



Chances are that if you've been in a playground lately, you've come across Dynamo Industries' cutting-edge rotational games, net climbing structures and world-famous Biggo Flyer, an interactive balance activity that provides a soaring experience to users of all abilities.

For more than 15 years, the Ottawa-based company has been revolutionizing the playground industry with its state-of-the-art, top-quality games that incorporate elements of movement, balance, exercise and teamwork. These games not only meet but also exceed today's heightened safety standards. Dynamo is committed to constantly innovating new and safer ways to play and maximize park space, as well as to bringing quality,

## Dynamo Industries and BDC Working together for **FUN AND HEALTH**

cost-effective and fun products to communities everywhere.

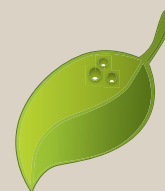
The company, which does a lot of business in the U.S., was deeply affected by the recession, and Dynamo officials felt they needed help to stay viable. They knew that BDC, which had given Dynamo a working capital loan in 2008–09, would be there for them.

BDC Consulting worked with Dynamo officials, showing them how their products could qualify for the Scientific Research and Experimental Development (SR&ED) tax incentive program, the largest single source of federal government support for industrial research and development. As well, BDC is working with Dynamo on a turnaround plan; it is helping the company identify previously uncharted global markets, including Aboriginal communities across Canada. That's an area close to Dynamo owner Richard Martin's heart, due in part to his Aboriginal background.

Dynamo is proud to say that, with BDC's help, the company has put its unique equipment in more cities and communities

around the globe. The firm's games encourage the excitement of outdoor play and social interaction in a fun, safe and healthy way—all while improving the company's bottom line.

Says Martin, "BDC has been a great partner with Dynamo in improving our ability to be seen by the worldwide market."



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## MAKING THE MOST OF YOUR ADVERTISING DOLLAR

### *Low-cost advertising and promotional strategies*

To stand out in today's crowded market, you have to promote your products and services. But how can you better target your advertising efficiently, at the lowest possible cost?

#### Get off to a good start

First, establish your target market and advertising objectives. Once you know whom you want to reach, you can determine what you want to accomplish with your communications. For instance, you may want to increase sales or build customer loyalty. Ultimately, your choice of media has to be in line with your advertising objectives and a realistic budget. Here are some low-cost ideas to consider.

- > **Put alliances on your side.** Split advertising costs with suppliers,

manufacturers or other organizations in your industry that are looking for exposure.

- > **Increase local reach in newspapers.** Use local media, which tend to offer cheaper advertising than national media and can help you reach targeted groups.
- > **Put the web into your advertising mix.** Online advertising can reach a wide audience.
- > **Take advantage of social media tools.** Use web-based promotional tools such as group buying, which gives your customers deep discounts on products and services with deal-of-the-day coupons. Along with providing a short-term revenue boost, group buying is ideal for building brand awareness and visibility.

- > **Build customer loyalty with low-cost tools.** Develop promotional items such as loyalty cards that provide discounts. These will help you stay on your customers' radar. Create contests that promote products and services, and reward your clients.
- > **Tap into the media for timely promotions.** Press releases are not a big investment for a small business but they are highly effective. You can quickly produce a short press release.
- > **Network rigorously.** Promote your products and services by joining business associations. These organizations are an excellent source of information about your industry and can help you build lucrative contacts. You can also maintain a sustained online presence by creating a professional blog or joining networking sites such as LinkedIn.

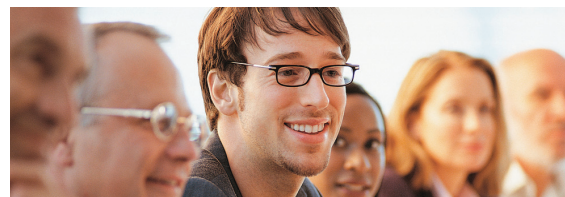
#### BDC CONSULTING CAN HELP YOU

You can count on our team of senior-level marketing consultants and tactical sales consultants. We'll help you create results-driven strategies to achieve your advertising objectives. For more information, contact us.

## CONTACT US

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