



Regional Tourism Organization 12 / Explorers' Edge
2013/2014 Marketing Plan

May 29, 2013

Prepared by: James Murphy, Executive Director

Contents

General Description	2
Objectives.....	2
Specific Media Elements	3
Media Campaign	5
Messaging	6
Budget	7
Media Investment.....	7
Performance, tracking and measurement.....	8
Timing.....	8
Table 1: Media Mix	5
Table 2: Target Audience	6
Table 3: Budget	7

General Description

This year we must do more with less.

A consumer marketing campaign with the priorities in 2013 to:

- Drive qualified prospects to ExplorersEdge.ca, and then direct them to operator websites
- Directly generate operator-level sales via promotions

In 2013 we will have advertising in market year-round, with “heavy ups” for shoulder seasons.

Objectives

- Generate visits to Explorers’ Edge Website
- Maintain awareness of the region with our primary target market
- Increase the number of visitors and overnight stays by shifting the perception that Explorers’ Edge is only a summer destination by focusing on the unique spring, fall and winter experiences of Explorers’ Edge.

Specific Media Elements

Specific elements in the media mix include:

Online Display:

- Negotiate 10 month deals with best performing websites to maximize value. Where possible, get value-add such as “rising star ad units, wallpapers and takeovers. If possible, use behavioural retargeting for EE.ca visitors.

Tactical Component

- Promotional ads such as those for *Explore the Edge* will be included in the ad rotation during the promo periods.

Launch early April/Continuous to end of February

Tactical Radio:

- To drive interest in the *Explore the Edge* promotion, local radio will be run in RTO12, North Bay and Barrie to reach visitors while they are in the region, as well as day-trippers. Will run on Friday/weekends from June through August.

June - August

Branded Content:

- Engaging, original content builds brand familiarity and trust, creates an emotional connection with users and nurtures brand loyalty. (Facebook and EE.ca are the primary content publishing and engagement platforms.) In 2013 we will develop seasonal publication strategies that are coordinated across online and social platforms.
- Facebook ads drive content engagement as well as grow the Fan base

Tactical Component

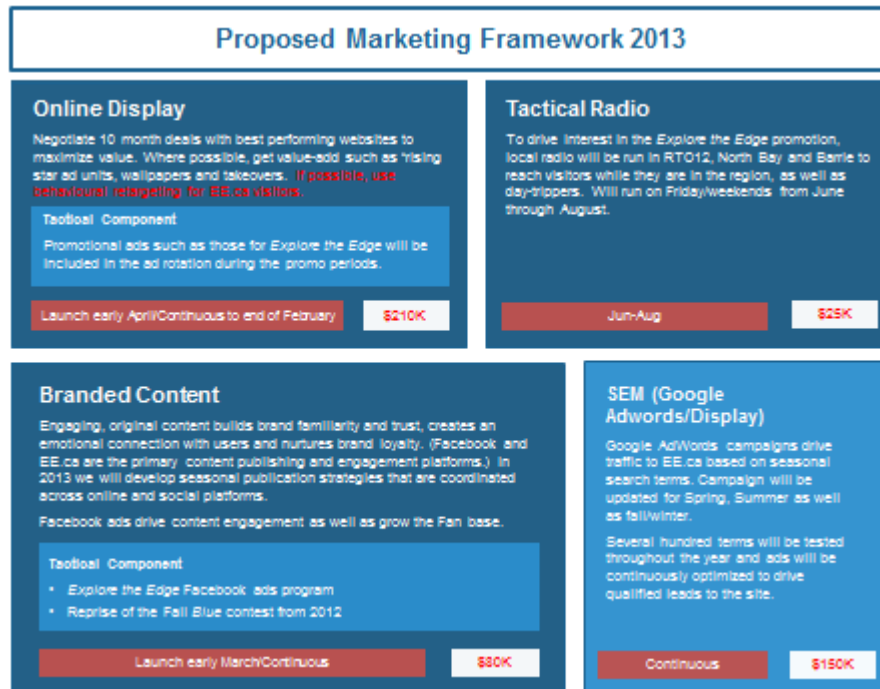
- *Explore the Edge* Facebook ads program
- Reprise of the Fall *Blue* contest from 2012

Launch March / Continuous

SEM (Google Adwords/Display):

- Google AdWords campaigns drive traffic to EE.ca based on seasonal search terms. Campaign will be updated for Spring, Summer as well as fall/winter.
- Several hundred terms will be tested throughout the year and ads will be continuously optimized to drive qualified leads to the site.

Continuous



Media Campaign

Our year-long media plan consists of mix of brand building and tactical components while proposing to negotiate up-front annual deals, gives us bargaining power and should permit us to improve buy efficiency by up to 10%)

Table 1: Media Mix

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
SEM	Spring & Summer	Spring & Summer	Spring & Summer	Spring & Summer	Fall	Fall	Fall		Winter	Winter	Winter	
Online					Fall	Fall	Fall		Winter	Winter	Winter	
	F&F	ETE	ETE	ETE	ETE							
Facebook	F&F	ETE	ETE	ETE	ETE	Fall	Fall	Fall		Winter	Winter	Winter
							Fall Contest	Fall Contest				

Messaging

A quintessentially Canadian Experience just 2 hours from the city.

a) Target Audience (Geographic)

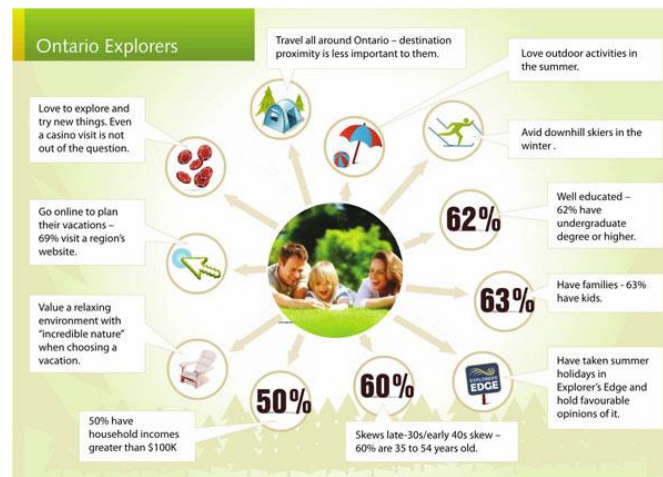
- “ONTARIO EXPLORERS”
- Approximate size: 1,914,481
- Interested in Explorers’ Edge region: 87% or 1,665,598 people
- Description: Travelers who already like to travel in Ontario, they have discretionary money to spend, are “travelers not tourists”. This segment represents the greatest opportunity to convert to visitors to this area and to thereby increase receipts across the region.

b) Prioritized Market Areas

- GTA/Toronto – primary population base for target within vicinity to Explorer’s Edge region

c) Target Audience (Demographic/Psychographic)

Table 2: Target Audience



*** Target Audience is supported by the OTMPC segmentation research, specifically the segment (s) the “Connected Explorers” & “Up & Coming Explorers”.

Budget

Table 3: Budget

Online Display	210,000.00
Branded Content	80,000.00
Tactical Radio	25,000.00
SEM (Google Adwords/Display)	150,000.00
Agency Fee	80,000.00
OTMPC Partnerships/Prizing	30,000.00

We will negotiate up-front annual deals with radio and online properties ASAP – this gives us bargaining power and should permit us to improve buy efficiency by up to 10%

Media Investment

- Newspaper 0%
- On-line/Social 58%
- SEM 31%
- Trip Advisor 0%
- Magazine 0%
- OTMPC 6 %
- Other (specify)
 - Radio 5%

Performance, tracking and measurement

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 that 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
- 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 week of May 1, 2013 and run to week of March 15, 2014.

- Creative concept presentation Marketing Committee – April 25th
- Creative concept approved, Boar of Directors – April 29th
- Media plan presentation, Boar of Directors – April 30th
- Circulation to the Ministry of Tourism Culture and Sport, May 6th
- Radio script presented – May 17th
- Radio production – May 24th