
South Eastern Ontario



Rail + Roam Campaign

Fall/Winter 2021

October 2021

Key Considerations

Canadians are ready to travel

//As tourism begins to rebuild across Ontario there will be heightened interest and activity to travel this Fall and Winter.

//80% of Ontarians are planning a trip in Ontario

//33% of Ontarians are planning multiple trips

//Most travelers are planning 1-3 night getaways and looking at creating “long weekends”

Looking for something new

//Consumers are motivated by: new experiences; things to do that are lesser known, having a change of scene, visiting friends and family and staying close to home.

//Nature and outdoors are also appealing.

//Food and drink is the top activity for all demographics

Focus on Couples

//Couples are the primary traveler target, seeking romantic getaways including wine, food and music as key experiences.

//Nearly half of those considering the destination say they will travel with a spouse or partner

Campaign Summary

- Drive interest in winter getaway travel to Ontario city destinations; Cornwall, Brockville, Kingston, Belleville
- Promote safe, local travel by train from key Canadian markets
- Promote unique winter experiences and stays through packaging created by Landsby

VIA Regional Destinations



Trenton

Belleville

Napanee

Kingston

Gananoque

Brockville

Rideau Canal (Smith's Falls)

Cornwall

Packages & Special Offers



VIA

Booking direct through Landsby
for destinations in South Eastern
Ontario



Landsby

Accommodation and curated
experiential packages

IATA & TICO-registered travel
company



Experiences

Operator offers & promotions

Hotel special discounts as
available

New Years Eve events

Other DMO promotion

Partner Contributions

South Eastern Ontario

- Campaign planning, creative, and production
- Promotional banners on southeasternontario.ca (directing to Landsby)
- Content development and promotion
- Influencer marketing
- Contest / giveaway
- Earned media support through TartanBond
- Assets for DMOs to use for promotion on their channels

Landsby

- Development of packages through industry outreach
- Landing Page on Landsby.ca - secure booking portal
- Creation of content and amplified through owned channels
- Customer service

VIA Rail

- Blog content creation
- Promotion on VIA Rail social channels
- Inclusion in VIA Rail e-newsletter
- Exclusive contesting for Preference members
- Tickets for giveaways, influencers, etc.

Destinations

- Add promotional messaging to campaigns and winter content
- Include Rail+Roam and VIA banners on website
- Promotion through social channels
- Inclusion in e-newsletters
- Share with local media and industry partners

SEO Content

Blogs

- [Explore Transportation History in SEO](#)
- The Benefits of Taking The Train in SEO
 - Focus on VIA benefits & tips on taking the train. CTA will be Rail + Roam packages on Landsbys site.
- Music and authors of SEO
 - Taking the train is a great opportunity to catch up on music and reading! We could create a playlist or a reading list and share it within a blog.
- Holiday Gift Giving
 - Giving the gift of SEO

Instagram Stories

- Ask Me Anything
 - Create a Q&A to answer any questions about the packages
- Instagram Take Over with Influencer
 - IG Stories takeover showing their experience of taking the train, or a Reel by an Influencer showing how they prepare themselves for a train ride.
- "Did You Know"
 - Anything specific to SEO about VIA that we could highlight in a 'Did You Know' format?

Giveaway

- Engagement Monitoring
- Launch: Mid-campaign
- Create a survey including questions around which type of content they consume the most and which attractions appeal to them the most. Answers provided will help guide content development for the next year. The survey will include all Rail + Roam packages for the winner to choose post giveaway. (1 winner)
 - Could centre around holiday gift giving - what's your favourite holiday package?

Creative Concept



Rail + Roam

Rail + Roam unifies both VIA Rail and Landsby. Messaging will speak to both the variety of experiences and packages available throughout South Eastern Ontario along with the VIA Rail add-on and the uniqueness of traveling through the region by train.

rail+
roam

rail×
roam

Rail + Roam lockup starts with a '+' symbol and
animates to an 'x' to signify a railroad crossing.

**South Eastern Ontario**
Yesterday at 11:14 AM

Drive down the highway, or take VIA Rail, and discover adventure in South Eastern Ontario. Explore unique trip packages



Rail • Roam in South Eastern Ontario
Explore packages

Book Now




Dine and Adventure in Cornwall
Explore packages

Book Now




Tour the Rideau Canal and Smiths Falls
Explore packages


Book Now

**South Eastern Ontario**
Yesterday at 11:14 AM · 🌐

Give the gift of an adventure through South Eastern Ontario. Discover Landsby trip packages with travel by VIA Rail included.



**Give the gift of
adventure**

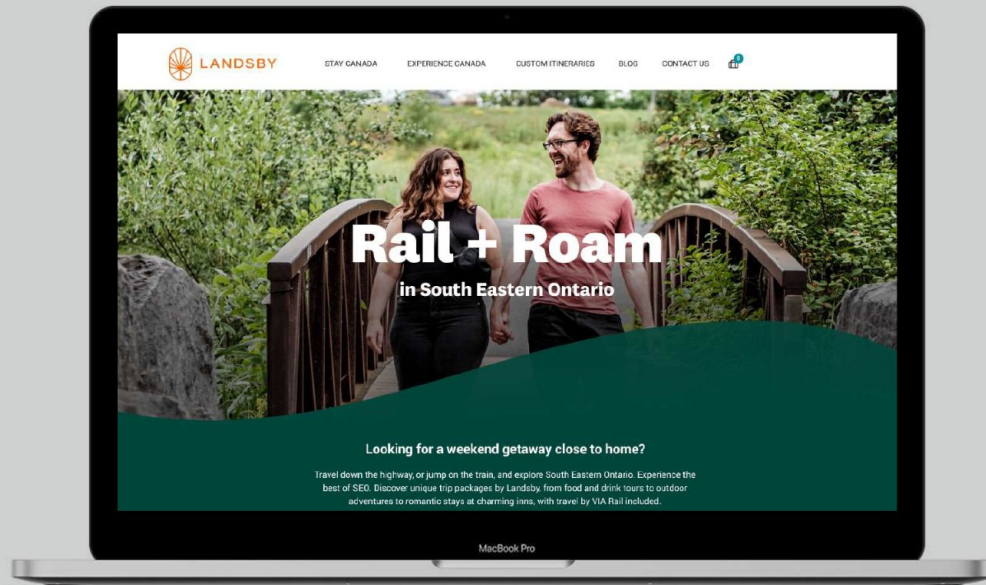


**rail ×
roam**

A Unique Gift
Idea for Any Occasion
Explore Rail + Roam packages

[Book Now](#)

Animated post graphic – will animate to reveal image.



[Home](#)
[About Us](#)
[Contact Us](#)
[Privacy Policy](#)
[Terms of Service](#)

Rail + Roam

In South Eastern Ontario

Looking for a weekend getaway close to home?

Just west of Toronto, in the heart of the Great Lakes, is a beautiful region of South Eastern Ontario. It's a region of diverse landscapes, from rolling hills and forests to vibrant lakes and beaches. It's a region of rich history and culture, from the early days of settlement to the modern era of industry and innovation. It's a region of endless possibilities, from quiet retreats to exciting adventures. Discover the beauty and charm of South Eastern Ontario, and experience it all from the comfort of your train. Rail + Roam is your gateway to the best of South Eastern Ontario.

For more information, visit [www.railroam.ca](#) or call 1-800-387-3873.

Discover our South Eastern Ontario trips below:

Filter: Location:

Pelly Bridge

from \$549 CAD

Experience the beauty of the Pelly River and the historic Pelly Bridge. This trip includes a guided tour of the bridge, a picnic lunch, and a scenic walk along the riverbank. Perfect for a family day out or a romantic getaway.

[Book Now](#)

Aerial View of a Lake and Forest

from \$229 CAD

Take a unique aerial view of a beautiful lake and surrounding forest. This trip includes a helicopter ride, a picnic lunch, and a guided tour of the area. Perfect for a special occasion or a group outing.

[Book Now](#)

Aerial View of a Lake and Forest

from \$159 CAD

Take a unique aerial view of a beautiful lake and surrounding forest. This trip includes a helicopter ride, a picnic lunch, and a guided tour of the area. Perfect for a special occasion or a group outing.

[Book Now](#)

Aerial View of a Lake and Forest

from \$99 CAD

Take a unique aerial view of a beautiful lake and surrounding forest. This trip includes a helicopter ride, a picnic lunch, and a guided tour of the area. Perfect for a special occasion or a group outing.

[Book Now](#)

Aerial View of a Lake and Forest

from \$429 CAD

Take a unique aerial view of a beautiful lake and surrounding forest. This trip includes a helicopter ride, a picnic lunch, and a guided tour of the area. Perfect for a special occasion or a group outing.

[Book Now](#)

Aerial View of a Lake and Forest

from \$429 CAD

Take a unique aerial view of a beautiful lake and surrounding forest. This trip includes a helicopter ride, a picnic lunch, and a guided tour of the area. Perfect for a special occasion or a group outing.

[Book Now](#)

Rail + Roam is brought to you by:

Contact

1-800-387-3873

[info@landsby.ca](#)

[www.railroam.ca](#)

Join Us

[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

Partners & Sponsors

[South Eastern Ontario](#) [VIA Rail Canada](#) [Landsby](#)

Latest Listings

Spring Break Getaway

Experience the beauty of the Pelly River and the historic Pelly Bridge. This trip includes a guided tour of the bridge, a picnic lunch, and a scenic walk along the riverbank. Perfect for a family day out or a romantic getaway.

[Book Now](#)

Copyright © 2023 Landsby, a division of VIA Rail Canada. All rights reserved.

VIA Rail Canada | South Eastern Ontario | Rail + Roam

Media Plan



MEDIA OVERVIEW

Target Market



Target Audience

- A18+
- People who are interested in travel, tourism, food & drinks, winter adventures, etc



Geo

- GTA
- Ottawa
- Montreal



Timing

November 1, 2021 -
March 15, 2022



Budget

\$85K

MEDIA OVERVIEW

Media Objective & Strategy

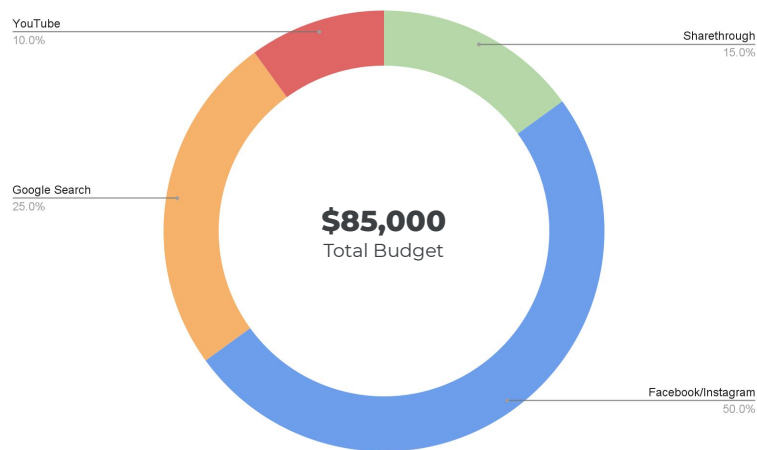
- To increase awareness of unique experiences during winter months in South Eastern Ontario, and promote travelling by train with a VIA Rail add-on
- To generate actions and drive users to the Landsby booking site
- 100% of the budget allocated to digital channels in order to maximize reach and traffic to site
- 15% of budget allocated for general awareness; 85% to focus on action driven tactics and optimize towards clicks to landing page
- More budget can be added to the plan if available

Media Channels & Placements

- **Digital:** Display Banners, Text ads, Video Ads & Social Media Ads

IN MARKET: November 1, 2021 - March 15, 2022

MEDIA SPEND BY PLATFORM

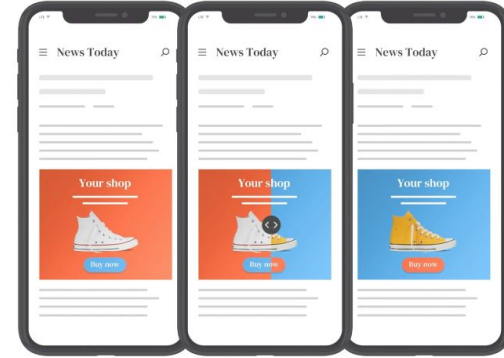


MEDIA TACTICS DIGITAL Sharethrough

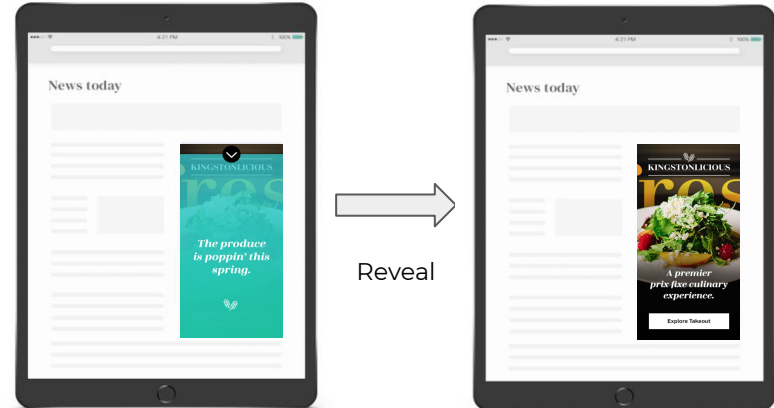
Sharethrough is a programmatic network which offers creative banner formats and allows geographic, demographic, contextual as well as behavioural targeting. We will leverage their innovative banner formats to increase awareness and engage with our target audience beyond what standard banner placements do.

Targeting:

- **Geo:** GTA, Ottawa & Montreal
- **Audience:** A18+ with interests in travel, tourism, winter trips, etc
- **Formats:** Banners
- **Budget:** \$12,750
- **KPI:** Impressions



Swipe



Reveal

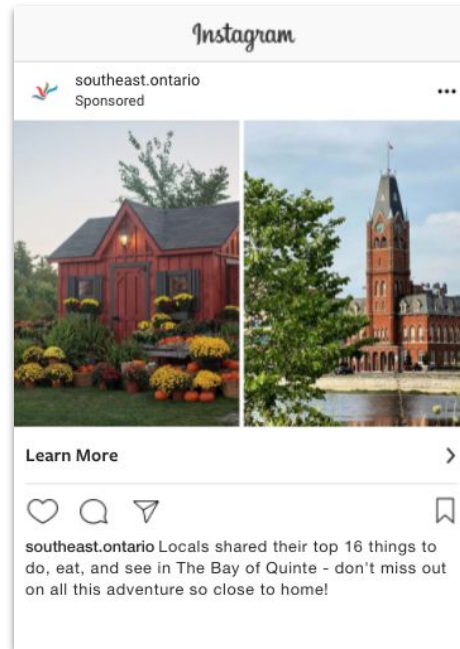
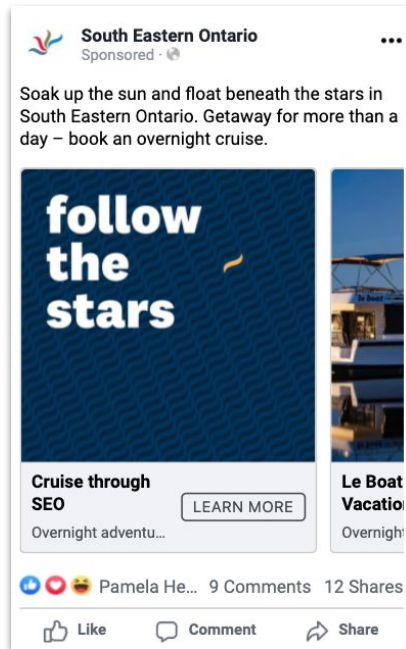
MEDIA TACTICS DIGITAL

Facebook & Instagram

To leverage a proven performance driver for awareness, and drive users to learn more on the landing page.

Targeting:

- **Geo:** GTA, Ottawa & Montreal
- **Audience:** A18+ with interests in travel, tourism, winter trips, etc
- **Formats:** Single image/video/carousel
- **Budget:** \$42,500
- **KPI:** Clicks



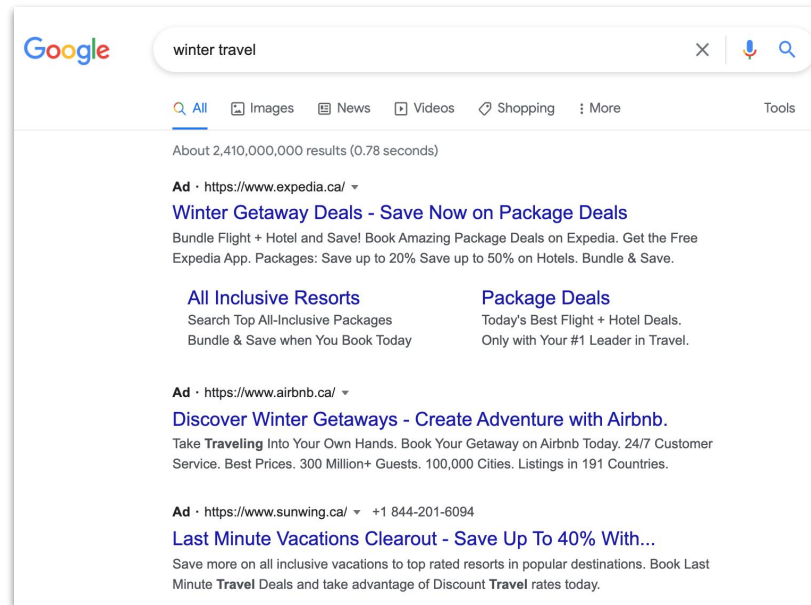
MEDIA TACTICS DIGITAL

Google Search

We will create a list of keywords around winter travel terms and target those who are searching for them. We will showcase the packages and VIA Rail messaging through text ads which ultimately drive users to the campaign landing page.

Targeting:

- **Geo:** GTA, Ottawa & Montreal
- **Audience:** Keyword searchers
- **Formats:** Text ad
- **Budget:** \$21,250
- **KPI:** Clicks



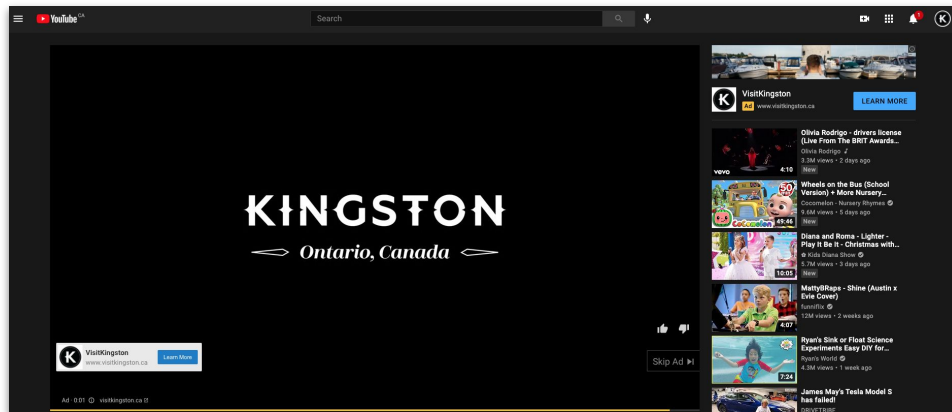
MEDIA TACTICS DIGITAL

YouTube Video Pre-roll

A pre-roll ad is a video advertisement that automatically plays directly before a featured video on both mobile and desktop. We will leverage one of the most used video networks, YouTube, to serve our ads to people who are interested in travel, winter tourism, etc. We will use this tactic during the holiday season only to give extra support on our messaging around buying the tickets as a gift for holidays.

Targeting:

- **Geo:** GTA, Ottawa & Montreal
- **Audience:** A18+ with interests in travel, tourism, winter trips, etc
- **Formats:** Video
- **Budget:** \$8,500
- **KPI:** Clicks



Next Steps & Timelines

Next Steps

- Landsby finalizing packaging and website for booking
- VIA Rail providing assets to share with DMOs
- TartanBond to develop earned media and influencer support

Timing

- Packages finalized w/o October 25
- Finalizing campaign creative: w/o October 25
- Campaign launch: w/o November 1

Questions?

Jason Sarracini, Landsby

jason@landsby.ca

Cathy Kirkpatrick, Alphabet®

ckirkpatrick@alphabetcreative.com