

Be Unexpected

Living the Nova Scotia Brand



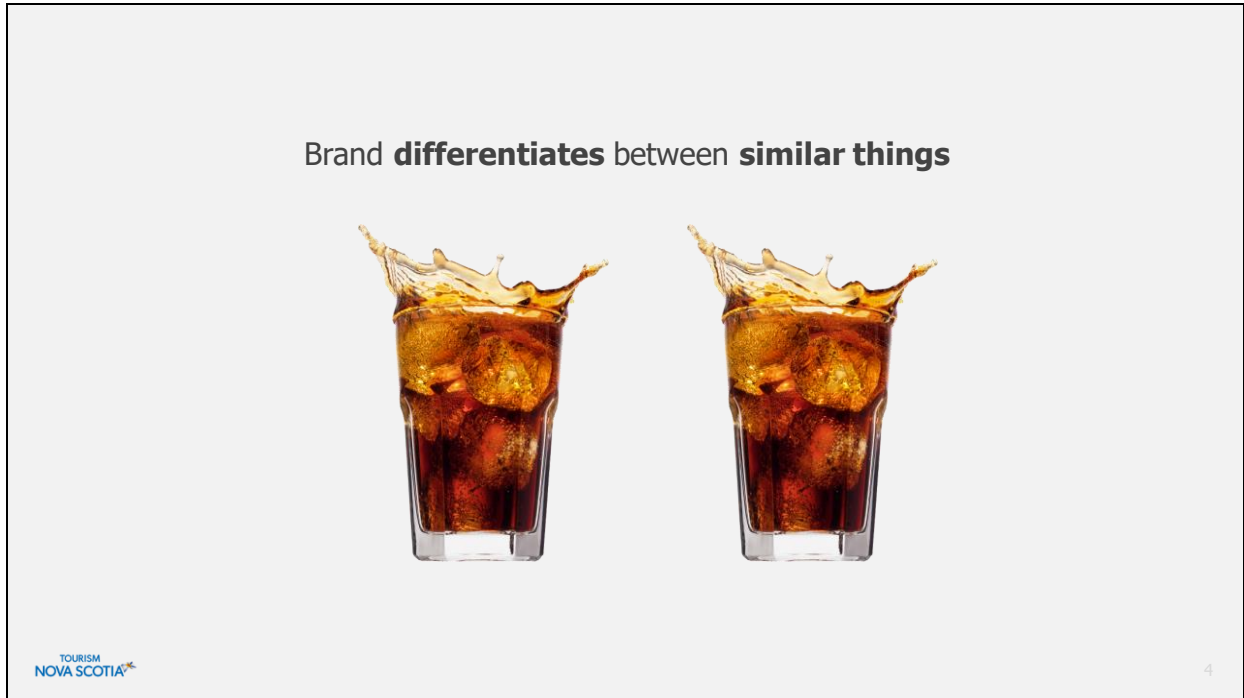
Good afternoon everyone! My name is Joann Fitzgerald and I'm Tourism Nova Scotia's Chief Marketing Officer. I am really excited to be here with you today to talk about the Nova Scotia's tourism brand — what it is, and how we at Tourism Nova Scotia use the brand to promote Nova Scotia as a vacation destination.



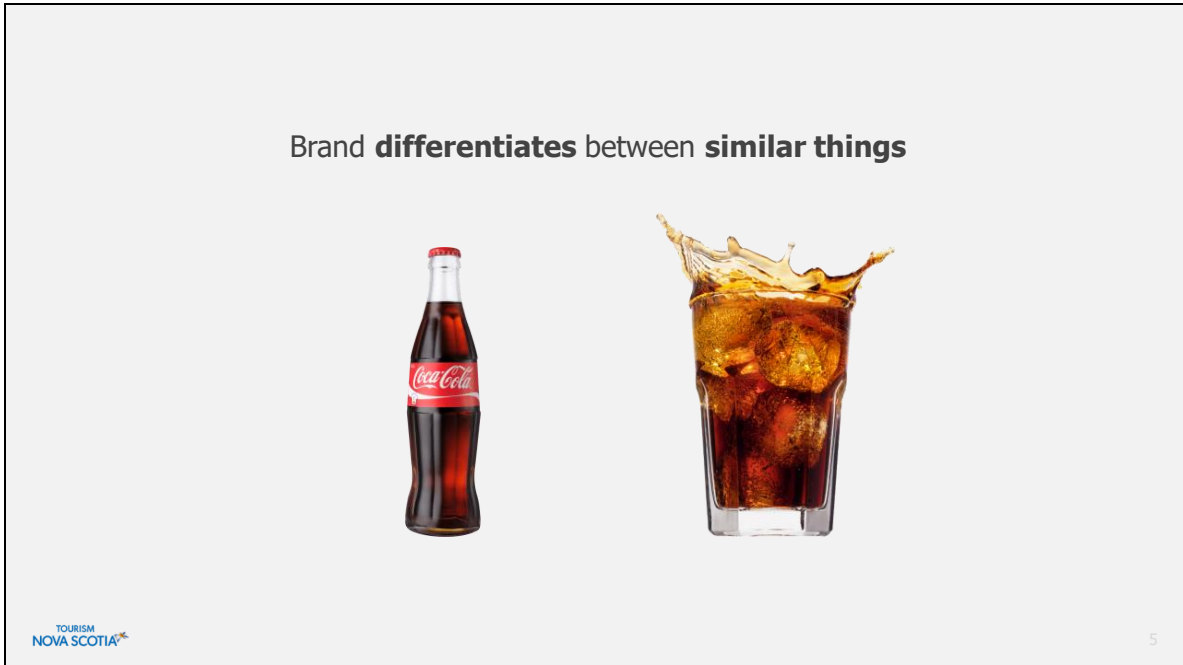
When it comes to selecting a travel destination there is literally a world of choice for everyone. So it's really important for destination marketers to help make travel decisions easier for potential visitors. It's about telling them a story that differentiates our destination from others around the world. And we do that through branding.



Many people think that brand is a logo or a slogan, but it's more than that. A brand is a collection of thoughts, feelings, perceptions and experiences. It's an emotional connection that gives consumers the confidence to buy a product—or in our case, to book their dream vacation to Nova Scotia! Let's look at an example of brand at work.



Here you see two glasses of pop. What is it that differentiates them?



As soon as we see the Coca Cola logo it triggers a strong emotional reaction or feeling about the product, which ultimately influences a purchase decision. That's brand in action. To build a brand, you start by developing a brand promise.

A Brand promise is what the brand stands for


6

A brand promise is a brand's essence, it's what the brand stands for. A brand promise is at the heart of many well-known brands. Here are a few examples.

We believe if you have a body, **you're an athlete**



We believe in toys
that encourage
children's
imagination



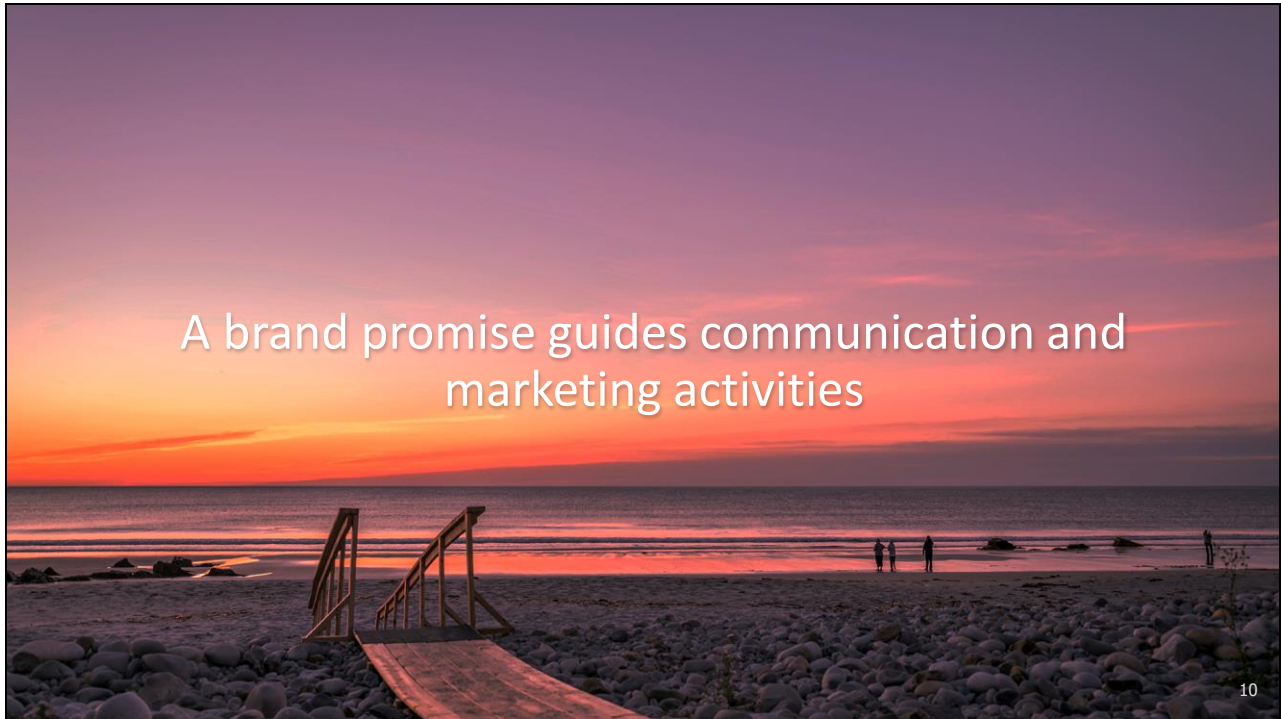
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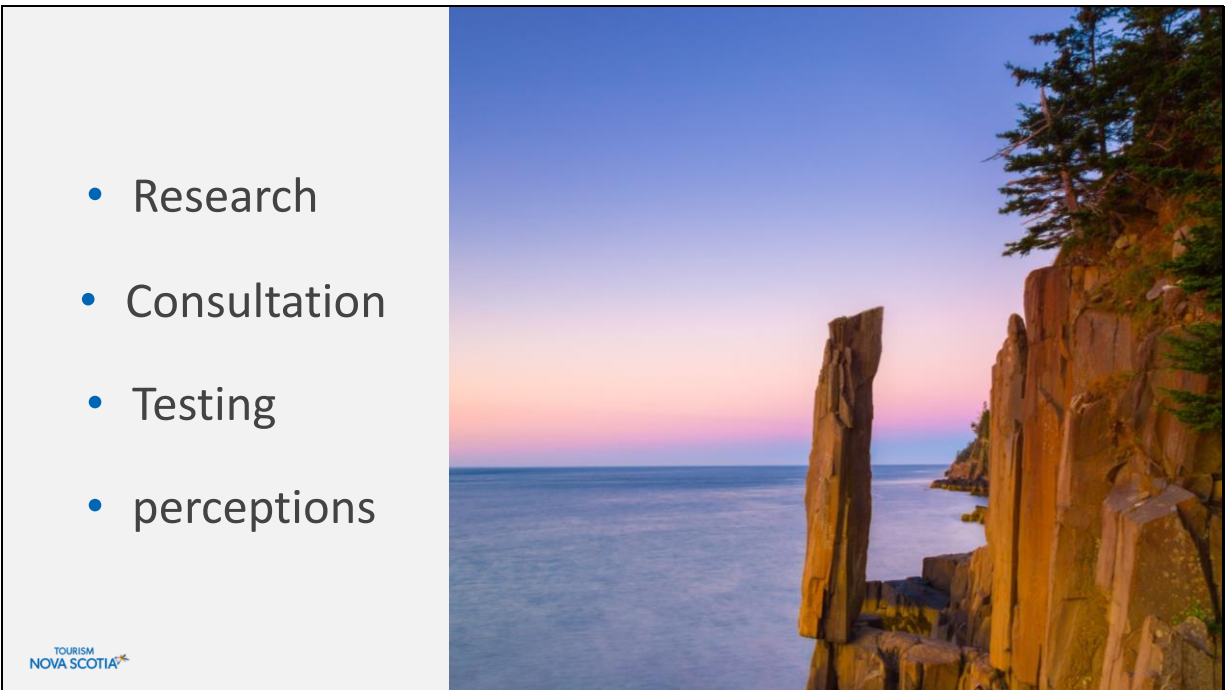
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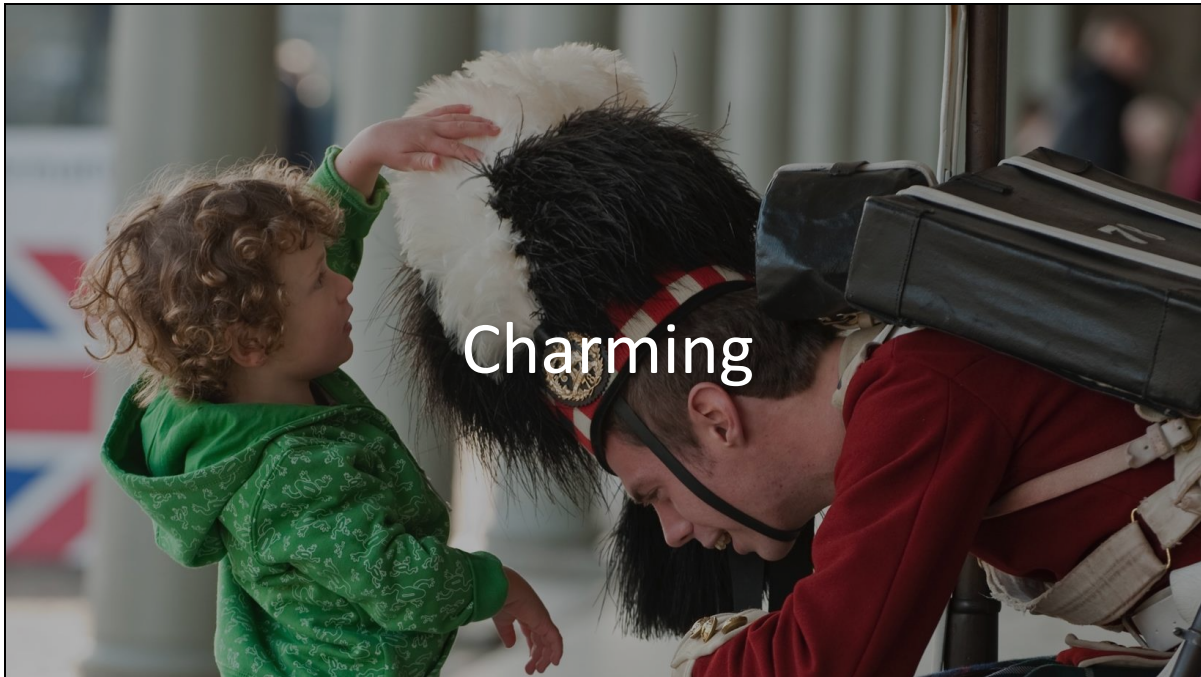
We believe in
**the delights of
adult mischief**

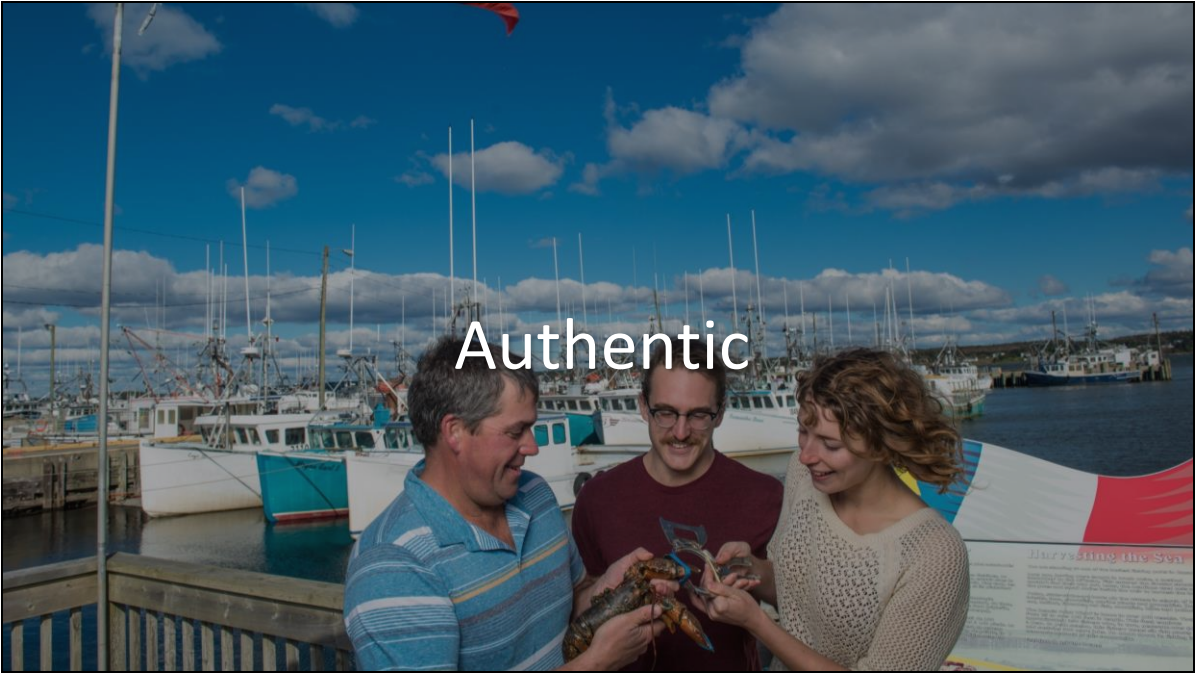


A brand promise is used to guide marketing and communications related to a product. Developing a brand promise takes research, stakeholder consultation, focus group testing, and a review of existing perceptions. Why? Because to create an authentic brand promise, you have to first understand what consumers already think and feel about your product.



Last year, Tourism Nova Scotia worked to evolve the Nova Scotia brand promise. We wanted to better understand how visitors perceived the Nova Scotia brand, and how to better differentiate Nova Scotia from other destinations. Through this work, we learned that Nova Scotia is perceived as charming, authentic, and a fast-friend.









Overall, people are **extremely friendly** and we felt welcome everywhere we went (treated as friends instead of tourists).

15

These attributes are frequently reflected in our visitors' testimonials as well.

We were lucky to be staying in Halifax when the tall ships arrived it was the **most amazing experience.** We will never forget it.

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One highlight was driving the Ceilidh Trail and stopping at the Red Shoe Pub in Mabou. We enjoyed **live music** and **excellent seafood**.

17

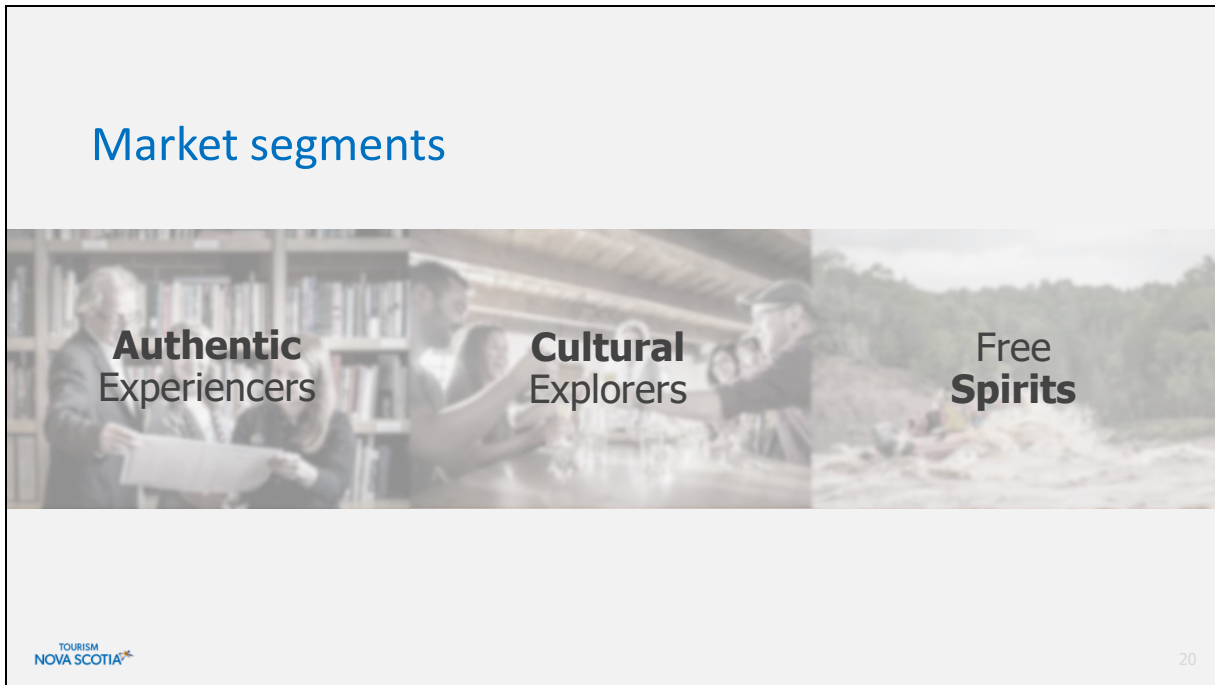


Our highlight was the small fishing villages and seeing fishermen at work. We loved seeing the lobster traps stacked up. It was **lovely to see people living off the sea.**

Market segments



As part of our research, we also sought to understand what is important to our market segments.



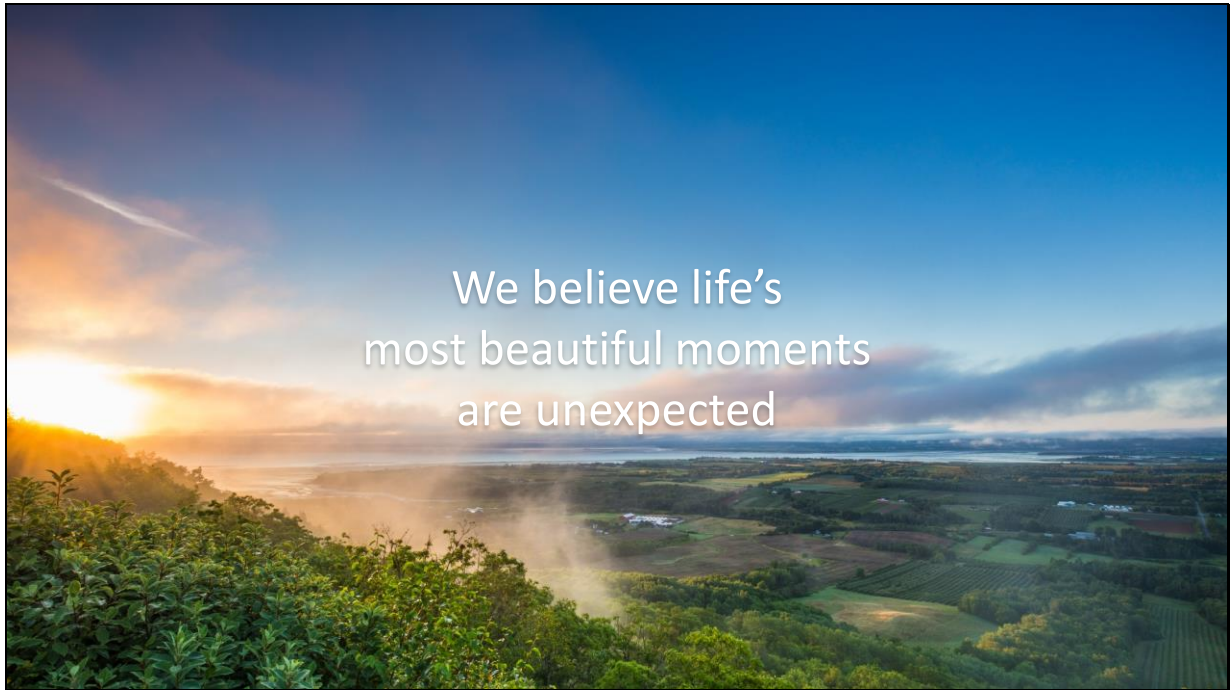
Our target market segments includes Authentic Experiencers, Cultural Explorers, and Free Spirits. These Explorer Quotient (EQ) segments have qualities that are distinct, but they also have many qualities in common. For instance, they all enjoy discovering local culture while they travel.

Our research, combined with an understanding of what our target visitors expect, helped us define a brand promise for Nova Scotia with strong emotional appeal.

We are proud to share with you today a video we developed to help explain this new brand promise. This video isn't an ad. We created it for us and for you to inform and inspire our collective work. Let's have a look.



Brand Promise video: <https://www.youtube.com/watch?v=I0-CtOdCU0o&t=6s>



There you have it. Nova Scotia's brand promise in 8 words: "We believe life's most beautiful moments are unexpected." This sentence captures the feeling of authentic experiences and unplanned moments that make lasting memories and great stories. Tourism Nova Scotia incorporates this brand promise in all of our marketing initiatives.



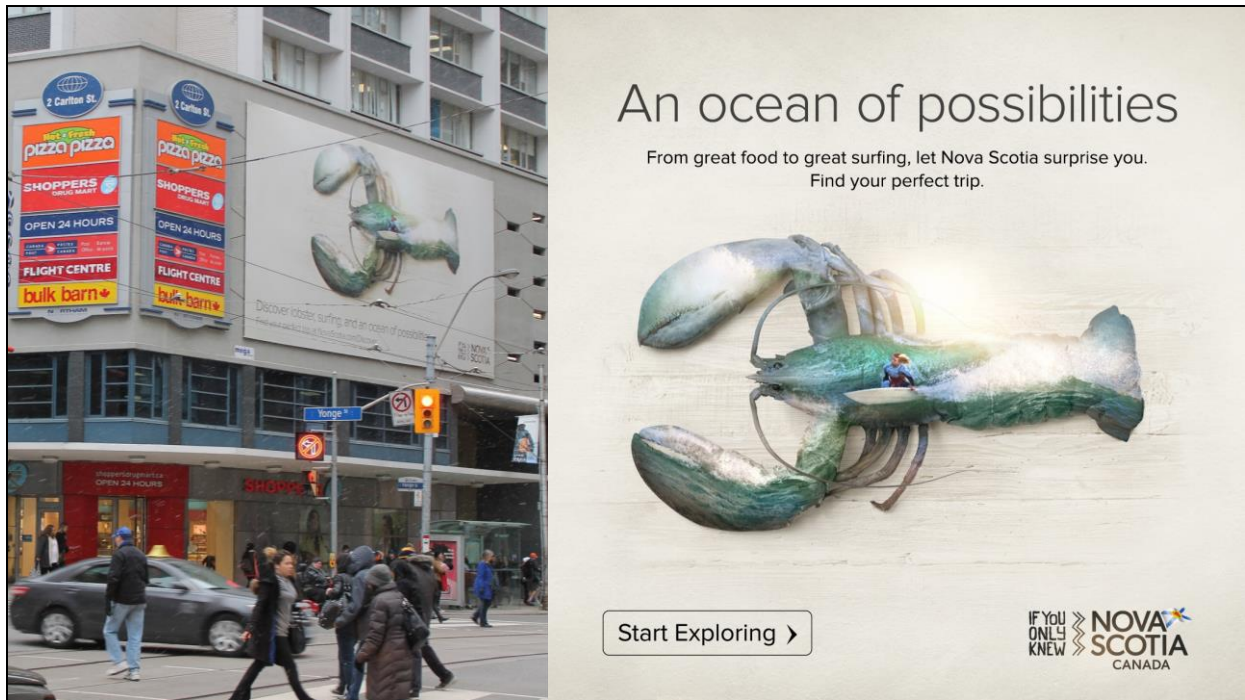
I'd like to show you how we integrated the brand promise into the 2017 advertising campaign, titled "If You Only Knew." Let's start by looking at the 30 second TV spot. In this commercial, we used natural sounds and fast-paced visuals to grab the viewer's attention and to stand out from a sea of traditional destination ads.

It shows the Nova Scotia you may know, with its amazing icons like Peggy's Cove, and then the Nova Scotia you might not expect, with surfing, vineyards, beautiful beaches, and many other experiences.

30 sec tv spot video

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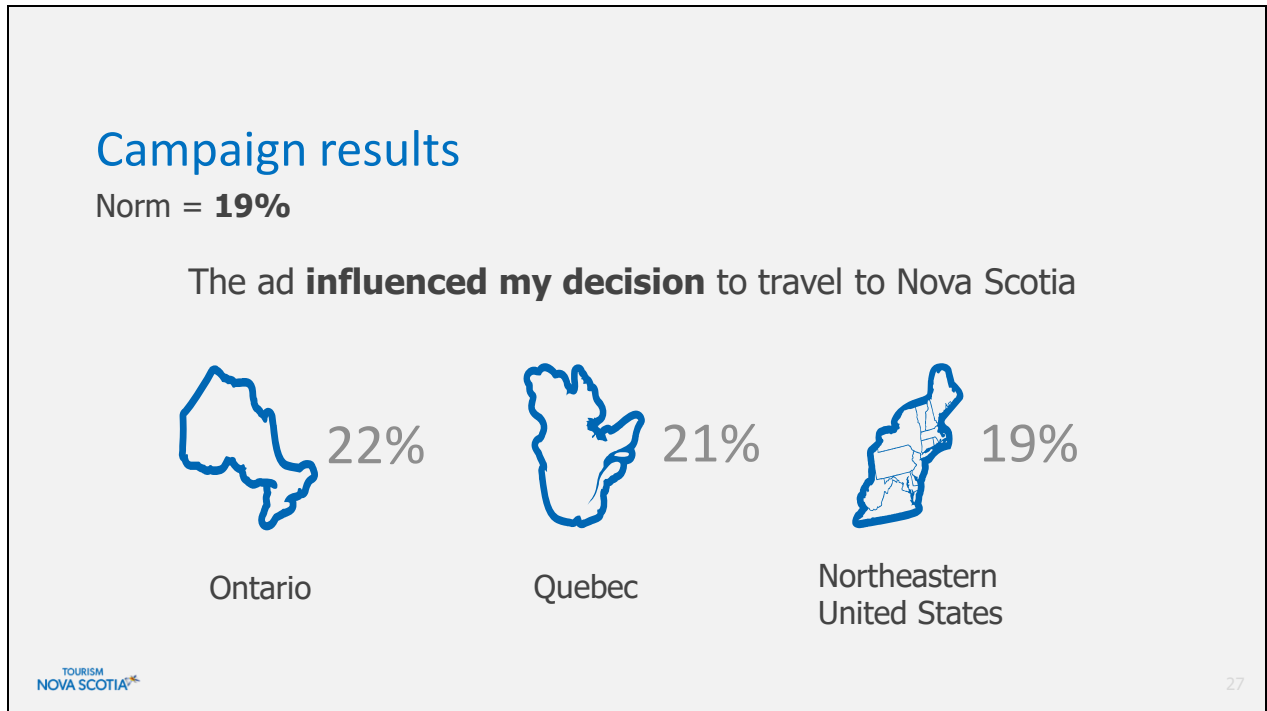
30 Second TV Spot video: <https://www.youtube.com/watch?v=jgagnv50qYk>



Let me show you another piece of creative we developed for the campaign. This image on the left is a static billboard placed in a high traffic area in downtown Toronto, and on the right, an online digital ad. Both of these pieces combine expected icons, like lobster, with unexpected experiences like surfing, to really deliver on our brand promise.



Here is one last piece (there were many others). This image is a digital billboard ad showing an often-expected sail boat icon with a lesser known, unexpected gorgeous hiking experience. These are just a few pieces of creative developed for this year's campaign, with our brand promise at its core.

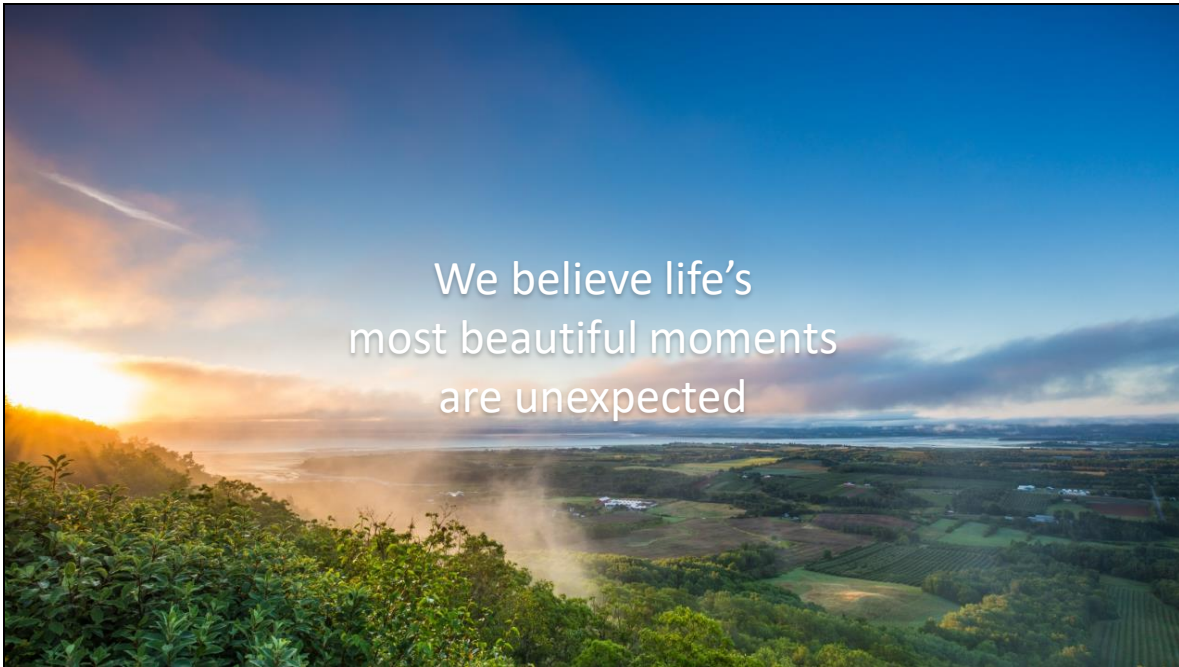


We commissioned pre- and post-campaign research to measure its success. This year's results were great. The campaign influenced immediate and long-term decisions to travel to Nova Scotia from our core markets of Ontario, Quebec and the Northeastern US.

Campaign results

| | ON | QC | US | Norm |
|---|----|----|----|------|
| Uniqueness These ads are really different from other tourism advertising | 32 | 34 | 30 | 22 |
| Appeal These ads made me feel more positively towards Nova Scotia | 51 | 51 | 54 | 24 |
| New information These ads said something new about Nova Scotia that I did not know before | 43 | 42 | 45 | 18 |

It also performed well against industry benchmarks for relevance, appeal and communicating new information. These results show most importantly it resonated with our target market segments, and we accomplished what we set out to do!

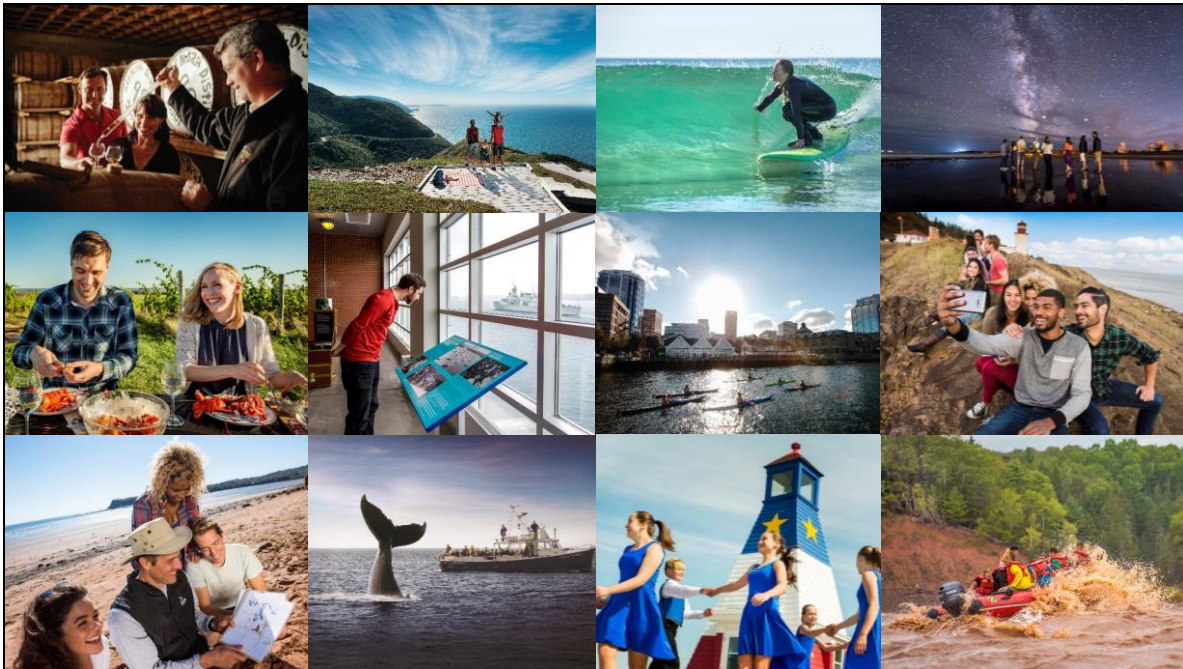


I've shown you how Nova Scotia's brand promise was developed and how it is used in our marketing. Now my colleague Darlene is going to share her insights on how to bring the brand to life in your travel products, services, and experiences. Please welcome to the stage Darlene Macdonald, Director of Sector Development!

Thanks, Joann.

Joann just shared what the Nova Scotia brand is, how it was developed, and how we use it in marketing to bring Nova Scotia to the world—how we're taking all of our collective effort in this room and across Nova Scotia and promoting it to our target market segments—those travellers who value a sense of discovery and the unexpected. And we're asking you today to consider how you deliver on the Nova Scotia brand promise through your touch-points with customers.

We want you to think about how you align or harmonize with Nova Scotia's brand. How do you and your team engage with visitors? Does it reinforce the brand? Does it make an even stronger connection between travellers' expectations and the experiences delivered in Nova Scotia? The Nova Scotia brand promise is a compass that can guide you at each touch-point. Our brand is rooted in the visitor experience, and in creating unexpected moments for them. If we all work together on this we can make an even stronger impression on our target markets and our visitors while they're here.



Our tourism industry is wonderfully diverse. We offer so many unique and compelling products, services, and experiences to our visitors. And each one is an opportunity to fulfill the brand promise. This diversity means that bringing the Nova Scotia brand to life will look different for everyone. It will vary from business to business, and community to community. And that's a good thing! Because we want to show visitors what's special and diverse about our province.

There are lots of operators doing this well, and we want to show you some inspiring examples of what living the Nova Scotia brand can look like. They speak to the many creative ways the unexpected can be integrated into travel products.



Lighthouse bites: full moon adventure



One of the examples we'd like to highlight is **North River Kayak's Lighthouse Bites: Full Moon Adventure** in Baddeck. This is one of our 2016 EXCELLerator program experiences, and it's doing a great job of curating those beautiful unexpected moments that visitors enjoy.

Imagine, kayaking at night in the UNESCO Bras d'Or Lake Biosphere is a pretty magical moment on its own, but on this experience, you're led by a personal, local guide. You're exploring our beautiful shoreline as the sun sets. And you're discovering a quintessential Nova Scotia lighthouse.



Visitors know they're going on a nighttime tour. They know they're going to go explore an island.



But they don't know that while they're circumnavigating with their guide and looking at all the beautiful scenery—sailboats bobbing in Baddeck Harbour and the fishing boats at the wharf—that when they come around the other side of the island the North River Kayaks team has been setting up this beautiful little gazebo.



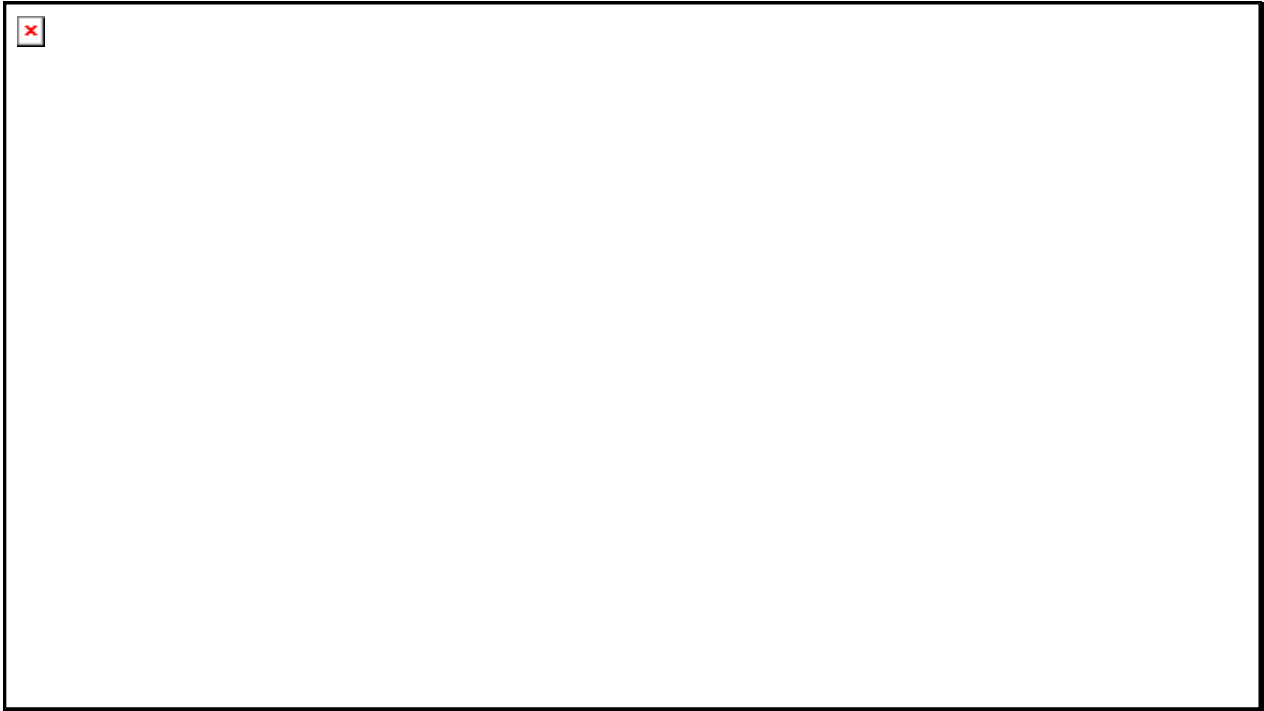
They've been putting up the lights, laying out this beautiful spread of local food from the Bitehouse, a local restaurant which is completely booked so it's really exciting that the restaurant gets to come to you. You get to taste these great Nova Scotia flavours like Big Spruce kitchen party ale, and some Nova Scotia wine. And then you get to do things that locals do.



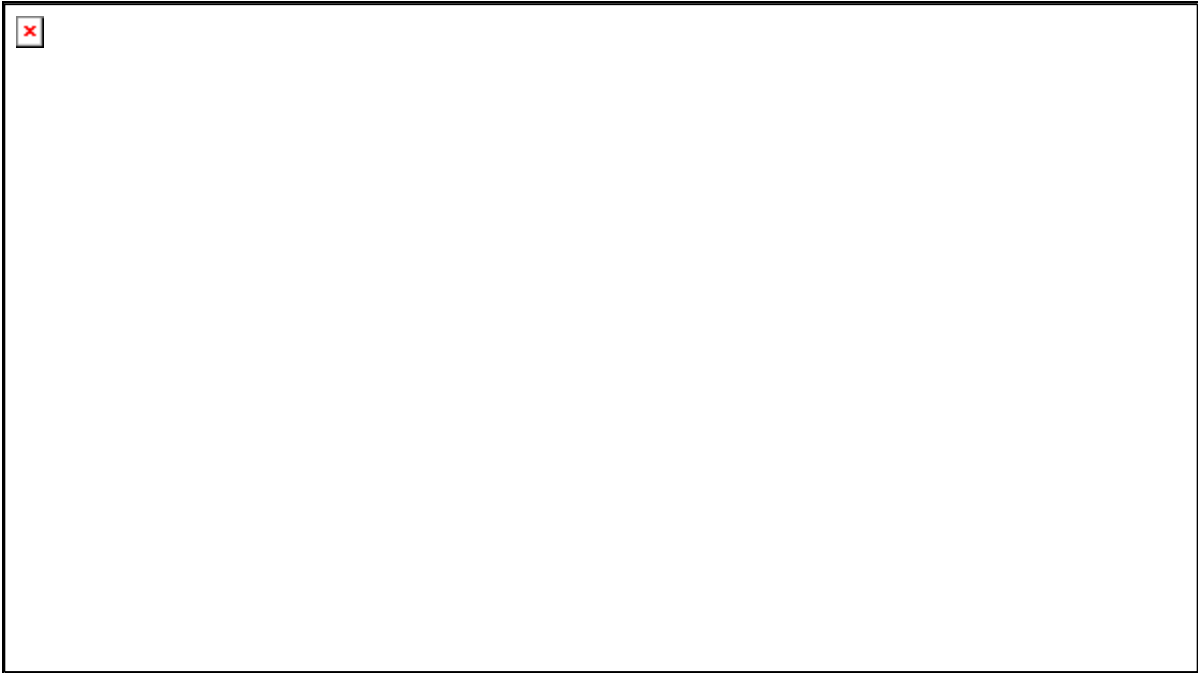
What would a Cape Breton party be without music? You get to hang out on the beach, you get to sing songs with a local Cape Breton musician, and you really get to connect with the people and the place that surround you. Things you can only find in Nova Scotia.



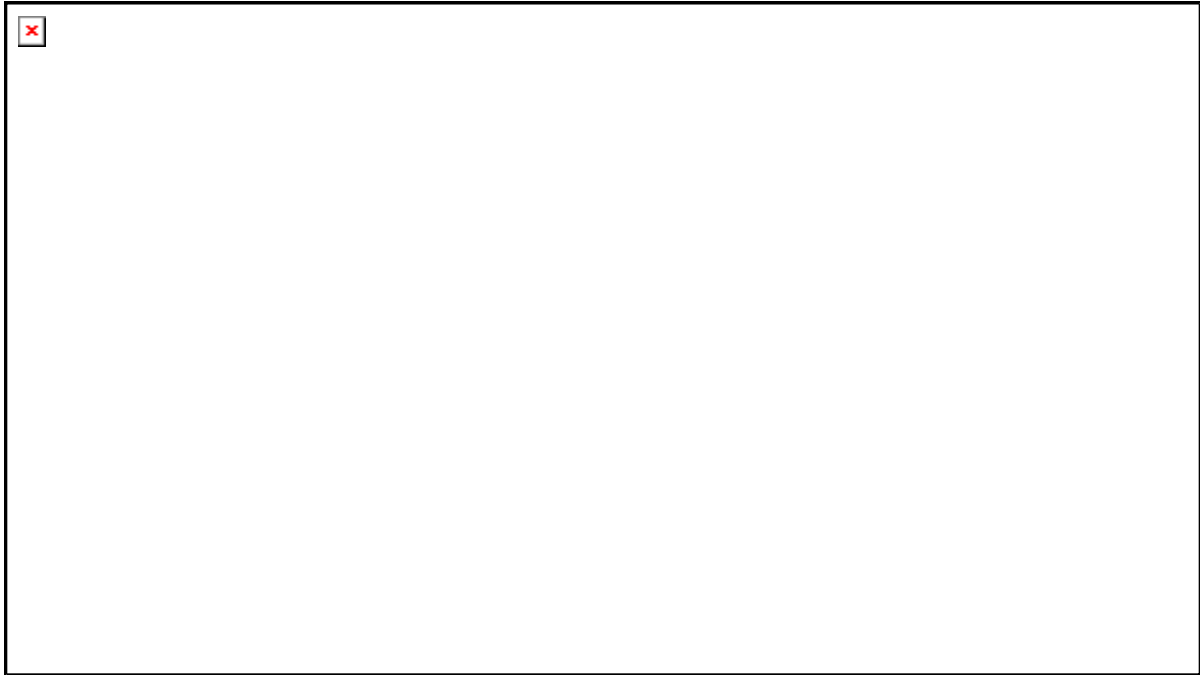
As you make your way back to the dock when the evening's over, you're guided by this beautiful full moon in the sky. So there's really a series of beautiful unexpected moments built into this experience.



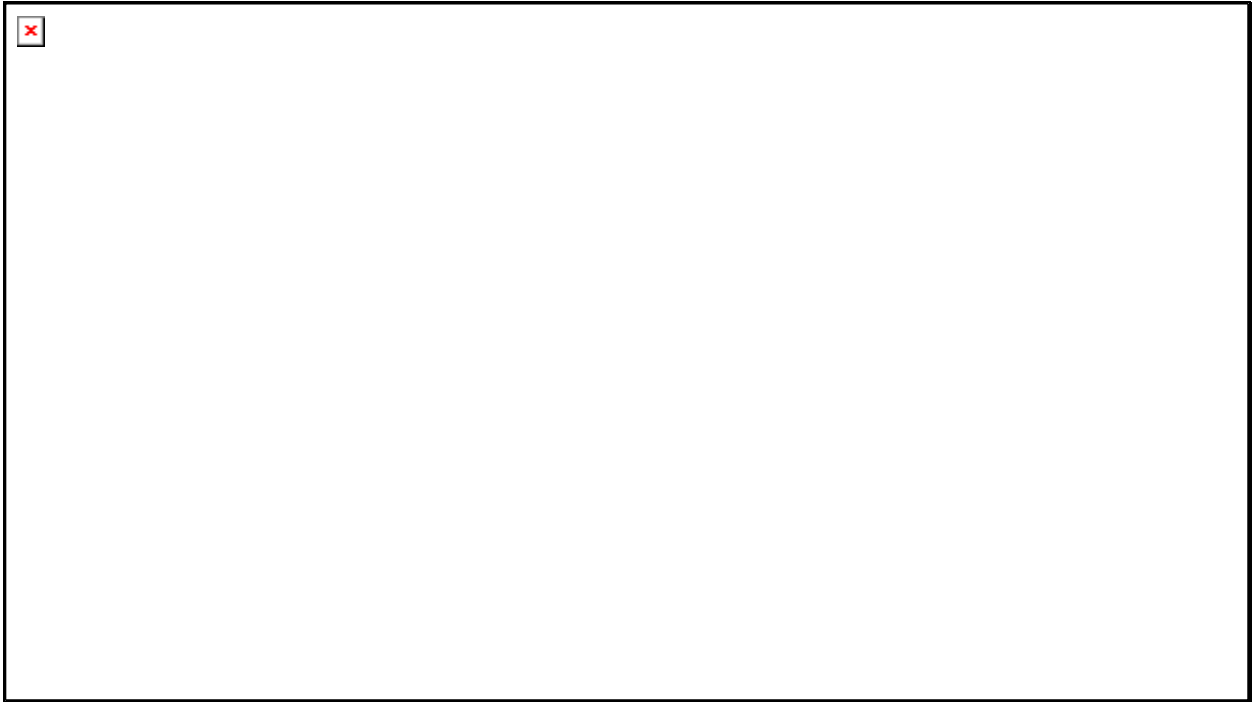
Another example comes from the **Bluenose II**. Last year the team at Bluenose II launched **Deckhand for a Day**, which is a really fantastic experience.



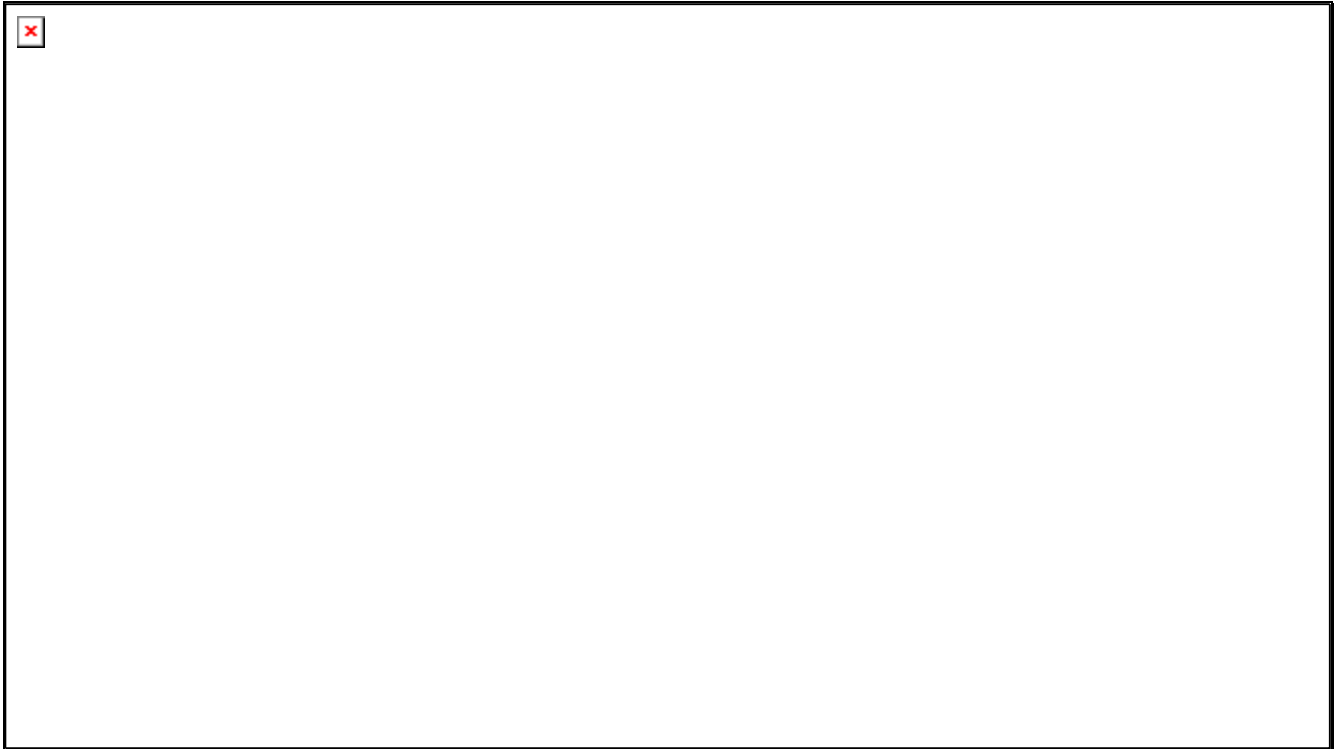
Because not only do visitors get to sail on the deck of Canada's sailing ambassador in beautiful UNESCO World Heritage Lunenburg harbour, but even better, they get to be part of the crew.



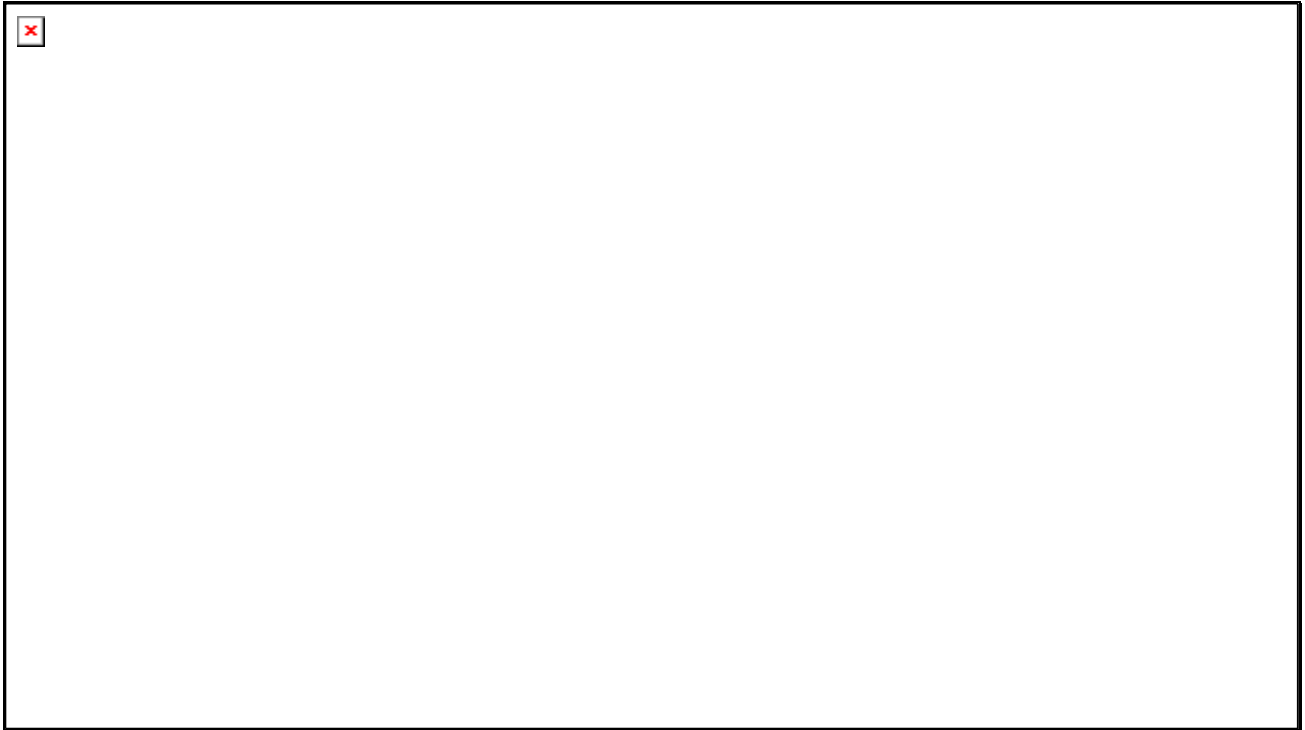
On this tour, you get to have moments of chatting with the crew over lunch, you get to pull up the anchor, raise the sails...and you get guidance from the Captain as you yourself take the wheel of the Bluenose out at sea.



Deckhand for a Day creates really magical unexpected moments that visitors will treasure forever and tell everyone about.



And they highlight the attributes of authenticity and charm we know visitors love.

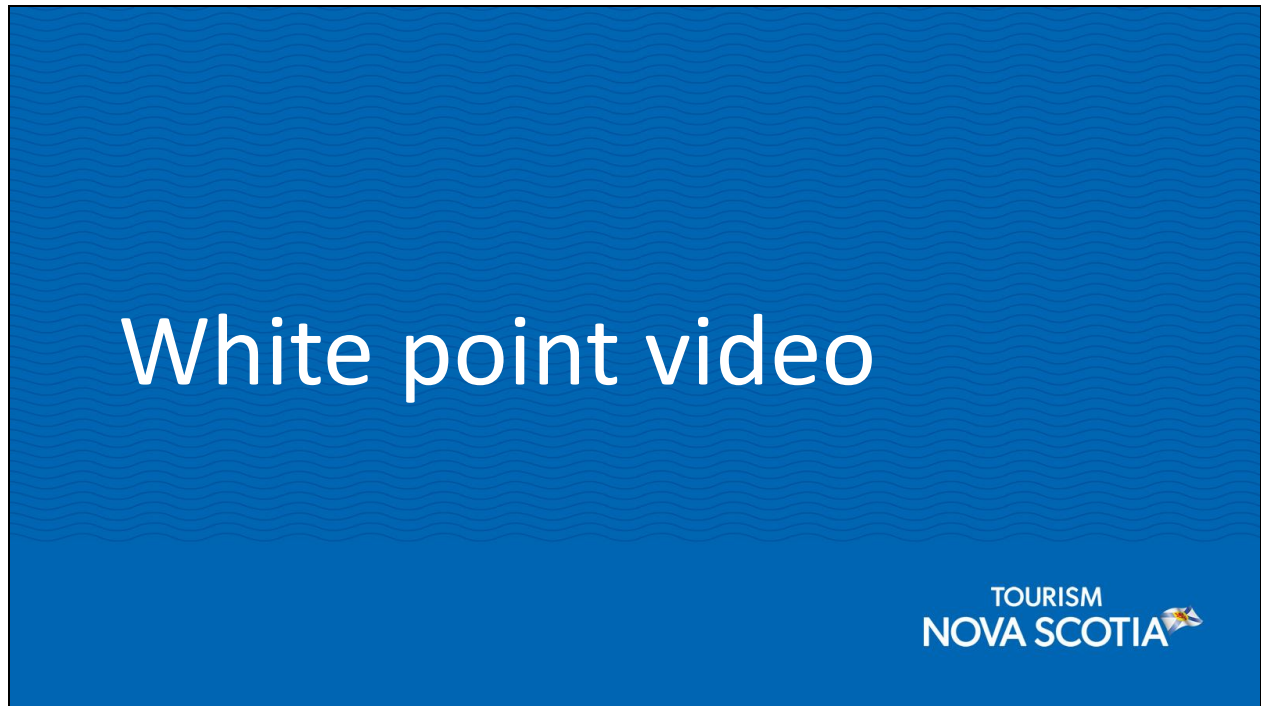


Another business doing a great job of bringing visitors these beautiful unexpected moments and delivering on our Nova Scotia brand is the **Stellar Beach Feast** at **White Point Beach Resort**. During this experience, you spend your evening in a beautiful coastal setting. You have your own special table set up right on the beach with a private chef, sommelier, and a dark sky expert to explain the local legends of the stars, both Mi'kmaq legends and local seafaring legends, providing that really authentic, local connection to place and people.

You get to indulge in delicacies like the South Shore favourite creamed lobster on toast—where else in the world can you get that? And local ingredients are pulled into the menu, playing into the theme of a stellar beach feast.

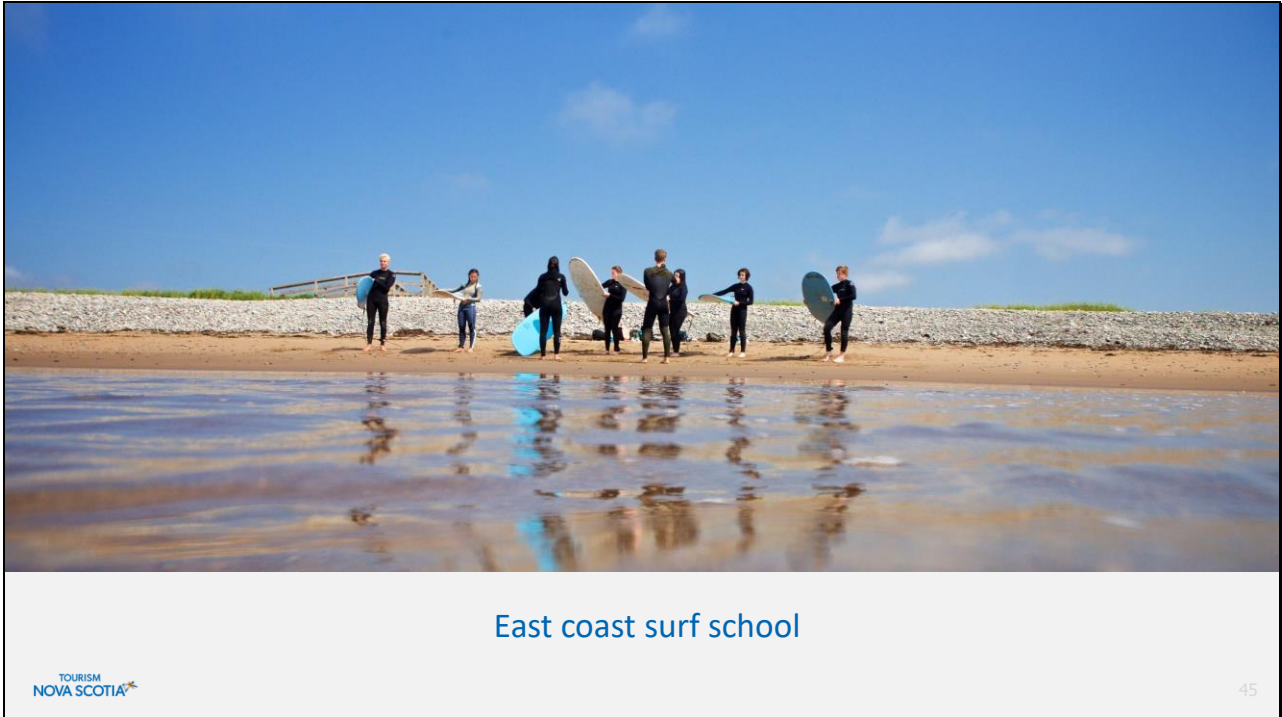


After you have this fantastic dinner and stroll down the beach at night seeing the amazing stars, you get to head to a secret location for a blind wine tasting, and discover your new favourite Nova Scotia wine. Stellar Beach Feast is one of our 2016 EXCELLerator program experiences, but Donna Hatt, White Point's Marketing and Development Manager, takes this approach of integrating the Nova Scotia brand into all of the resort's services. Here's Donna to explain why living the Nova Scotia brand is so important.



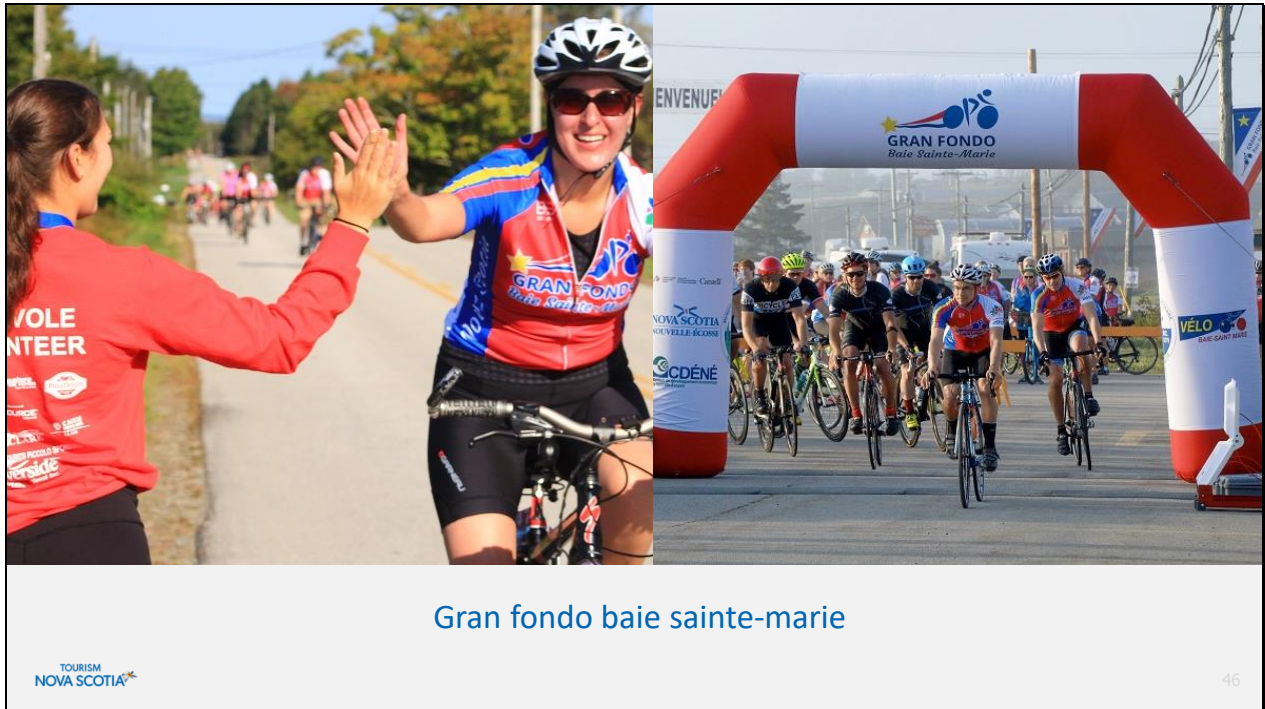
White Point Beach Resort video: <https://www.youtube.com/watch?v=ru5X8O8WTWo>

Thanks Donna and well said. It's up to all of us to think about how we can create these special moments that authentically connect visitors with Nova Scotia people, places, and flavours in these unexpected ways and contribute to growing our brand and attracting visitors.



East Coast Surf School is another great example of a local operator who is living the Nova Scotia brand. They've told us their customers are often surprised by the quality of the surf here in Nova Scotia. Did you know that Lawrencetown has the most consistent waves on the eastern seaboard north of Florida? Customers also don't often expect such high quality instruction and equipment. East Coast Surf School is careful to source high-quality boards and hire some of the best surf instructors. Many of them are professional surfers who compete around the world—but they choose to teach here, in Nova Scotia.

East Coast Surf School told us that ultimately, a lot of people are surprised they can actually surf on their own at the end of an hour-long lesson. The surf school has taken 15 years to develop some of the best teaching techniques to get people up and riding waves on their first day. Instead of "I tried surfing" they say "I am a surfer!" Sometimes ensuring your product is of the highest-quality can be your unexpected beautiful moment!



Another great example of the Nova Scotia brand in action is the cycling event: Gran Fondo Baie Sainte-Marie. This amazing community event in Clare is full of local spirit, and that charm and authenticity that visitors love. Gran Fondo’s unexpected beautiful moments are truly their community atmosphere, the stunning seaside routes they choose for riders, and the surprising culinary aspects they weave into this cycling event.

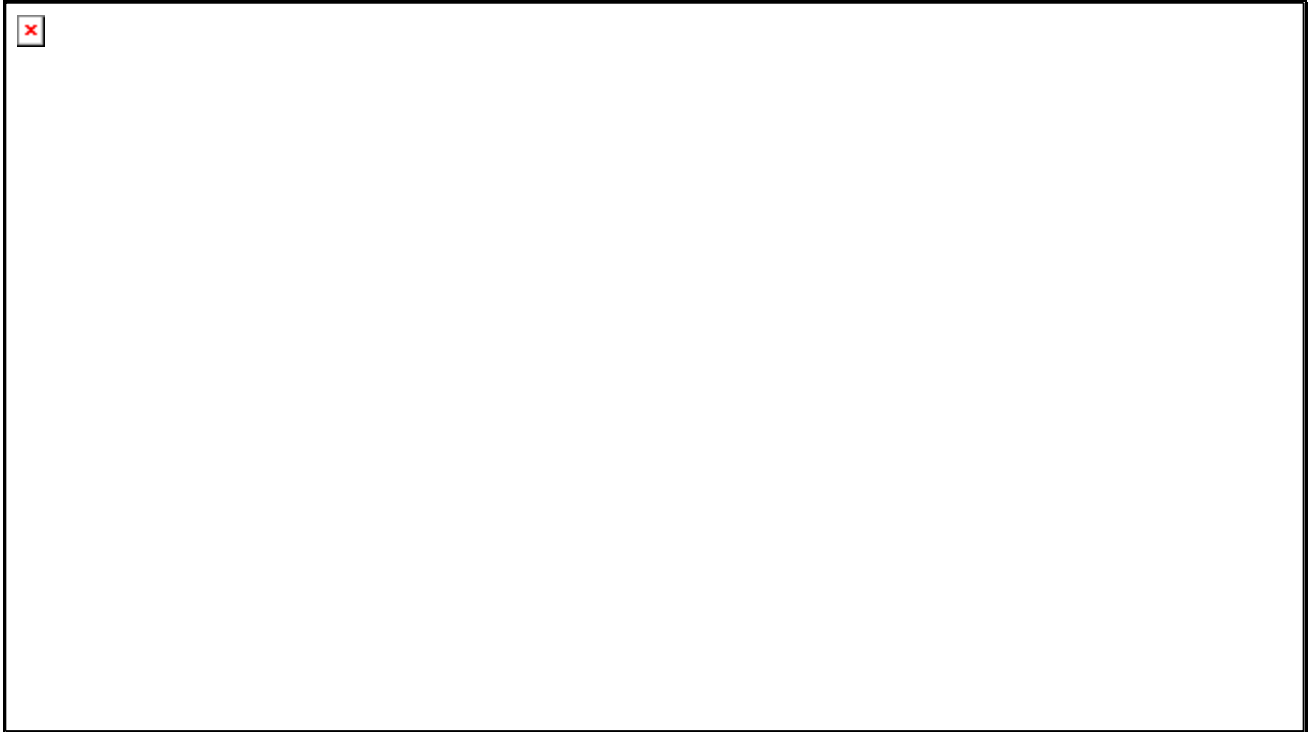
The Gran Fondo team sent us their take on what makes this race full of Acadian joie-de-vivre such a hit. Here’s Larry Peach, Tourism Manager for the Municipality of Clare, and Yvette Comeau, event volunteer and Manager of the Rendez-vous de la Baie Visitor Information Centre.

Grand fondo video



Gran Fondo Baie Sainte-Marie video: <https://www.youtube.com/watch?v=a5bVLf5oi9k>

Where else in the world can you go on a road race and end with a lobster feast? Guests love it! People are just amazed at the energy from the community. It really inspires them to come back and share their experience with others. Thanks Larry, Yvette and the communities throughout Clare for embracing and showcasing that friendly Nova Scotia spirit!



The recipient of Taste of Nova Scotia’s product of the year award – Annapolis Cider Company in Wolfville – is doing an excellent job providing customers with something new to discover and experience in the valley. Here’s Taste of Nova Scotia’s recent feature on the Annapolis Cider Company’s “Something Different” to explain how the team combined local flavours and a lot of passion to come up with an exciting and unexpected product that delights customers.

Annapolis Cider Company Taste of Nova Scotia video:

<https://www.youtube.com/watch?v=beEtI9iRkQk>

What an incredible way of consistently surprising customers and creating not only an authentic product made with local flavours, but a truly unexpected product too!



Grand Banker Bar & Grill

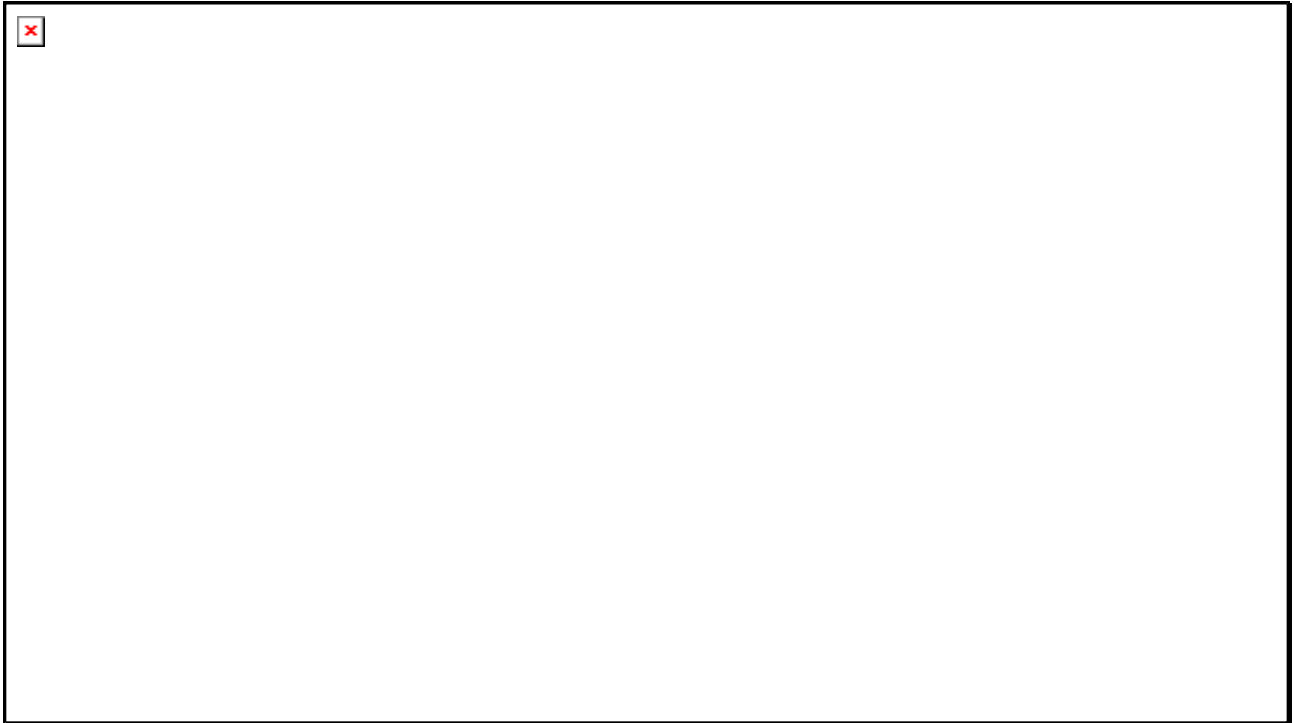
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49

The Grand Banker Bar and Grill in Lunenburg, another 2017 Taste of Nova Scotia winner for Restaurant of the Year, uses fresh local flavours in surprising ways. We'd like to show part of Taste of Nova Scotia video that highlights just a few of the unexpected, authentic elements that make Grand Banker's product and service so wonderful.

Grand Banker Bar and Grill Taste of Nova Scotia video:
<https://www.youtube.com/watch?v=rKsxkmCr8I4>

I think it's so important what owner Adam Bower mentioned in this video – bringing the Nova Scotia brand to life is about collaborating and businesses working together—about all of us coming together as a broader industry to create great products, services, and experiences. And who doesn't want that wine flight with a seafood pairing—delicious!

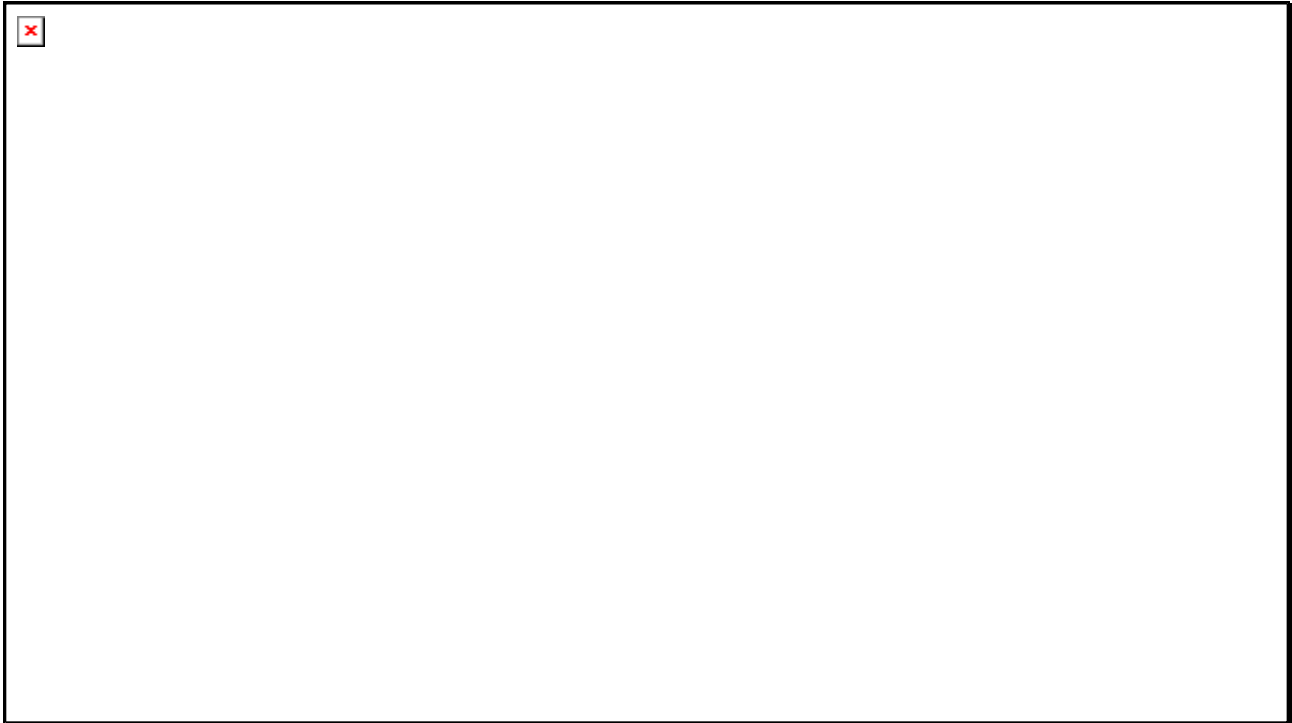


There are so many examples of operators living the Nova Scotia brand. These are just a few. But they serve to show that no matter how you're involved in this industry—whether you own a restaurant, offer experiences, or run an accommodation—there are countless creative ways to bring our brand to life. It can be something as small as leaving Nova Scotia-made chocolate on pillows, or supplying local soap as your guest amenities. Even these seemingly small gestures can have a huge and positive impact on visitor experiences, and help align with Nova Scotia's brand. As we look to the future and to growing our industry, what if we all keep Nova Scotia's brand top of mind?

tourismns.ca/marketing/nova-scotia-destination-brand

51

We've set up a page on our website, tourismns.ca, where you can find the information we shared with you today. You'll find the brand video, a summary of Nova Scotia's brand attributes, and the brand promise, so you can come back to these concepts whenever you like.



When you leave here today and return to your businesses and teams, we encourage you to have a conversation, and to think about all your touch-points with your customers. Ask yourselves:

- Am I adding moments of discovery, or surprise, to their experience of Nova Scotia?
- Am I reflecting Nova Scotia's brand attributes of being charming, authentic, and a fast-friend?
- How can I develop more experiences for my visitors that showcase what makes Nova Scotia unique, our people and our beautiful places?

These questions can help us create more unexpected beautiful moments for our visitors, and we can do this best when we work together.

What if after leaving here today, we each looked for one opportunity within our business to further deliver on Nova Scotia's brand promise? To be a fast-friend and to embody authenticity and charm? Together, let's take our travel destination to the next level. Let's deliver on our promise to visitors, strengthen our brand, and help travellers choose Nova Scotia. We believe life's most beautiful moments are unexpected. Let's create more of them for visitors to Nova Scotia.

Thank you

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