

# 2017–2018 Marketing Overview



Bay of Quinte • Prince Edward County • Land O'Lakes  
Rideau Heritage Route • Kingston • 1000 Islands  
Cornwall and The Counties

Presented by 1dea Design + Media Inc. March 2, 2017

# Overview

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- Marketing Plans 2017-18
- DMO Takeover (Experiential Campaign)
- TripAdvisor PDP
- Branded Experience Campaigns

# Purpose & Positioning

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- Focus back on destinations, not TGW
- Attractions & experiences drive destination interest
- We are South Eastern Ontario
- TGW's campaign theme shouldn't interfere with DMO themes
- How can we leverage shared media assets?

# Demographics



# Our Visitors by Segment

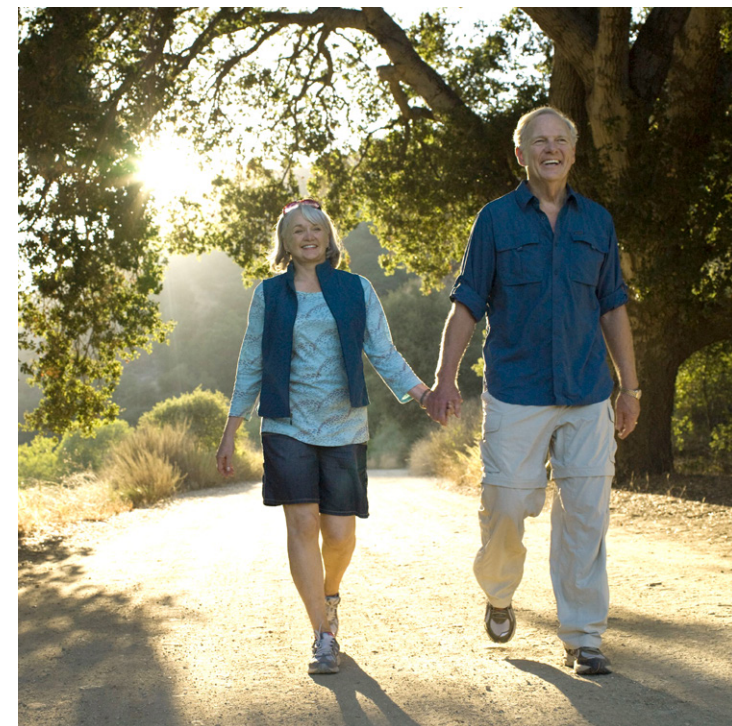
## Family Memory Builders



## Up & Coming Explorers



## Outgoing Mature Couples



# Family Memory Builders



Families with children  
under the age of 18



When their kids are  
having fun, they are  
having fun too



Major attractions are a big hit and  
exploring and learning is a big travel benefit



Couples with young  
children aged

18-54



Playful vacation  
around building  
family memories

# Up & Coming Explorers

Often seek the  
emotional benefit  
of traveling



Look to explore and  
learn new things



Visit core tourist attractions and  
plan trips around world famous sites



45%  
are visible  
minorities

Often travel as  
a couple and  
are aged

22-34

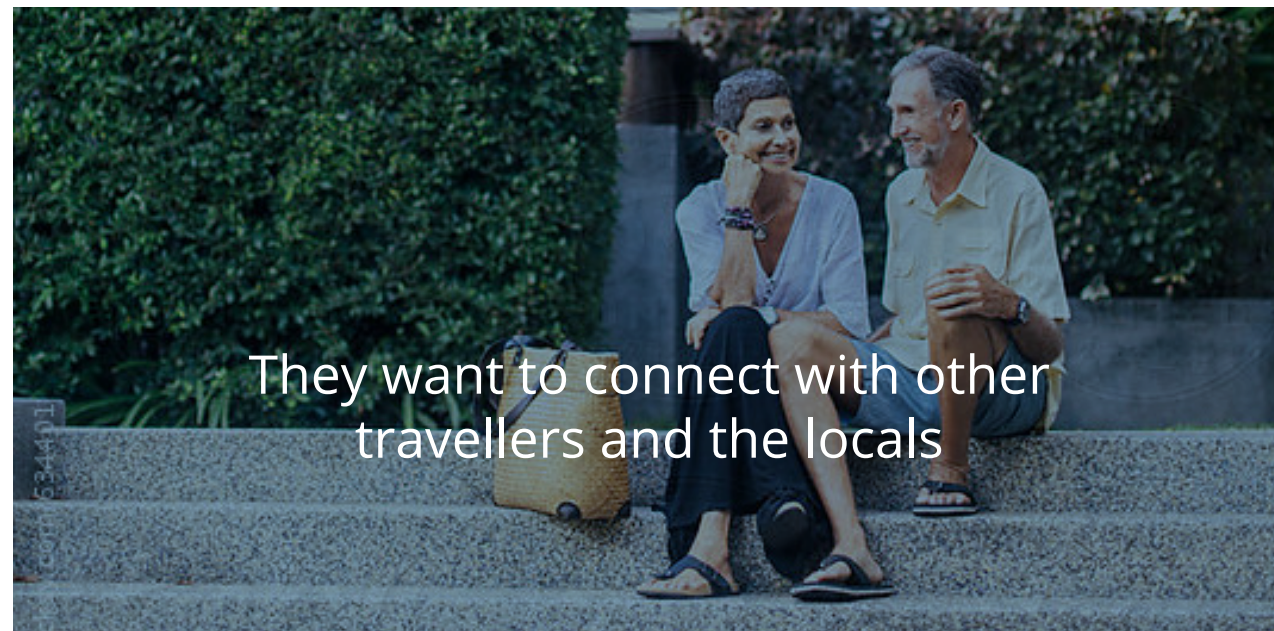
# Outgoing Mature Couples



Enjoy tours, food  
and drink



Not overly  
adventurous



They want to connect with other  
travellers and the locals

Seniors and those  
in retirement, below  
average income



A desire to maintain  
their vitality and  
connection with the  
world

2017–2018  
**Paid Media**

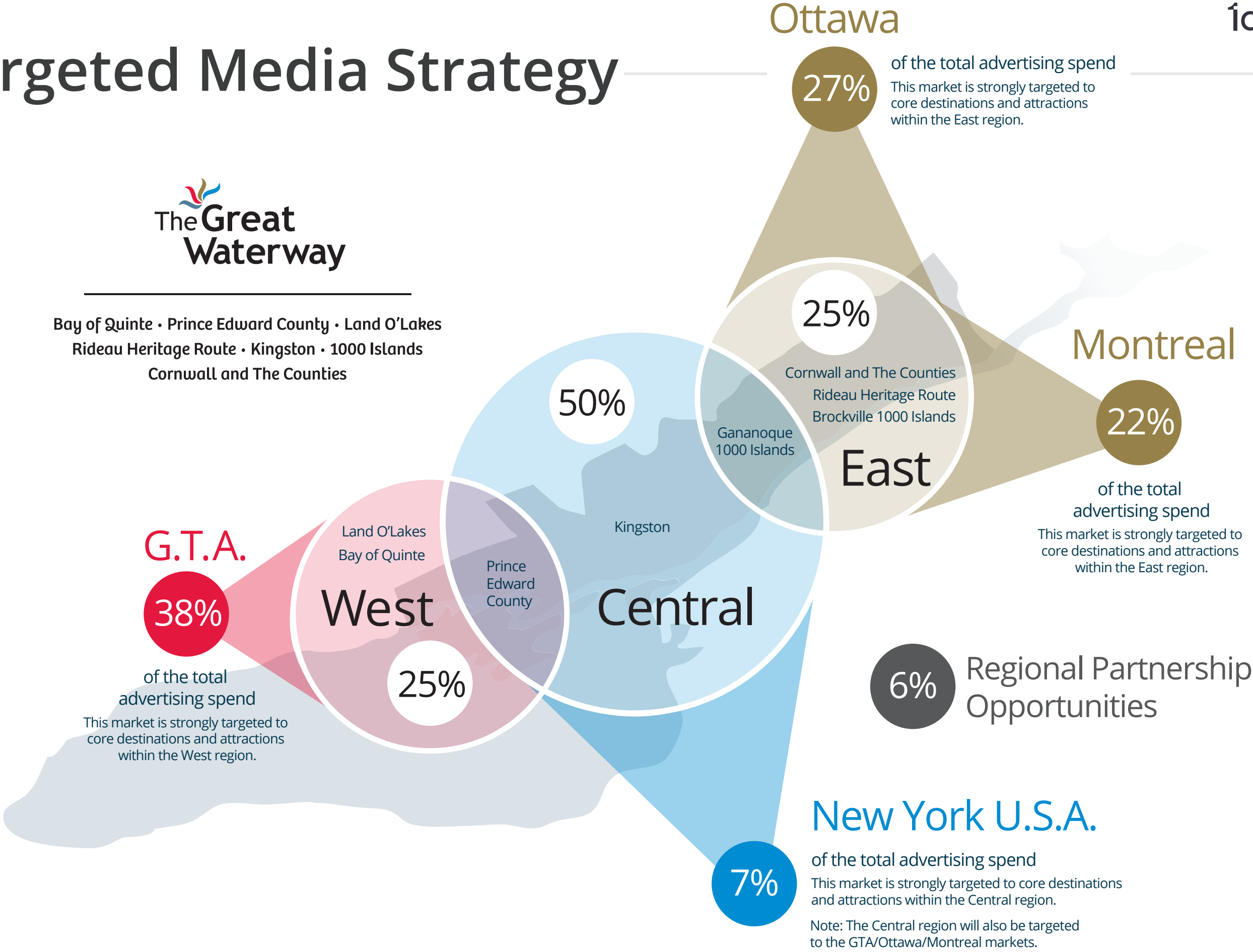


# Media Buy Objectives

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- Digitally-focused (GTA, Ottawa, Quebec, NY)
- Results-driven (clicks, engagement, DMO/partner leads)
- Destination and experience positioned ads
- Leveraging performing mediums - Google AdWords and paid social media
- Dedicated budget for Branded Experience Campaigns; Regional Partnership Opportunities
- Greater emphasis on Quebec (test)

# Targeted Media Strategy



# Tactical Initiatives



# Content Strategy

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- Includes social media, web, bloggers, paid media creative
- Social media
- Web content
- Blogging strategy and execution
- Creative and theme for paid media

# Contesting & Promotion

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- Development of mini giveaways for use during experiential campaign
- Use to build audience, sign-ups for email marketing, identification of travel interests and social follows
- Regular contesting throughout the year

# PR & Earned Media

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- Influencer campaign and FAM strategy (inc. Quebec influencers)
- Investigate media monitoring tools coupled with social aggregation
- Process for sharing media releases

# Email Marketing

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- Time to drive growth in our own subscriber base
- Identify travel interests, destination interests, etc.
- More targeted mailers based on interest, destination or experiences
- Explore opportunities for email drip campaigns to foster and nurture consumer leads

Introducing:

# The “Way” to Travel Campaign

A Traveller's Experiential Campaign





- We're creating a traveller, a professional on-camera personality who will travel our 8 destinations over a 5 week period.
- Videographer/photographer - ready to tell the story
- Pre-planned attractions, events, accommodations and culinary
- Live social, blogging and development of video series for TGW. Theme and hashtag to support.
- Website with interactive map to follow the Traveller, see the itinerary and to watch the video series
- Interaction with selected local brand ambassadors with an intimate knowledge about fishing, golf, on the water, etc.



# Bringing it Together

- PR and paid media efforts to build the audience; get the word out
- Contest – Win a 3-day adventure of your choice (any of the itineraries you've seen) as well as real-time contesting
- DMO input – where to go; what photos/videos to take
- Videography and photography assets will be obtained & shared with DMOs
- Short organic videos shared immediately. Production-ready long videos edited and published.
- Provides raw footage to re-purpose for future branded experience campaigns

# The Beauty of **How it Aligns**

- Supplements content needs (blogging, social, PR)
- Professional photo/video assets can be obtained for both TGW and DMOs
- Provides a more authentic voice and more intimate level of knowledge of our travel experiences
- Binds together our 8 destinations
- Provides live organic videos and photography (for social)
- Creates repeat visits through website landing page and growth of social media channels

# Commitment & **Awareness**

To be successful, the campaign must be carefully planned out, including:

- A talented personality and professional production crew
- Detailed itinerary planning and logistics
- A strong themed storyboard
- Input, support and participation of DMOs
- A well designed website landing page
- Raw and professional content assets (videography, photography & blogs)

# TripAdvisor PDP

2017-18

# TripAdvisor PDP

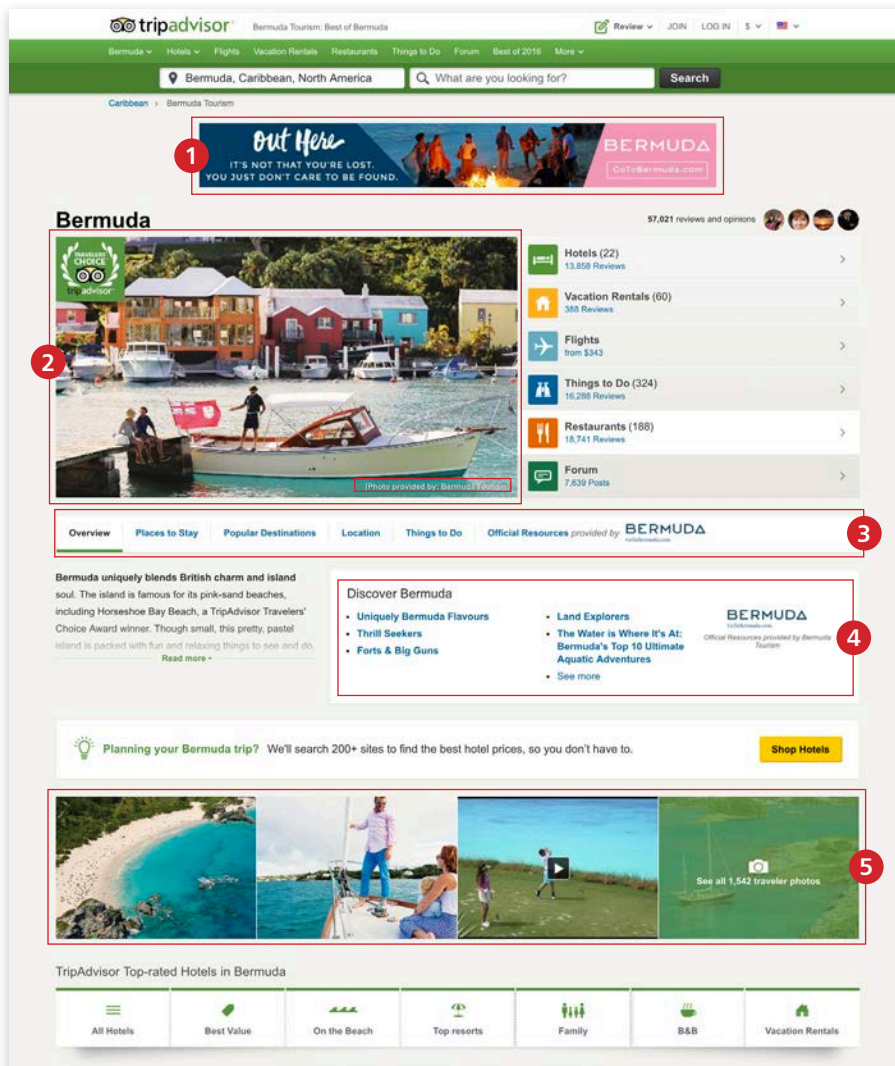
## What It's About

A partnership where we control and expand content on each TripAdvisor destination page.

- Belleville
- Brockville
- Cornwall
- Gananoque
- Kingston
- Napanee
- Prince Edward County
- Rideau Lakes

# Premium Destination Partnership

The Premium Destination Partnership (PDP) is a new exclusive opportunity for Destination Marketing Organizations (DMO) that allows partners to create and distribute unique, targeted content throughout more pages within their destination on TripAdvisor.



The screenshot shows the TripAdvisor page for Bermuda. The page layout includes a top navigation bar, a hero image with a DMO attribution (1), a main content area with a large photo of a boat (2) and a sidebar with category links (3). Below the main content is a 'Discover Bermuda' section (4) and a 'Planning your Bermuda trip?' section (5). The bottom of the page features a 'TripAdvisor Top-rated Hotels in Bermuda' section with various filters.

## Tourism page

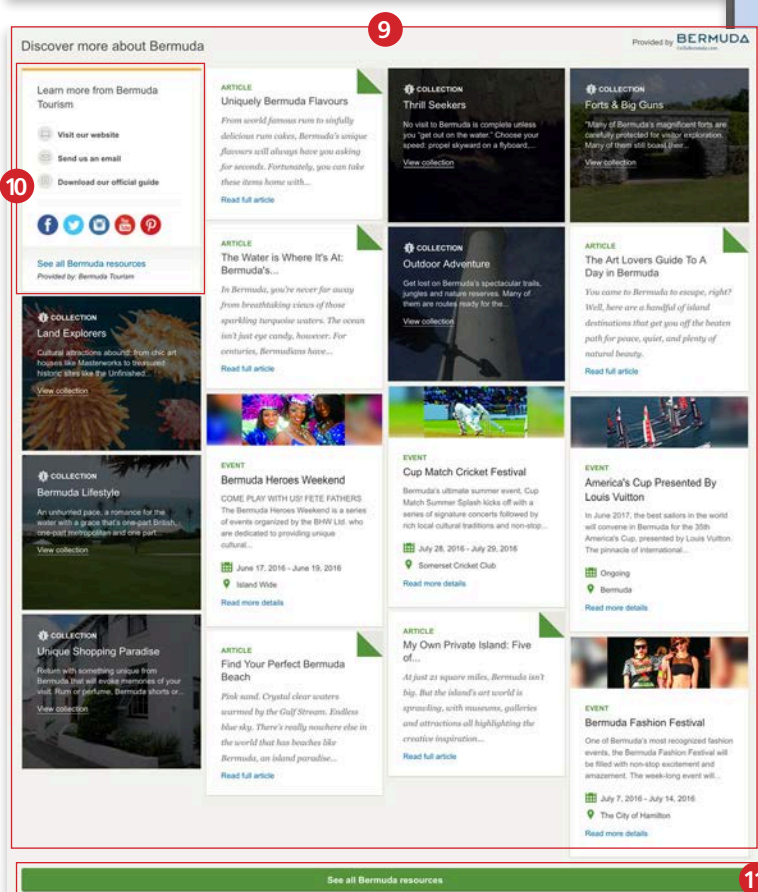
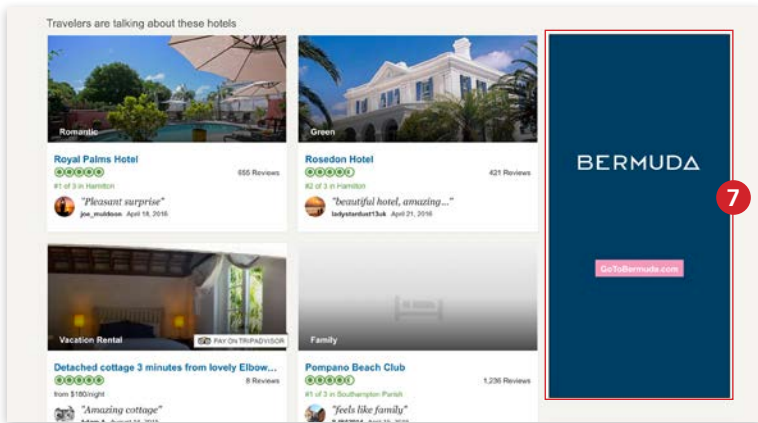
1. 728 x 90 ad unit
2. Hero image with attribution
3. Above the fold and persistent logo placement\*
4. Discover module – entry point to other DMO content on TripAdvisor
5. Enhanced photo module featuring DMO selected images
6. Extension Opportunity (optional): DMO Travel Guide featured in 1st placement with Travel Guide section of page (not shown)

\* All logos clickable to client website

# Premium Destination Partnership

## Tourism page (continued)

7. 300 x 250/300 x 600 ad unit
8. Map integration (once clicked)
9. Integrated Content Module: Showcases a mix (16 max) of articles, collections, events provided by DMO
  - Partner determines content displayed
  - Content on Tourism page is optimized for search
10. Direct links module linking to client site and social channels (up to 5)
11. Entry point to dedicated Destinations page
12. 300 x 250 ad unit



# Premium Destination Partnership: New & Expanded Offerings

## New Offering: Destination Page

Dedicated page to showcase all content provided by DMO

1. 100% SOV
2. DMO logo (external linking)
3. Direct links module
4. Enhanced photo module featuring DMO selected images
5. Cross-promotion across articles, collections and events views

## New Offering: Articles

Engaging way for partners to provide useful travel information for all potential travelers

- Up to 10 articles featured on site
- Cross-Promotion module

## New Offering: Collections

Curated lists provided by partners highlighting Hotels, Restaurants and Attractions around a theme of their choice

- Up to 10 collections featured on site
- Each collection contains up to 10 listings\*
- Cross-Promotion module

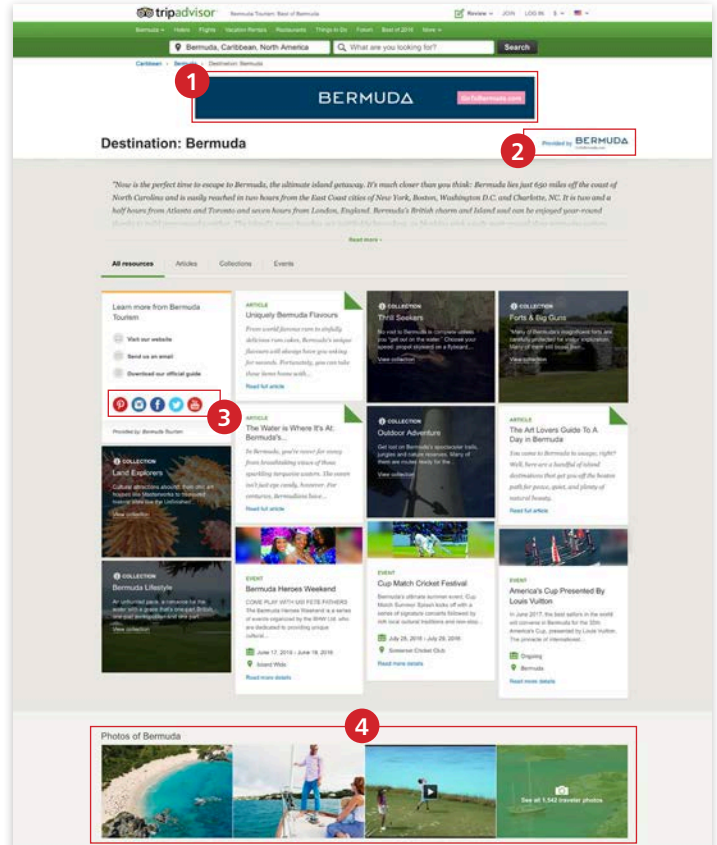
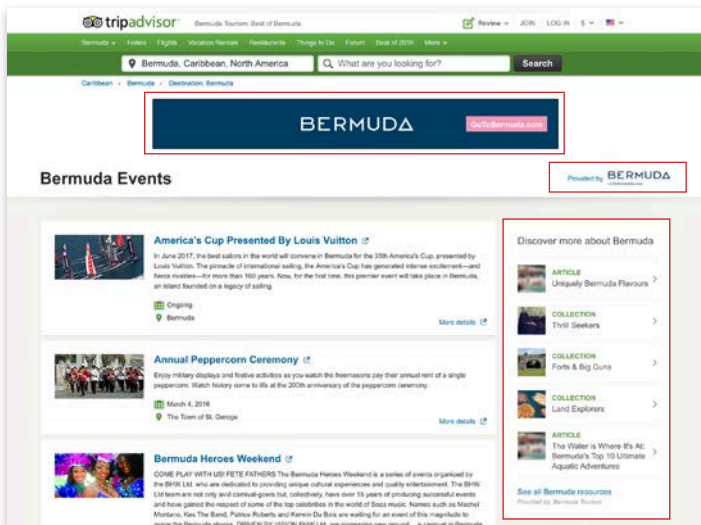
\* Properties must be listed on TripAdvisor

## Expanded Offering: Events

Enhanced template to provide travelers with more insight and information about upcoming events

- Ability to upload up to 25 events
- Includes external links to partner site for more detailed information, ticket purchase, etc.
- Cross-Promotion module

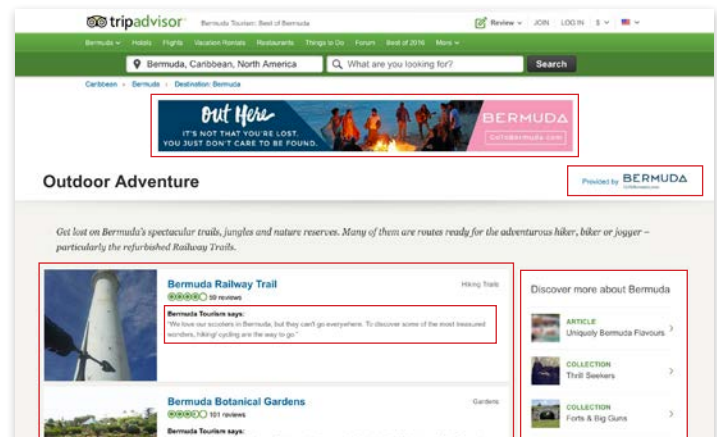
## Events



## Article page



## Collections

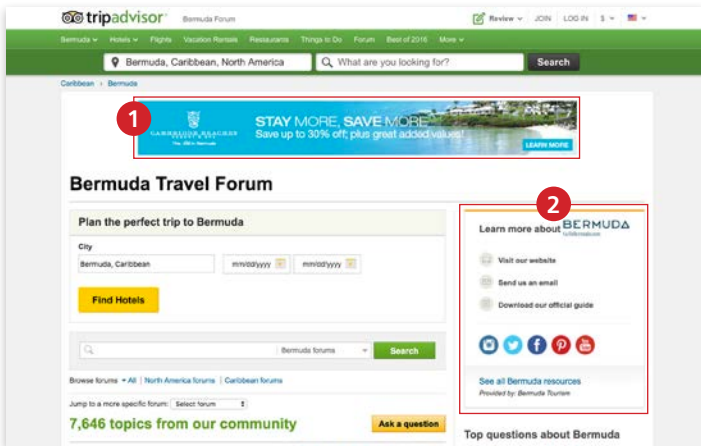


# Premium Destination Partnership: New & Expanded Offerings

## Expanded Offering: Forum Pages Integration

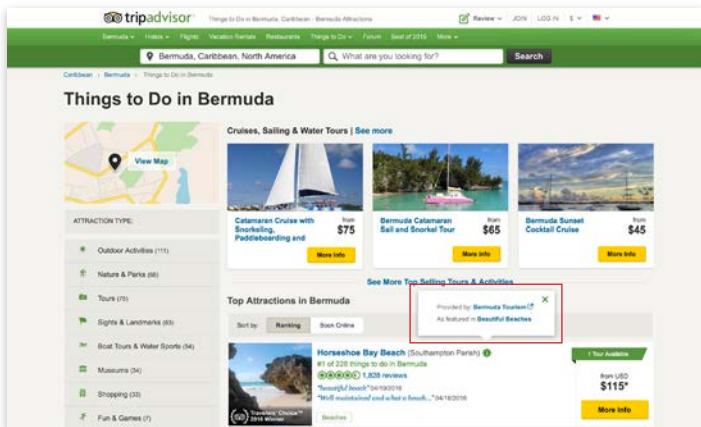
Valuable brand exposure among travelers actively conversing about a destination; surrounds conversation with DMO branding

1. 728x90; 300x250/300x600\*
2. Direct links module



## New Offering: Integration on Restaurant and Attraction Pages

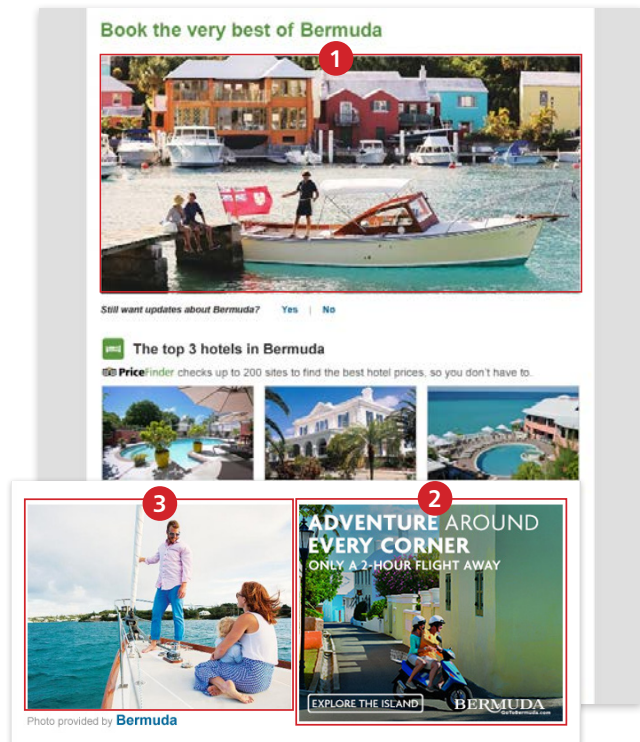
- Expand exposure and branding to Restaurant and Attraction pages within your destination
- Listings featured in Collections denoted with “i” icon; clicks externally to client site and directly into featured Collection



## Expanded Offering: Best of Destination Newsletter

A member-based newsletter sent to users after browsing a specific destination on TripAdvisor

1. Main Hero Image – clicks to the Tourism page on TripAdvisor
2. 300x250 ad unit – clicks to DMO/Tourism Board site
3. DMO-selected photo adjacent to ad unit



## Expanded Offering: Mobile Platforms

- Extend reach to users on the go and in market
- Exclusive native placement within Mobile Web and App
- DMO-selected hero image
- Creates a consistent user experience across all platforms
- 320x50 ad unit on mobile web
- Direct links module

\*Based on inventory and availability

# What's in it For You

- 1 Great content on another platform
- 2 Get qualified and warm leads to your DMO website
- 3 TGW presence will be teased on a more regional capacity on the page

# Next Steps

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1

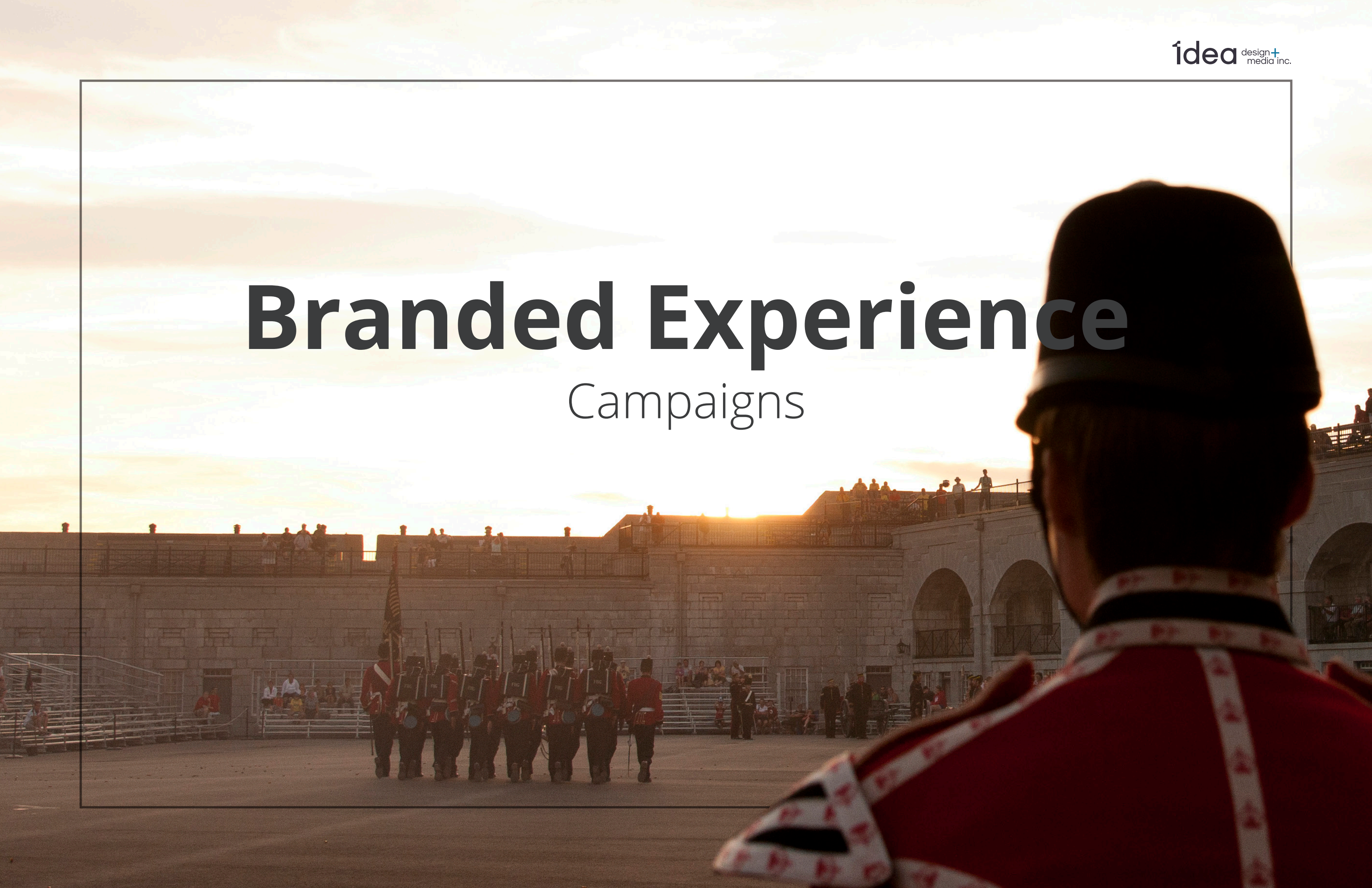
TGW will reach out

2

Access & details will be finalized

# Branded Experience

## Campaigns



# The Plan

- They're back
- Intent - promote our major branded experiences in region
- Digitally focused - keep it simple/effective
- Drive engagement (leads, e-newsletter sign-ups, social engagement)
- Need to pick top 3 branded experiences

- Cruising
- Golf
- Fishing
- Theatre & Entertainment
- Food & Drink
- Cycling

# Campaign Development

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- Website - landing page development
- Paid media
- Email marketing
- Same formula for each campaign

Thank You  
**Questions?**

**idea** design+  
media inc.