

To whom it may concern,

Canadian Blood Services (CBS) manages the national supply of blood, blood products and stem cells, and related services for all the provinces and territories (excluding Quebec). Our national scope, infrastructure and governance make us unique in the Canadian healthcare landscape, and we rely heavily on donor awareness and activation programs to achieve our mandate of maintaining an adequate blood supply for the nation.

Recently, we were seeking to add a new layer of innovation and energy into our traditional marketing activation activities that would drive higher whole blood donor engagement and ultimately result in increased blood donations.

We were introduced to DOMINION by a CBS colleague who had a previous positive experience with the company's founder. They were tasked with leveraging their knowledge of the activation industry to help construct the scope of the RFP and increase the variety and quality of the respondents.

The DOMINION executive team jumped right in, beginning with a high-level strategic consultation with CBS senior management. Throughout our process they provided industry insights and guidance, produced high level documentation, and proved to be a valuable partner. They were always very responsive and transparent.

Ultimately, we are excited with the results of the RFP and look forward to the activation program benefiting from new approaches and a higher level of professionalism from the winning bidder.

I would not hesitate to recommend DOMINION for any marketing initiative whether it is fundraising, or a brand reload. Their experience and talent were appreciated by Canadian Blood Services.

Sincerely,



Lynn van der Linde

Associate Director, Marketing and Donor Experience
Canadian Blood Services