

OUTAOUAIS

outaouaistourism.com

A scenic view of a stone walkway along a river. Three people are cycling away from the camera: a woman in the foreground on a blue road bike, and two children further back on smaller bikes. The path is paved with large stone tiles. To the right is a modern stone building with large windows. In the background, across the river, is a city skyline with several prominent church spires under a bright blue sky with scattered clouds.

SUMMER 2020 MARKETING CAMPAIGN

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LOOK BACK ON 2019

WEBSITE

January 1 - December 31, 2019

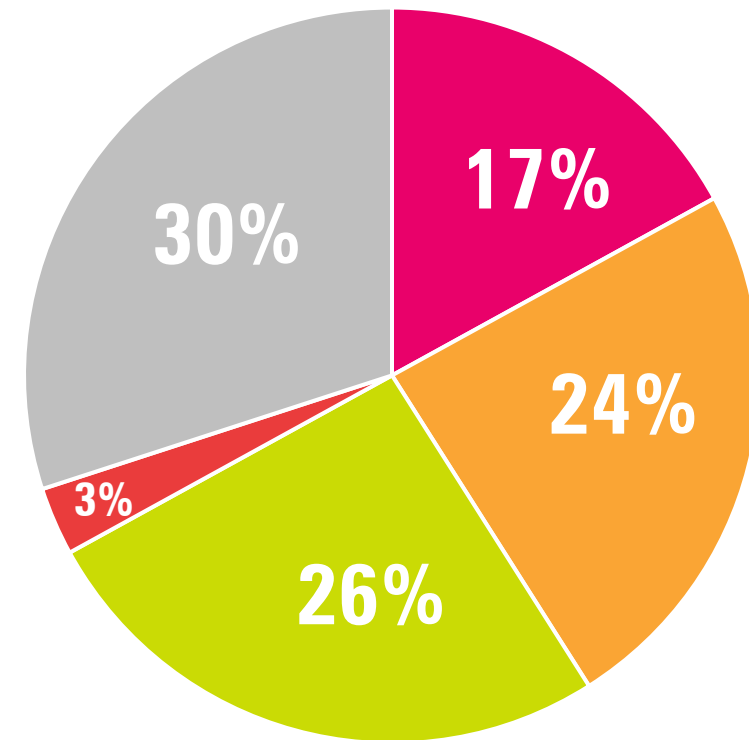
PAGE VIEWS **1,888,996**

UNIQUE VIEWS **1,549,951**

TIME SPENT **1:39**



User locations



■ Ottawa ■ Montreal ■ Gatineau ■ Toronto ■ Other regions

SOCIAL MEDIA

January 1–December 31, 2019

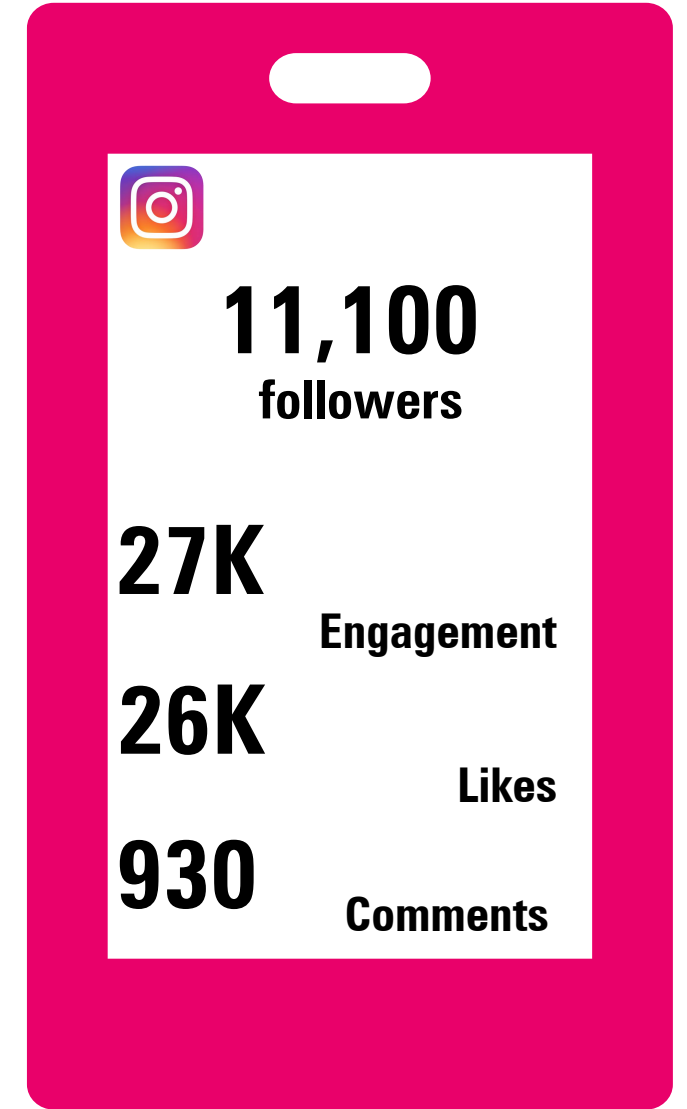
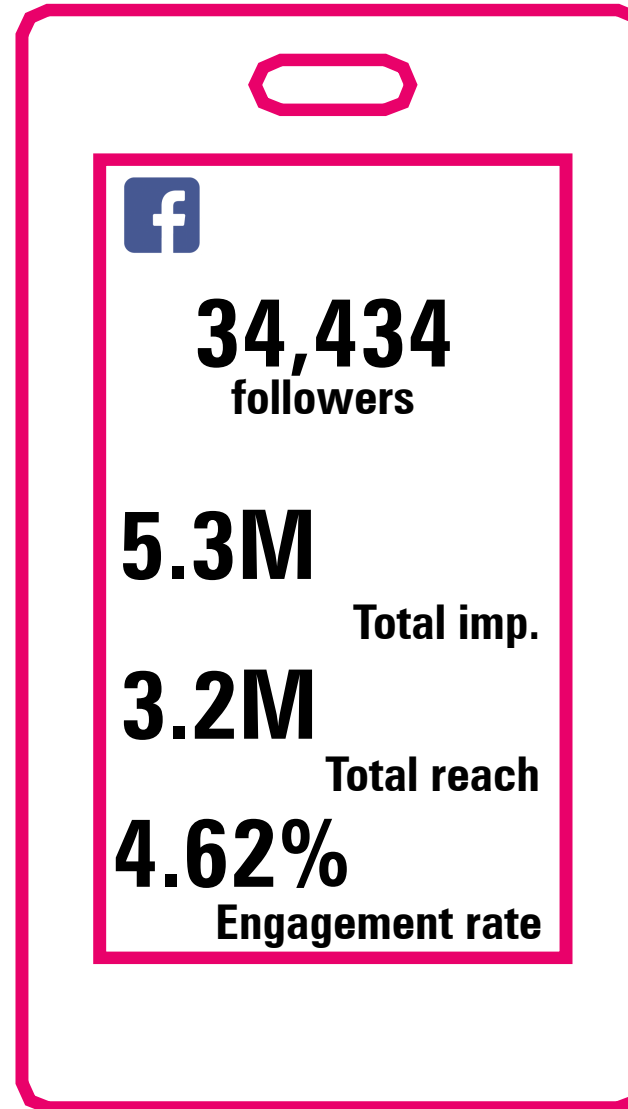
Notable increase in the number of followers on social media channels and reached highest number of total impressions to date on Facebook.



↑26%



↑58%



NEWSLETTER

January 1–December 31, 2019

NUMBER OF SUBSCRIBERS

34,205

AVERAGE TOTAL OPEN RATE

29%

AVERAGE TOTAL CLICK RATE


12%

NEWS

Since October 2019, a weekly newsletter called “**WHAT’S ON IN THE OUTAOUAIS**” has been sent to our database to inform them of various interesting activities taking place during the week.

OUTAOUAIS
outaouais tourism


What's on in the Outaouais
February 21-27



Inside or out, there are plenty of heart-warming activities and events this week in the Outaouais! Here are our suggestions.

Show me more


Explore the four corners of the Outaouais



Cheers!

Have you ever had a drink at the Bistro l'Autre Oeil? Choose among more than 350 brewery products!

[Learn more](#)



Handcrafted and local!

The artisans at Doozy Candle make high-quality candles that shed more light than other kinds!

[Learn more](#)

2019 OVERVIEW

Digital summer campaign (social media, banners, pre-rolls)

May 1–September 30, 2019

IMPRESSIONS
over
18 million

CTR
average
0.34%

CPC
average
\$3.40

Glossary

Impressions: Number of times an ad is presented

CTR (click-through rate): Clicks/Impressions

CPC: Cost per click

2019 OVERVIEW

Digital summer campaign (SEM – search engine)

May 1–September 30, 2019

We reached an average CTR much higher than the industry average (1%)! Therefore, it is very relevant for Outaouais Tourism to invest in SEM.

IMPRESSIONS
over

718,000

CTR

average

9.2%

CPC

average

\$1.86

Glossary

Impressions: Number of times an ad is presented

CTR (click-through rate): Clicks/Impressions

CPC: Cost per click

2019 OVERVIEW

Some examples of accomplished partnerships



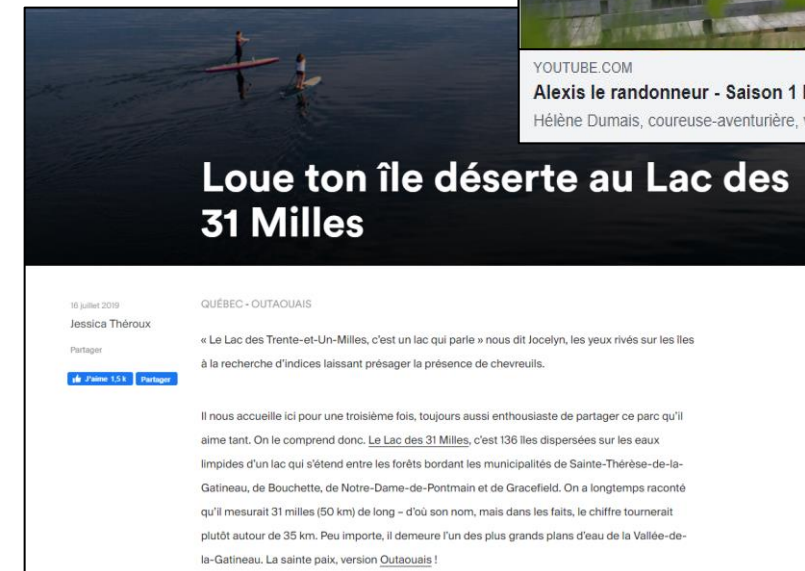
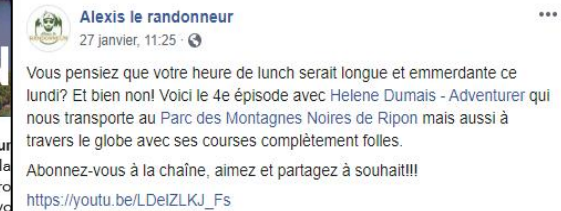
Online destination for everything to do with surfing and travel.

espaces

Magazine and website devoted to outdoor activities, sports, destinations and trips.



TV show presenting hikes in the most beautiful mountains of Quebec and the surrounding areas.



2019 OVERVIEW

Partnerships – AITQ collaboration



Epic Trails is a TV series that follows host Eric Hanson as he meets people, discovers places and has adventures on the most beautiful trails in the world.



Outside is a magazine and platform promoting outdoor practices and culture for a healthy, active lifestyle.

Scenic Trails and Raging Whitewater in Outaouais, Québec

by Eric Hanson | Nov 12, 2019 | EPIC TRAILS, TRIP REPORT, VARIETY PACK



I recently returned from an absolutely epic 30-day film shoot where I backpacked, and mountain biked, and climbed, and ran, and... through six diverse regions in Québec all showcasing mind-blowing scenery. This adventure will air next year, however I'm excited to share it with you.

WINTER IN QUÉBEC
Sponsor Content: QuébecOriginal

Québec's Outaouais Is Loaded with Winter Adventure

Rich culture and outdoor adventure abound in Southwestern Québec



Oct 2, 2019



While you're probably familiar with Canada's capital city, Ottawa, you might not know as much about Outaouais, the part of Québec directly across the river. But if you're into outdoor adventure and rich culture, it's time to fix that. Known as "the playground of Canada's capital," the Outaouais region offers a complete experience: cross-

2019 OVERVIEW

Collaboration with social media influencers

Marie's Bazaar

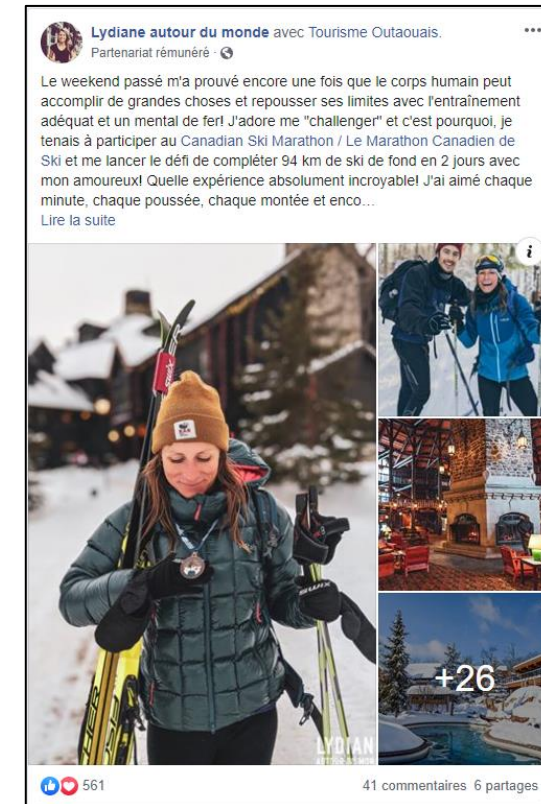
IG: 55,000 followers



Lydiane autour du monde

FB: 121,500 followers

IG: 65,000 followers



2019 OVERVIEW

Partnership – Ottawa Airport (YOW)

Giant signs located in the passenger boarding area in the Ottawa airport directly target travellers and Ottawa residents.



2019 OVERVIEW

Media partnerships – Ottawa

GoMedia Canada

Gathering of Canadian tourism partners and the biggest names in world media devoted to travel. It's a key event for developing a significant network of contacts and meeting the main journalists who cover Canadian destinations

Highlights

11 represented countries

131 media professionals

5 media tours organized in the Outaouais

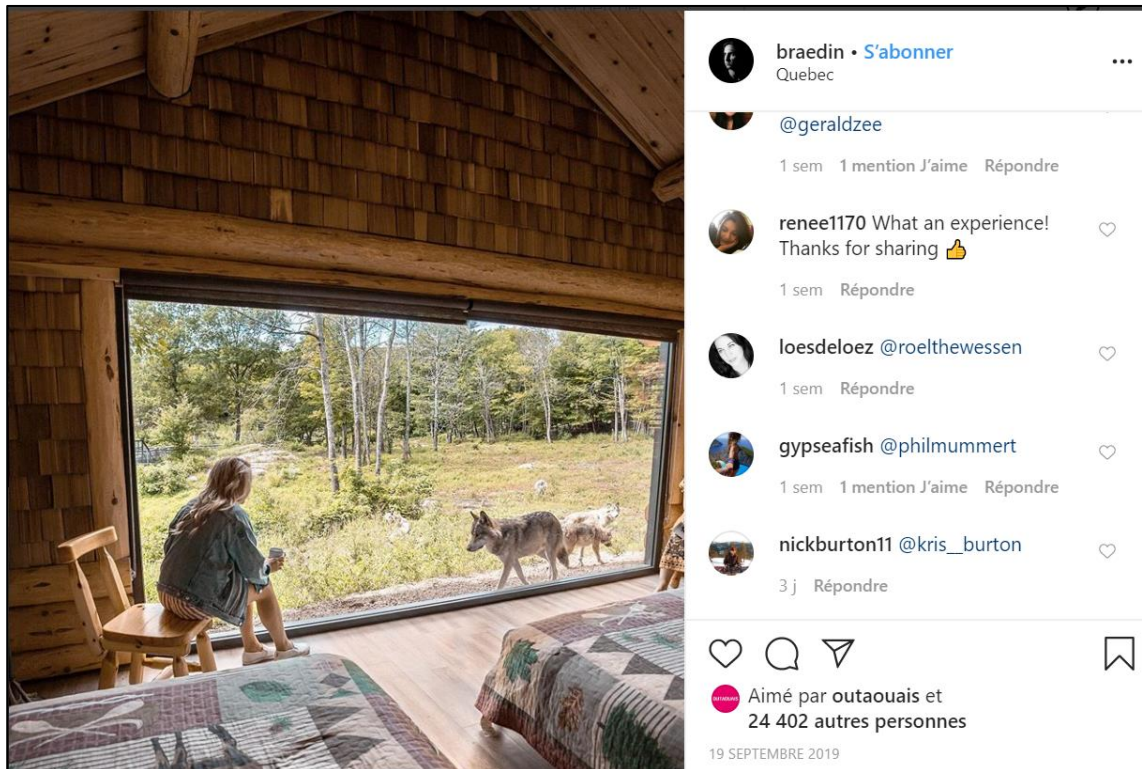
Closing night on August 14 held at the Canadian Museum of History



2019 OVERVIEW

Partnership – “Lâcher prise” Tour in collaboration with the AITQ

Over 5 million people were reached on the various social media channels of 6 influencers!



— 2019 OVERVIEW —

Partnership with CTV in collaboration with the AITQ



Filming in the Outaouais: 3 video briefs on the air during the week of February 3, 2020

Target market: Toronto

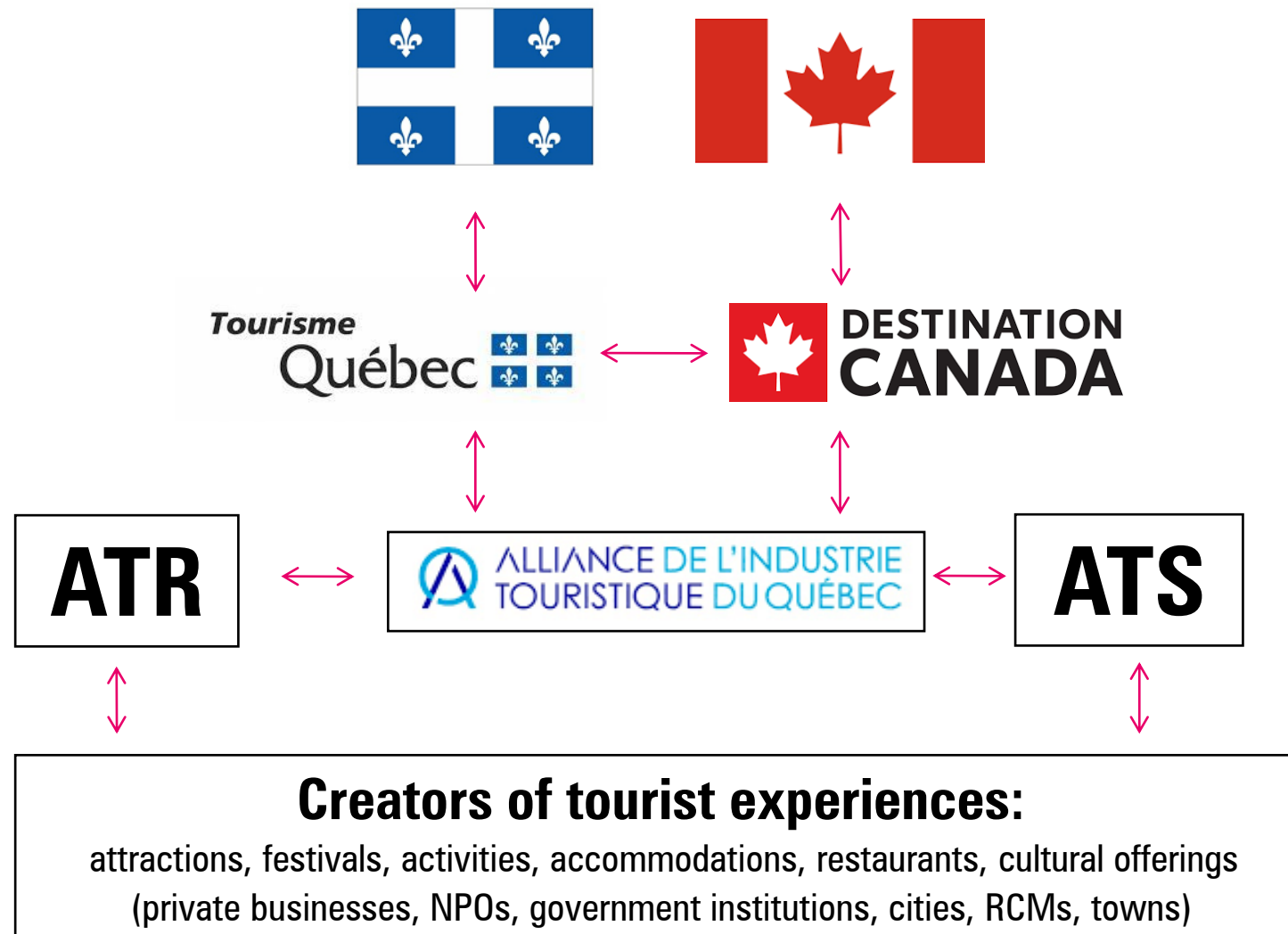
2 million views per week

Media value of each segment: \$20,000



TOURISM ECOSYSTEM

OUR ECOSYSTEM



AITQ PARTNERSHIPS

vision

positionner
**le voyageur
au coeur**

pour gagner
**le coeur
du voyageur**

être présent à chacune des étapes du parcours
des voyageurs pour véhiculer un message de
marque cohérent qui assure la continuité entre
l'invitation, l'expérience et le partage au retour

AITQ PARTNERSHIPS

Outaouais Tourism participates in 6 groups within 4 AITQ pilot projects



AITQ PARTNERSHIPS

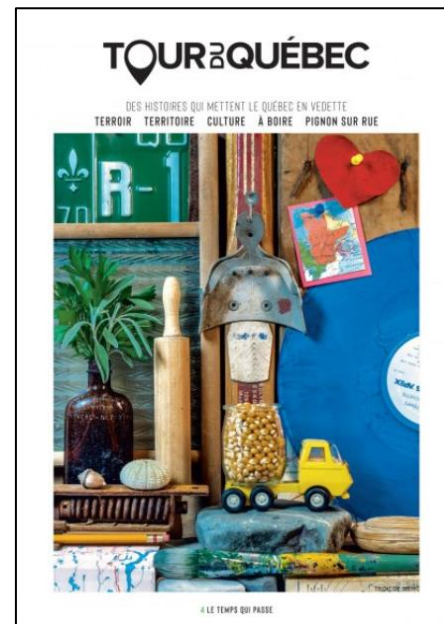
Outaouais Tourism also participates in 2 partner plans

“Lâcher prise” campaign



Investment in the QuébecOriginal brand awareness campaign

Tour du Québec magazine



Initiative highlighting the great stories and warm welcome that make up the Quebec of today.

— AITQ PARTNERSHIPS —

Awareness campaign for the Ottawa-area market.

Support provided by the AITQ to the Outaouais for its promotional efforts as a gateway to Quebec, specifically for Canada's capital.*

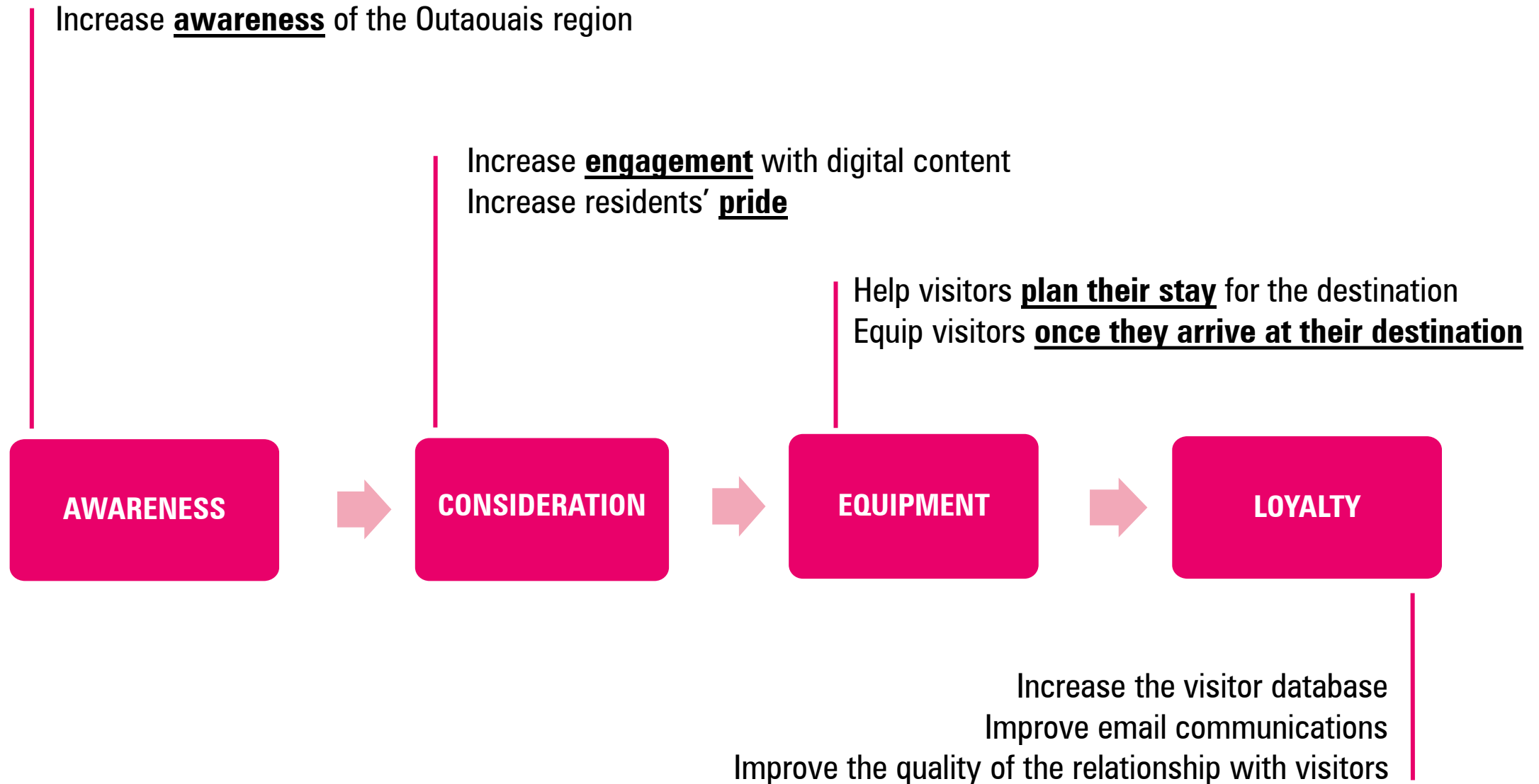


*Note that this is a concept and not a final creative accomplishment.

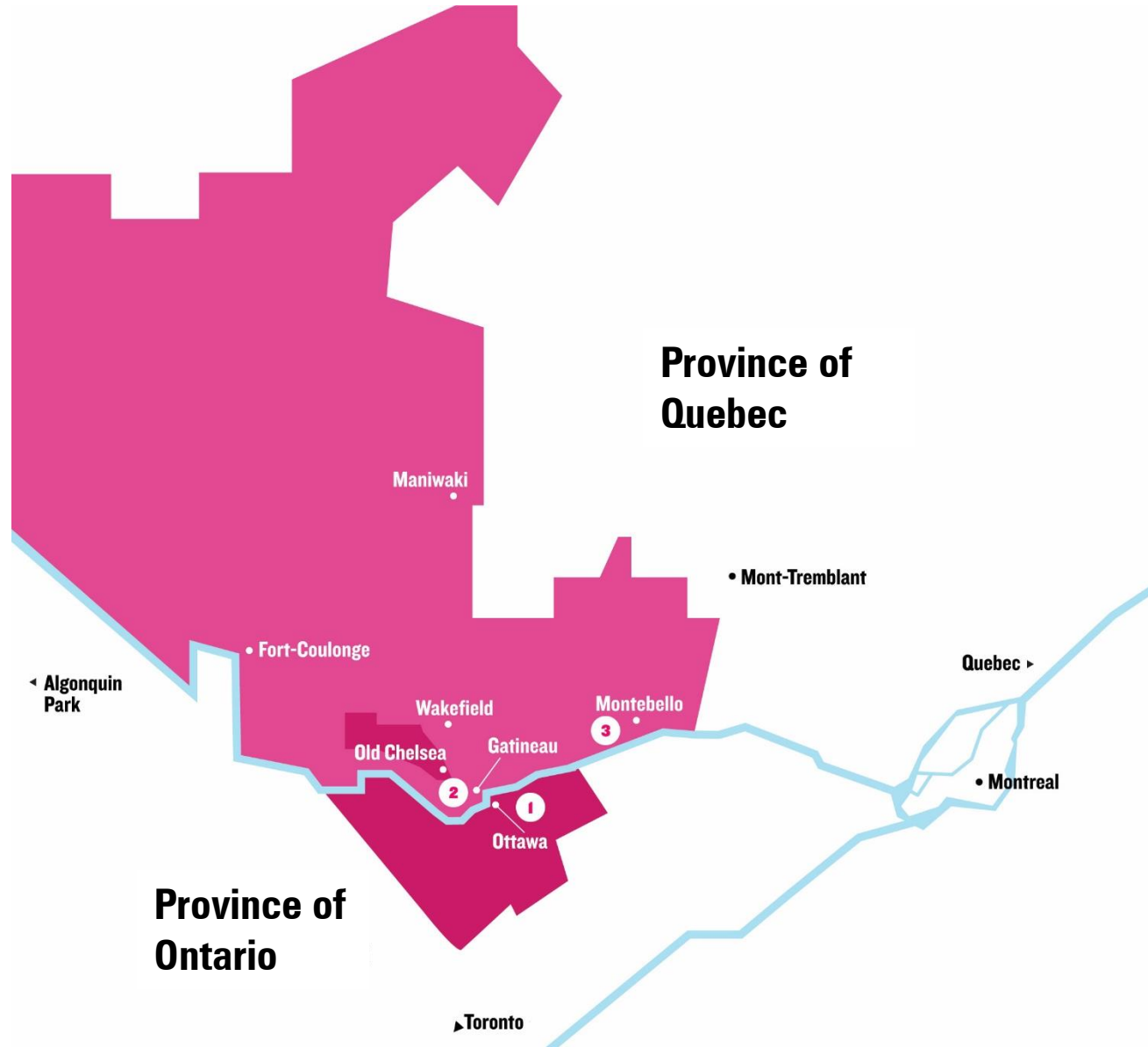


STRATEGIC DIRECTIONS

MARKETING OBJECTIVES



PRIORITY MARKETS



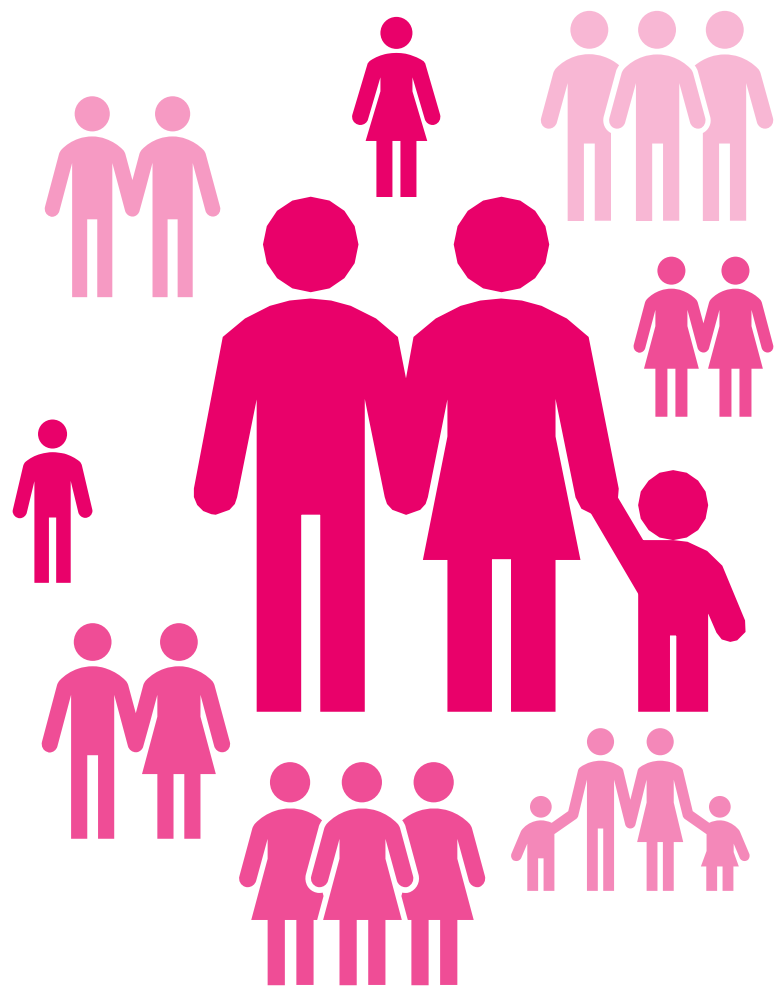
60%

Montreal and
surrounding
area

40%

Ottawa and
surrounding
area

OUR TARGET



SPONTANEOUS

MONTREAL

62%

OTTAWA

44%

made unplanned trips in 2019

↑15%

↑41%

Increase in trips to QC 2019 vs. 2018



COMMUNICATION STRATEGY

OUR MESSAGES

Tell short stories to emphasize the experience and help visitors make lasting memories

BRAND SIGNATURE



CAMPAIGN SIGNATURE*



*Note that this is a concept and not a final creative accomplishment.



CREATION STRATEGY

CREATIVE PILLARS

Scenery



Fun



Gorgeous images, real experiences, fun.

CREATIVE PILLARS

Passion



Warm welcome



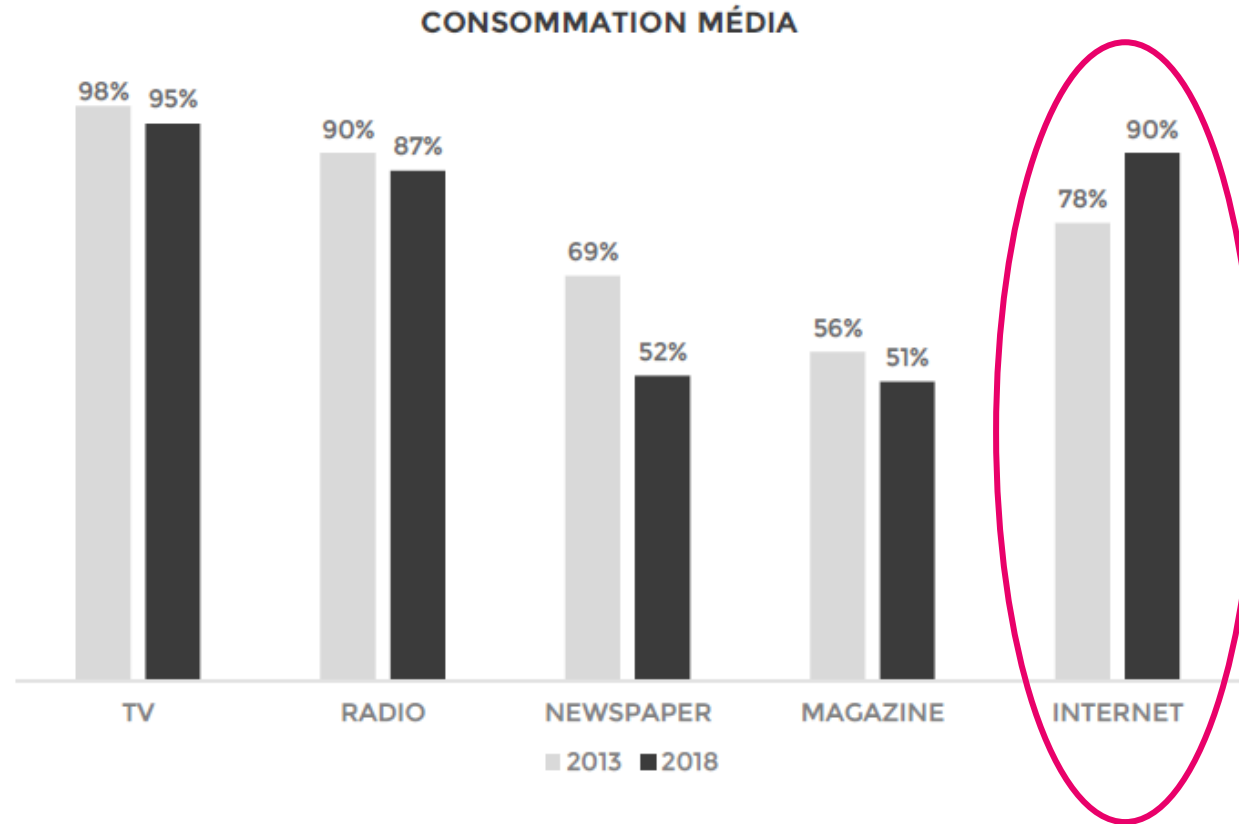
The authenticity and warmth of a Quebec welcome.



MEDIA STRATEGY

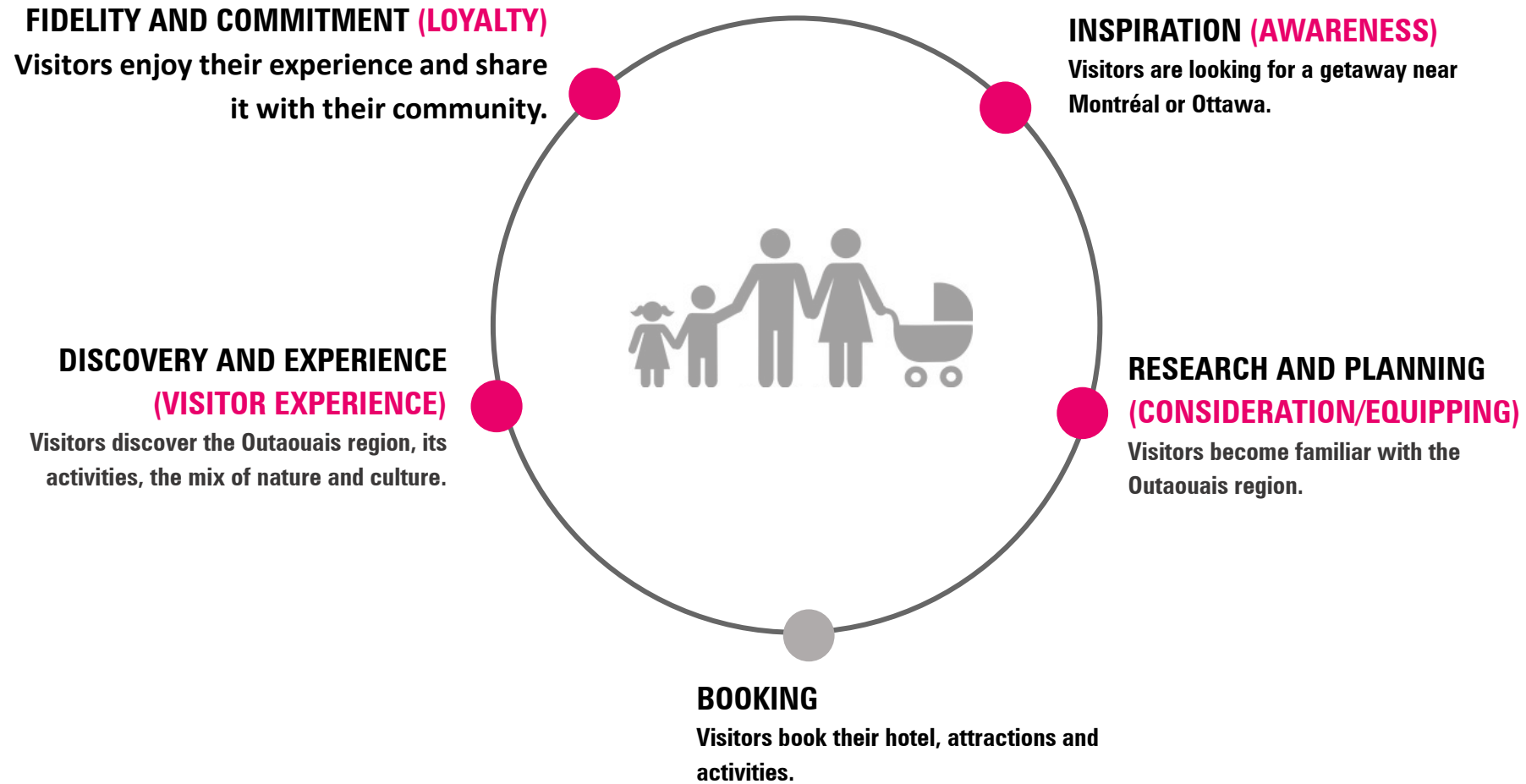
MEDIA STRATEGY

Connect with each of our targets through their various points of contact with the media.



*Source: IAB Canadian Media Usage Study 2018

VISITOR CYCLE

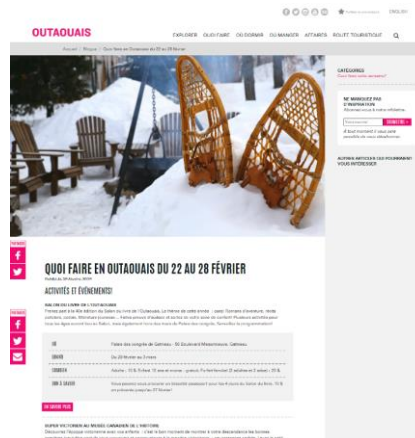


VISITOR CYCLE

FIDELITY AND COMMITMENT (LOYALTY)



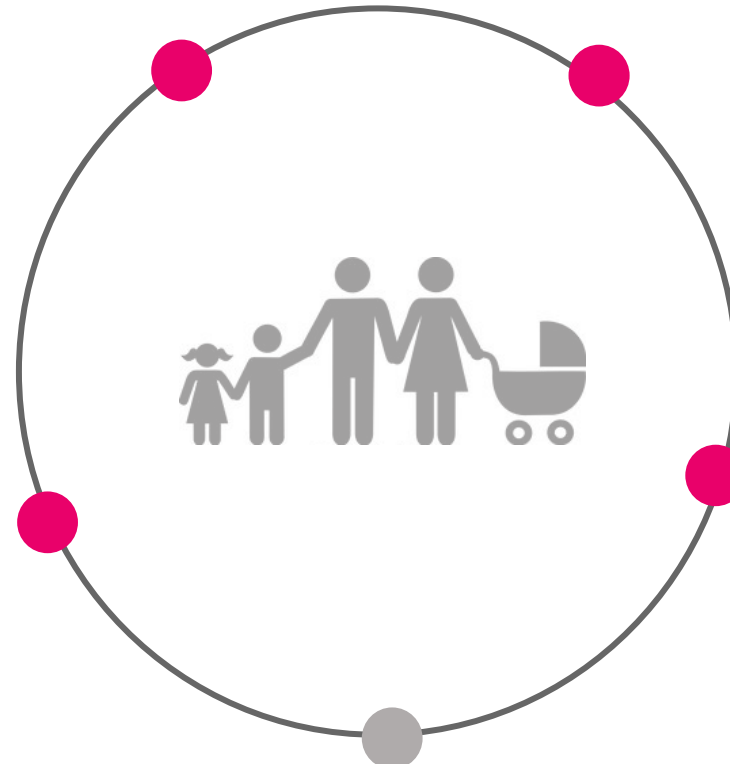
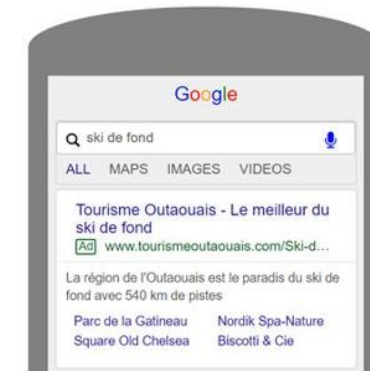
DISCOVERY AND EXPERIENCE
(VISITOR EXPERIENCE)



INSPIRATION (AWARENESS)



RESEARCH AND PLANNING
(CONSIDERATION/EQUIPPING)



BOOKING

MEDIA STRATEGY

1

Present our message to relevant audiences.

- Behavioural targeting
- Contextual targeting
- Demographics
- Interest
- Private Market platform



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



2

Build retargeting and lookalike audiences.



3

Join a pre-qualified target with a different message.

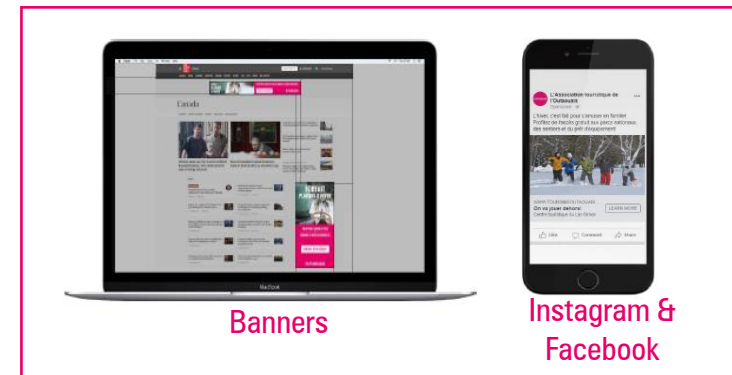
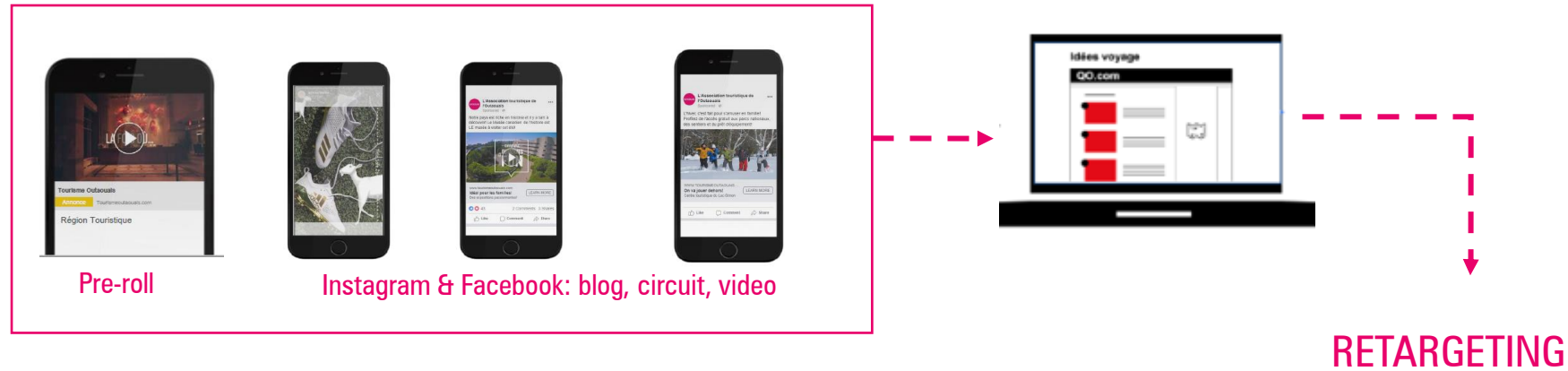
2019–2020 qualified audience
TO website visitors
Qualified audience following 2019–2020 actions



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

MEDIA STRATEGY

TARGETING



MEDIA STRATEGY

Distribution channels

OWNED

- Website/blog
- Social networks
- On-ground activation
- Maison du tourisme
- Newsletter

EARNED

- Journalists/bloggers
- Partners
- Front-line staff

PAID

- Targeted pre-rolls
- Web banners
- Facebook/Instagram ads
- Magazine
- AdWords ads



MEDIA TACTICS

OUR EXPERIENCES

Experiences	Tourist route	Culture	Restaurants	Festive	Outdoors	Biking – Cross-country skiing	Outfitters	Snowmobiling
Objectives	Visitors discover the Chemins d'eau Tourist Route	Present our museums and the Indigenous experience	Present the region's food and drinks	Attract visitors to participate in various events	Establish our region as a choice destination for the urban outdoors	Promote these activities with same-day visitors	Popularize outfitters (hunting and fishing enthusiasts vs. leisure)	Present the region's snowmobiling opportunities
Targets	Cultural gourmets	Families	Trendy epicureans	Trendy epicureans	Outdoor enthusiasts Open-air relaxation	Biking/SDFO enthusiasts Luxury outdoors Families	Hunting and fishing enthusiasts Group of friends Families	Snowmobilers
Markets	Montreal	Montreal	Ottawa, Gatineau	Ottawa	Montreal Ottawa	Montreal Ottawa	Montreal Ottawa	Ontario
Travellers' motivations	Beautiful scenery	Gain new cultural knowledge	Multi-sensory discovery	Pleasure	Physical activity Accessibility Health and well-being	Physical activity Accessibility Quality of paths and trails	Species Isolation in nature Search for a "trophy"	Snow and fun with friends

← Accommodations →

ÉVÉNEMENTS ATTRACTIONS QUÉBEC

Editorial tactics

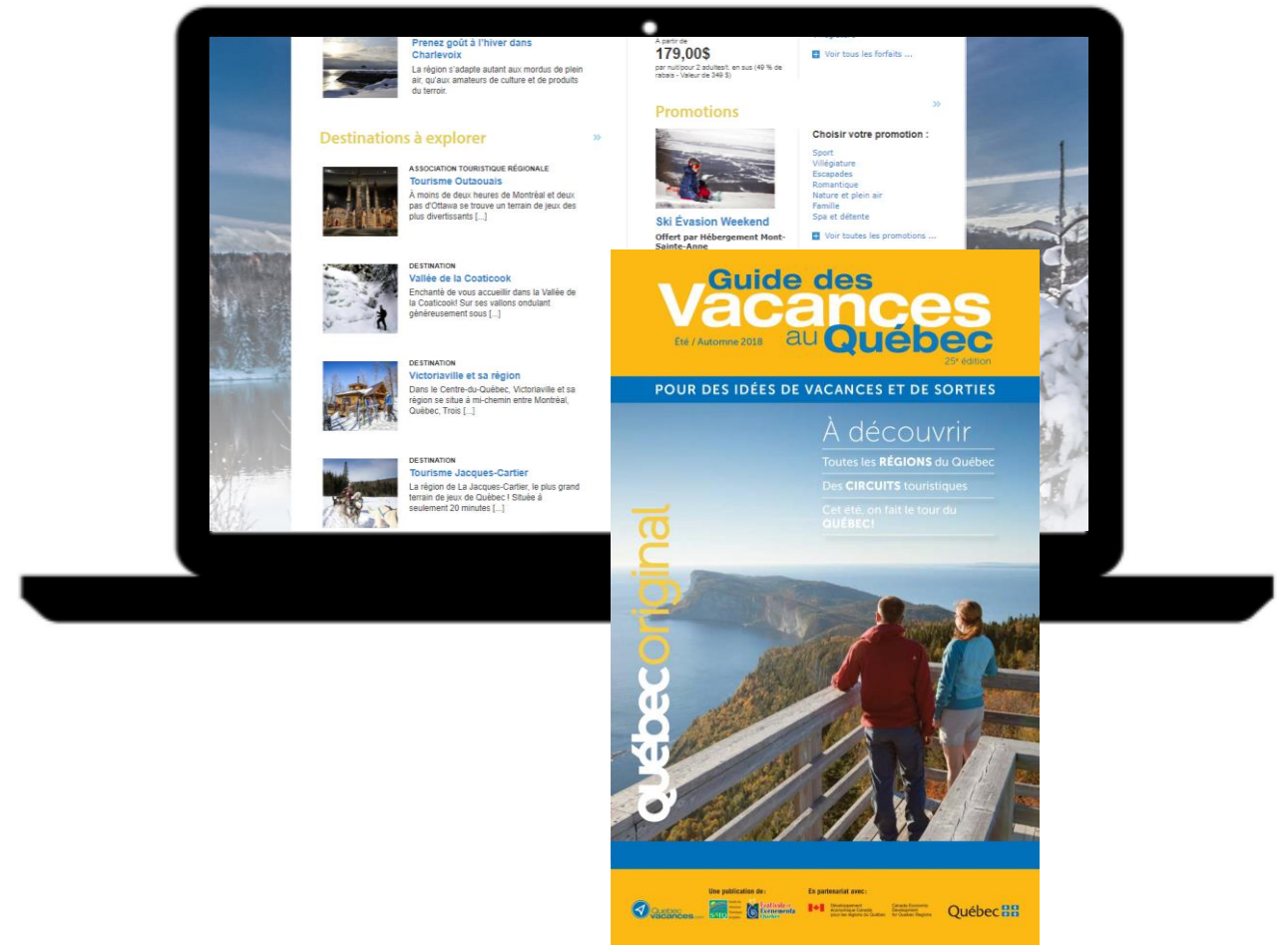
Summer: May 4 to September 9
Fall: September 10 to November 6

Objective: Awareness

Print and digital presence

ABOUT ÉAQ

Previously called SATQ (Société des attractions touristiques du Québec), ÉAQ's mission is to organize, represent and support tourist attractions, festivals and events in the various regions of Quebec.



VIDEO CONTENT

Editorial tactics

June 15 to September 20

2 Outaouais multi-experience videos (15 sec.):

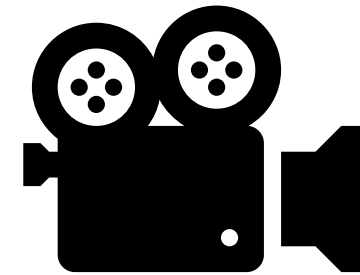
- Must-see attractions
- Out of the ordinary

Objective: Awareness

Promotion of 360° videos on Pinterest, FB & IG, Pre-rolls and retargeting through banners.



MONTREAL
OTTAWA



OUTAOUAIS

tourismeoutaouais.com

SOCIAL MEDIA: FB & IG

Editorial and partner tactics

Editorial: June 15 to September 20

Partner: Based on preferences and investment

Video ad (15 sec.)

Objective: Awareness

Image ad

Objective: Traffic to the TO website and partner's member page through audience retargeting

ABOUT FB & IG

Facebook is the most widely used social media platform in the world and makes it possible to target larger audiences. Facebook also owns Instagram, the platform where users can share inspiring high-quality photos and videos.



PRE-ROLL VIDEOS

Editorial tactics

June 15 to September 20

Objective: Awareness

Step outside the world of social media to seek out qualified audiences

ABOUT PRE-ROLLS

You are on YouTube and see a video ad before the desired content: that's a pre-roll. You are on Noovo.ca and want to watch the latest episode of OD, but you have to watch a video ad... that's a pre-roll.



WEB BANNERS

Editorial and partner tactics

Editorial: June 15 to September 20

Partner: Based on preferences and investment

Objective: Traffic to the website and partner's member page

Retarget audiences who saw the video ads and visited the website

Standards: 300 x 600 / 300 x 250



ABOUT BANNERS

An effective tool for retargeting and ensuring the message is delivered. You go to a given website, let's say LaPresse.ca, and see a banner for Honda cars; as it happens, you had been shopping for a car on their site. You are now part of their retargeting audience.

SOCIAL MEDIA: PINTEREST

Editorial tactics

NEW

July 6 to August 2

Video ad (15 sec.)

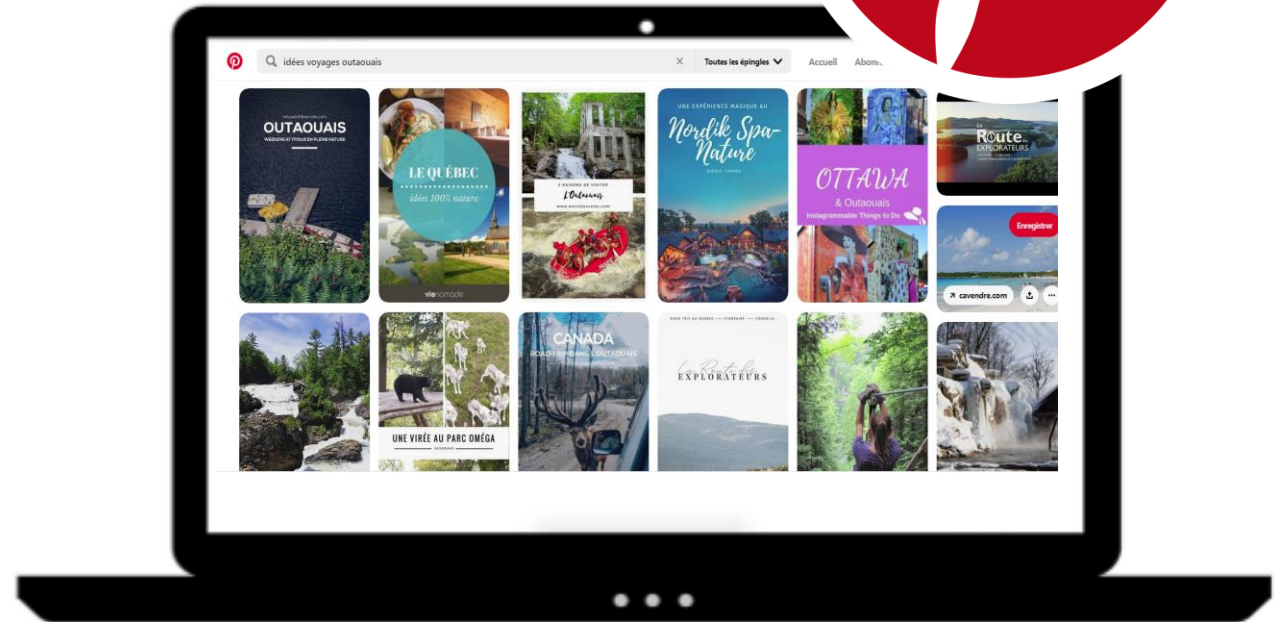
Objective: Awareness

Image ad

Objective: Traffic to the website by retargeting the audience that was exposed to the videos and/or visited the TO website

ABOUT PINTEREST

With the ultimate goal being to inspire, this social network allows users to share ideas about all aspects of life, including travel destinations/itineraries.



NARCITY

Editorial tactics

NEW

2 sponsored articles during the summer (prior to long weekends):

- **Week of June 15 (Must-See Attractions)**
- **Week of August 17 (Road Trip)**

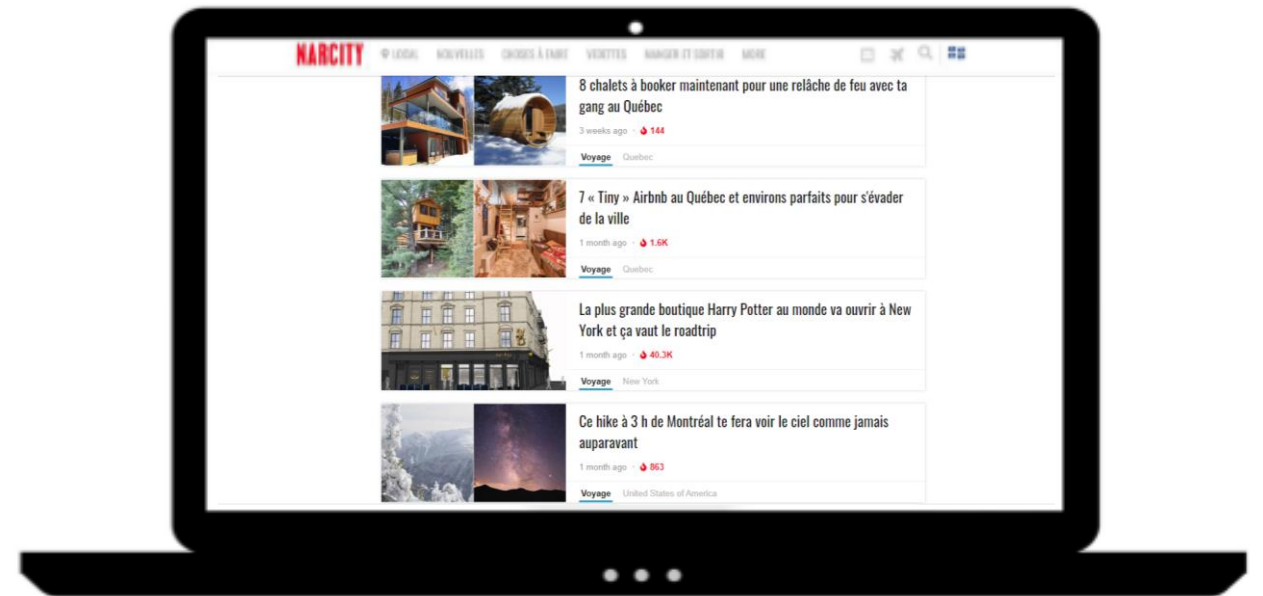
Objective: Consideration (and awareness)

Promotion of routes that will speak to millennials

ABOUT NARCITY

Narcity is a Canadian media outlet that is only found online. The business focuses on content creation for generation Y (millennials) in Canada and the United States. This media outlet is very popular in the Montréal and Toronto areas.

NARCITY



SEARCH ENGINE MARKETING

Editorial and partner tactics

Always-on (April to October)

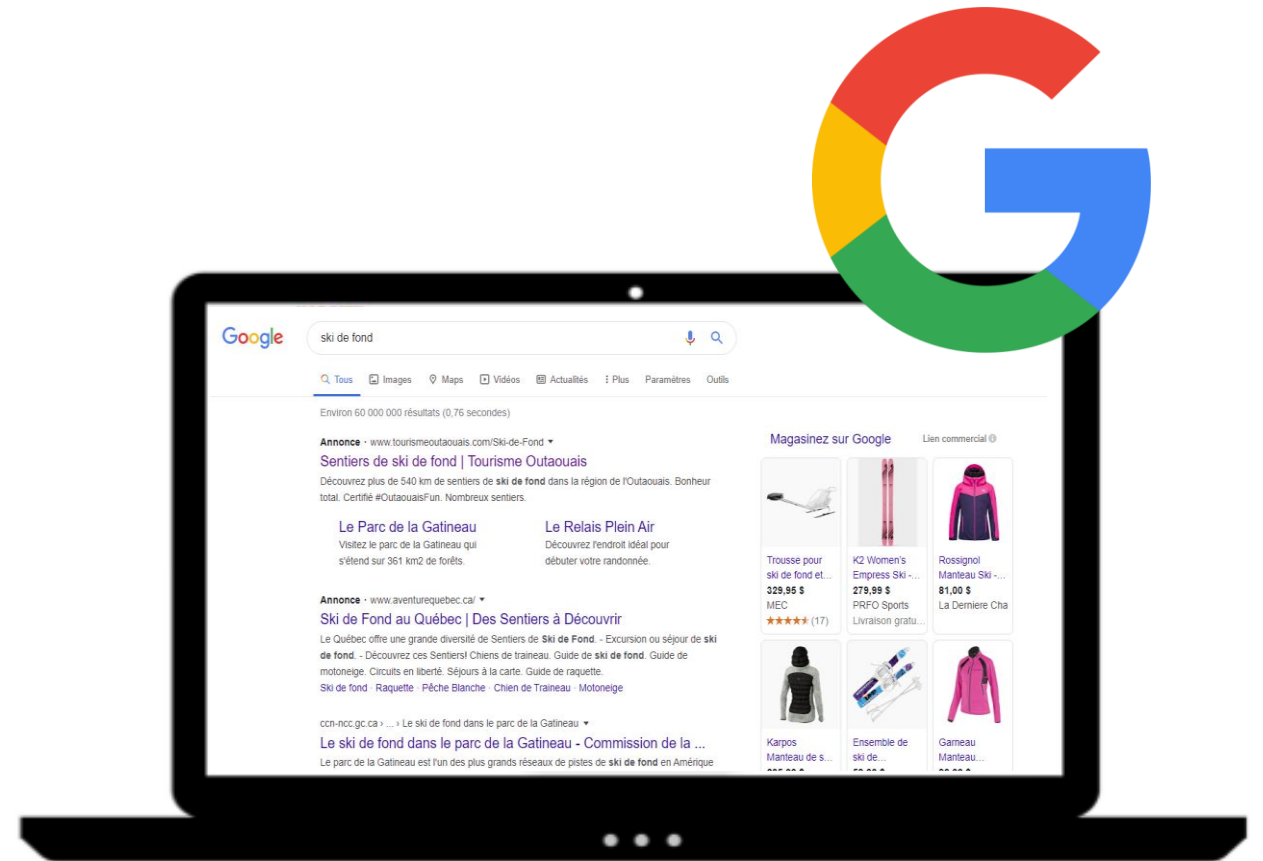
Objective: Traffic to TO's website and partner's member page

Heightened presence using always-on

Discussion to be planned with members who already do SEM to avoid competing for keywords

ABOUT SEM

The ultimate goal of SEM, or *Search Engine Marketing*, is to increase the visibility of our website on search engines and generate clicks to the site (and ultimately, toward your member file).



TRADITIONAL: MAGAZINE

Editorial tactics

Summer 2020

Objective: Awareness

Magazine selection has not yet been done.

To reach an older audience in magazines that discuss our various experiences.

ABOUT MAGAZINES

“Print is not dead.” Magazines are still an effective way to seek out an audience that is not necessarily on digital media in various environments.



A promotional image for an ambassador program. It features two men standing side-by-side. The man on the left is wearing a blue long-sleeved polo shirt with a white Nike swoosh on the right chest and a red crest with a rooster on the left chest. He has his arms crossed and is looking directly at the camera. The man on the right is wearing a red and white zip-up jacket with a white logo on the left chest and a black baseball cap. He is smiling broadly, showing his teeth. The background is a warm-toned, slightly blurred image of a stadium with tiered seating. A semi-transparent pink banner is at the bottom of the image, containing the text 'AMBASSADOR PROGRAM' in white, bold, sans-serif capital letters.

AMBASSADOR PROGRAM

AMBASSADOR PROGRAM

PARC OMÉGA – *Serge Lussier*



October ambassador

- 30s TV ad
- Le Droit advertorial
- FB & IG posts
- Blog post & video brief

FB VIDEO POST

Total reach	19,539
Unique video views	9,531
Clicks	870
Likes	272

LE NORDIK SPA – *Martin Paquette and Daniel Gingras*



October ambassadors

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

FB IMAGE POST

Total reach	15,173
Clicks	1,093
Likes	198

AMBASSADOR PROGRAM

CANADIAN SKI MARATHON – *Frédéric Ménard*



November ambassador

- 30s TV ad
- Le Droit advertorial
- FB & IG posts
- Blog post & video brief

FB VIDEO POST

Total reach	41,670
Unique video views	18,353
Clicks	6,500
Reactions	167

LES VILAINS GARÇONS – *Romain Riva & Cyril Lauer*



February ambassadors

- 30s TV ad
- Le Droit advertorial
- FB & IG posts
- Blog post & video brief

FB VIDEO POST

Total reach	36,500
Unique video views	18,000
Clicks	2,700
Reactions	650

AMBASSADOR PROGRAM

LES FOUGÈRES – *Yannick LaSalle*



February ambassador

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

FB IMAGE POST

Total reach	16,400
Clicks	887
Likes	443

VIGNOBLE PETIT CHARIOT ROUGE – *Scott Judd & Jennifer Dale Judd*



TO COME

March ambassadors

- FB video ad
- Le Droit advertorial
- FB & IG posts
- Blog post & video brief

— AMBASSADOR PROGRAM —

KEEP AN EYE OUT FOR AN AMBASSADOR PROGRAM 2.0

WE ARE WORKING ON THE AMBASSADOR PROGRAM 2.0 WHICH WILL
TAKE THIS INITIATIVE TO ANOTHER LEVEL!

WE WANT TO CONTINUE PRESENTING IMPORTANT PLAYERS IN THE
REGION WHILE EXPANDING THE POSSIBILITIES...

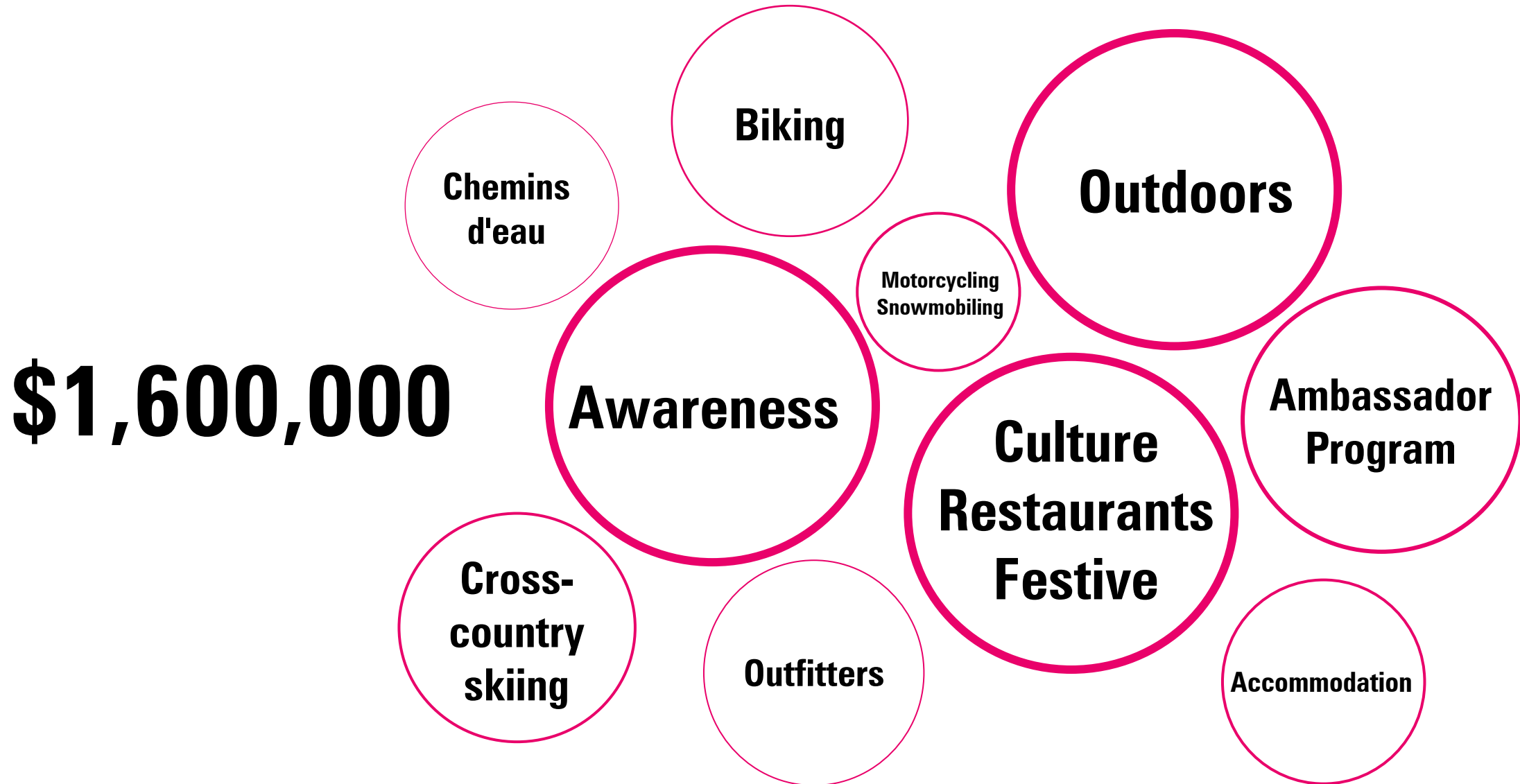
Meet other passionate ambassadors on our website:

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



ANNUAL ADVERTISING BUDGET

ANNUAL MARKETING BUDGET



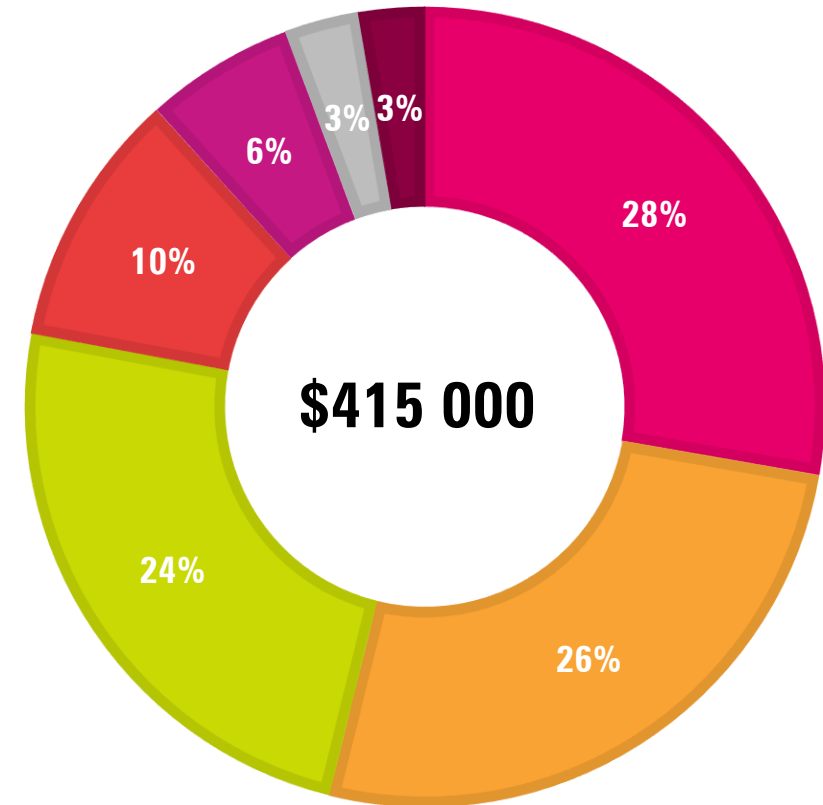
Note that this budget only includes the investments related to the marketing experiences mentioned above.

MEDIA BUDGET: SUMMER 2020

Period: mid-April to mid-October

ALLOTMENT BY TACTIC

- SEM (28%)
- FB & IG social media (26%)
- Pre-roll & banners (24%)
- Magazine (10%)
- SATQ (6%)
- Pinterest (3%)
- Narcity (3%)



Production and other fees are not included in this budget, nor are spontaneous opportunities such as influencers and various partnerships. Television investments are done through our partnerships with the AITQ in order to leverage the largely subsidized investments.



**TOGETHER
LET'S MAKE THE
OUTAOUAIS SHINE!**