

A celebration of Brand Canada and our creative community.

As economies flatten and fuse, connected consumers shopping from anywhere, we see the continued rise of brands ruling the global marketplace. Not all brands are created equally, and the most powerful are tapping national identities to build value, authenticity and emotion. Think of how France drives food trends and supports a fleet of regional brand names like Burgundy and Champagne. Or Italian culture, underpinning a fashion forward culture with Prada, Gucci, and Benetton, and how Germany dominates the automotive business with their car companies BMW, Porsche and Audi. A circular conversation where nation and brand blend, driving innovation and consumer desire, presenting products to the global marketplace, satisfying consumers with deep meaning, and reaping substantial revenue and market segment protection. Imagine competing against the Milanese in fashion when you are from Toronto. The products may be lovely, but without the benefit of place and locational support, the company from Ontario will suffer. This story of place and locational advantage matters, now more than ever before. We are seeing Canadian brands struggle to enjoy the economic benefits of their origin, and we really want to change that.

Anyone interested in helping us land this big idea. We know that people are currently exploring countries through national brands. Help back The Adanac Collection, a curated online shop and exhibition and showcase of one hundred and fifty objects to celebrate Canada's 150th Birthday. The collection pairs top designers/artists with Canadian brands/manufacturers to produce limited edition exclusive products and presented as a celebratory event to explore the country by what we make. The aim is to highlight the country's national brand through its material culture and creative excellence, to encourage product innovation, and generate revenue for our creative talent and brands. Unified by national identity, the project will define Brand Canada and what 'Made in Canada' means, spark a fresh conversation on the global stage, and act as a guide for people to discover Canada and the business and brands that make us unique.

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