How a Major Bank Used Branded Content to Make New Immigrants Feel Welcome

CASE STUDY

THE CHALLENGE

TD, one of Canada’s five big banks, needed a marketing campaign that highlighted their range of product offerings that make the transition of moving to Canada easier. They needed to let new immigrants know that TD is there to help them.

OUR SOLUTION

Pressboard worked with TD to build a comprehensive content campaign that generated eight original pieces of custom branded content. All content was created and measured through the Pressboard platform and published natively on four leading national digital publications. The content was designed to resonate with recent immigrants and provide them with helpful, engaging information that could jump-start their new lives in Canada, all through the unique voice of each media publisher.
Helping Your Kids Make Friends in a New Country
Mar 29, 2017
For some kids, making friends comes easy. They simply run up to a group of children and join in the fun without a second thought. For others, making friends is more of a difficult task. Being shy or scared can definitely affect social interaction as a child.

5 Tips For Landing a Job After Moving to Canada
Mar 29, 2017
For 150 years, Canada has developed based on the principle that it embraces all religions, nationalities, ethnicities, and cultures and offers opportunities for all those who venture across its borders.

TD Helps Newcomers Build a Foundation For Their New Lives in Canada
May 15, 2017
In 2017, Canada is set to welcome 300,000 new immigrants, enriching the country's already diverse mosaic of cultures. Canada's renowned enthusiasm for...