



BIRDING CAMPAIGN – FALL REPORT

September 7th – October 31st, 2015

CAMPAIGN OVERVIEW

OBJECTIVE

To develop an engaged audience of those with a propensity to travel for birding experiences.

TARGET MARKETS

Those with a propensity to travel for birding experiences, including wildlife viewers and outdoor enthusiasts.

KEY MESSAGES AND CREATIVE APPROACH

- Communicated that OSW offers compelling trip motivators for the outdoor enthusiast segment, such as paddling, cycling and recreational birding.
- Call to action was to enter a contest to win a go pro.
- Entrants were asked to choose between different outdoor experiences for their prize to provide insight into the most compelling OSW outdoor trip motivators.

TACTICAL APPROACH

- Tactics focused on driving sign-ups to the database, as there was no current OSW birding interest database segment.
- Focus on digital advertising, for ease of contest entry.

CAMPAIGN TACTICS

- Consumer website updates with birding content
- Paid Advertising:
 - Digital display (programmatic)
 - Facebook
- Database acquisition:
 - Contest

CREATIVE DEVELOPED



Big box digital display ad



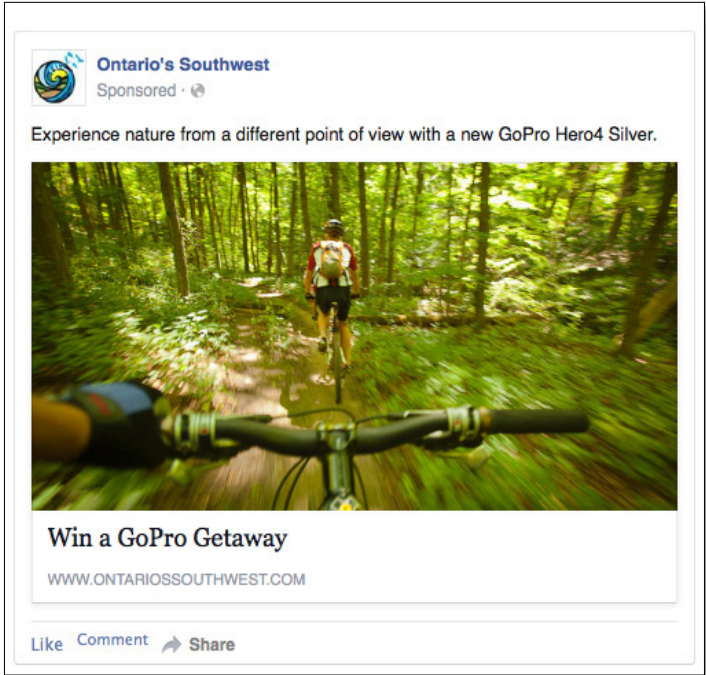
Big box digital display ad



Leaderboard digital display ad



Leaderboard digital display ad



Facebook ad



Facebook ad



Skyscraper digital ads

CAMPAIGN PERFORMANCE MEASURES

PERFORMANCE MEASURES:

- **Database opt-ins/sign ups**
- **Paid advertising impressions and engagement**

Database opt-ins/sign ups

Contest entries: 6,400

(Note that some opt-ins have previously opted-in to the consumer database)

Contest pageviews: 23,510

Paid advertising impressions and engagement

PROGRAMMATIC DISPLAY

Impressions – 3,603,628

Total clicks – 6,754

CTR – 0.19%

FACEBOOK

Impressions – 1,465,928

Total website clicks – 13,020

CTR – 0.89%

ONTARIO PARKS INSIDER E-NEWSLETTER

Distribution: 261,000

Open rate: 24.5%

CTR: 19.9% (of messages viewed)

Clicks on OSW ads: 3.5% (of messages viewed)

APPENDIX

CONTEST ENTRANTS PRIZE SELECTION

Prize Selection Options:

Entered to win a **GoPro Hero4** Silver, plus one of the following outdoor getaways:

A Birding Experience on a UNESCO World Biosphere Reserve

Observe over 300 species of birds at Long Point Provincial Park. Experience a guided-Zodiac boat trip to the tip of Long Point, take a visit with the staff at the Long Point Bird Observatory Tip Research Station, plus enjoy two nights accommodation.

A Grand River Adventure

Capture footage of amazing birds on a sunset kayak tour of the Grand River marshes, explore an ancient coral reef, visit a bird banding station at Rock Point Provincial Park and enjoy two nights of luxurious glamping.

A Pelee Island Escape

Discover why migrating birds aren't the only species that loves Canada's southernmost community. A relaxing escape, including a Pelee Island Winery Vineyard Tour, a guided bike ride and two nights accommodation in a cozy bed and breakfast.

Prize Selection	Total Number Selected	%
A Pelee Island Escape	3477	54.33
A Grand River Adventure	1746	27.28
A Birding Experience on a UNESCO World Biosphere Reserve	1053	16.45
None	124	1.94
Total Entries	6400	100