



**MARKETING CAMPAIGN
WINTER 2019-2020**

OUTAOUAIS

tourismeoutaouais.com

MARKETING STRATEGY

A person wearing a dark jacket, a beanie, and gloves is sitting on a snowy hillside. They are holding a small cup and looking out over a vast, snowy landscape. The background shows rolling hills and fields covered in snow, with some trees visible. The entire image has a strong magenta/pink color overlay.

| 2019-2020

MARKETING OBJECTIVES

Increase the Outaouais region's notoriety from 20% to 22% between September 2018 and September 2019.

Increase engagement with digital content.
Boost local resident's pride.

Improve the visitor's experience.

NOTORIETY

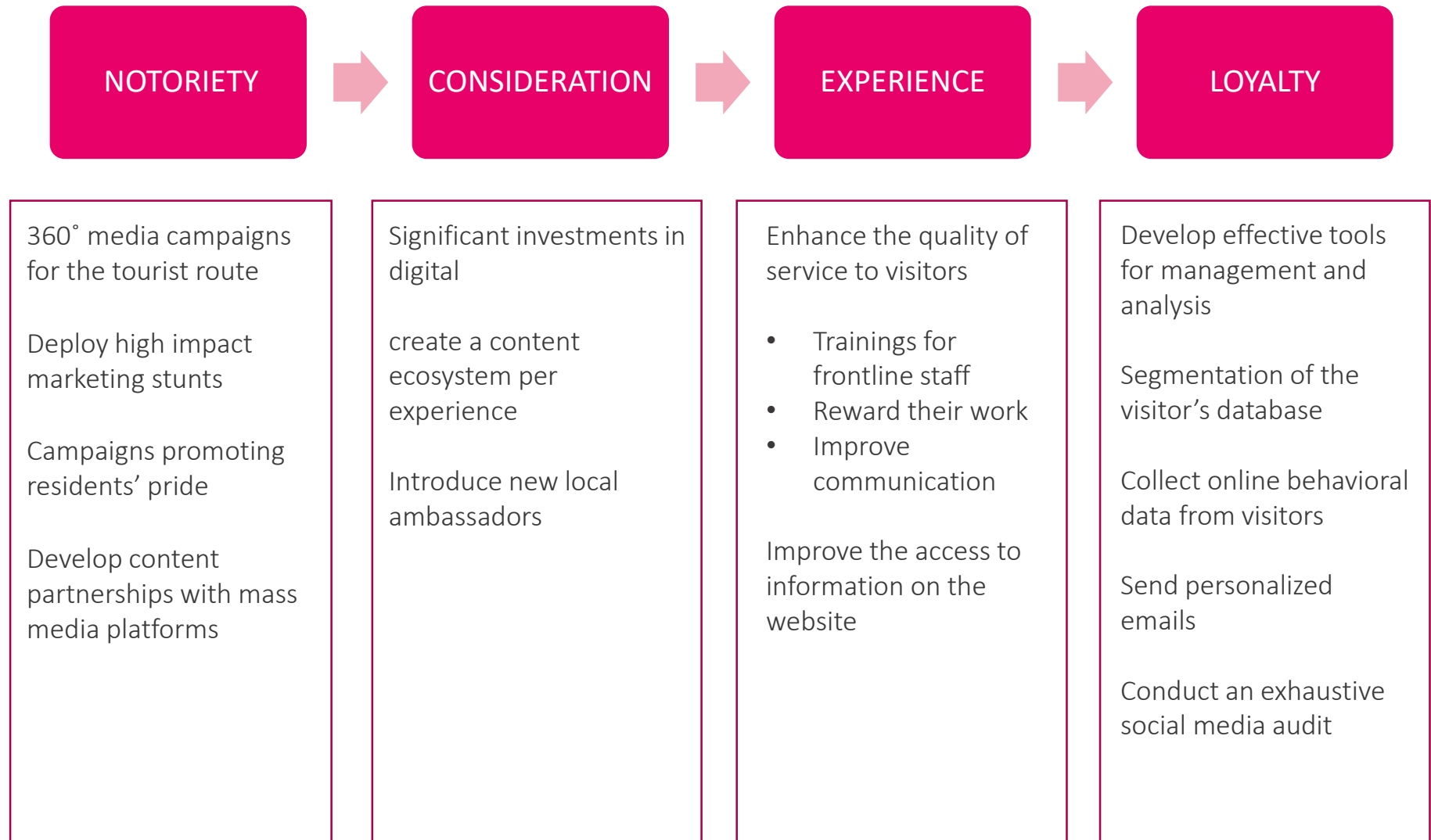
CONSIDERATION

EXPERIENCE

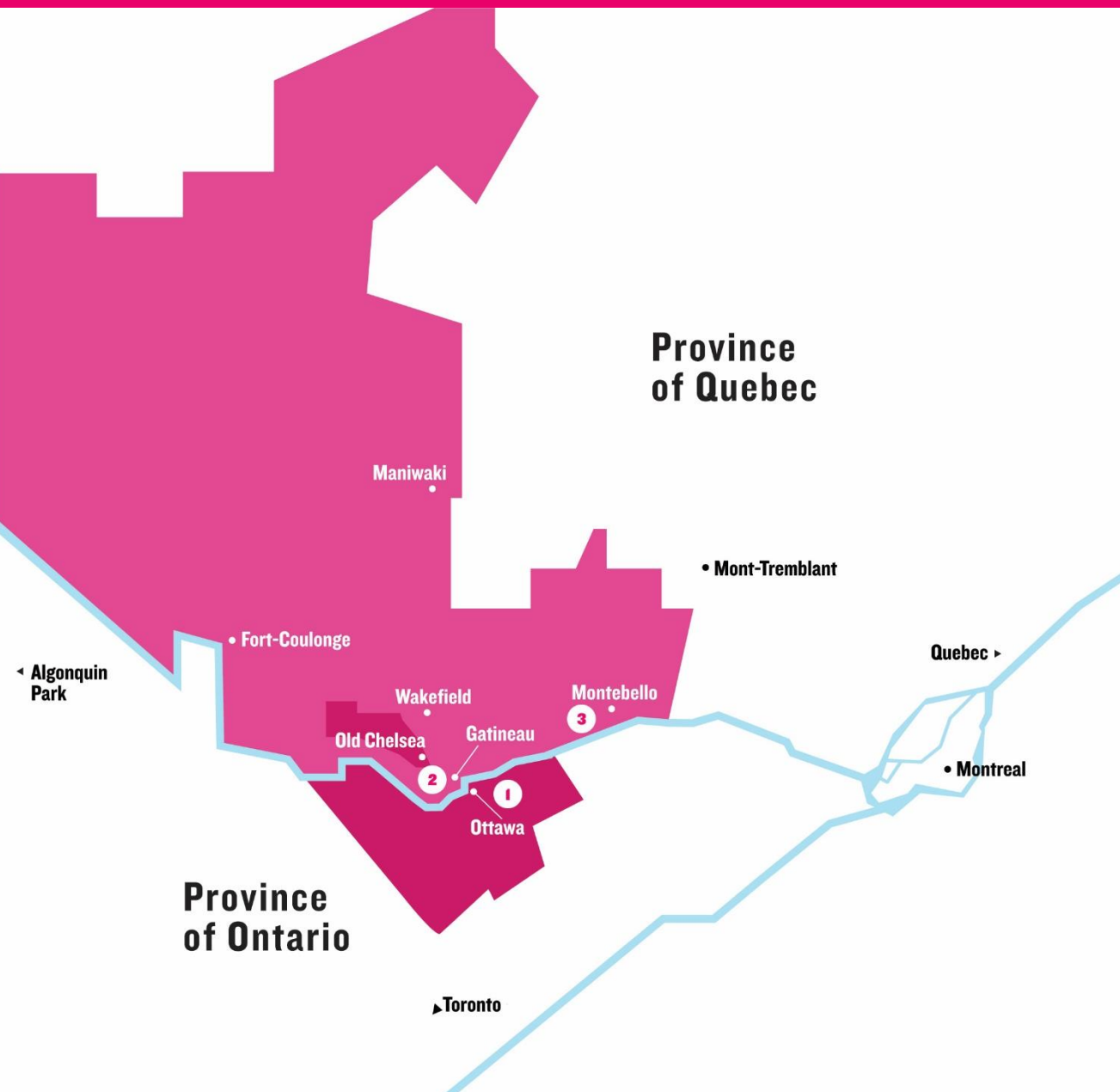
LOYALTY

Grow our visitor database.
Improve our email communications.
Improve our **relationship** with the visitor.

MARKETING & COMMUNICATION STRATEGIES – QC 2019-20



HIGH PRIORITY MARKETS



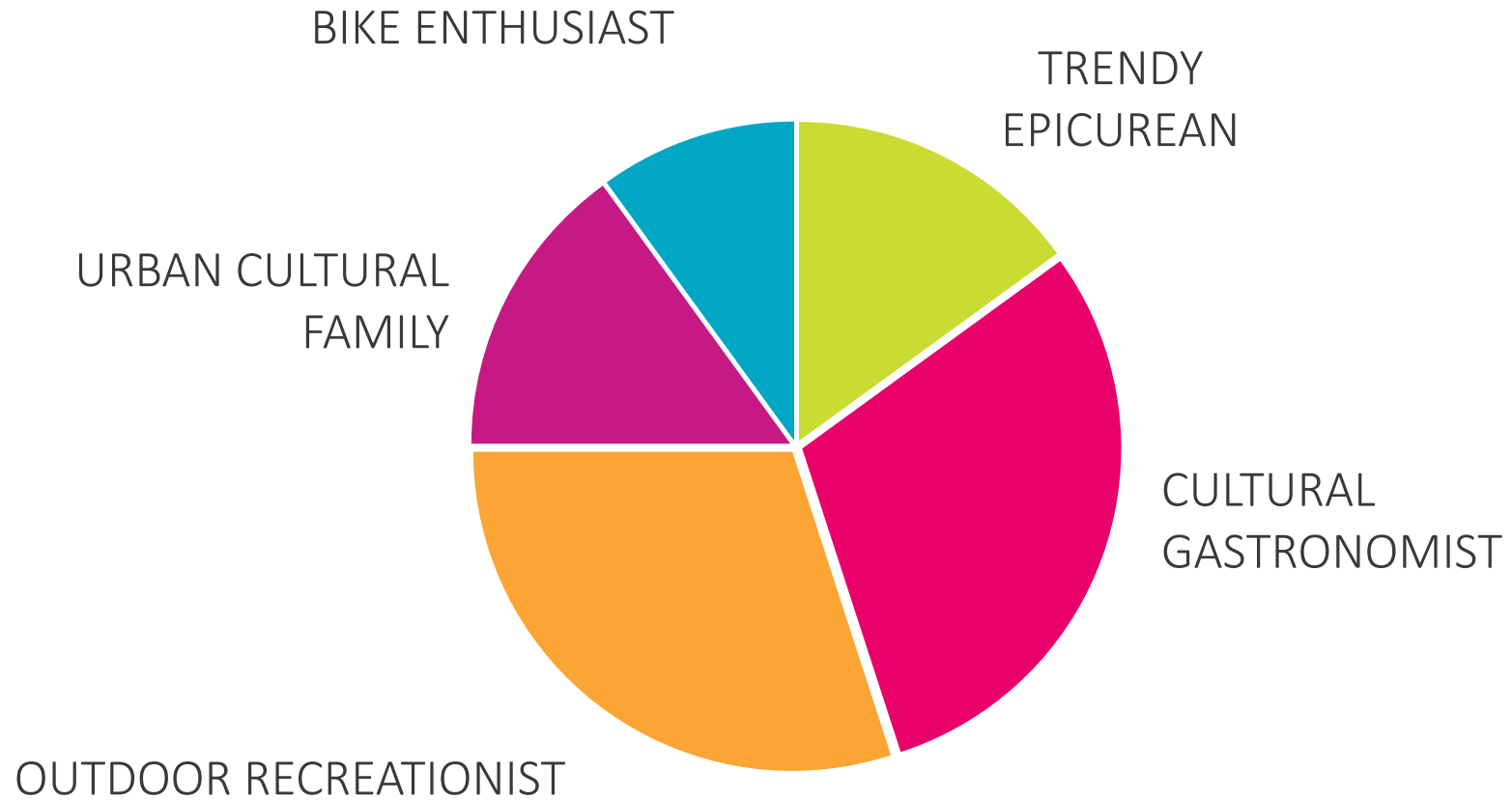
60%

Montréal and
surroundings

40%

Ottawa and
surroundings

PRIORITY MARKETS - MONTREAL & OTTAWA





COMMUNICATION STRATEGY

| Tell short stories to put the experience forward.

MESSAGE

BRAND SIGNATURE



CAMPAIGN SIGNATURE

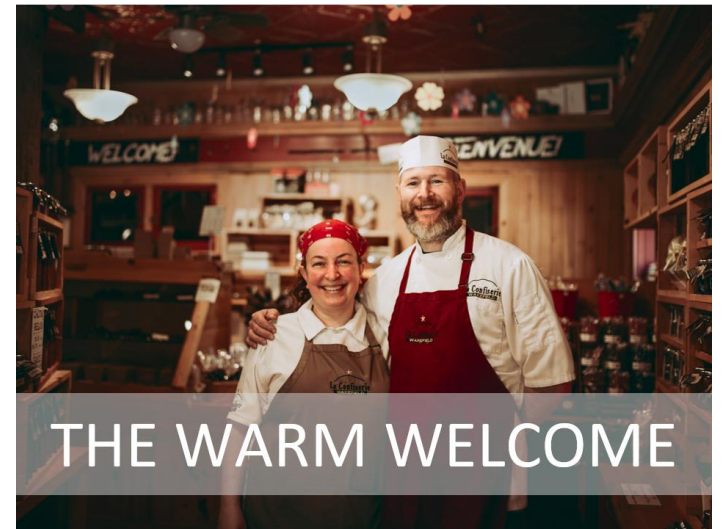
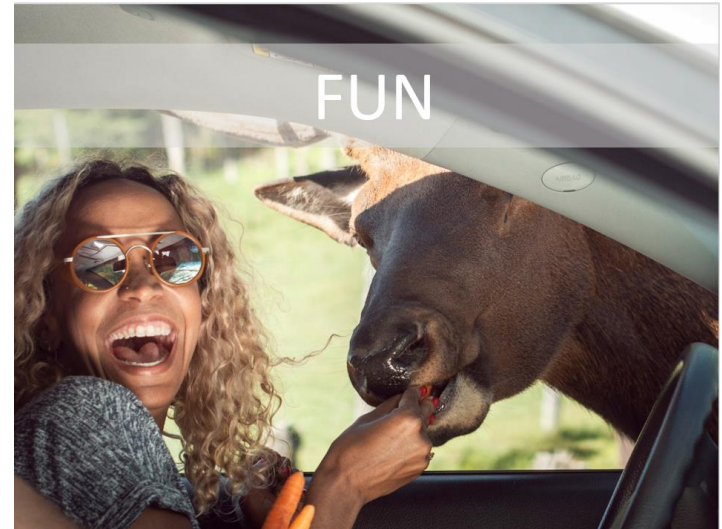


CREATIVE STRATEGY

| Beautiful pictures, Real life stories, Fun.



OUR CREATIVE PILLARS

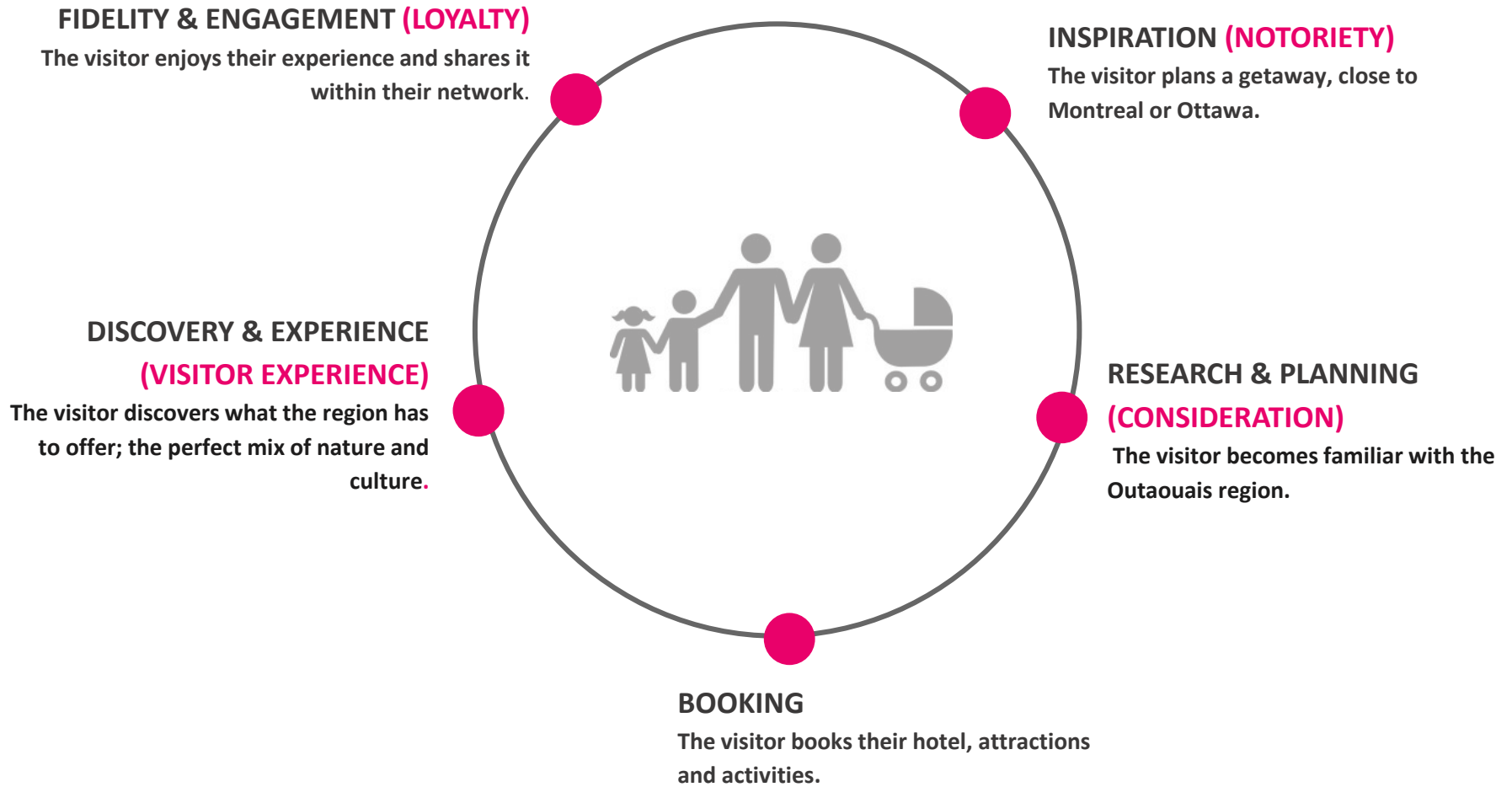


MEDIA STRATEGY

A photograph of four biathletes in action during a race, splashing snow. The athletes are wearing white bibs with red and black accents. The bib numbers are 42, 13, 14, and 69. The background is a snowy, forested landscape. The entire image has a magenta/pink overlay.

Connect with our target customer through all contact points on their media consumption journey

THE VISITOR CYCLE



MEDIA STRATEGIES

1

Speak to the right audiences.

- Behavioural targeting
- Contextual targeting
- Demographic
- Interests
- *Custom intent*
- Private market platform



1. Pre-roll
2. SEM
3. Videos on social media platforms



2

Build retargeting and “look-a-like” audiences.



3

Reach a prequalified target market with a specific message.

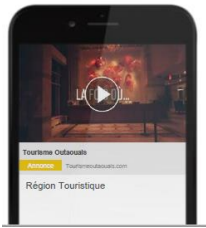
Qualified audience for 2018-2019
TO website visitors
Qualified audience following 2019-2020 actions



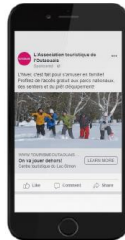
1. Web banners
2. Blog articles
3. Social media ads

MEDIA STRATEGIES

TARGET



Pre-roll



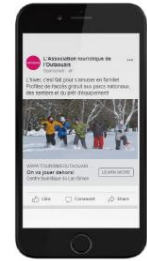
Instagram & Facebook : blog, routes, video



RETARGETING



Banners



Instagram & Facebook

MEDIA CHANNELS

CHANNELS	TACTICS
OWNED	Website / Blog Facebook / Instagram / Twitter Field work - HR Maison du tourisme Newsletter
EARNED	Journalists / Bloggers Partners Frontline staff
PAID	Targeted Pre-roll Web banners Facebook / Instagram ads Magazine Adwords

MARKETING TACTICS

|



THE EXPERIENCES

Experience	Tourist route (culture/nature)	Gourmet	Festive	Outdoor	Bike - SDFO	Outfitters	Snowmobile
Objectives	Notoriety	Experience	Experience	Notoriety	Consideration	Notoriety Consideration	Consideration
Target Market	Cultural gastronomist	Trendy epicurean	Trendy epicurean	Go easy nature lovers	Deluxe outdoor enthusiasts Families	Groups of friends	Snowmobilers
Markets	RMR Montreal	Ottawa, Gatineau	Ottawa	RMR Montreal Ottawa	Montreal, Ottawa	Montreal, Gatineau, Ottawa	Ontario
AITQ	France		China	Ontario, USA		Ontario & USA	Ontario, USA, Maritimes, MM
Traveller's motivation	Beautiful landscapes	Multi-sensory discovery	Pleasure	Starry skies	Move, accessibility	To be	Snow and having fun with friends



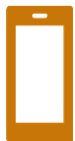
CULTURE



**QUEBEC VACATION GUIDE -
WINTER (DIGITAL)**



MULTI-EXPERIENCES CONTEST



SEARCH ENGINE MARKETING



**FACEBOOK & INSTAGRAM
ADVERTISING**



PARTNERSHIP WITH AITQ



MONTREAL



**NOTORIETY &
CONSIDERATION**



**URBAN CULTURAL
FAMILY**



JANUARY-MARCH





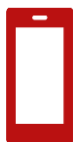
GOURMET



INFLUENCE MARKETING



MULTI-EXPERIENCES CONTEST



SEARCH ENGINE MARKETING



**FACEBOOK & INSTAGRAM
ADVERTISING**



**OTTAWA
MONTREAL**



**NOTORIETY &
VISITOR'S EXPERIENCE**



TRENDY EPICUREAN



NOVEMBER TO MARCH



① ET SA SAUCE
PATATES DOUC
LEGUMES

② PIZZA AU CA
FOIE GRAS ET
ROQUETTE ET
+

MIGNARDISES
CHOCOMOT
THE/CAP

CHAMPAGNE & Co
Les Mille de la



FESTIF



OTTAWA



**NOTORIETY &
CONSIDERATION**



TRENDY EPICUREAN



DECEMBER-FEBRUARY



PRE-ROLL VIDEOS

- 6 SEC. AND 15 SEC.



**ADVERTORIAL
QUEBECGETAWAYS.COM**



SEARCH ENGINE MARKETING



MULTI-EXPERIENCES CONTEST



PARTNERSHIP WITH AITQ



**FACEBOOK & INSTAGRAM
ADVERTISING**



OUTDOORS



PRE-ROLL VIDEO



SEARCH ENGINE MARKETING



**FACEBOOK & INSTAGRAM
ADVERTISING**



**OUTDOOR ADVENTURES SHOW +
OUTDOOR BROCHURE**



PARTNERSHIP WITH AITQ



**MONTREAL
OTTAWA**



**NOTORIETY &
CONSIDERATION**



**OUTDOOR
RECREATIONIST**



NOVEMBER-MARCH



CROSS-COUNTRY SKIING



**MONTREAL
OTTAWA**



**NOTORIETY &
CONSIDERATION**



**NATURE LOVERS
OUTDOOR ENTHUSIASTS**



NOVEMBER TO FEBRUARY



PRE-ROLL VIDEO



**CROSS-COUNTRY SKIING
EVENTS**

Web banners

Promotional video



MAGAZINE AD



SEARCH ENGINE MARKETING



FACEBOOK ADVERTISING



SNOWMOBILE



**SNOWMOBILIE CAMPAIGN WITH AITQ
WEBSITE SNOWMOBILEINQUEBEC.COM
IMOTONEIGE APPLICATION**



SNOWMOBILE MAP - OUTAOUAIS



SEARCH ENGINE MARKETING



FACEBOOK VIDEO ADVERTISING



PARTNERSHIP WITH AITQ



**UNITED STATES
ONTARIO**



CONSIDERATION



ADEPTES DE MOTONEIGE



JANUARY TO MARCH



ACCOMMODATION



MONTREAL



CONSIDERATION



APRIL - SEPTEMBER

VIP PACKAGE – JOINT OFFER WITH THE MUSEUM PASSPORT



FACEBOOK VIDEO



SEARCH ENGINE REFERENCING



FACEBOOK ADS



VIP PACKAGE LANDING PAGE



RETARGETED WEB BANNERS

A winter scene with a red house and a snowy forest. The house is a two-story red building with white trim and two dormer windows. It is surrounded by a dense forest of snow-covered evergreen trees. A path leads from the foreground towards the house. The entire image has a magenta/pink color overlay.

AMBASSADOR PROGRAM

| Fall/Winter Calendar



AMBASSADOR PROGRAM



October ambassador

Serge Lussier

- 30s TV commercial
- Advertorial Le Droit
- FB & IG posts
- Blog post & video



October ambassadors

Martin Paquette et Daniel Gingras

- Advertorial Le Droit
- Advertorial Les 2 Vallées
- FB & IG posts
- Blog post

Meet other passionate ambassadors on our website:

<https://www.tourismeoutaouais.com/en/ambassadors/>



AMBASSADOR PROGRAM



Ambassador: November
Frédéric Ménard

- 30s TV commercial
- Advertorial Le Droit
- FB & IG posts
- Blog & video



Ambassadors: February
Romain Riva et Cyril Lauer

- 30s TV commercial
- Advertorial Le Droit
- FB & IG posts
- Blog & video

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AMBASSADOR PROGRAM



February ambassador

Yannick LaSalle

- Advertorial Le Droit
- Advertorial Les 2 Vallées
- FB & IG posts
- Blog post



March ambassadors

Scott Judd and Jennifer Dale Judd

- FB video advertising
- Publireportage Le Droit
- FB & IG posts
- Blog & video

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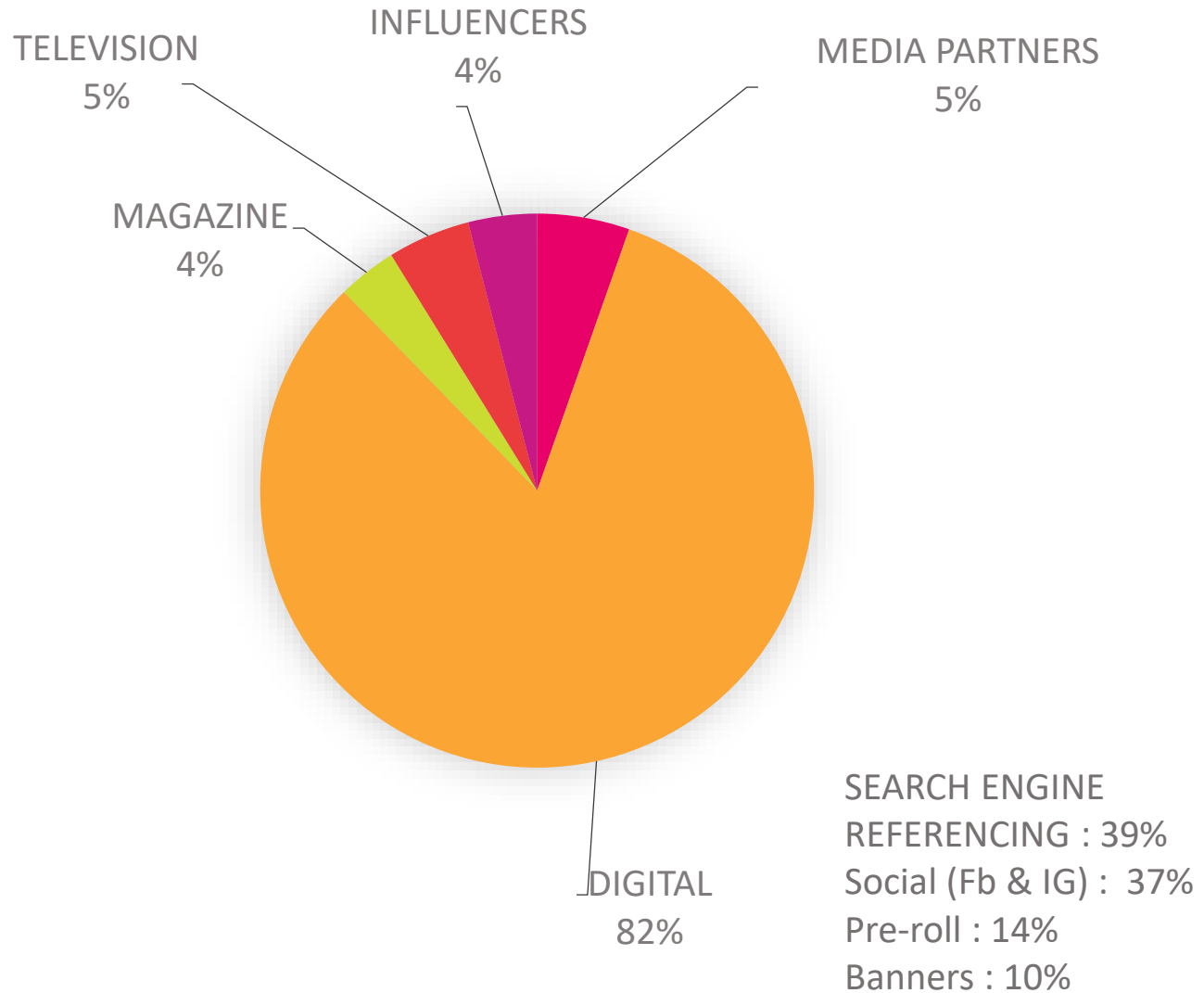


ANNUAL ADVERTISING BUDGET 2019-2020

| 1 313 000\$



ADVERTISING BUDGET



Production costs and wages are included in the total budget.



**JOIN US IN MAKING OUR
OUTAOUAIS REGION SHINE!**

| MARKETING ADVISORS



YOUR MARKETING ADVISORS



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