

# Loring-Restoule Business Association

*Marketing Strategy & Tactical Plan*

ONTARIO  
*Yours to discover*



# Project Objectives

- Develop a *brand architecture* for Loring-Restoule:
  - Brand purpose (or positioning) – what do we want the consumer to think when they think of us?
  - Mission – what is the *raison d'être* for the brand on a day-to-day basis?
  - Voice – how does the brand speak? Tone, manner?
  - Target market – to whom are speaking in our marketing?
- Develop one-year tactical plan with clear objectives with a high-level marketing budget

# Methodology

- One-on-one interviews with key stakeholders
- Stakeholder workshop which leveraged the group's combined knowledge, experience and creativity to:
  - Define brand promise
  - Identify core brand attributes that can be carried forward into product development/marketing-communications for the region
  - Achieve consensus

# What is a brand?

The emotional and psychological relationship you have with your customers. Strong brands elicit opinions, emotions, and sometimes physiological responses from customers.

# What is a brand?



# Situation Analysis

# S.W.O.T. Analysis

- **Strengths:** What advantages does Loring-Restoule have? What do you do better than anyone else? What unique assets can you draw upon that others can't?
- **Weaknesses:** What could the region improve? What should the region change/stop? What are visitors likely to see as weaknesses?
- **Opportunities:** What untapped tourism opportunities can you identify for the region?
- **Threats:** What obstacles does the region face? What are your competitors doing that hurts you?

# Strengths

- Unspoilt wilderness (extensive network of clean rivers/lakes, unparalleled fall colours, northern lights)
- No visual pollution (you can see stars!)
- Uncrowded & quiet (less boat traffic/congestion than Muskoka)
- Wildlife viewing all four seasons (deer yards, walleye restocking)
- People (served by owners)
- The best of the wilderness and Muskoka



# Weaknesses

- Distance to travel - fuel cost
- Lack of connectivity (cell/internet)
- Unorganized townships
- Lack of access to services/shopping
- Lack of indoor activities
- People not aware of the area
- Aging population means its hard to find employee
- Lack of local partnerships/cooperation
- Inexperience at operator level with digital/social media -

# Opportunities

- Regional tourism development in conjunction with RTO12
- Interest in iconic Canadian wilderness experiences/children not experiencing nature Growing population in south
- Over-development in Muskoka
- Organized experiences, packages such as for weddings
- Special interest groups like motorcyclists, ATVers, etc.
- Strengthening Northern economy

# Threats

- Aging existing customers
- Fuel costs
- Climate change
- Lack of support from government
- Resistance to change
- More business closures as tourism infrastructure grows down south
- Falling further behind technology curve
- Immigration changing profile of southern tourist

# Features

- Aging existing customers
- Fuel costs climate change
- Lack of support from government
- Resistance to change
- More business closures as tourism infrastructure grows down south
- Falling further behind technology curve
- Immigration changing profile of southern tourist

# Brand Architecture

# Brand Promise





A quintessentially  
Canadian wilderness  
experience just 2  
hours from the city



*Naturally Adventurous*

# Ontario Explorers

Travel all around Ontario – destination proximity is less important to them.

Love outdoor activities in the summer.

Avid downhill skiers in the winter.

Well educated – 62% have undergraduate degree or higher.

Have families - 63% have kids.

Have taken summer holidays in Explorer's Edge and hold favourable opinions of it.

Love to explore and try new things. Even a casino visit is not out of the question.

Go online to plan their vacations – 69% visit a region's website.

Value a relaxing environment with "incredible nature" when choosing a vacation.

50% have household incomes greater than \$100K

Skews late-30s/early 40s skew – 60% are 35 to 54 years old.



50%

60%



63%

62%



# Brand Promise





## **Go Off the Grid**

Loring-Restoule is a wild and peaceful place where you escape the modern hustle of the usual vacation destinations.





## Go Off the Grid

There's a place that's just far enough from the city to be a world apart.

It's neither the "north", nor the "south", it's Loring-Restoule. Here you'll find the best that Ontario's wilderness has to offer, and you'll find it in abundance. Home to deer, bear, lynx, moose, beaver, eagles and walleye. A place where the rivers run clear and the snows are pure. Where you'll find the sweet smell of pine in summer, an explosion of colour in fall, and a ballet of northern lights in winter.

Come to Loring-Restoule to connect with nature the way you want. Camp, hike, hunt, fish, bike, snowmobile, whatever you choose, a rustic, rejuvenating vacation awaits



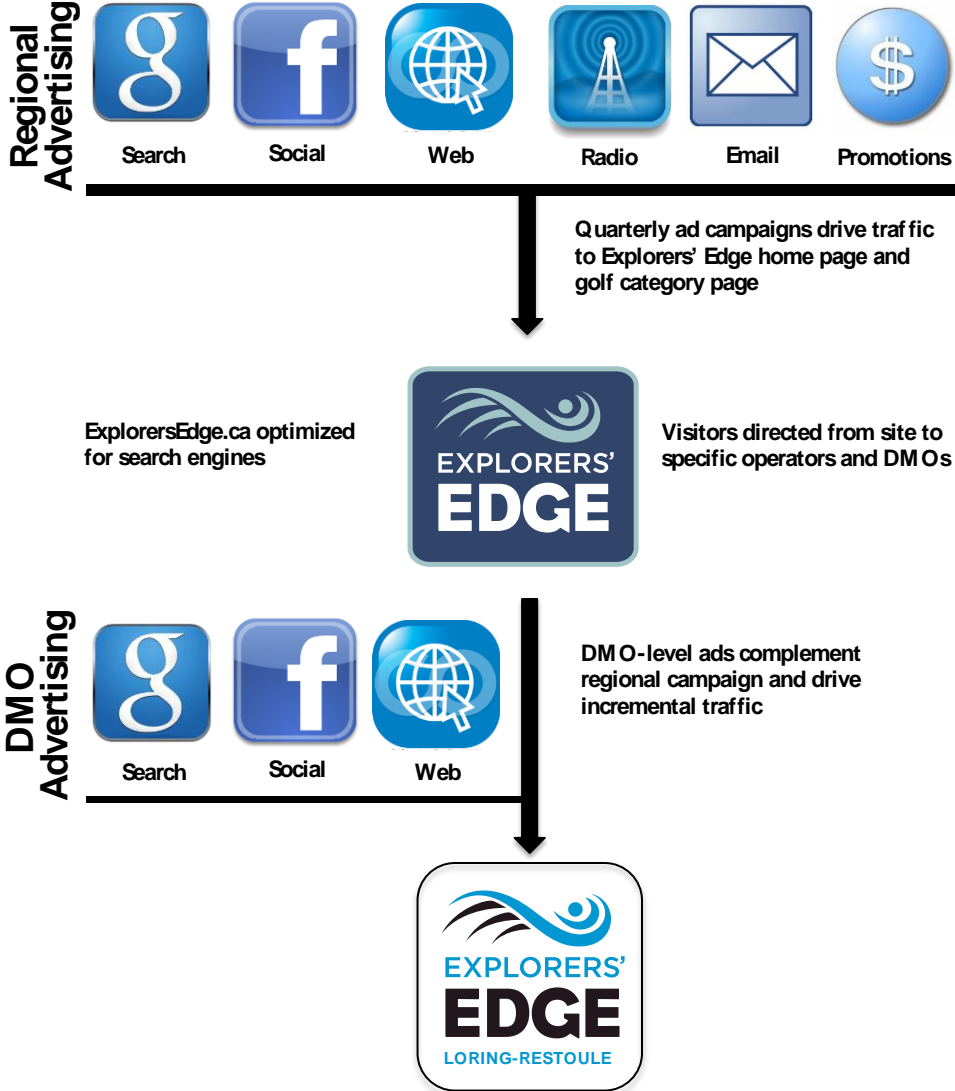


## **Brand Voice**

Experienced, knowledgeable & expert yet approachable (but not folksy)

# Marketing Plan

# Marketing Hierarchy





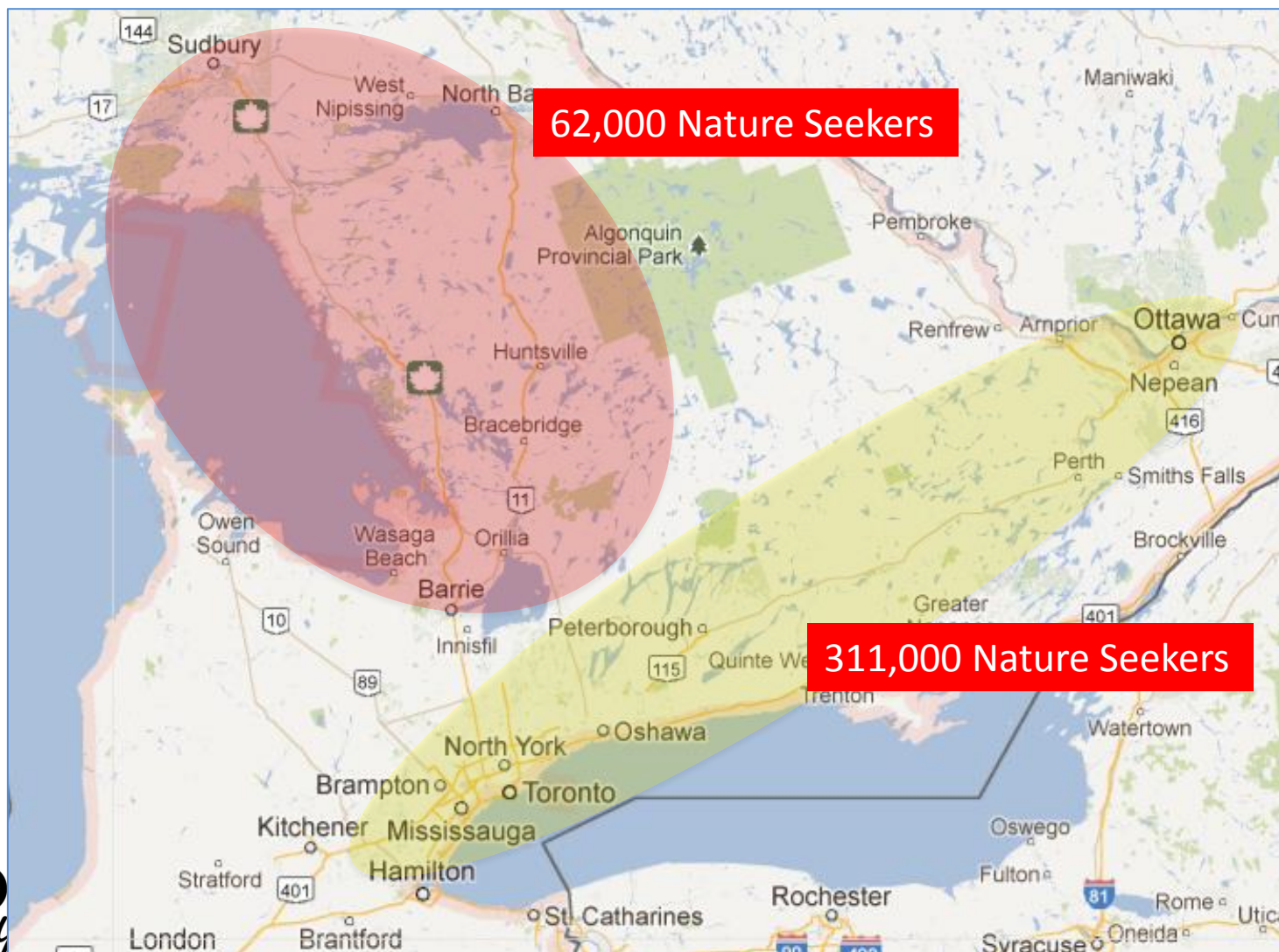
## Target: Nature-Seekers

- 35+, married, most with kids
- Mid to upper income, employed in well-paying blue/white collar jobs
- Experienced campers, hunters, fishers, hikers, etc. and already has the knowledge and equipment to enjoy these activities





# Market Priorities



09





**Business objective:** To bring new visitors to Loring-Restoule

**Marketing objective:** To raise awareness of “nature-seekers” aware of Loring-Restoule as a vacation destination.

**Mission:** To deliver amazing experiences in nature to visitors.

***We will execute this plan with existing assets in the region. This allows us to get to market quickly and get early “wins” which can be leveraged for future product development.***



EXPLORERS'

**EDGE**

LORING-RESTOULE





# EXPLORERS' EDGE

LORING-RESTOULE

NATURE

ACCOMODATIONS

SERVICES

MAP

Like



CAMPER ›

HUNTER ›

FISHER ›

BIKER ›

HIKER ›

SNOWMOBILER ›

SKIER ›

The Canada Lynx, is just one of many animals found in Loring-Restoule. Its large feet, which are covered during winter by a dense growth of coarse hair, help the lynx to travel over snow. the lynx, like the snowshoe hare, can spread its toes in soft snow, expanding its "snowshoes" still farther.





## Consolidated Regional Website

Built on WordPress platform, with these features:

- Frictionless content publishing, including video
- Built-in search engine optimization
- Full integration with Facebook, the most important social media platform. Visitors to the site who engage in content & share it with their own networks
- Responsive web design - the site will be built to provide an optimal user experience —easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop monitors to tablets to mobile phones)
- Newsletter sign-up/creation
- Search-optimized profile pages for each member of your organization



## Google AdWords

Nine month search marketing program to drive qualified leads to your website.

We will develop sub-campaigns around user interests and season. The program would includes monthly keyword and ad messaging testing to optimize conversion and monthly updates/summary reports on traffic, CPC, CTR, conversion rate and cost per conversion.



## Facebook Marketing

Nine month Facebook marketing program to build your Fan base on Facebook.

This includes engagement with your target audience on your Facebook Page, as well as highly targeted Facebook ads designed to attract Fans and visitors.

We will develop and fully manage the ad campaign. We will also develop a Facebook content strategy and social media management guide for your organization.





# Budget

Component	Budget
Website development	\$15,000
Advertising/promotion (9 months):	
Google AdWords (includes daily campaign optimization)	\$31,500
Facebook advertising (includes daily campaign optimization)	\$31,500
<b>Total (excluding HST)</b>	<b>\$78,000</b>