

Case Study



POLITICAL

Terry Beech “Positive Change”

Challenge

Terry Beech, a dedicated grass-roots organizer and retail politician, was looking to help voters learn more about his upbringing, strong work ethic and unwavering support for his community. As one of the youngest politicians to ever be elected to a city council in BC, Beech wanted to demonstrate his humble beginnings and share more of his personal life story.

Process

We established a narrative that focused on his early life, the struggles he faced growing up and how that led to his passion for his community. At the age of 18, Beech was elected to Nanaimo City Council while still in highschool. His narrative focuses on someone that worked hard at an early age to gain the trust of his constituents by advocating for positive change in the community.

We reminded constituents of his primary focus as a self-motivated entrepreneur, business owner, educator, politician, and candidate seeking re-election. Throughout his story we illustrated and reminded audiences of his lifelong commitment to improving access to education and standing up for his community.

Burrard Strategy produced a video that encapsulated his life-story in 7-minutes in addition to highlighting the diverse riding of Burnaby-North Seymour. His unique riding includes two major cities in the Lower Mainland which sit on unceded territories of the Musqueam, Squamish, and Tsleil Taututh, divided by the Burrard Inlet, a major entryway to the Pacific Ocean.

Working with local businesses, we highlighted small business and entrepreneurship. We also strategically chose exterior locations that subtly reminded viewers of Beech’s commitment to protecting our oceans and environment, investing in technology and innovation, in particular Burnaby’s HUB -- a pillar of the Liberal green jobs platform.

Re-elected Terry Beech, Member of Parliament (2021)

Outcome



Narrative Development: Demonstrate his roots a hard working, self starter



Political Strategy: Re-elected Member of Parliament (2021)



Content Creation: Campaign Launch Video

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