

# Case Study



## EDUCATION

### University of British Columbia Centre for Group Counselling & Trauma “When We Share, We Heal”

#### Challenge

The University of British Columbia’s Centre for Group Counselling and Trauma (CGCT) helps veterans recover from war-related stress injuries. The CGCT required an awareness strategy to make their unique group counselling program available to more trauma-inflicted veterans around the world.

#### Process

Burrard’s team worked with CGCT to define their mission to international business, government and academic audiences in an emotionally compelling manner. We started by conducting interviews with key CGCT players. We then illustrated the power of their group therapy approach with unique and colourful footage we captured on video in London (United Kingdom) at the [British House of Commons](#), and in [Kabul, Afghanistan](#).

In London, we interviewed veterans, trauma counselling experts, Members of Parliament and military officials at a key reception in Parliament. We also shot inspiring speeches and local b-roll footage. In Kabul, we captured drone footage, snippets of everyday life and intense conversations between trauma experts from UBC and the University of Kabul. The unstable security situation meant we were amongst the only Canadian civilians in the country at the time. We prepared for the unexpected. Not able to leave the hotel for the entire five-day visit due to the security team’s daily risk assessments, we made provisions for Kabul University’s delegation to meet at our hotel, and we secured a local videographer to shoot material in a refugee camp and on the university’s campus.

Upon return to Canada, our team worked with CGCT to create materials to encourage businesses and governments to support their work. We also designed digital ads to increase event registration and attendance, and to promote brand awareness within the public and the academic community.

#### Outcome



**Branding:** Ensure branding was consistent with UBC and distinct to CGCT, supported website and graphics design



**Narrative Development:** Define mission, vision and illustrate with digital content for key stakeholders



**Content Creation:** Videos: [UK CGCT Advocacy for Training Partners](#); [Afghanistan: Helping to Heal](#), Celebrating the MOU w/ Kabul University; Federal Govt. funding of Veterans Transition Program; and Counselling Services for Dr. Marv Westwood promo.



**Community Partnership:** Created a brochure to support pitches with major stakeholders and funders

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