DIGITAL CONTENT MARKETING APPLICATION 2027-28

BUSINESS INFORMATION

Organization / Business Name *

Organization / Business Website *

Nova Scotia Registry of Joint Stock Companies number (if applicable)
To locate your number, please visit the Nova Scotia Registry of Joint Stock Companies website at https://rjsc.novascotia.ca.

Is the business currently listed on NovaScotia.com?
_____ No

_____ I am applying as a tourism organization/municipality/community

_____ Yes

- If yes, please provide the URL(s) for your business listing(s) that appear on NovaScotia.com:

Nova Scotia Short-term Rentals Registry # (if applicable)

Roofed accommodations are required to be registered with the provincial Short-term Rentals Registry in order to participate in Tourism Nova Scotia's programs. To learn more or to register your accommodation, visit novascotia.ca/register-your-short-term-accommodation

Are you submitting this application as part of a consortium group?
_____ No

_____ Yes

Are there any outstanding or pending claims/litigations against your business or businesses your organization represents?
_____ No

_____ Yes

Is your business/organization active on social media? Please provide a direct link to each applicable platform below.

Facebook:

Instagram:

TikTok:

YouTube:

Other - please specify:

Is your business/organization active on any third-party booking sites? Please provide a direct link to each applicable site below.

Airbnb:

Booking.com:

Expedia:

TripAdvisor:

VRBO:

Other - please specify:

Equity, Diversity, Inclusion, and Accessibility*

Tourism Nova Scotia, a division of the Department of Communities, Culture, Tourism and Heritage, is committed to ensuring our programs and services are equitable, diverse, inclusive and accessible. Understanding the demographics of our partners will help us ensure our programs and processes are inclusive of Nova Scotia's diverse communities Select all that apply: *

- **Businesses / Organizations:** Please identify if your business/organization is owned, operated, or led by one or more of the following groups.

_____ 2SLGBTQIA+
_____ Acadian / Francophone
_____ African Nova Scotian
_____ Gaelic / Gaels
_____ Immigrants / Newcomers / Refugees
_____ Indigenous
_____Mi'kmaq
_____ Persons of African Descent
_____ Persons Living with Disabilities
_____ Racialized Groups / Communities
_____ Prefer not to answer
_____ None of the above
_____ Other

Please indicate if/how you or your business/organization supports or provides products and/or services to underrepresented groups.

The information you provide will help us identify and prioritize applications supporting underrepresented and/or undeserved communities and learn if our programs and processes are inclusive of Nova Scotia's diverse population. It will be handled in accordance with our privacy and confidentiality regulations.

DIGITAL MARKETING

Are you interested in participating in DCMP or DCMP Lite?
Please note that the DCMP Lite pilot is being offered to a limited number of partners as part of the pilot.

_____ DCMP

_____ DCMP Lite

_____ Recommend – help me choose the right fit

Please enter your total investment including the 15% media buying fee.

- The minimum investment for the DCMP Lite pilot is $4,600 ($4,000 + 15% media buying fee).
- The minimum investment is $8,625 ($7,500 + 15% media buying fee).

Tourism Nova Scotia will match successful applicants' total investment.

$_____

_____ By checking this checkbox, I agree that I understand and acknowledge that 14% HST will also be added to my total investment.

What are the digital advertising tactics that you are interested in as part of this program?
** Finished content for video, Demand Gen, and social ads must be supplied by partners.*
*** Should budget allow.*

_____ Facebook or Instagram ads *

_____ Demand Gen *

_____ YouTube video Pre-roll or Bumpers *

_____ Search Marketing **

Please describe the tourism experience, location, season, and/or attraction you wish to promote.

What would you like to achieve by participating in the digital marketing program?
Example: Increase awareness and visibility of tourism experiences with video views and ad impressions, direct business leads, drive traffic to a website, etc.

Please describe your current marketing activities and available resources. What are your website goals and objectives? Please explain in detail. Please include link(s) to a website or listing where ads would be pushed to.
Example: Generate qualified leads, increase awareness (watch a video, view photo gallery, read information, time on site, pages visited), generate sales (book a tour, promote ecommerce, book accommodations).

During what season(s) are you looking to run Digital ads?
We recommend choosing one season for every approximately $3,000 of investment (i.e. For a minimum investment of $7,500, choose 1-2 seasons).

_____ Spring

_____ Summer

_____ Fall

_____ Winter

What is your busiest season and is that season currently at capacity for your business?

The digital advertising program requires you to provide your own photo and video assets. Please list the number of photo and video assets you currently have and any you plan to create for the campaign.

- For videos, please also specify their length and format (videos of 6, 15, and 30 seconds are recommended for digital ads). If available, include links to example photos and YouTube videos.
- The digital advertising program can (tactic dependent) require you to provide graphic designed content. Do you have access to graphic designer creative or the ability to design creative?

_____ No

_____ Yes

Do you have Google Analytics installed on your website(s)?
Please note: Google Analytics 4 (GA4) is mandatory to participate in this program. Learn more here: support.google.com/analytics/answer/10089681

_____ Yes

_____ No

_____ Unsure

Are you able to place tags on your website(s) to measure the digital buy?

_____ Yes

_____ No

_____ Unsure

If your business' Facebook and Instagram pages are linked to a Facebook Business Manager, do you have access to that Business Manager?

_____ Yes

_____ No

_____ Unsure

I consent to placing pixels on my website for tracking and marketing purposes. Click here to view an example of placing pixels on a WordPress website.

___ Yes

___ No

CONTENT PRODUCTION

Please enter the amount you wish to invest in content development. A minimum investment of $10,000 is required. Tourism Nova Scotia will match successful applicants' investments.

$_____

_____ By checking this checkbox, I agree that I understand and acknowledge that 14% HST will also be added to my total investment.

What tourism experiences, locations, seasons, and/or attractions would you like to feature?

Activity / Location 1:

Activity / Location 2:

Activity / Location 3:

Activity / Location 4:

How do you plan to use the assets created through this program?

_____ Social, in feed & YouTube video ads

_____ Social & YouTube vertical video ads

_____ Digital photo ads

_____ Website

_____ Other advertising

_____ Other

APPLICANT CONTACT INFORMATION

Name *
Full name of project lead for the business or group/consortium submitting the application.

Name and title of contact person with signing authority (if different from above)

Mailing Address *

City/Town *

County *
Please select the county in Nova Scotia in which the organization / business represented in this application is located. If your organization represents multiple counties, please select all that apply. If your organization is represented throughout the province, please select "province-wide".

_____Annapolis
_____ Antigonish
_____ Cape Breton
_____ Colchester
_____ Cumberland
_____ Digby
_____ Guysborough
_____ Halifax
_____ Hants
_____ Inverness
_____ Kings
_____ Lunenburg
_____ Pictou
_____ Queens
_____ Richmond
_____ Shelburne
_____ Victoria
_____ Yarmouth
_____ Province-wide
_____ Not applicable

Province *

Postal Code *

Telephone Number *

Email *
This email address will automatically receive a copy of the completed program application once it has been successfully submitted.

DECLARATION

- By submitting this application on behalf of the business(es)/organization(s) identified above, I certify that I am an authorized officer of the business/attraction. I confirm the following. I have read the program guidelines and eligibility criteria, and I confirm that the organization I represent meets the eligibility criteria.
- I understand that the information in this application is subject to the Freedom of Information and Protection of Privacy Act.
- I understand that the information in this application may be shared with other funders or government departments for purposes such as collaboration or joint funding, and with Tourism Nova Scotia's marketing agency of record, for the purpose of evaluation.
- I understand that the information about successful applicants – including organization name, county, project description, and funding amounts – may be publicly disclosed.
- I understand that overdue final reports for any previous CCTH funding agreements must be submitted and approved before any new funding requests will be considered.
- I agree to comply with the terms stated in the program guidelines. I agree to have my website content, social media channels, and travel site listings evaluated by Tourism Nova Scotia and its marketing agency of record to ensure experiences offered match traveler segments and are a match for Tourism Nova Scotia's content needs.
- I agree that the project scope and deliverables will be identified during a discovery meeting with Tourism Nova Scotia.
- I agree that projects will be customized depending on the product/experience, target traveler segment match, and distribution channels.
- I agree that content projects, including creative direction and production, will be managed by Tourism Nova Scotia.
- Tourism Nova Scotia and its marketing agency of record will manage the digital media buy and there will be a 15% media buyer's fee included in the digital advertising budget. For example, with a $11,500 total investment, the net media buy will be $10,000 and the media buyer fee will be $1,500.
- I understand that 14% HST will be charged to the investment amount. For example, with a $11,500 investment there will be $1,610 HST. The total invoice will be $13,110.
- I acknowledge that if I wish to participate in search engine marketing, Google Display and/or YouTube advertising that it will be administered through Tourism Nova Scotia's Google account.

- I acknowledge that if I wish to engage in advertising via Google, Facebook, and/or Instagram, I will be required to provide Tourism Nova Scotia and their third-party partners with administrative access to my business's Google, Facebook, and/or Instagram accounts for advertising purposes.
- I agree to give Tourism Nova Scotia access to Google Analytics 4 (GA4) and use website tags for the purpose of tracking ad campaigns.
- I agree to placing pixels on my website for tracking and marketing purposes.
- I agree that any content produced through this program will be available for use in Tourism Nova Scotia marketing activities and will be made available through the Tourism Nova Scotia content library for use by approved tourism partners to promote travel to Nova Scotia.
- I agree to use Basecamp: Project Management & Team Communication for project communications.
- All partnerships are subject to available program funding and amounts requested may not be fully accommodated.
- The privacy rights of online visitors to Tourism Nova Scotia's website are fully protected by Nova Scotia's Freedom of Information and Protection of Privacy Act. Any personal information collected from program applicants relates directly to the operation of programs and will not be used for any other purpose.

For further details refer to our Privacy Statement. To enquire about the status of a request, or correct/obtain access to personal information you have submitted online, please contact tns@novascotia.ca.

If you have any questions about the program or application process, please contact Emily Hiltz, Marketing Advisor at emily.hiltz@novascotia.ca.

I have read and agree to the terms and conditions outlined above. *

_____ I agree