

Our Story

Corporate Communications Limited was established by CCL Group Founder Steve Parker in 1977 as a one person public relations firm. Ultimately, CCL developed into the largest marketing and communications business in the history of Atlantic Canada, becoming a full service advertising agency and communications advisory firm, and helped initiate a new industry in the region.

CCL entered the news media monitoring business, founding NewsWatch and opened offices across Atlantic Canada and in Toronto, Ontario.

Parker and his colleagues developed the concept of an integrated marketing and communications networks and formed CCL Group Inc. for this purpose.

Sight & Sound Productions, a video production company opened in 1984. Soon, Sight & Sound had its own editing facilities and was a leading producer in electronic productions to the corporate and institutional market.

Majority interest in a small market research business, **Corporate Research Associates (CRA)**, was purchased in 1987. This company grew rapidly with a reputation for quality and excellence, and has become a leading Canadian market intelligence firm.

ArtWorks, a successful graphic design leader and **Text in Context**, a translation firm were established to provide broader services to the CCL Group clients and introduce new customers to the enterprise.

In 1994, Parker and two partners entered the contact center business, founding CorporaTel, now known as **Blue Ocean Contact Centers**. Blue Ocean is a business process outsourcer specializing in high value customer support. It operates on three continents and the majority of its revenues originate outside of Canada. The Company provides services to some of the world's leading brands.

As the Company became widely known for excellence and leadership in value-added support, it gained many recognitions including the following: **Best Customer Service Outsourcer** - Large Centers, Best Use of Social Media, Best Green Contact Center, **Best Contact Center Outsourcing Provider in the Americas**.

Blue Ocean is a six-time winner of the **Commitment to Excellence** Award from the Nova Scotia Tourism Human Resource Council.

It was named **2015 Nova Scotia Exporter of the Year** by the provincial government and **International Business of the Year** by the Halifax Chamber of Commerce in 2015.

In the mid-2000's, CCL Group began to gradually sell interests in the professional service companies to their Management in order to provide additional resources for development of Blue Ocean.

News Watch was sold to world leader **Cision Media** and the funds used for reinvestment in the business.

In 2004, Corporate Communications Limited changes its name to **Colour Creative Persuasion (Colour)** and Sight & Sound become **Colour Productions**. CCL Group sold its interest in Colour to Management over a period of time ending in 2013.

Our interest in Corporate Research Associates was also sold to Management and we assumed 100% ownership of Blue Ocean in 2008.

IMP Group International Inc. purchased Blue Ocean Contact Centers in 2015 and merged its own contact center operations into Blue Ocean. We expect continuing success for Blue Ocean.

CCL Group has a track record of helping businesses develop from start up to success. We are ready to use our experience and resources to help you.

Source: CCL Group <https://www.cclgroup.ca/about-us>