

CASE STUDY

PROVING NEWSPAPERS WORK: TARGETING CANADIANS

More than 1.3 million Canadians booked a trip after seeing the ads and 15% of those opted to change their vacation from going abroad to staying at home in Canada.

The Challenge

Most Canadians perceive their own country as familiar and other countries as more exciting destinations for travel. Marketing efforts from international destinations had been effective in delivering this message and attracting travelers. Canadians had taken 27 million trips outside the country primarily contributing to a record travel deficit of \$12.6 billion.

The Objective

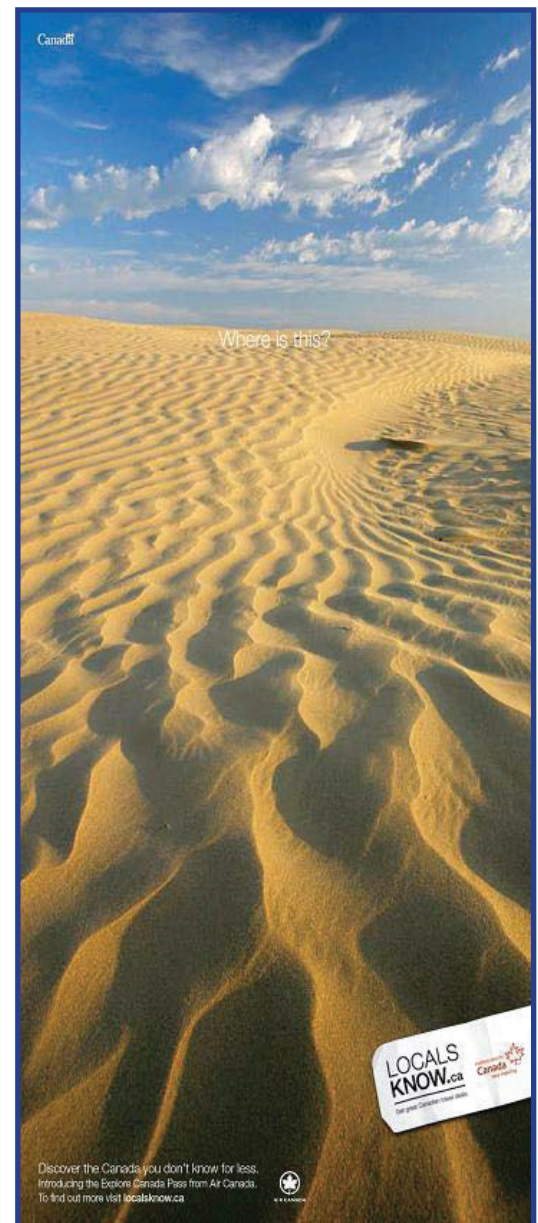
The Canadian Tourism Commission wanted to convince Canadians to take a stay-cation. The goal was to stimulate Canada's tourism economy and inspire them to travel within Canada by highlighting to them exotic, world-class experiences available to them in their own backyard.

The Plan

To reach across Canada, the campaign kicked off with a newspaper campaign. Newspapers deliver strong travel content and the ability to deliver a visual making them a perfect fit for the message and the creative. It was also supported in other media including TV, online and magazine. All the ads drove to a website that provided more travel information.

The Creative

It was agreed that the best people to convince Canadians that there are undiscovered travel gems within the country are Canadians themselves. This was the insight that resulted in the "Locals Know" / "Secret D'ici" tagline which was partnered with fabulous shots of places that are not typically seen or expected to be within Canada – sand dunes, a volcano, blue crystal waters and more. The print ads all had the question "Where is this?" / "Où est-ce?" and were offered a website to find out more (Localsknow.ca or Secretdici.ca).



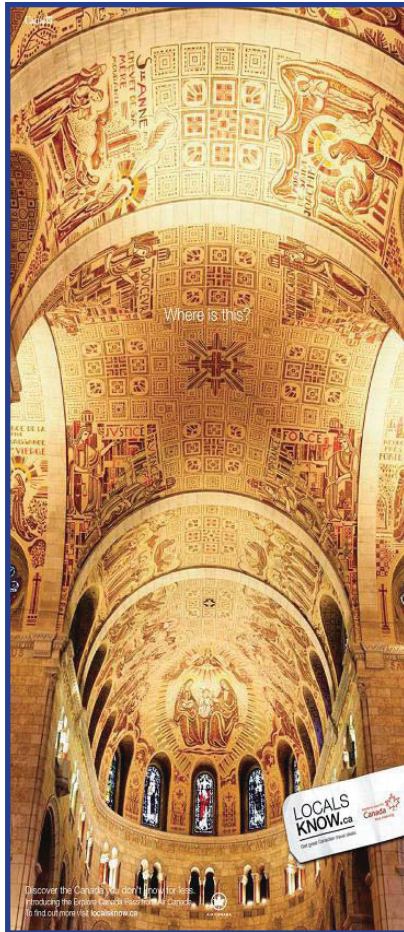
NEWSPAPERS CANADA
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The Results

The campaign was a hit with Canadians right out of the gate! Before the campaign reached its halfway mark, 450,000 visitors had generated over more than 3 million page views – exceeding industry averages. Furthermore, post results indicated that more than 1.3 million Canadians booked a trip after seeing the ads and 15% of those opted to change their vacation from going abroad to staying at home in Canada.



“ Exploring Canada is an extremely ‘emotional’ and ‘visual’ experience. Investing in newspaper was the best thing we could have done to bring Canada’s tourism brand to life and get people to book now. While Canadians were being inspired by intriguing imagery of great experiences across our nation they had the information on how to book immediately at their fingertips all in one print ad space. That is the beauty of newspapers which contributed to the phenomenal success of this campaign. ”

- Gisele Danis, Executive Director, Strategic Initiatives, Canadian Tourism Commission.

Newspaper ads delivered a highly visual call to action across the country!

For further industry information, go to www.newspaperscanada.ca



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