

Unlocking Creative Profitability



Propelling Publicists

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If one were seeking to personify an essential pillar of Creative Saskatchewan’s mandate – to invest in creative entrepreneurs who choose to pursue commercial success – an excellent choice would be Susan Busse. The Saskatoon publicist makes her living by building the careers of, as she says on her website, “all manner of musicians, artists, and businesses.” And the bigger her clients’ careers become, the more successful Busse becomes herself.

2017 was a great year for Busse which, of course, meant it was a great year for her clients as well. The highlight of her year was to be awarded the Western Canadian Music Award for Impact in Music Marketing at BreakOut West in Edmonton. “That was a game changer for me,” Busse said. “To be recognized with that award was very meaningful and it gave me credibility throughout Canada in the music industry.” But, as you would expect, Busse is always

quick to turn the spotlight on her clients, adding in the same breath, “two of my clients also won at BreakOut West, including Saskatchewan’s Andino Suns for World Group of the Year.”

Busse’s business trip to Canadian Music Week in Toronto was another important opportunity in 2017 made possible with Creative Saskatchewan support. “I learned a lot about the current music climate,” Busse said. “And I made some very impactful connections at CMW that have helped me to land bigger and better media spots for my clients.”

If the reaction on Creative Saskatchewan’s Facebook page to the announcement of Busse’s win at BreakOut West is any indication – it was in the agency’s top 5 most liked posts of the year – Busse is sure to enjoy continued success through 2018 and beyond.