

Explorers' Edge

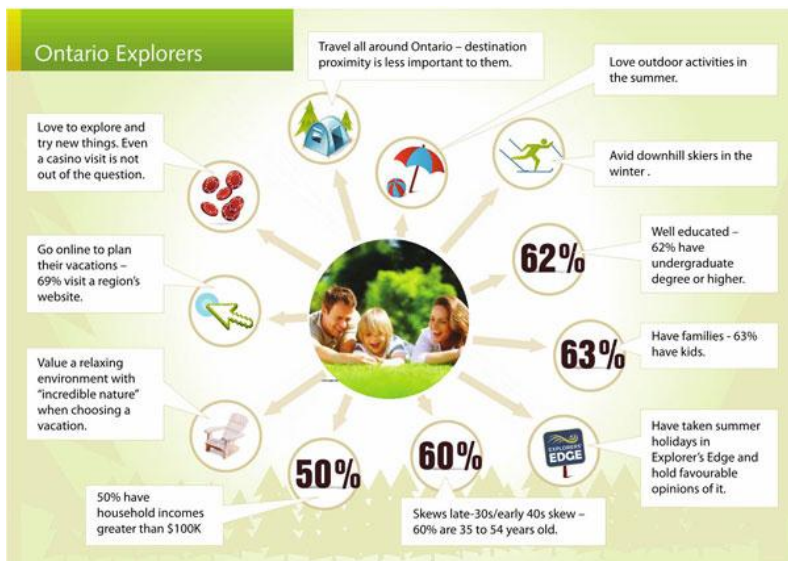
Summer Creative Presentation

May 16, 2012



Target:

- **PRIMARY: (1) “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.



Summer 2012

Tactical Objective

To build awareness and audience for Explorers' Edge. Acquire 25,000 Facebook new likes and 5,000 email addresses

Key Message

This summer there's much more in Explorers' Edge than you thought

Promotion

Win Ultimate Explorers' Edge Vacation Packages consisting of weekend packages for accommodation, dining and nature experiences across the region

Media

Facebook ads: Targeting Ontario Explorers, Cottage Country Advocates, and Affluent Adventurers driving to a promotional tab on EE's Facebook Page

Online banner ads: On selected websites: Targeting Ontario Explorers, Cottage Country Advocates, and Affluent Adventurers. Ads drive to Facebook tab

On premise: POS materials to promote contest - posters, take-ones, etc.

Operator Program

Facebook deals tab (mirrored on ExplorersEdge.ca). Building on the Gift Certificate App, operators can promote special offers of their choosing for the summer season. Offers will be promoted to Facebook fans and visitors to the region's website

Role of Tactics:

- **Facebook App**
 - **Consumer tab – the consumer tab hosts the summer promotion. Everything we do drives to this page with the single objective of driving a Facebook like. The contest is designed to optimize Facebook sharing – all actions will have an associated share component.**
 - **Operator promotion tab – allowing operators to promote their business with their individual promotions. These will also be shared on Facebook.**
- **Facebook Media Buy – The media buy will be targeted to our primary audience and will drive traffic to the Facebook app.**
- **Media Buy – driving traffic to the Facebook app.**
- **POS (point-of-sale) – a tactic we need operators to embrace. We'll provide operators with marketing materials that help support our summer marketing strategy.**

Concept

Win Four Seasons of Adventure

Please note these are linears and not final creative



- Facebook Consumer Tab

EXPLORERS' EDGE

WIN FOUR SEASONS OF ADVENTURE

Because Explorers' Edge has so many things to do all year round, we're awarding four seasons of adventure to one lucky winner!
Choose an option from each season below to build your prize pack and you could WIN!

FALL	WINTER
<input checked="" type="checkbox"/> Golf the fall colours at Voodoo	<input type="checkbox"/> Dogsledding Adventure
<input type="checkbox"/> Fall colours by Air	<input type="checkbox"/> Winter Spa Escape
<input type="checkbox"/> Cranberry Festival	<input checked="" type="checkbox"/> Canadian Pond Hockey Championship
SPRING	SUMMER
<input type="checkbox"/> Maple Sugar Festival	<input checked="" type="checkbox"/> Camp in Algonquin Park
<input checked="" type="checkbox"/> Perch Festival	<input type="checkbox"/> Kayak the Inner Islands of Georgian Bay
<input type="checkbox"/> Strawberry Festival	<input type="checkbox"/> Fishing trip in Almaguin

ENTER TO WIN ▶

EXPLORERS' EDGE

WIN FOUR SEASONS OF ADVENTURE

LIKE OUR FACE PAGE TO SEE YOUR ADVENTURE

EXPLORERS' EDGE

WIN FOUR SEASONS OF ADVENTURE

Jim Smith, you're entered to win Four Seasons of Adventure in Explorer's Edge. Tell us your top pick for the chance to win!

EXPLORERS' EDGE

WIN FOUR SEASONS OF ADVENTURE

Please fill out the information below to complete your entry.

First Name *
Last Name *
Email Address *

Tell us who you might take with you to gain bonus entries!

I want to receive updates from Explorers Edge! * Required Field

SUBMIT ▶

Concept

Win Four Seasons of Adventure

Please note these are linears and not final creative

- Online Banners and Facebook media



Explorers' Edge



Four Amazing Adventures. One Amazing place. Win a year of adventure in Explorers' Edge!



Concept

Win Four Seasons of Adventure

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- POS – take one and tent card to be displayed at the cash register. We'd also like to write a few bullets points for operator staff to use in conversation with consumers to help drive conversion.

