

London's “big idea” challenge

London, Ontario - 26 January 2017 - As London emerges as an innovation hub, many enterprises are facing the challenge of attracting the attention and support that will take them to the next level. Today leaders in London's business and social innovation community gathered at Innovation Works in downtown London to learn more about "Idea Engineering".

The event was to mark the opening of a new London location for Rutherford McKay Associates (RMA). The Ottawa-based communications and marketing company is arriving in London with a unique approach that promises to help innovative businesses and organizations rediscover and re-apply their innovative ideas.

"Enterprises that have survived the start-up phase have usually done so through excellent technical or program engineering," said John McKay, RMA's Managing Partner. "To move forward they also need a new type of engineering focused on ideas."

Many organizations allow their big idea – the innovation that drives what they do – to become obscured by features, tech specs, sales targets, experts' language and day-to-day operations. When it's lost, so are the focus, energy and enthusiasm that got the company or organization moving in the first place. RMA's *Idea Engineering* process puts your big idea back to work for you.

RMA's *Idea Engineering* service has three steps:

1. Finding Your Big Idea: rediscovering your “big idea” and expressing it in terms that are clear and authentic to a variety of audiences
2. Idea Impact Testing - refining and testing the idea in the most difficult of communications and marketing environments, the face-to-face arena
3. Idea Infusion: putting momentum into your big idea by infusing it throughout your enterprise and in the minds of those whose support you need (including staff, customers, partners, funders, and investors)

RMA's communications, public relations and marketing services are based on trust and authenticity. Behind everything we do is our big idea: to achieve your goals, you need the trust of those who are critical to your success, and to build that trust, you must communicate clearly and authentically.

- 30 -

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