

Explorers' Edge

Fall Campaign Overview

July 19, 2012

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Continue Building the Brand, While Making the Sale

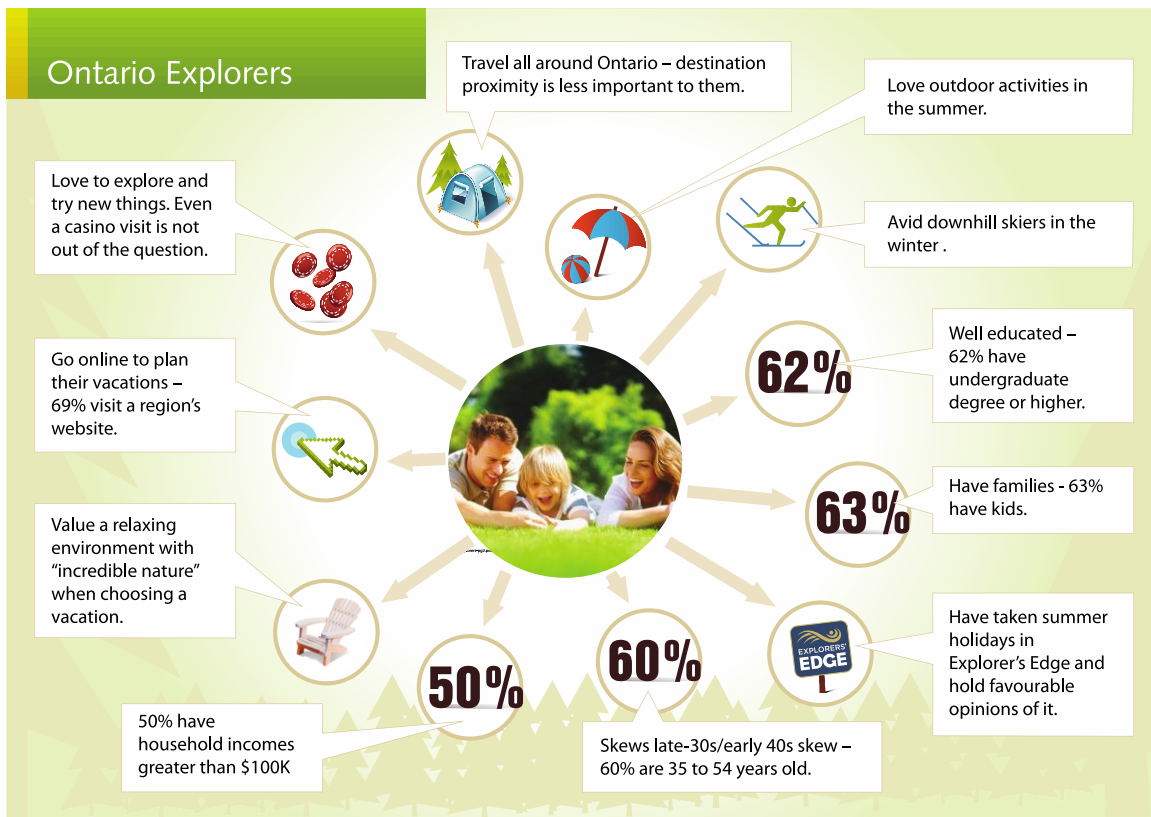
RTO 12's brand, Explorers' Edge, is still very much in its nascent stage. While awareness and understanding are growing (as the benchmark brand research established this winter), Explorers' Edge still has significant work ahead on both fronts.

However, while we must build the Explorers' Edge brand over time, our short term tactical marketing strategy remains to build tourism/consumer traffic.

This brief is for the creation and execution of campaign for fall/2012. A mix of brand-building and tactical advertising will introduce Explorers' Edge to consumers and drive them to specific events and activities in the region from September, 2012 to October, 2012.

Target Audience

- **What do they think now?** If I want to see the fall colours, I can go just about anywhere around Toronto and I don't have to drive hours to go see them. Plus "cottage country" is really a summer destination – once Labour Day passes, there's nothing to do up there.
- **What do we want them to think?** Fall in Explorers' Edge is truly something unique. Not only does nature put on one of the world's most spectacular fireworks shows, it's all reflected in the many lakes and rivers of the region. And there are many ways to enjoy them.

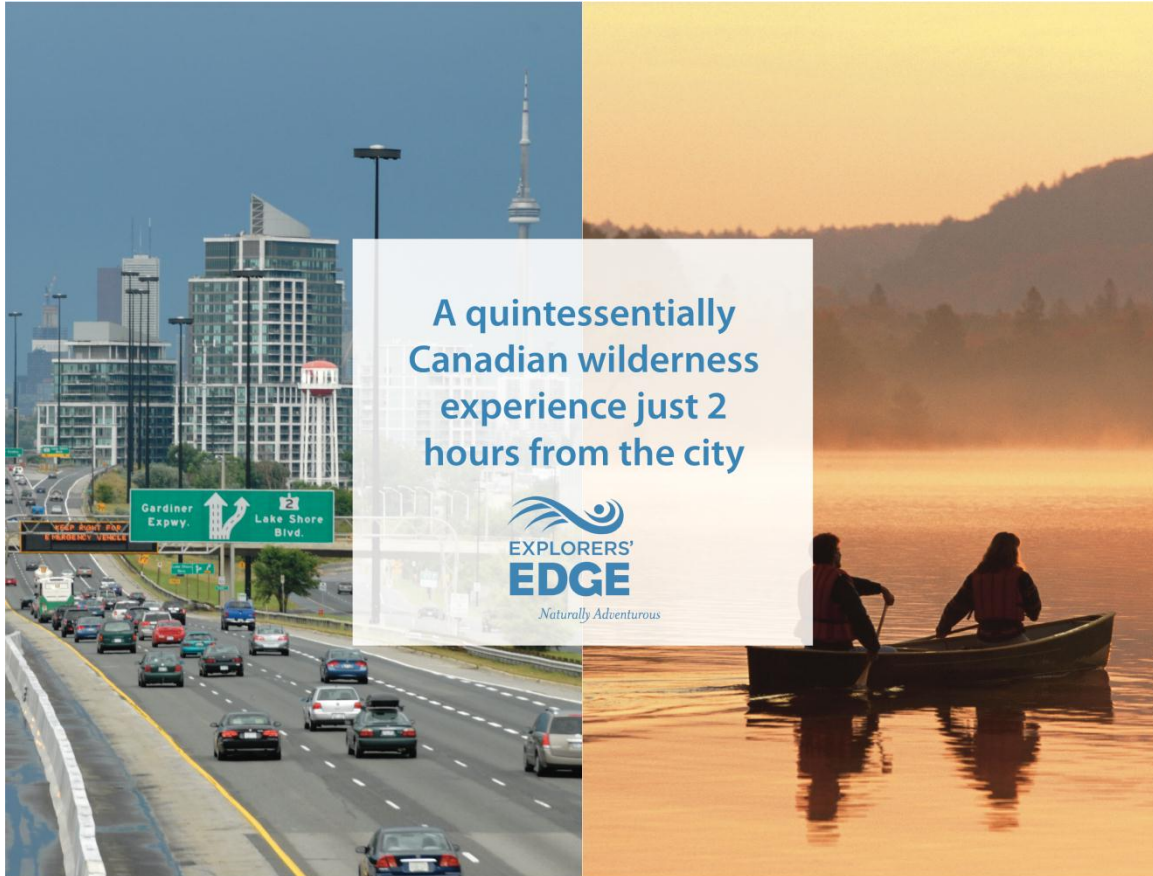


Key Message

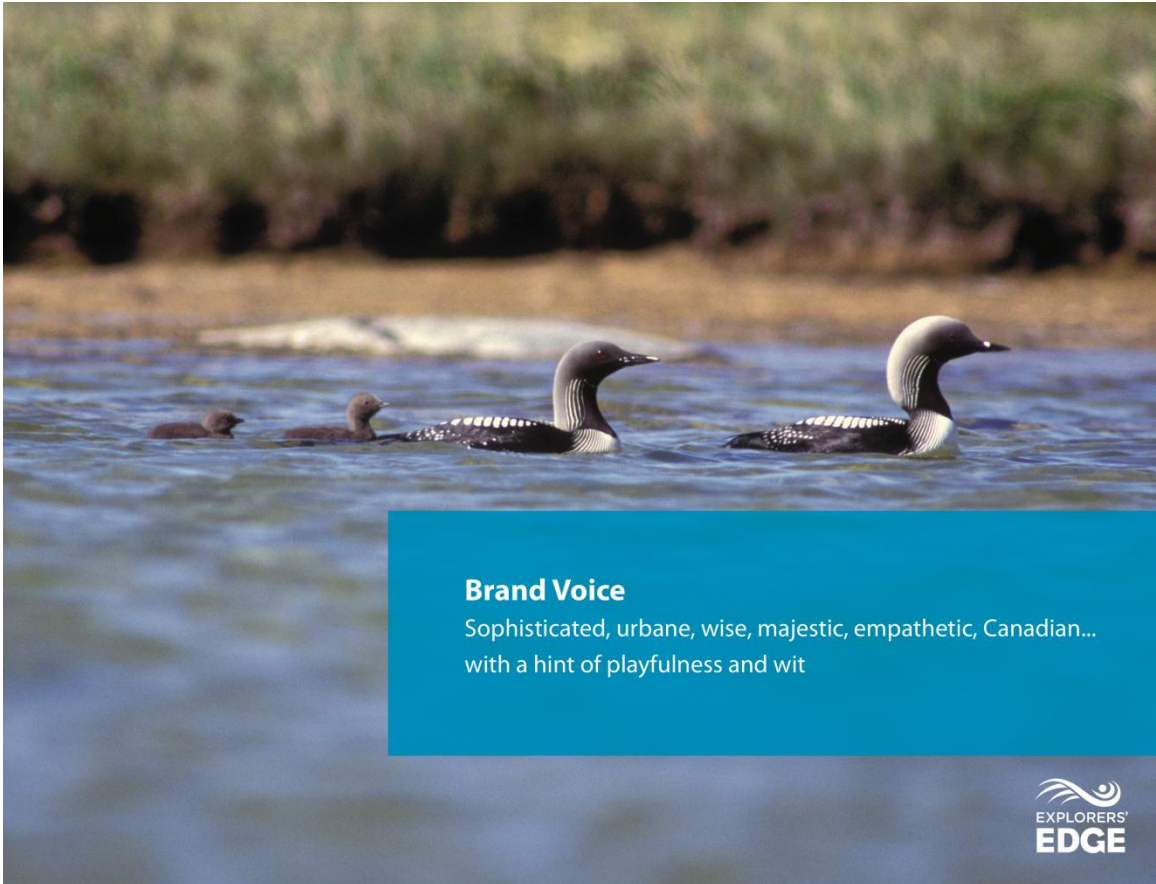
Fall in Explorers' Edge is unlike anywhere else: the diversity of deciduous vegetation in Explorers' Edge means it's has the most spectacular fall colours in Ontario, if not all of Canada.

But there's more: not only does nature put on one of the world's most spectacular fireworks shows, it's all reflected in the many lakes and rivers of the region.

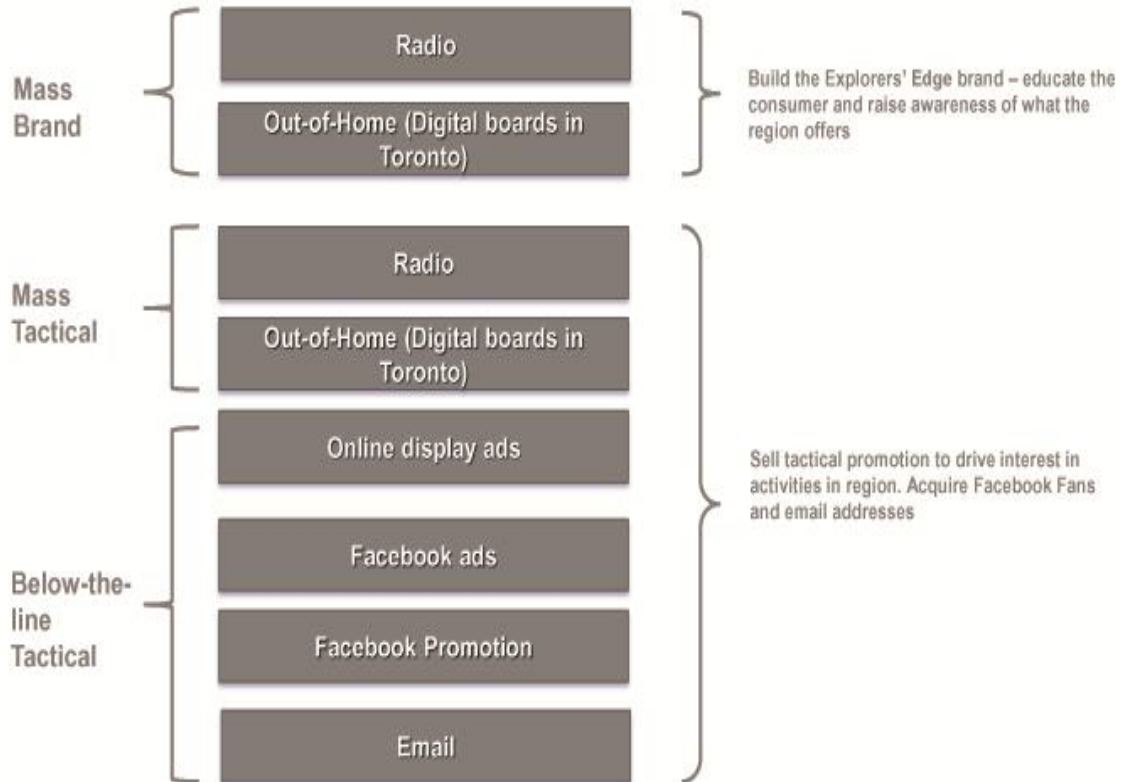
Brand Positioning



Brand Voice



Fall Media Mix



Proposed Media Components

- Radio: Short, heavy burst of spots celebrate the fall colours and the urgency to see it while it lasts. Runs post-Labour Day to mid-October
- Facebook ads and online banner ads: Targeting Ontario Explorers driving to the promotional tab on EE's Facebook Page and regional website. Regular posts on Facebook timeline about fall colours reach audience acquired during summer
- Digital advertising: Placement in downtown Toronto PATH system celebrate the fall colours and the urgency to see it while it lasts
- Public Relations and Blog Outreach: To encourage earned media coverage of the movement to celebrate fall colours in Explorers' Edge
- On premise: POS materials (posters) to promote contest

Budget

Campaign Component	Scenario A	Scenario B (Recommended)
Radio - brand/tactical	\$100,000	\$135,000
Out-of-home	\$30,000	\$30,000
Online banner ads	\$30,000	\$30,000
Facebook Ads	\$20,000	\$20,000
PR/Blog Outreach	\$20,000	\$20,000
Media total	\$200,000	\$235,000
Fees and production management	\$72,250	\$72,250
Production costs (radio/OOH/digital/print)	\$27,750	\$27,750
Total	\$300,000	\$335,000

Results Tracking

The proposed brand/tactical campaign will bring visitors to the region during the fall period. But it will also continue the task of building the Explorers' Edge brand with the key target audience, an investment which will pay dividends for years to come.

As part of our campaign management, we will track the results of the campaign and provide a “dashboard” of results. These metrics include:

- Radio ad impressions
- Out-of-home ad impressions
- Web ad impressions/clicks
- Traffic profiles/trends on Explorers' Edge websites
- Visits by influential bloggers to the region
- Social media posts (we'll provide periodic reporting on social media reports using our monitoring tool Radian6):
- Social network mentions (Facebook/Twitter)
- New interactions with Explorer's Edge:
 - Net new Facebook fans
 - Newsletter subscribers (through contest entry form)

Timing

- In market with by September 4. Campaign runs to October 19:
 - Creative concept presentation – July 9
 - Creative concept approved – July 13
 - Media plan presentation – July 27
 - Radio script finalized – July 27
 - Radio production – Week of August 13
 - Print/digital designs presented – July 18
 - Print/digital designs approved – July 20
 - Print/digital development - July 23 – August 24
 - Facebook promo concept presented – July 18
 - Facebook development -- July 23 – August 24