

WELCOME!

# Tourism Nova Scotia 2020 Marketing Campaign Launch

We will begin shortly

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# Tourism Nova Scotia 2020 Marketing Campaign Launch

Thursday, June 25, 2020

# HOUSEKEEPING



Post your questions using the Q&A. Questions will be answered at the end of the presentation



Links and resources will be shared by email



Webinar recording available online within 24 hours

# TOURISM NOVA SCOTIA 2020 MARKETING





# ENCOURAGING NOVA SCOTIANS TO EXPLORE THEIR PROVINCE



**“I encourage all Nova Scotians to use this year to rediscover all the incredible experiences and places Nova Scotia has to offer.”**

*Stephen McNeil,  
Premier of Nova Scotia*

**REDISCOVER  
NOVA SCOTIA**

novascotia.com



**“In 2020, let’s travel local, shop local, eat and drink local—and most importantly—support local.”**

*Stephen McNeil,  
Premier of Nova Scotia*

**REDISCOVER  
NOVA SCOTIA**

novascotia.com



**“It’s time to get out there and support our local tourism businesses that employ so many people across the province.”**

*Stephen McNeil,  
Premier of Nova Scotia*

**REDISCOVER  
NOVA SCOTIA**

novascotia.com

# 2020 CAMPAIGN REVEAL



# TESTING OUR APPROACH

- The proposed marketing approach was validated by research
- Focus group participants in Nova Scotia, New Brunswick and PEI provided input on:
  - How their travel behavior will be affected by COVID-19
  - The places and experiences they are most interested in
- Samples ads were shown to focus groups and their feedback was incorporated in the campaigns



STAYCATION CAMPAIGN

REDISCOVER  
NOVA SCOTIA

# CAMPAIGN STRATEGY

## **Our Goal**

- Create demand for Nova Scotia tourism experiences and places

## **Our Approach**

- Appeal first to the heart
  - Inspire Nova Scotians to explore by tapping into the love they have for their home province
- Then appeal to the head
  - Showcase the range of experiences available right here at home
  - Promote trip planning resources available at [novascotia.com](http://novascotia.com)
  - Provide incentives to encourage more exploration

# CREATIVE IDEA

Some of the greatest stories ever told revolve around overcoming obstacles on a journey home. And although Nova Scotians could barely leave their houses for the last three months, we have been on a very similar journey.

After being separated from the places we love, exploring our home province again will feel both like a long-awaited reunion and a brand-new adventure.

It's time to *Rediscover Nova Scotia!*

**REDISCOVER**  
**NOVA SCOTIA** 

# LAUNCH VIDEO



# LAUNCH VIDEO

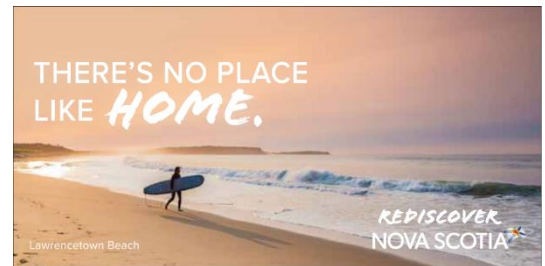
- *Over the Rainbow* was selected for its ability to evoke emotion: feelings of nostalgia, and longing for a special place.
- Our version was recorded for this campaign by Mahone Bay's Jennah Barry
- Video will air on television beginning June 25 and will also appear online
- A thirty second version will be used later in the campaign

*"Somewhere Over the Rainbow* reminds most of us of childhood, home, comfort, happiness"  
- Focus group participant





# LAUNCH BILLBOARDS



*"I especially love the 'No Place Like Home' one as it pulls at my NS patriotism and and pride for my province"*  
- Focus group participant

# OTHER TACTICS

- Showcase the range of experiences available right here at home
  - Digital
  - Television
  - Out-of-Home
  - Radio

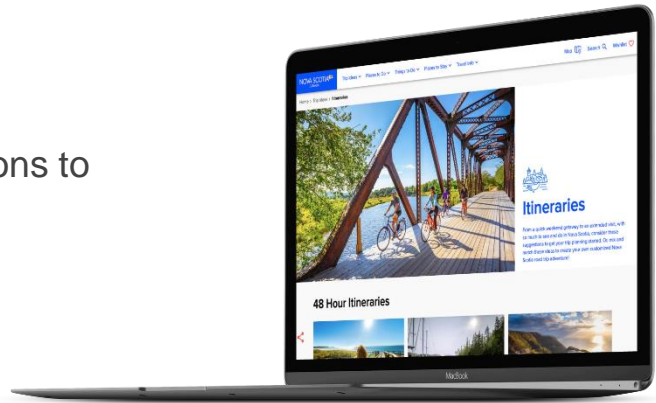


# CREATIVE EXAMPLES



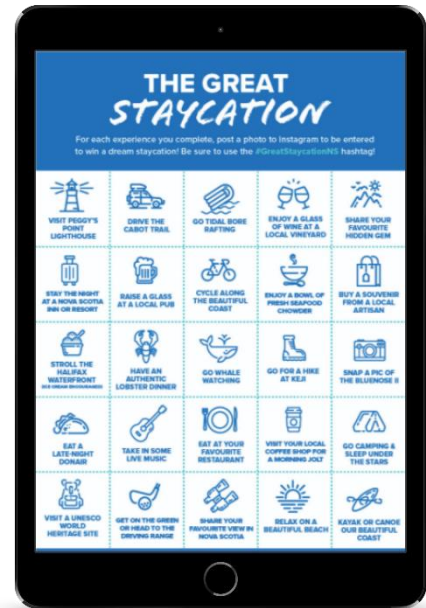
# WEBSITE

- Digital tactics will encourage viewers to visit novascotia.com for trip planning ideas
- Campaign landing page to feature prominent call-to-action:
  - View itineraries
  - Get family-friendly suggestions
  - Explore packages
- Outreach underway with regions to update itineraries
- COVID-19 information to be easily accessible



# SOCIAL MEDIA CONTEST

- A social media contest will provide added incentive for Nova Scotians to explore and share their adventures
- Participants will be challenged to fill in a scorecard of Nova Scotia places and experiences and share photos of the activity
- For each successfully completed row, participants will be entered to win an ultimate staycation package





# PARTNER INTEGRATION

- Regions and private businesses can use the *Rediscover Nova Scotia* wordmark
- Widespread adoption makes the campaign bigger, helping keep our collective messaging at the forefront of Nova Scotians' minds
- A portion of the passion, emotion and nostalgia stirred by the TNS campaign can be transferred to your region or business
- Logo and guidelines available at [tourismns.ca/2020marketingcampaign](https://tourismns.ca/2020marketingcampaign)



# FALL & WINTER

- The Rediscover Nova Scotia campaign will have subsequent Fall and Winter phases
- Planning for those phases is in progress and details will be confirmed in the coming weeks



# WHERE OUR ADS WILL APPEAR

- Staycation Campaign Media Spend: \$1.5M
- Fall and Winter plans in development

	June	July	Aug	Sept	Oct
Television					
Outdoor – Billboards, Transit Shelters					
Radio					
Paid Social					
Digital Display ads – Various sites including cbc.ca, theweathernetwork.com, thecoast.ca					
Digital Video – YouTube, Pre-Roll					
Search					
Digital Content / Influencer					
Remarketing					

# MARITIMES CAMPAIGN

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# PART I WE'RE OPEN

# CAMPAIGN STRATEGY

## **Our Goal**

- Create demand for Nova Scotia tourism experiences and places

## **Our Approach**

- Part I: Clearly announce Nova Scotia is open and welcoming visitors from the Maritimes
- Part II: Showcase that Nova Scotia offers a wide range of experiences and places right next door



# CREATIVE IDEA

Gathering limits have increased and a Maritime bubble is here. Nova Scotia is gradually returning to a sense of normalcy.

But for us, that means more than just opening for business. It means opening our arms and hearts to visitors. Because that's part of our culture that will never go away.

We're Nova Scotia. And *We're Open*.



# LAUNCH VIDEO

- Ad to begin airing in NB and PE beginning July 3
- *We're Open* to air exclusively for two weeks when part II campaign messaging begins

*"I love how they used a play on words that Nova Scotia is open. This ad is so inviting, it's like an invitation from a friend"*

- Focus group participant



# LAUNCH BILLBOARDS

- Campaign includes outdoor tactics in New Brunswick and PEI
  - Billboards in Moncton, Dieppe, Saint John, and Miramichi
  - Transit Shelters in Charlottetown



# PARTNER INTEGRATION

- Regions and private businesses can use the *We're Open* wordmark
- Widespread adoption makes the campaign bigger, helping keep our collective messaging at the forefront of Maritimers' minds
- The stamp-style design lends authority to the message. When your region or business chooses to use this wordmark on your materials, you gain the credibility that comes from having Nova Scotia's official endorsement.
- Logo and guidelines available at [tourismns.ca/2020marketingcampaign](https://tourismns.ca/2020marketingcampaign)



# MARITIMES CAMPAIGN

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## PART II DO MORE



# CREATIVE IDEA

Nova Scotia has a lot in common with New Brunswick and PEI. We share a culture and a coastline. But Nova Scotia stands apart in terms of the variety and the volume of things to do and places to see.

Simply put, in Nova Scotia you can *Do More*.



# NOVA SCOTIA

# LAUNCH VIDEO

- Ad to air on CTV, CBC and Global
- *Do More* ads will run for six weeks

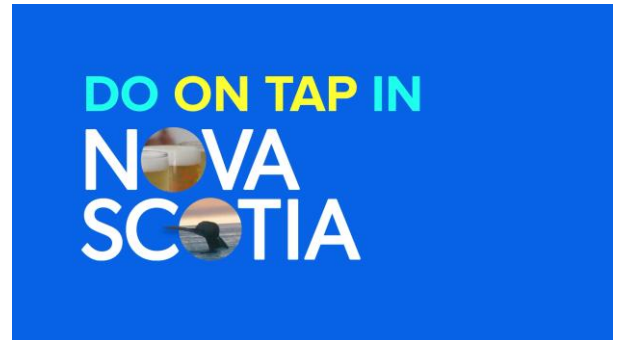
*“Makes me want to go SO bad. The options are endless. Whether you want to enjoy the city, or take in the countryside and enjoy the vineyards, it’s all available for you to do in Nova Scotia.”*

- Focus group participant



# OTHER TACTICS

- Plan includes radio, online advertising and video
- 15 second video series videos will highlight specific places and experiences:
  - Food & restaurants
  - Wineries
  - Craft beer
  - Hiking and more



# MEDIA PLAN: NB & PE

- Maritime Campaign Media Spend: \$1M
- Fall and Winter plans in development

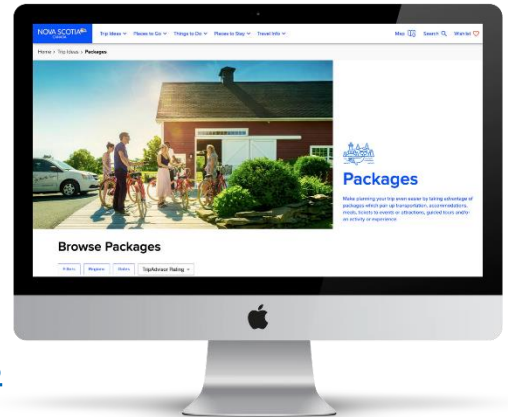
	June	July	Aug	Sept	Oct
Television					
Outdoor – billboards & transit shelters					
Radio					
Social Media – Facebook, Instagram					
Digital Video - YouTube					
Digital Display ads – Various sites including cbc.ca, theweathernetwork.com, thecoast.ca					
Search					
Remarketing					

GETTING INVOLVED

HERE WE GO

# WEBSITE UPDATES

- We want your packages:  
enter package details through  
online Partner Portal  
<https://partners.novascotia.com/>
- Email us your novascotia.com  
business listing updates and  
photos:  
[novascotia@novascotia.ca](mailto:novascotia@novascotia.ca)
- Webinar & Tip sheet: Promote  
Your Business with TNS  
<https://tourismns.ca/webinar-series>

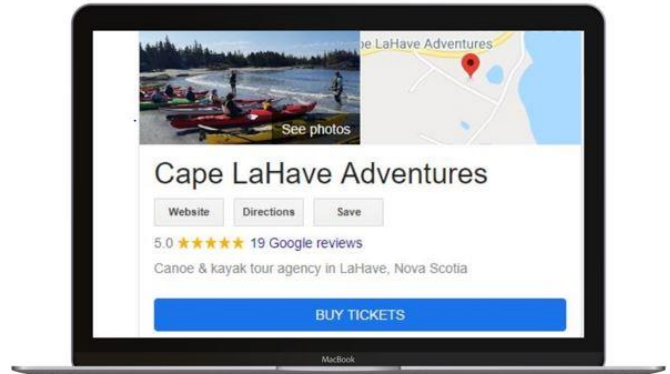




# OTHER TIPS

- Post on social media at least 3 times per week
- Make sure your 'my business listing' on Google is up to date:

<https://www.google.com/business/>



# USING HASHTAGS

- A hashtag is a keyword phrase used in social media, spelled out without spaces, with a pound sign (#) in front of it.
- Hashtags tie social media content from different users into a single stream, which you can find by searching for a hashtag or by clicking on one.
- When used properly, hashtags are a great way for individuals and brands to make their social posts more visible and increase engagement.
- Staycation campaign hashtag: #RediscoverNovaScotia
- Maritimes campaign hashtag: #VisitNovaScotia

QUESTIONS?

# CONNECT WITH CUSTOMERS

## Update Your NovaScotia.com Business Listing

- The COVID-19 situation may have altered some aspects of your operations
- Update your business listing, packages, events and experiences on NovaScotia.com to reflect your open/close dates, business hours, rates
- Updates can be emailed to:  
[novascotia@novascotia.ca](mailto:novascotia@novascotia.ca)

# UPCOMING WEBINARS

## Reaching your target audience with the right media channels

- Date: Thursday, July 9, 2020
- Time: 10:00 a.m.
- Delivered by m5 Marketing Communications
- Free for anyone to join

<https://tourismns.ca/webinar-series>

# STAY CONNECTED!

- **Contact Business Development**  
[TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- **Newsletter**  
Sign-up for *inTouch*
- **Twitter**  
Follow @TourismNS
- **LinkedIn**  
Follow Tourism Nova Scotia
- **Website**  
Visit [tourismns.ca](http://tourismns.ca)
- **COVID-19 Resources**  
[tourismns.ca/coronavirus](http://tourismns.ca/coronavirus)

TOURISM  
NOVA SCOTIA



Monday, June 22, 2020

Welcome to the *inTouch* blog!

New *inTouch* feature stories are now available on the Tourism Nova Scotia corporate website, along with the latest research, marketing activities, and industry tools and resources.



#### Apply Now! New Program Helps Tourism Businesses Improve Their Online Marketing

The Tourism Digital Assistance Program provides access to experts who can help you develop or enhance your online presence. Apply by July 8, 2020.

[Read More](#)



#### Join Tourism Nova Scotia for the 2020 Marketing Campaign Launch

Get a first look at Tourism Nova Scotia's marketing campaign for 2020.

[Read More](#)



#### Webinar: Use New Tourism Nova Scotia Research to Tailor Your Experiences to Appeal to Regional Visitors

Learn about research results from Tourism Nova Scotia and how this can inform your product and experience offerings for regional visitors. Join the webinar at no cost on June 23.

[Read More](#)



#### #TNSHeretoHelp - Heather Yule

Heather Yule, Experience Development Manager, is here to help your business use market research and insights to create compelling tourism experiences.

[Read More](#)



#### #TNSHeretoHelp - Hannah Crawford

Hannah Crawford, Market Development Coordinator, is here to help coordinate familiarization tours and press trips to showcase Nova Scotia.

[Read More](#)