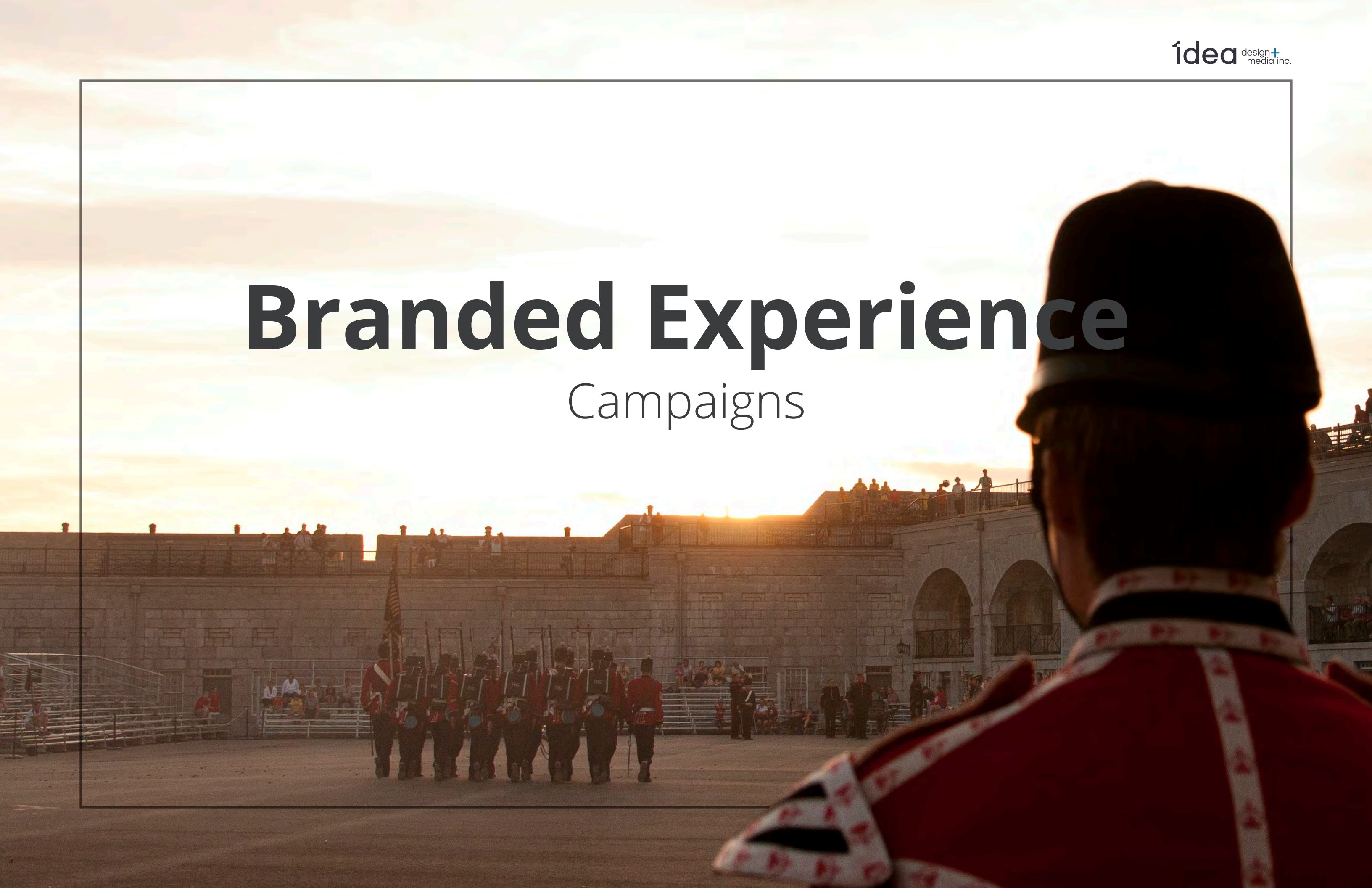


Branded Experience

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

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