



2016/2017
CANADIAN
CANOE
CULTURE
OUTDOOR ADVENTURES

DRAFT FOR REVIEW

ONTARIO
Yours to discover

OTMPC

THE CANADIAN CANOE CULTURE

SHAPING ONTARIO, CONNECTING CANADA

With over 400,000 lakes, rivers and streams, the canoe played an integral role of building the province of Ontario. Historically, the canoe connected the Indigenous, English and French cultures, throughout Ontario and across Canada. The Canadian Canoe Culture reaches beyond the canoe to include the various forms of paddling and symbolizes the core values and ideals of our province, our country and ourselves. We are a Nation of rivers and a river of Nations.

THE CANADIAN CANOE CULTURE

MULTI-YEAR CAMPAIGN

Initially a three-year campaign, the multi-year campaign will provide a platform to capture the essence of the Canadian Canoe Culture in Ontario and inspire new, existing and future adventurers to get out paddling. The program will unite and unify the paddling community, operators, indigenous community, destinations and paddling experts throughout Ontario via a dynamic marketing approach. The promotional campaign will provide a common voice, messaging and branded elements celebrating Ontario content to International, US and Domestic Markets.

THE CANADIAN CANOE CULTURE

OVERALL CAMPAIGN APPROACH

In terms of overall approach and fit, the Canadian Canoe Culture theming will align to the Ontario ‘Where Am I?’ campaign by using campaign headlines, images (to prompt intrigue and interest), and copy treatments that are clues to where our consumer targets can experience paddling in Ontario.

Partners are encouraged to align their marketing efforts with the ‘Where Am I?’ brand-style execution. Ontario Tourism brand information and guidelines can be found at www.tourismpartners.com.

CANADIAN CANOE CULTURE CAMPAIGN PILLARS

The campaign will be anchored by an authentic, 12 to 14-minute documentary-style video that will feature 5 pillars, or concepts/themes.

The overarching theme of the entire campaign is built around connections: to family and friends and our environment. The 5 pillars (outlined in the following slide) are extensions of our theme, and will help us define the importance of connecting with the Canadian Canoe Culture Campaign.

For each pillar, the campaign will include a short, emotive videos, additional content and stories, social media tactics (using #PaddleON) with the goal of inspiring target markets to buy into paddling experiences across the province.

CANADIAN CANOE CULTURE CAMPAIGN PILLARS

MAIN CAMPAIGN THEME: CONNECTIONS

1.

CHALLENGE YOURSELF

Paddling builds confidence and creates personal growth.

*Market Segments:
Avids, Connected
Explorers
Origin: Domestic, UK,
Germany, US*

2.

PADDLE THE PAINTED LANDSCAPES

Paddling in wilderness inspires creativity & connection (Group of Seven).

*Market Segments:
Avids, Knowledge
Seekers, Connected
Explorers,
Origin: Domestic, U.S.
UK*

3.

MAKE A REAL CONNECTION

Paddling teaches core values, skills and love of nature.

*Market Segments:
Avids, Family-Memory
Builders
Origin: Domestic, UK,
Germany, US*

4.

SHARED KNOWLEDGE

The Canoe is a symbol of the great wisdom to be learned from Canada's Indigenous people.

*Market Segments:
Avids, Connected
Explorers, Family
Origin: Domestic, UK,
Germany, US*

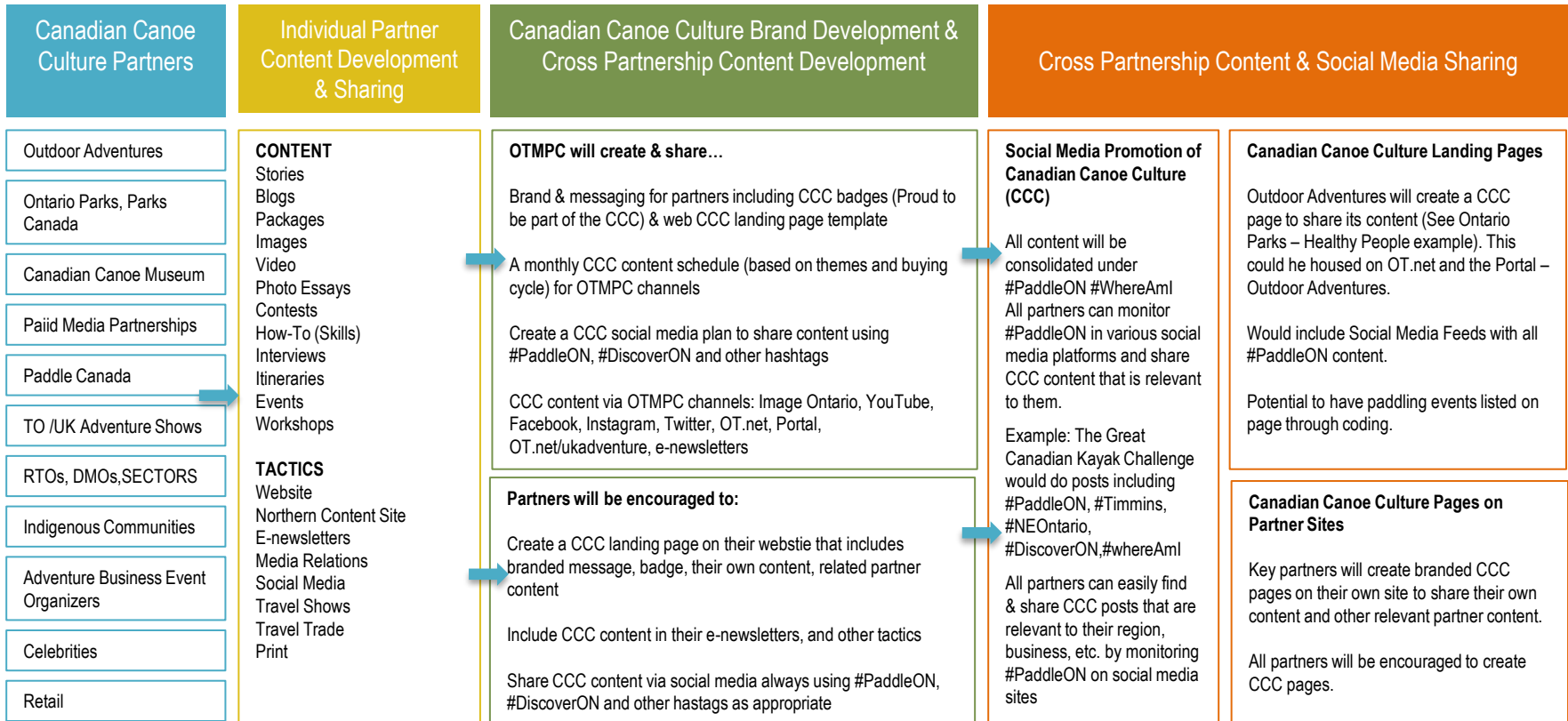
5.

PROUD TO BE A CANADIAN PADDLER

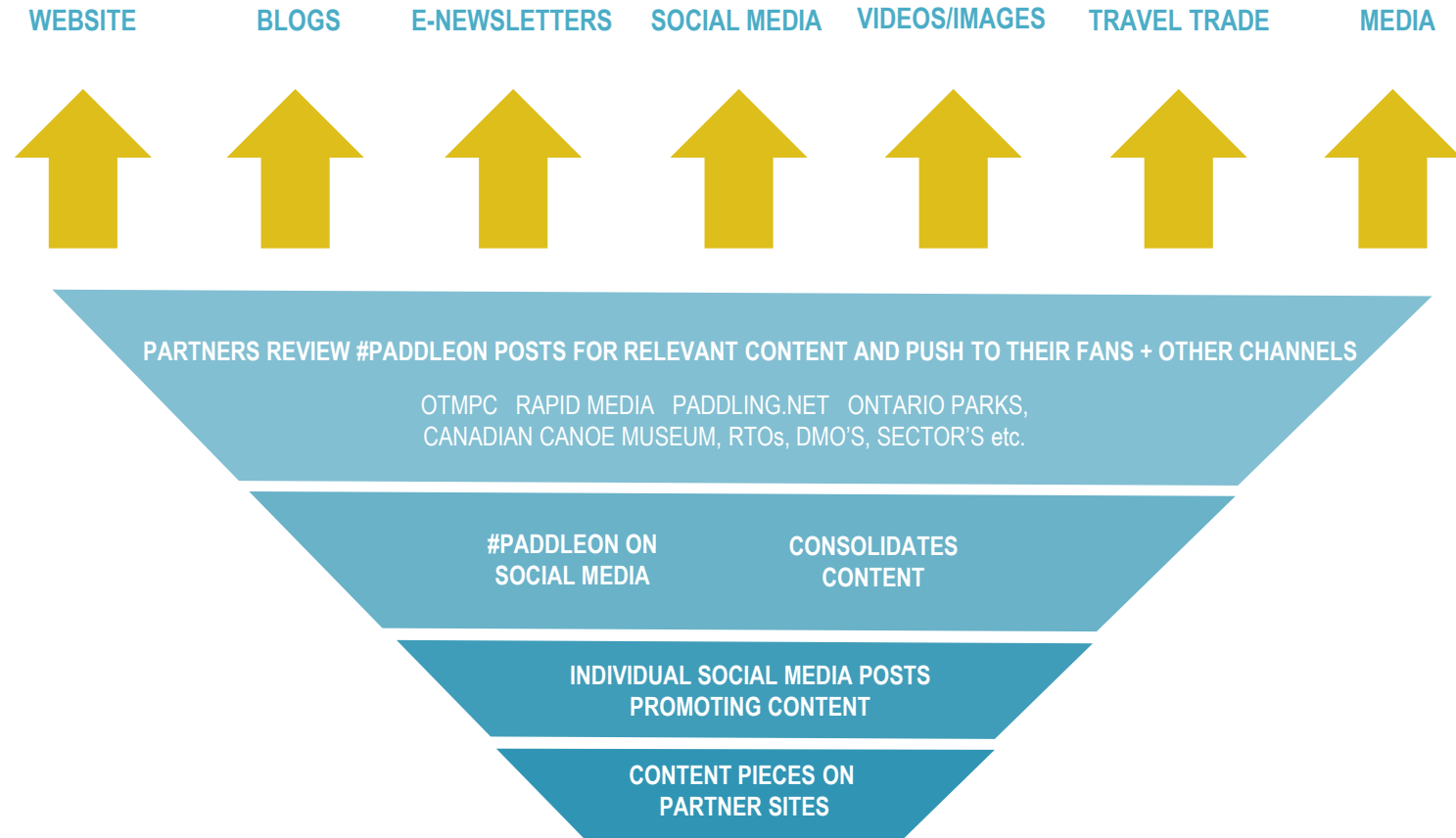
Paddling is the quintessential Canadian experience.

*Market Segments:
Up and Coming
Explorers Connected
Explorers
Origin: Domestic*

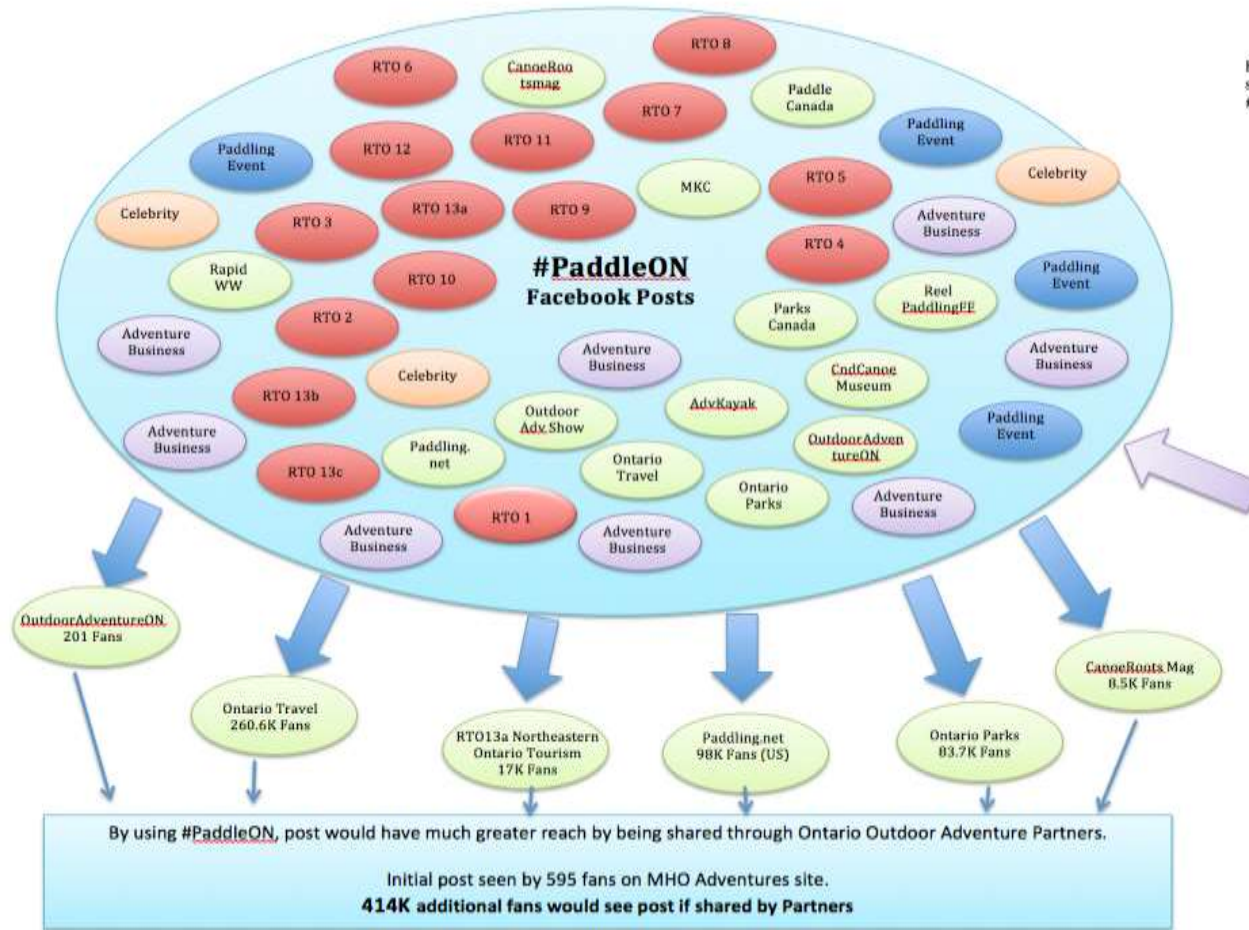
INDUSTRY ENGAGEMENT STRATEGY



#PADDLEON & #DISCOVERON STRATEGY



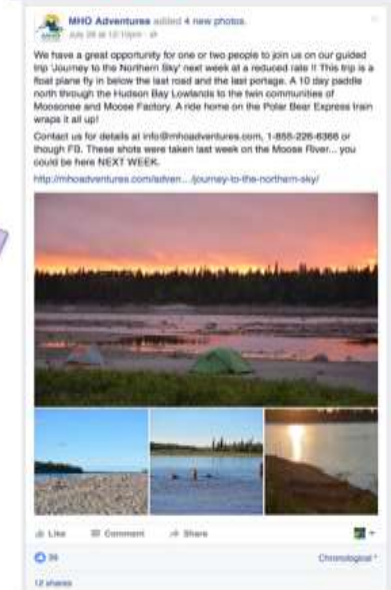
#PADDLEON & #DISCOVERON PARTNER PARTICIPATION EXAMPLE



Example of Greater Reach Using #PaddleON

Each partner would be a content source and would share content via FB posts. All partners would monitor #PaddleON & share appropriate posts.

Sample Post By MHO Adventures 595 Fans
 Reach would be increased substantially by adding #PaddleON, Ontario Parks Northeastern Ontario Tourism #DiscoverON



9 #PaddleON should be used in conjunction with #DiscoverON where character limits and other factors allow.

THE CANADIAN CANOE CULTURE PARTNER BADGE

- To align your communications with the Canadian Canoe Culture, you are encouraged to use the Partner Badge in your advertising and other communications
- The Partner Badge and guidelines on how it can be used can be found at www.tourismpartners.com



HOW TO PARTICIPATE

OTMPC PADDLING INVENTORY & PROMOTION

- RTOs DMO'S, Sector associations to provide information for OTMPC's paddling inventory (a template will be provided)
- Individual businesses & event organizers will be encouraged to post paddling experiences & events on Ontariotravel.net for FREE!

HOW TO PARTICIPATE

CREATE OR ENHANCE YOUR CANADIAN CANOE CULTURE PAGE/SECTION ON YOUR WEBSITE

- Use Canadian Canoe Culture badge where possible (partners will have access to creative assets)
- Create content for your paddling section using inventory information. RTOs to share inventory with adventure businesses for cross-promotion and businesses to provide RTOs with content where possible. Each partner will decide what content is applicable for their use.

- Paddling Experiences (Guided Trips, Fully Outfitted/Planned Trips and/or Lodge-based Experiences)
- Lessons, Skills Clinics & Learning Gatherings/Festivals
- Adventure Outfitters
- Themed Itineraries/Attractions
- Competitions
- Events (Non-Competitive) & Happenings
- Top 10 paddling places/routes
- Retail
- Cool Related Content/Stories/Videos
- Social Media feed

HOW TO PARTICIPATE

SOCIAL MEDIA CONTENT SHARING

- Share your content via social media including #PaddleON, #DiscoverON, RTO location and other relevant cross-promotion tags.

CONTACT INFORMATION

For more information please contact:

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OTMPC Partnership Co-ordinator

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MARKETING ACTIVITIES & TIMELINE

November 2016

- November 14 – Start of industry communication piece distribution
- November 21 – Follow up communication and distribution of Paddling Inventory Collection Sheet and Partner Guide to interested partners

MARKETING ACTIVITIES & TIMELINE

December 2016

- December 1 – Launch of new CCC landing page on www.Ontariotravel.net/paddle
- December 1 – Launch of CCC campaign and CCC contest on UK Adventure Hub (www.ontariotravel.net/ukadventure), Contest closes March 31, 2017
- Initial content collection and sharing, using #PaddleON & #DiscoverON, with all RTOs, DMOs and partners

MARKETING ACTIVITIES & TIMELINE

January 2017

- January 6 – Launch of CCC social media campaign using #PaddleON and #DiscoverON
- Mid January – Soft launch of new promotional CCC content section on Northern Content Site (www.northernontario.travel/paddle)
- January 21 and 22 – Planned launch and promotion of CCC and documentary at The Adventure Travel Show in London, England
- Late January – Launch of paid media and social media CCC campaign

MARKETING ACTIVITIES & TIMELINE

February 2017

- Early February – Planned launch of 2017 Reel Paddling Film Festival World Tour in Toronto and North American release of CCC documentary
- Early February – Release of paid media print publications and online content featuring the CCC
- Early February – separate short videos for five pillars/themes planned to be available for partner use
- February 24 to 26 – Launch of CCC at Outdoor Adventure & Travel Show in Toronto

MARKETING ACTIVITIES & TIMELINE

Ongoing Promotions January to December 2017

- Promotion of CCC and CCC contest (open from December 1 to March 31) on UK Adventure Hub (www.ontariotravel.net/ukadventure)
- May – Paid media print publication release
- June – CCC Media Relations and Public Relations campaign
- Ongoing CCC social media campaign and social media influencer program using #PaddleON and #DiscoverON
- Ongoing content collection and sharing by all RTOs, DMOs and partners
- Ongoing collection of Paddling Inventory by OTMPC
- Ongoing promotion of CCC on the Northern Content Site
- Ongoing promotion of CCC through Reel Paddling Film Festival at 120 locations throughout North America
- Ongoing online and social media promotion by Rapid Media
- Ongoing paid media and social media CCC campaign

THANK
YOU

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