

Appendix 1

OneMississauga Campaign Phase 1

We propose a two-pronged phased campaign approach
to bring this same insult/retort concept to life:

Phase 1

Design Option 1

Initial general awareness campaign

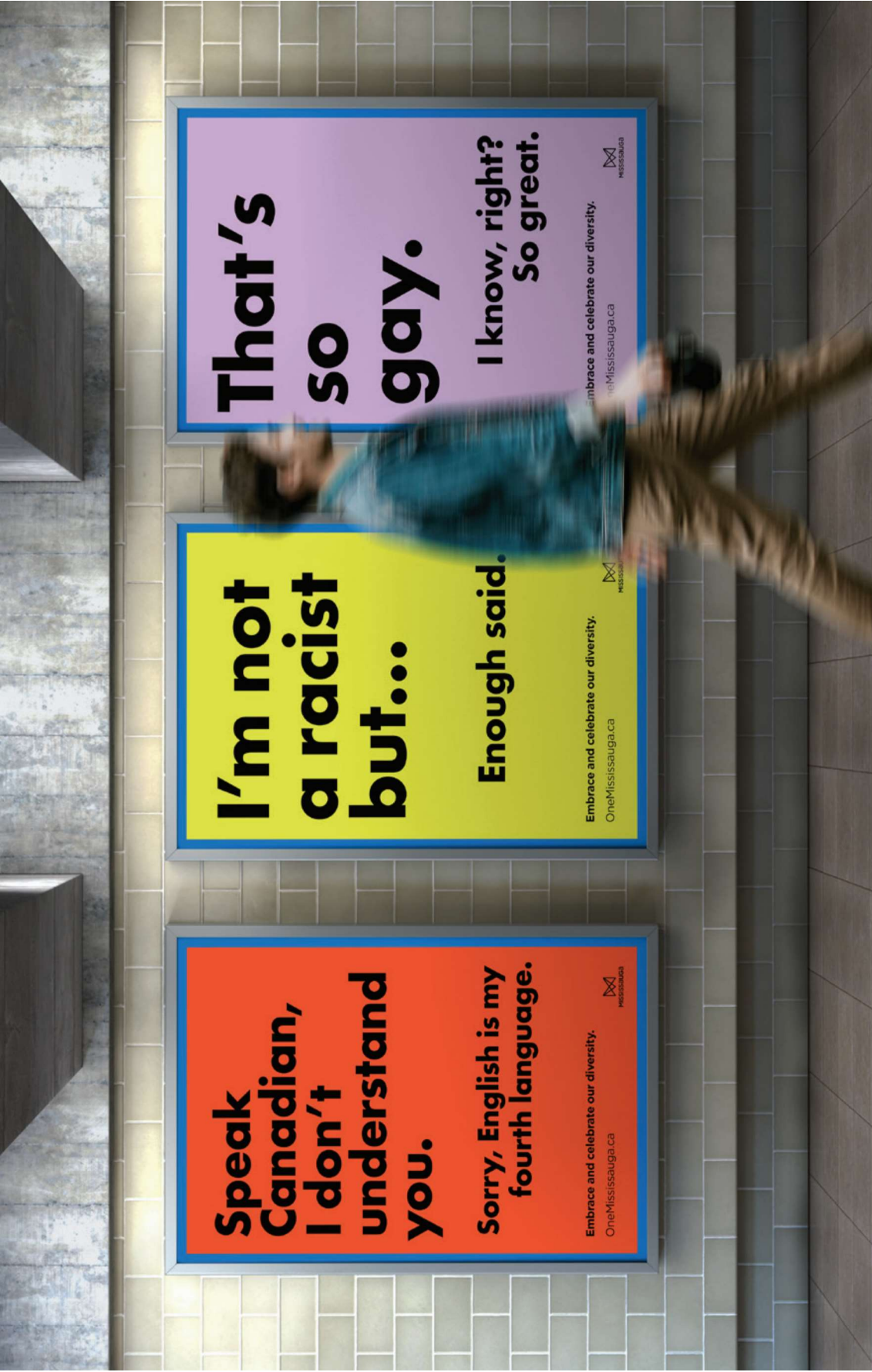
City-led

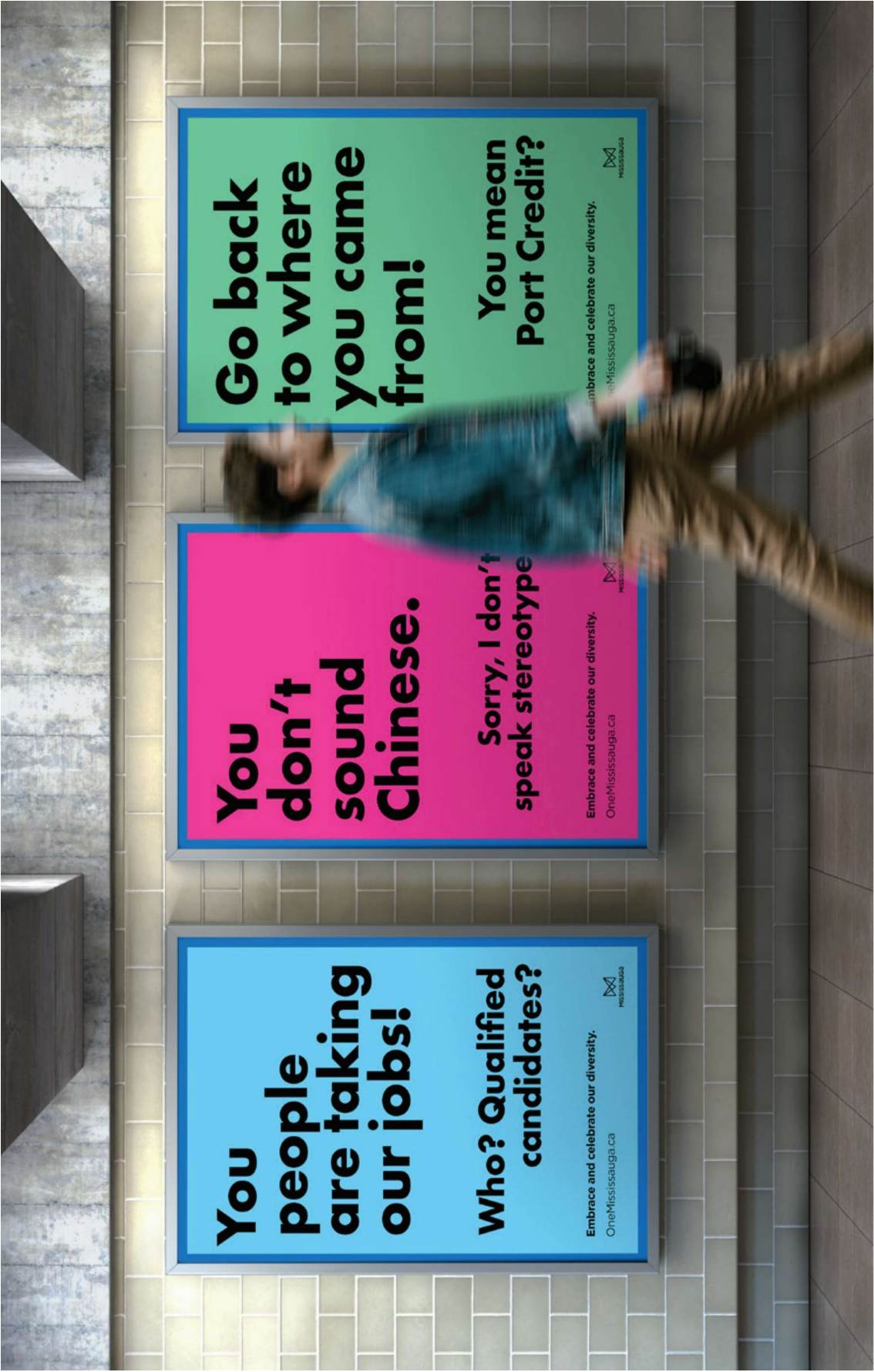
**Go back
to where
you came
from!**

**You mean
Port Credit?**

Embrace and celebrate our diversity.
OneMississauga.ca

 MISSISSAUGA





Thanks.

