



# Excellence NB Branding Program

2025



# FAQ: Excellence NB Branding Program

## What is the Excellence NB Branding Program?

The Excellence NB Branding Program is a membership-based initiative supporting New Brunswick businesses by promoting locally made products, services, and experiences. Members gain access to the Excellence NB logo and marketing support, including social media features, newsletter placements, and blog promotions.

## What are the program's goals?

The program aims to:

- Promote New Brunswick-made products and services.
- Strengthen consumer-business connections locally.
- Provide branding tools to showcase support for local producers.
- Encourage customers to support the local economy by buying NB-made products.

## Who will benefit from the program?

The program is designed for:

- New Brunswick businesses looking to enhance their visibility and connect with consumers.
- Entrepreneurs and makers who want to showcase their local identity and promote their offerings through a trusted and recognized branding platform.
- Companies that value the opportunity to reinforce consumer confidence and support the local economy by highlighting their New Brunswick roots.
- Businesses seeking extra marketing support to help their small business stand out.
- Excellence NB will handle the heavy lifting, leveraging our expertise, industry connections and large audience to help you reach new customers.



## Who can apply to the program?

The Excellence NB Branding Program is open to businesses and organizations that meet the following requirements:

- **Location:** Members must be New Brunswick-based businesses.
- **Products and Services:** Members must offer products or services made or produced locally and attest that their products and services are provided through ethical practices.
- **Branding Guidelines:** Members must adhere to the Excellence NB Branding Guidelines, which will be provided upon enrollment.

Excellence NB reserves the right to verify member eligibility and revoke membership without refund if eligibility requirements are not met.

## What materials are included?

Participants receive the Excellence NB logo and design assets for stickers, banners, and other promotional materials. Members can use these assets with their preferred printer and benefit from features on Excellence NB's social media channels.

*\*Please note that the Excellence NB logo may not be used on product packaging without consent and discussing terms with us.*

## What are the membership levels and fees?

- **Standard Membership (\$300/year):** Includes group promotions (newsletter, blog, and social media), plus access to exclusive discounts.
- **Premium Membership (\$450/year):** Adds solo promotional features, Featured Vendor status on NB Made, priority access to campaigns, and more.

*Add-ons, such as solo promotions and custom videos, are also available at additional costs.*

## Are there fees for current members?

Current members can remain in the program for free but won't access enhanced benefits under the new paid model. New members must subscribe to a paid membership.

## How do I apply or renew membership?

Memberships are valid for one year from the approval date. Renewals can be processed on the Excellence NB website.

# Program Benefits

BENEFITS	STANDARD	PREMIUM
PRICE	\$300 ANNUALLY	\$450 ANNUALLY
<b>NEWSLETTER PLACEMENTS - GROUP FEATURES</b> <i>Inclusion in one featured vendors newsletter highlight, where your business will be spotlighted alongside other local makers. this collective feature drives awareness and visibility among newsletter subscribers.</i>	✓	✓
<b>BLOG POST - GROUP FEATURE</b> <i>Inclusion in one meet the makers blog post annually, featuring your business alongside other local makers. you provide the content, we finesse and share. maximum word count for blog: 300 words.</i>	✓	✓
<b>SOCIAL MEDIA CAMPAIGN -GROUP FEATURE</b> <i>Inclusion in three social media campaigns featuring your business alongside other local makers throughout the year. the campaign will be boosted to increase visibility.</i>	✓	✓
<b>NEWSLETTER PLACEMENT - SOLO FEATURE</b> <i>A dedicated solo feature in our newsletter. vendors will have the opportunity to provide an exclusive discount or promotion to accelerate sales.</i>		✓
<b>BLOG POST - SOLO FEATURE</b> <i>One solo meet the makers blog post annually. you provide the content, we finesse and share. vendors will have the opportunity to provide an exclusive discount or promotion to accelerate sales. maximum word count for blog feature: 500 words.</i>		✓
<b>SOCIAL MEDIA CAMPAIGN - SOLO FEATURE</b> <i>Inclusion in one solo social media campaign throughout the year highlighting your business. the campaign will be boosted to increase visibility. vendors will have the opportunity to provide an exclusive discount or promotion to accelerate sales.</i>		✓
<b>NB MADE FEATURED VENDOR CLASSIFICATION</b> <i>Stand out on nbmade and receive priority listing as a "featured vendor", offering prime visibility within the site.</i>		✓
<b>EXCLUSIVE DISCOUNTS</b> <i>As a member, receive exclusive discounts on our retail display items and ad placements in our holiday gift guide.</i>	✓	✓
<b>PRIORITY ACCESS TO EXCELLENCE NB SPECIAL CAMPAIGNS &amp; PROMOTIONS</b> <i>Premium members receive priority access to special campaigns or promotions, ensuring your business is at the forefront of any high-impact marketing opportunities.</i>		✓

## What do the benefits include?

- **Newsletter Placements:** Group or solo features promoting your business.
- **Blog Posts:** Annual features showcasing your story (group or solo).
- **Social Media Campaigns:** Group or solo boosted posts for increased visibility.
- **Featured Vendor Status:** Premium members gain priority listing on NB Made.
- **Exclusive Discounts:** Discounts on retail displays and ad placements.
- **Priority Access:** Premium members get first access to special campaigns.

## What add-ons are available?

**Solo Newsletter Feature:** \$150

**Solo Social Media Campaign:** \$125

**Additional Blog Feature:** \$150

## Who designs the content, and will I get final approval?

Campaign creation is a collaborative process where you'll have the opportunity to provide input and review the final content for approval.

For the **Standard Package**, your business will be featured alongside others in shared campaigns. We'll provide clear guidelines on the type of content needed, such as product highlights or "Meet the Maker" posts. You'll supply details and images, while our team takes care of formatting and optimizing the content for social media.

For the **Premium Package**, which includes solo features, you'll have greater creative flexibility. This could include sharing your business story, showcasing your product creation process, or focusing on other aspects that highlight your brand. Our team will collaborate with you to ensure the content meets your goals while maintaining professional quality.



# Participation Benefits

## By joining the program, your business gains:

- **Increased Visibility:** Exposure through Excellence NB's logo, social media, blogs, and newsletters.
- **Enhanced Marketing Support:** Solo campaigns and promotional tools to amplify your reach.
- **Consumer Trust:** Demonstrates commitment to supporting local producers.
- **Increased Sales:** Increased visibility and targeted marketing can help accelerate your sales.
- **Networking Opportunities:** Connect with industry influencers and peers.
- **Economic Impact:** Encourages customers to support the local economy.

# Reach and Audience

Excellence NB connects businesses with a constantly growing audience through multiple channels and strong partnerships:

## Social Media:

- **Facebook:** 72,000+ followers, 377,000+ monthly reach.
- **Instagram:** 11,900+ followers, 52,000+ monthly reach.

## Website:

- 20,000-40,000 monthly views.

## Newsletter:

- 25,000+ subscribers with a 40% open rate.

In addition to these online audiences, Excellence NB leverages its connections with local corporations to further expand its audience reach, offering businesses unique opportunities to connect with broader networks and engage with new customers effectively.



# Guidelines and Responsibilities

## What are members' obligations?

Members must:

- **Logo Usage:** Use the Excellence NB logo in accordance with the provided guidelines and the Excellence NB Trademark Use Agreement.
- **Business Updates:** Notify Excellence NB of any significant changes to their business operations or ownership.
- **Performance Data:** Submit annual data on sales, website performance, and social media metrics related to the impact of the branding program's promotions and benefits. This helps assess the program's effectiveness and improve future offerings.
- **Communication and Content Submission:** Ensure timely communication and provide Excellence NB with all required text, images, and information necessary for creating and publishing the Program Benefits.



## For additional inquiries, contact Excellence NB at:

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**Email:** [info@excellencenb.ca](mailto:info@excellencenb.ca)



[excellencenb.ca](http://excellencenb.ca)