments. The marketing strategy includes increasing private candidate registration by targeting in-school learner influencers (parents), out-of-school learners and private candidate centers; as well as increasing awareness and demand for CXC certification among employers. Accela conceptualized, developed, and implemented the marketing campaign under the theme "You're In Control." which was used in all campaign materials. The message was developed to make people feel empowered when it comes to their education. The target audience was meant to feel like it is not only possible to take control of their educational journey but extremely easy as well. Accela spearheaded the design, production and placement of advertising and marketing/ promotional materials such as print and digital brochures, newspaper and magazine adverts, digital adverts/ banners, video adverts and out-of-home adverts, and a redesigned website.

The materials were placed regional in eleven (11) countries (Antigua, Cayman Islands, Dominica, Jamaica, Trinidad and Tobago, Guyana, Barbados, Belize, Saint Lucia, St. Vincent and the Grenadines, St. Kitts and Nevis and Grenada).

- [New Web Site](#)
- [CCSLC Testimonial Video](#)

THE OECS/USAID  
CLIMATE CHANGE  
(RRACC) PROJECT

PHASE 1



# OECS COMMISSION - RRACC DEVELOPMENT OF PROMOTIONAL MATERIAL FOR CAMPAIGN ON CLIMATE CONSCIOUSNESS

The OECS Commission with assistance from the United States Agency for International Development (USAID) has launched a new project on climate change, a region-wide initiative that is focused on building a “Climate Conscious” people who are better adapted to the potential impacts of climate change through the development of policies and laws, and by building resilience in key economic sectors (agriculture and tourism) through improved coastal and freshwater resource management.

Accela Marketing won the bid to produce a series of printed promotional products for region-wide distribution and provide Public Education and PR support for all of the projects taking place in each OCES territory.

The demonstration projects being conducted under the RRACC Project included: Saunderson Estate in Antigua, Highlands in Barbuda, Mero in Dominica, Londonderry in Dominica, St. Kitts, Saint Lucia, St. Vincent, Bequia, Carriacou and Petite Martinique.

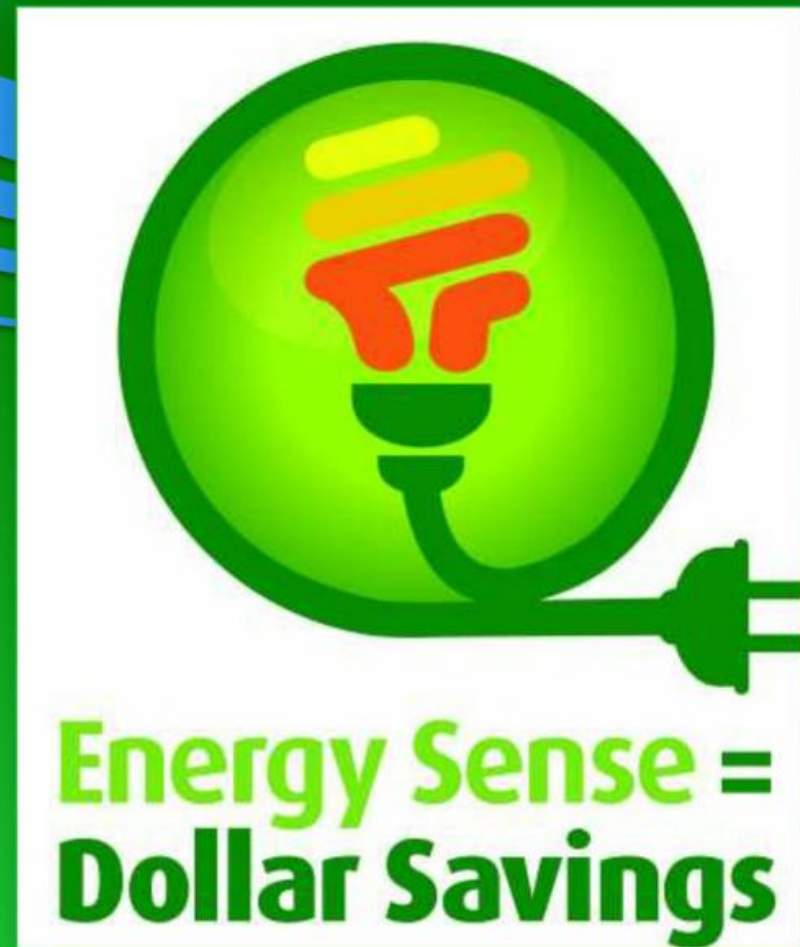
Accela produced a user-friendly, comprehensive booklet capturing the whole project.



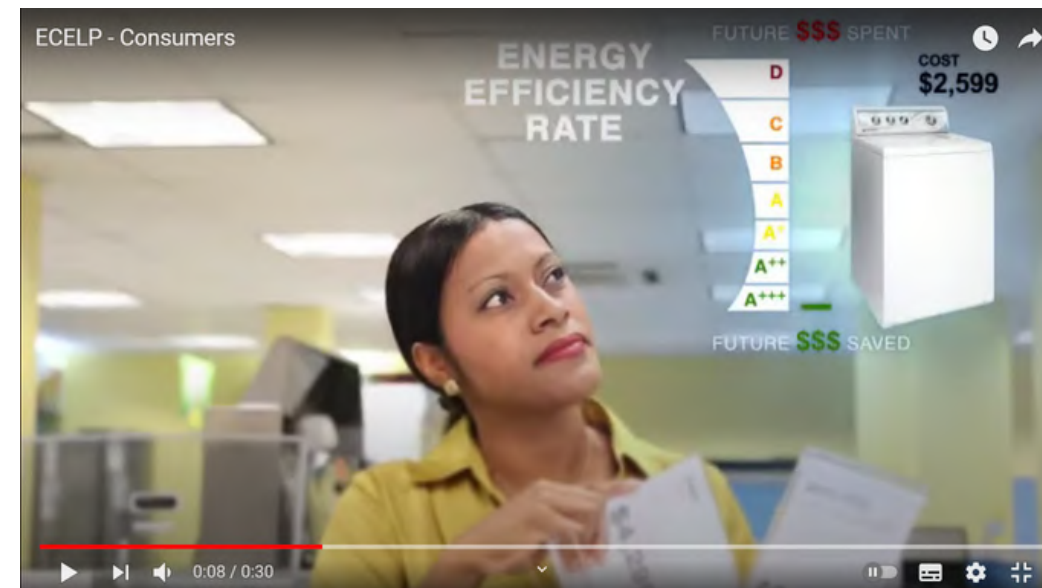


# CREDP-GIZ - ENERGY LABELING PROJECT

In 2013, Accela Marketing was contracted by CREDP-GIZ under a project funded by the European Union, the German Government, and OECS Secretariat in collaboration to undertake the public awareness component of their energy labeling project: ECELP. The aim of the project was to improve the quality of life of low-income groups within the OECS region through promoting improved governance and institutional frameworks to support energy efficiency. The countries involved in the project were Antigua and Barbuda, Dominica, Grenada, St. Kitts and Nevis, Saint Lucia, and St. Vincent and the Grenadines. Accela Marketing did a full communications strategy to span all islands; produced all creative materials which included, a logo, slogan, "Energy Sense = Dollar Savings" to brand the campaign, a fifteen (15) minute television programme shot in all OECS territories, featuring VOX pop interviews and animation; radio jingle, radio and TV PSAs. In addition, Accela Marketing prepared, implemented and monitored a media placement strategy in all territories.



- [Retailers PSA](#)
- [15 Minute Audio-Visual Documentary](#)



# THE ACCELA ADVANTAGE

## Partnership & Personal Attention

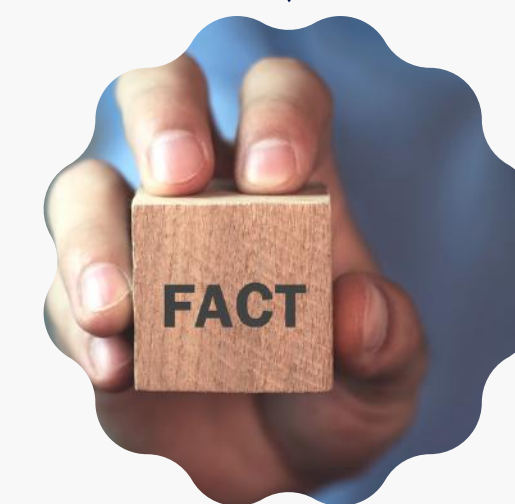
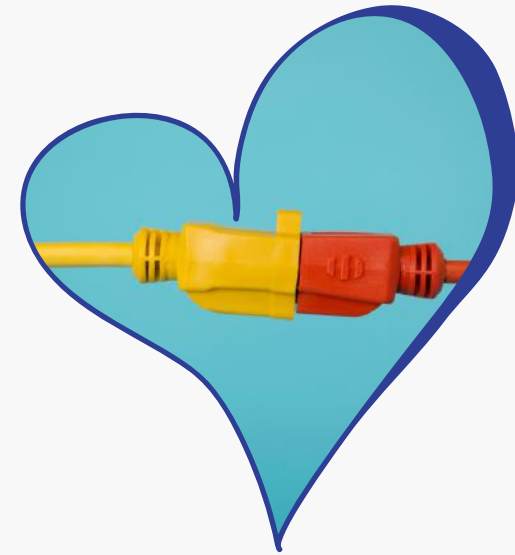
We work alongside your internal team to help you achieve your business objectives. You truly feel like we are in your corner, seeking your best interests. Nothing brings this out more than when we have to do Crisis Communications for our clients or come to their rescue with solutions or marketing tools at the last minute.

## Caliber, Clout & Connections

Our ability to leverage strategic connections for our clients, particularly new entrants into the Caribbean is stellar. Our MD was the Director of Tourism in Saint Lucia and is the President of the Women's Entrepreneurial Network of the Caribbean and sits on the boards of several important organisations.

## Evidence-Based Approach

Our rationale for what we do, from music choice, to color scheme to logo design to promotional idea is always rooted in sound insight from our Market Research and not just personal taste.







# Accela Marketing

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