



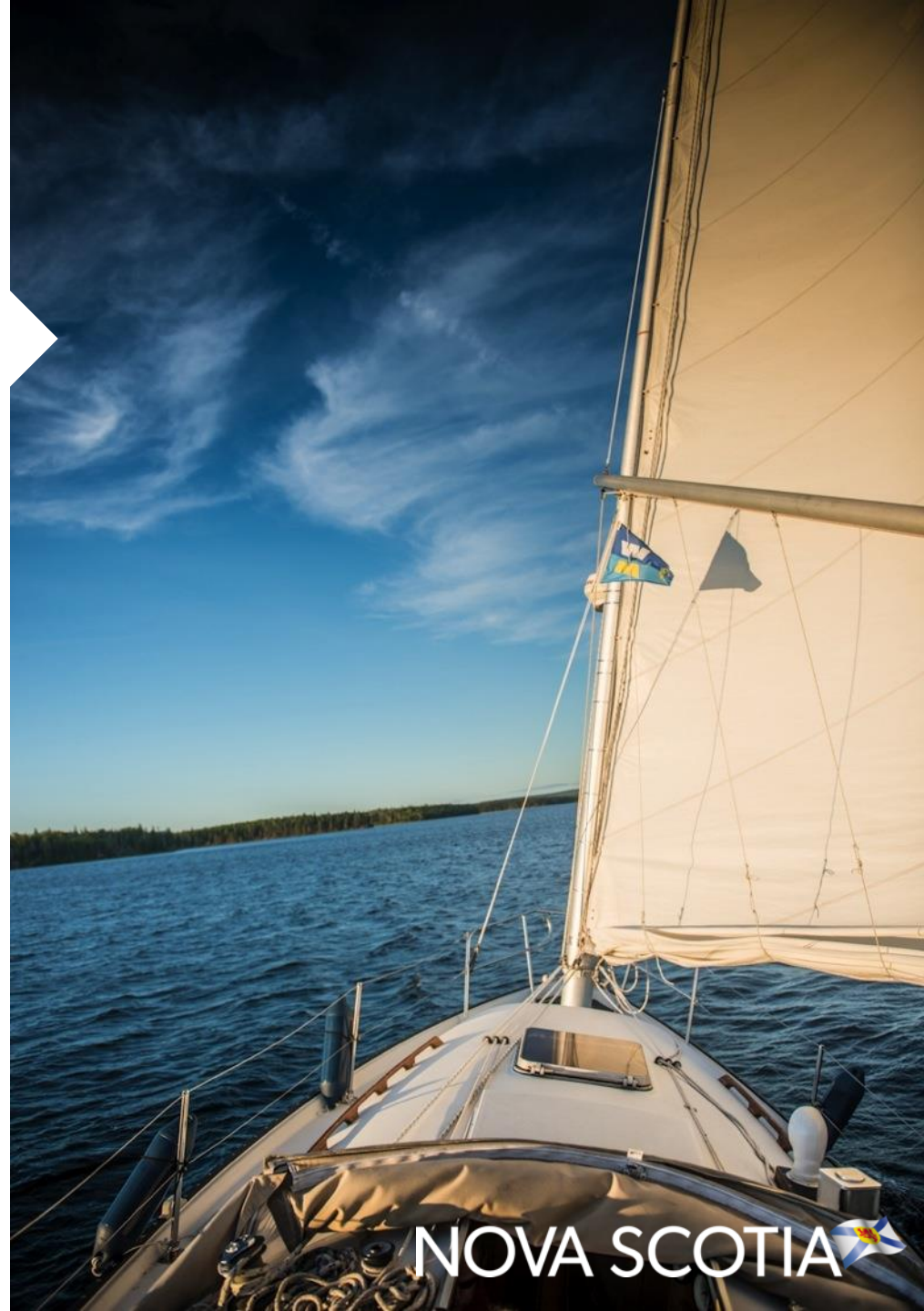
Nova Scotia  
Tourism Agency

## Motivating Travel to Nova Scotia

2014 Marketing Campaign

**Tourism InnovatioNS Day**

*April 29, 2014*



**NOVA SCOTIA** 

# Overview

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- Review
  - Key Markets
  - Marketing Goal
  - Brand and Creative Review
- 2014 marketing and media plan
  - Canada
  - United States
  - Overseas
- Travel media
- Questions

# Review

Key markets, brand and creative





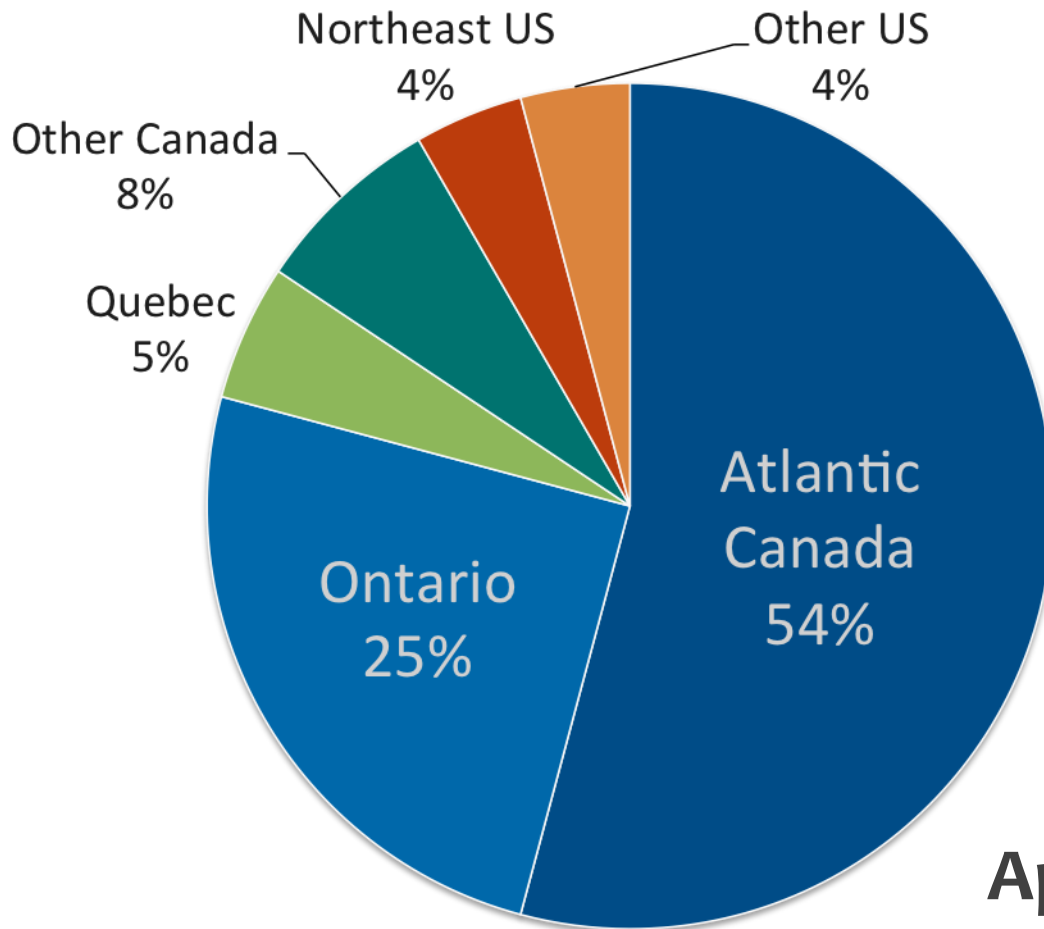


## Marketing Goal:

Increase visitation from first-time, pleasure travellers most likely to visit more of Nova Scotia.



# Visitors to Nova Scotia (2013 prelim.)



|                    |         |
|--------------------|---------|
| Ontario (25%):     | 416,700 |
| Quebec (5%):       | 78,700  |
| New England (3%):  | 42,200  |
| Mid-Atlantic (1%): | 24,200  |
| UK (1%):           | 20,200  |
| Germany (<1%):     | 10,300  |

Approx. 2 million visitors

# Key Markets – Consumer Media Spend

---

## Primary

Toronto (GTA)

US: New England (Boston), Mid-Atlantic (ACTP)

## Secondary

Montreal, National (Canada)

## Tertiary

Regional (Maritimes)

United Kingdom (ACTP)

Germany



## Discovery

“ It’s not just about Peggy’s Cove and the Cabot Trail, it’s also everything in between. ”



## Freedom

“ You put yourself in neutral, coast along and whatever tickles your fancy, do it. ”



## Engagement

“ I feel like a traveler, not a tourist. ”





**Brand Positioning:**

Nova Scotia is the spirit  
of the perfect road trip.

# Target Visitor

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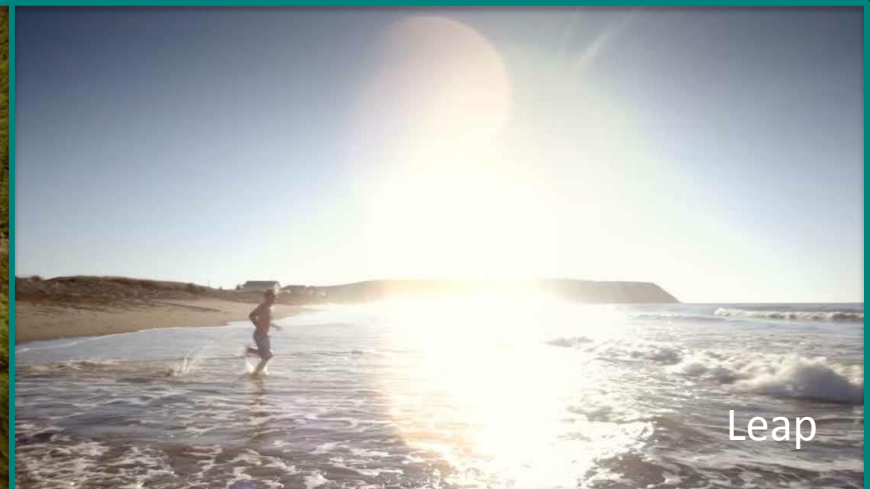
- Target includes three overlapping segments
- “Soft” vs. extreme adventurers
- Spend more and stay longer than any other segments

# Creative

TV, Print, Out-of Home, Digital



# TV Ads – Broadcast and Pre-Roll Video



# Print Samples

BEING ON TOP OF THE WORLD  
HAS A WONDERFUL WAY OF MAKING  
YOU FEEL MORE GROUNDED.



Canada  
www.canada.ca  
op.5000ta.com/WelcmeToAtlantcCanada

Skyline Trail, Cape Breton Highlands National Park



Nova Scotia holds the door wide open for those who come alive when they go outside. Hike Cape Breton's Skyline Trail to get an eagle's eye view of the world from one of North America's most stunning National Parks. Just one experience in a place where the only thing outdoor enthusiasts wish they had more of are days to explore it.

**NOVA SCOTIA**  
1-800-565-0000 • NOVASCOTIA.COM  
CANADA

Take  
yourself  
there

MOMENTS YOU CAN'T DESCRIBE  
CAN LEAD TO THE BEST CONVERSATIONS.



Canada  
www.canada.ca  
novascotia.com/WelcmeToAtlantcCanada

Annapolis Valley



Savour seafood fresh from the ocean, mouth-watering offerings from our traditional valley farms, and award-winning wines from our vineyards. All served in modern world-class restaurants, lively pubs, or beachside at authentic lobster shacks. Lose yourself in a foodie paradise where the only limit to delicious discoveries is the amount of time you have to explore our cities, towns, and villages.

**NOVA SCOTIA**  
1-800-565-0000 • NOVASCOTIA.COM  
CANADA

Take  
yourself  
there



# Out-of-Home Samples

VINEYARDS RIPE  
WITH CONVERSATION.

NOVA SCOTIA   
CANADA • NOVASCOTIA.COM



*Take  
yourself  
there*



# Out-of-Home Samples

**DANCE IN NIGHTCLUBS  
SURROUNDED BY STARS.**

**NOVA SCOTIA**   
CANADA • [NOVASCOTIA.COM](http://NOVASCOTIA.COM)

*Take  
yourself  
there*



# Out-of-Home Samples



**OPEN NEW HORIZONS.**

**NOVA SCOTIA**   
CANADA • [NOVASCOTIA.COM](http://NOVASCOTIA.COM)

*Take  
yourself  
there*

# Out-of-Home Samples



**LIFE TASTES  
BETTER HERE.**

**NOVA SCOTIA**   
CANADA • [NOVASCOTIA.COM](http://NOVASCOTIA.COM)

*Take  
yourself  
there*



# Out-of-Home Samples

WAVES AS WARM  
AS OUR PEOPLE.

NOVA SCOTIA   
CANADA • NOVASCOTIA.COM

*Take  
yourself  
there*

# Out-of-Home Samples

A photograph of a whale's tail fluke breaching the ocean surface. To the right, a white boat with a blue hull, filled with people, is on the water. The sky is clear and blue.

**OUR AQUARIUM  
IS 4,800 MILES LONG.**

**NOVA SCOTIA**   
CANADA • [NOVASCOTIA.COM](http://NOVASCOTIA.COM)

*Take  
yourself  
there*

A wide-angle photograph of a rugged coastline. A grassy cliffside is in the foreground, overlooking a vast blue ocean under a clear sky. Two people are standing on the cliff edge in the distance.

**OPEN NEW HORIZONS.**

**NOVA SCOTIA**   
CANADA • [NOVASCOTIA.COM](http://NOVASCOTIA.COM)

*Take  
yourself  
there*



# Canada Media Plan

National, Ontario, Quebec



# Television

- March 17th-May 25th
- 4X :30 sec spots
  - 78% conventional (GTA, Montreal)
  - 22% specialty (national)



# Globe and Mail – Integrated Platform

- *Escape to Nova Scotia* series – editorial (Chris Johns) and brand ads
  - Links with *Places in Between* vignettes and web content
  - Five insertions in Travel (3) and Style (2) sections
  - April 5, 19; May 3, 17, 31
- Online (mobile and website)
  - Globe NEWS app
  - Run of Lifestyle channel (includes Travel)





# Escape to Nova Scotia Editorial Series

## Honourary bluenosers (April 5)

Featuring Braeside Inn, Cabot Links, Grand Pré Winery and Turbine

## The new East Coast Style (April 19)

Featuring Jac-out-of-the Box Jewelry, Michique handbags, MacIsaac Kiltmakers and Kim Munson clothing

## Feasting on history (May 3)

Featuring The Fortress of Louisbourg National Historic Site and Beggar's Banquet

## A foodie paradise on the shore (May 17)

Featuring Train Station Inn, Jost, Sugar Moon Farm and Tamagouche Farmers Market

## Building a colourful history (May 31)

Featuring Lunenburg, Shobac Cottages and Cabot Links

AN INFORMATION FEATURE BROUGHT TO YOU BY NOVA SCOTIA

## ESCAPE TO NOVA SCOTIA A JOURNEY TO THE PLACES IN BETWEEN



Fashion designer Veronica MacIsaac cozies up to one of her internationally sought-after dresses.

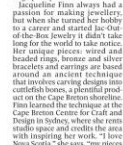
*"It's a beautiful place and it helps you to stay inspired."*

Monique Desile, Michique

### The new East Coast style



London, Paris, Milan ... and Halifax. While the metropolises might not yet rank top of mind among those fashion capitals, savvy fashionistas from around the globe are keeping a close eye on Nova Scotia's fashion scene. Homegrown talents are being covered and fêted by the international fashion world, while gifted designers and artisans from across Canada are finding inspiration in the natural beauty and scenery here and setting up shop in the province.



Jac-out-of-the Box always had a passion for making jewelry, but when she turned her hobby for a career and started Jac-out-of-the-Box Jewelry it didn't take long for the brand to take notice. Her unique pieces—wired and beaded rings, brooches and silver bracelets and earrings—are based around an ancient technique that involves carving designs into cutluffbone shoes, a patented product on the Cape Breton peninsula.



through sometimes inspired by the rugged outdoors, often shows a sophisticated suburban that speaks to today's Nova Scotia. International publicity came calling for twin sisters Michelle Newcombe and Monique Desile in a similar way. After 18 years in the design business, the duo turned their attention to handbags, combining their passions they created Michique, a line of sharp, well-structured bags and clutches.



After somewhat humble beginnings selling handbags to the tourists who disembarked from the cruise ships that would come into port, the pair were discovered by DPA Entertainment and invited to LA and Cannes, France. "We're just country girls," Newcombe claims, "and we really appreciated the chance to get out and see what the world of fashion is like and to see Cannes where all the celebrities are. It really opened our eyes to

British Vogue this summer. I was expecting to do this for the Scottish and Celtic community, so it was really surprising to me that the mainstream fashion world was interested."

Scottish Forever ("Nova Scotia Forever"), which she debuted at Atlantic Fashion Week was shown entirely out of Nova Scotia last year. "It's my gift cause," she explains, "and I just wanted to promote Nova Scotia a bit more. It's an outcast girl and I like being here and I like our industry. It's very supportive and collaborative, and we all look out for one another."

One of MacIsaac's best friends is the designer Kim Munson, the designer behind the streetwear inspired line, Orphanage. Munson's designs have proven to be a hit with musicians like folk singer Sean Doppen and Hawley Workman, whose outfits along with the whole band, she designed for his national tour. "I guess my gear's a little edgy," she admits. "I think they work for musicians and performers because I cut from garments that already existed, they have stories and I cut them up and create the stories and redo their stories. Once I found a few new uses for the garments and I included them on the fashion piece."

Munson, an Ontario native, but decided on Halifax when it came time to start her clothing line. Halifax establishing itself as the province's design hub for its blend of natural beauty, supportive creative environment and vibrant culture. On any given day you'll find records of creative types looking for their muse or place like The Economy Shop on Apple Street. "Money here just made sense for me," she says. "It's so

much doing, but living, you can do a bit more living here, in my experience. It's hard to not have to work so hard just to pay my rent and my basic bills. I'm able to focus on the business and pay my rent and still proceed and build Orphanage up and grow it while getting myself situated in a new city. Realized that this is my home. It's the water and the tide and the nature of life."

### Places in between

• **Halifax Seaport Market:** North America's oldest farmer's market is also one of its newest. Begun in 1796, the market moved to its new location, between sites 19 and 21 along Halifax's downtown waterfront, in 2009. With over 150 vendors, it's one stop shopping for the best fresh vegetables, flowers and fruits from the lush Annapolis Valley and around the Province. [halifaxseaportmarket.com](http://halifaxseaportmarket.com)

• **MacIsaac Kilt Makers:** Magnificent, colourful kilts are hand sewn and shipped around the world from their home base in the lovely seaside waterfront of St. Peter's. Rosemary and MacIsaac's family run business means that orders for their charming home on the edge of town are likely to meet the people who made them like. [miskilts.com](http://miskilts.com)

• **Cape Breton Centre for Craft and Design:** Craft lovers will definitely want to visit the Cape Breton Centre for Craft and Design, featuring a gallery of work by Cape Breton and local artists in a variety of media, including textiles, clay, glass and wood. [capebretoncraft.com](http://capebretoncraft.com)

• **The Artisan Way follows:** Nova Scotia's Maritime Peninsula Shores stretching from Annapolis in the west to Antigonish and Aulick Cove in the east. All the way from the coast and inland, makers, carvers, weavers, rug makers, painters, potters, jewelers and others are within arms of the creative mind. [artisanway.com](http://artisanway.com)

• **Sign of the Whale:** Nova Scotia Crafts and Art Gallery: Founded in 1991 with the sole purpose of promoting Nova Scotia arts and crafts. Featuring the work of over 150 craftspersons and artists producing everything from folk art, sculpture, pottery and hand-made tools to woven glass, jewellery and clothing. [signofthewhale.com](http://signofthewhale.com)

**FABRIC DYEING BY THE SEA**

From **\$75.00** per person

Take a tour of a studio where you'll learn about dyeing techniques and experiment with fabric dyes to make your own items.

Call 1-902-945-2744 or visit [novascotia.com/packages](http://novascotia.com/packages)

**BEING ON TOP OF THE WORLD HAS A WONDERFUL WAY OF MAKING YOU FEEL MORE GROUNDED.**

Take yourself there

**EPICURIOS ADVENTURE**

From **\$325.00** per couple, night

Enjoy an epic Nova Scotian culinary adventure perfect for the traveling foodie.

Call 1-888-513-1241 or visit [novascotia.com/packages](http://novascotia.com/packages)


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\*Times vary. Some conditions apply.

# TORONTO STAR

thestar.com

- Integrated platform
- Double-page spread
- Full page ad + 1 page editorial, photos
- Full page x 2 - ad only
- ½ page x 3 - ad only
- Online content



WHEN THE TIDE IS YOUR GUIDE  
THERE IS AN OCEAN OF POSSIBILITIES.

Take yourself there

EXPLORE KEJIKLIK  
MULTISPORT TOUR

FROM \$18900  
per person /  
night

EXPLORE THE MOUNTAINS AND COASTS OF THE CAPE BRETON HIGHLANDS

FROM \$33000  
per person /  
7 nights

Call 1-800-361-2382 to book today  
or visit [novascotia.com/packages/now-scotia](http://novascotia.com/packages/now-scotia).

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or visit [novascotia.com/packages/now-scotia](http://novascotia.com/packages/now-scotia).

NOVA SCOTIA  
409-380-3008 - [NOVASCOTIA.COM](http://NOVASCOTIA.COM)



**LA PRESSE**

# Escapade en Nouvelle-Ecosse

- Increased frequency in 2014
- Integrated platform
- 3 x full page – editorial + ad
- Chris Johns' (G&M writer) travel articles
- 3 x ½ page ads – ad only

3614767 (044) (388.06 X 833.40 880) (0444) 06 - AGÉ 3854 - 17/01/17

## ESCAPADE EN NOUVELLE-ÉCOSSE

UNE AVENTURE HORS DES SENTIERS BATTUS



« J'adore les habitats  
écossais, mais aussi la  
possibilité de parler aux  
touristes de jour en  
jour le côté qui guide  
l'histoire et d'observer  
les gens qui font les  
travaux de la province  
et de ce qu'il y a fait »

**Les adresses à découvrir**

**Néo-Ecossais honoraires**  
« Cette année d'ailleurs à l'occasion de la province »

**ON EN A SOUVENT LONG À DIRE SUR LES MOMENTS QU'ON N'ARRIVE PAS À DÉCRIRE.**



**SIROTTÉZ, D'ÉBUSTEZ, DORMEZ.**  
Partez à 31800 \$ par couple

**GRANDE BOURNE ET GROSSES VAGUES**  
Partez à 20950 \$ par personne

**NOUVELLE-ÉCOSSE**  
1-800-563-9999 • NOUVELLE.ECOSSE.COM

# Out-of-Home (OOH)

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- Throughout April (April 7-27)
- Greater Toronto Area (GTA)
  - 54 billboards
  - 6 superboards
  - GoTrain window clings – 290 cars (April 7-May 18)
- Montreal
  - 26 billboards

# Toronto Go Train Window Clings

**THE COMMUTE LEAVE  
YOU FEELING UNINSPIRED?**



Visit the Annapolis Valley on your mobile device.  
See sprawling vineyards, lush farms, and eat lobster poutine set against delicious valley views in our Places in Between Film Series online now at [NovaScotia.com/val](http://NovaScotia.com/val)

**MAYBE YOU NEED A  
CONVERSATION STARTER.**



**NOVA SCOTIA**   
1-800-565-0000 • [NOVASCOTIA.COM](http://NOVASCOTIA.COM)

Links to *Places in Between*  
Vignette Series





# Toronto Billboard – Ripley Aquarium



Favorited by Nova Scotia Tourism



**Klara Maidenberg** @\_klara · Apr 13

**Billboard-** "We heard you have an **aquarium**.That's nice." Image of whale jumping in open waters. Well played, Nova Scotia tourism. Well played

Expand

Reply Retweeted Favorited More



**Kyle Hewey** @kylehewey · Apr 12

Directly beside the Ripley's **aquarium billboard**. Well played #novascotia [instagram.com/p/mszH6Opo7v/](https://www.instagram.com/p/mszH6Opo7v/)

Expand

Reply Retweet Favorited More

# Online Media Strategy

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Desire



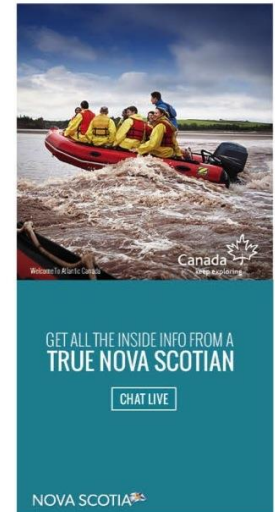
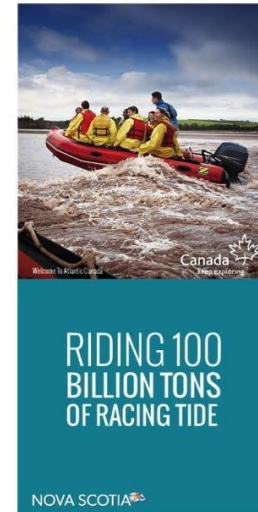
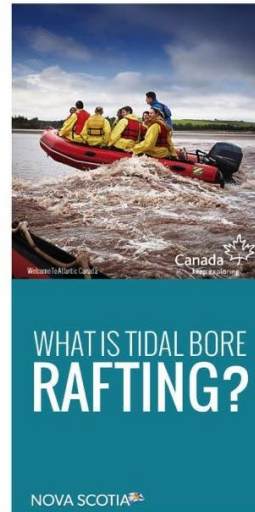
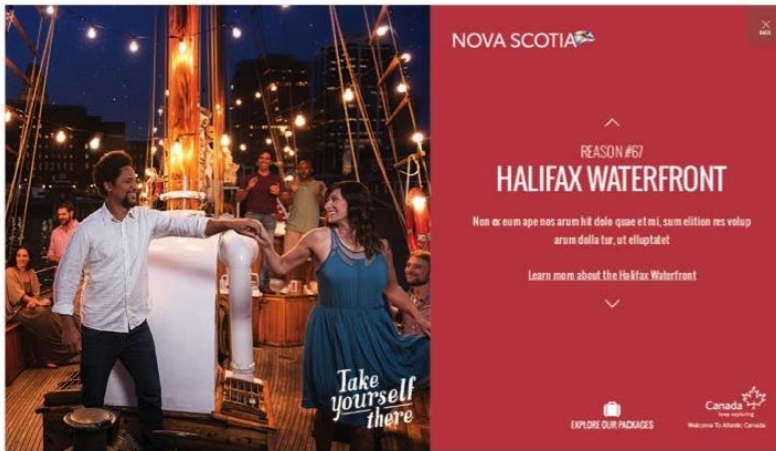
Consider



Book

- *So Many Reasons* – digital advertising tailored to visitor decision journey
- Based on strong performers in 2013; customization via re-targeting, real-time bidding (↑ from 9% to 18% of buy), daily monitoring and optimization
- April 1st to June 15<sup>th</sup>

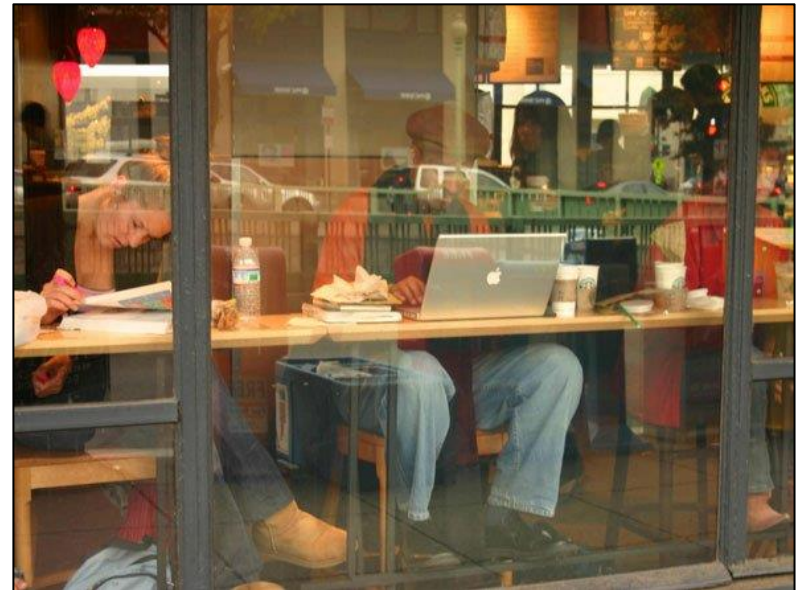
# Digital Advertising Samples





# Desire – Boingo Starbucks's Wi-Fi Sponsorship

- Pre-roll ads on Starbucks free premium Wi-Fi
- Locations – 50 in GTA; 46 in Montreal
- April-May
- Engage with target audience on three devices
- Full screen take-over experience on sign-in screen



# Regional Plan

Nova Scotia, New Brunswick, PEI



# Key Message

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Let the place you know and love *surprise you*.

With our regional audience, we have the benefit of both the familiar and the unexplored. We need to show this audience that the Nova Scotia they know and love has *so much more to explore*.



# Regional Plan

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## Launches week of May 12, 2014

Targets Nova Scotia, Fredericton, Moncton, Saint John and Charlottetown

- Saltscapes Expo (April 24-27<sup>th</sup>)
- Summerscapes calendar – Nova Scotia mail drop and insertion in regional papers
- Bluenose BoSox Fan Weekend Promotion
- CTV Live at 5 remotes - 1 in HRM, 3 outside
- Online and out-of-home

# Summerscapes Calendar

- Mail drop (402K copies) w/o May 12
- Newspaper drop (101K copies) in Fredericton Gleaner, Moncton Times Transcript, Saint John Telegraph Journal, and Charlottetown Guardian
- Remaining copies (287K copies) go to Distribution Centre, Saltscapes Magazine and Store, Saltscapes Expo, Saltscapes Food & Travel Ontario, Good Taste Magazine and the promotion in Boston



# Marketing – All Markets

Novascotia.com, vignettes, literature, travel media





# New novascotia.com

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- Launched mid-March 2014
- Top updates and features of new web site:
  - Responsive design
  - Wish list feature
  - New listings App with promoted and ranked listings and larger thumbnails
  - Federated login that allows users to use their social media accounts
  - More/new video content (*Places in Between* video vignettes)
- Increase in overall traffic to novascotia.com of 68% since site launched (compared to same period in 2013)

# Video Vignettes



# Places in Between Vignette Series

7 vignettes, one per travel region featuring award-winning Nova Scotia artists:

## **A Place of Sea and Song**

- Yarmouth and Acadian Shores (Blou)

## **High Tides and Wine Country**

- Bay of Fundy and Annapolis Valley (Ian Sherwood)

## **Back to Nature**

- Eastern Shore (Matt Mays)

## **Sheeps, Chefs and Sugar Moon**

- Northumberland Shore (Old Man Luedecke)

## **Southern Exposure**

- South Shore (Jenn Grant)

## **World's Most Beautiful Drive**

- Cape Breton (Carleton Stone)

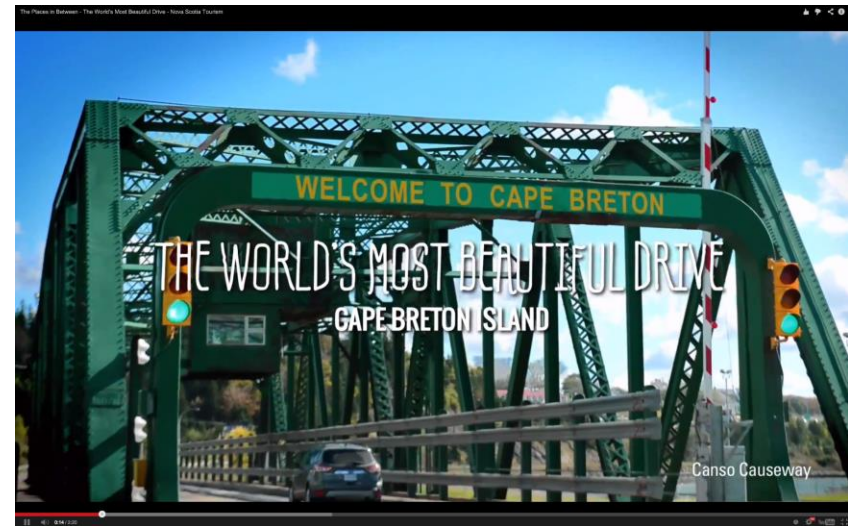
## **City by the Sea**

- Halifax Metro (Joel Plaskett)

## **YouTube Views:**

Brand Video: 25,030 views

Total of 8 Vignettes: 58,873 views





# Promotion of Vignettes

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- Featured on novascotia.com with full regional content, packages, itineraries etc.
- Artists songs linked to iTunes, artists encouraged to promote
- Social media channels – Facebook, Twitter, YouTube, Instagram, Pinterest
- Operators sites (e.g. White Point Beach Resort, Train Station Inn), and partner sites (e.g. RTIAs)
- Online paid media (including pre-roll and video engagement units)
- Paid content hubs (TripAdvisor, iExplore, G&M, Toronto Star)
- Media partner websites (e.g., Toronto Star's Nova Scotia hub)
- Online visitor guides (flipbooks) including Doers & Dreamers

# Hit the Road with Me – Social Contest

---


- May 15-June 12 (4 weeks)
- Open to residents of Canada and the USA
- Promotion:
  - Events: Boston Fenway Park, Saltscapes Expo, etc.
  - Social media (including ad buy of \$185,000, Canada, USA, Regional)
  - novascotia.com
  - Newsletter
- Prizing:
  - 1 Grand Prize: Return trip for 4 to Nova Scotia (est. value \$15,000)
  - Series of “surprise” prizes: every 3000<sup>th</sup> entrant wins a lobster dinner for 2 (est. value \$5,000)

# Hit the Road with me

YOU COULD  
WIN A TRIP TO NOVA SCOTIA  
FOR YOU & 3 FRIENDS!



*Let's go!*

 Login with Facebook





FINISHED? SKIP AHEAD

NOVA SCOTIA 



FINISHED? SKIP AHEAD

NOVA SCOTIA 



## *Halifax Citadel*

The Halifax Citadel has long watched over the the harbour and the downtown core. Originally built as a military fortification to protect the Empire from enemies (and the occasional pirate), today the Citadel and its distinctive Clock Tower act as a reminder of Halifax's rich past.



*Add to Road Trip*



*Halifax*



*That looks like fun!*  
*Share your road trip with your friends*  
*- maybe they'll plan their own!*



*Next*



# Invite three friends to join you on your road trip!

CHOOSE 3 FRIENDS TO JOIN YOU ON YOUR ROAD TRIP!

Search for Friends



Sabina Johnson



Ivan Samuel Peterson



John Smith



Jenny Jane



Leonardo Summersby



Mio Mia



DeLorean Bussy



Samantha Drake



Smith Jeffrey



Penelope Smith



Patrick Dimitroff



Baby D. Masson

1



Sabina Johnson

Remove

2



Select a Friend

3



Select a Friend

Next

or Skip this step

*Thanks for playing!  
Now increase your chances of winning!*



Like Us on  
Facebook



Share your Map



Tweet your Map



Pin your Map



Download your Map



Visit Novascotia.com

# NS Tourism 2014 Canadian Campaign Blocking Chart

|  |                 | March                   |    | April                  |                        |       | May |       |   |                | June |       |   |       |  |
|--|-----------------|-------------------------|----|------------------------|------------------------|-------|-----|-------|---|----------------|------|-------|---|-------|--|
| Media  | Details         | 17                      | 24 | 31                     | 7                      | 14    | 21  | 28    | 5 | 12             | 19   | 26    | 2 | 9     |  |
| <b>National</b>  |                 | <b>\$520,000</b>        |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| Television: Specialty Networks                         |                 | Tue Mar 18 - Sun May 18 |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| En Route TV (International Air Canada Flights)         |                 |                         |    | Tue Apr 1 - Sun Apr 27 |                        |       |     |       |   |                |      |       |   |       |  |
| Globe & Mail Newsprint                                 |                 |                         |    | Sat                    |                        | Sat   |     | Sat   |   | Sat            |      | Sat   |   |       |  |
| Globe & Mail.com Partner Page & eBlast                 |                 |                         |    | E                      |                        |       | E   |       |   | E              |      |       |   |       |  |
| <b>Toronto</b>   |                 | <b>\$1,370,477</b>      |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| Television (Four: 30 sec spots on CTV, Global, CBC)    | 1100 GRPs       | Tue Mar 18              |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| Newsprint (Toronto Star). All Articles run on Saturday | 6               |                         |    | DSP                    | FP                     | 1/2 p |     | 1/2 p |   | FP             |      | 1/2 p |   |       |  |
| Out-of-Home  |                 |                         |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| Billboards   | 54              |                         |    |                        | Mon Apr 7 - Sun Apr 27 |       |     |       |   |                |      |       |   |       |  |
| Superboards  | 6               |                         |    |                        | Mon Apr 7 - Sun Apr 27 |       |     |       |   |                |      |       |   |       |  |
| Go Train Window Clings                                 | 290             |                         |    |                        | Mon Apr 7 - Sun May 18 |       |     |       |   |                |      |       |   |       |  |
| <b>Montreal</b>  |                 | <b>\$504,500</b>        |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| Television (English on CTV, CBC and Global)            | 1000 GRPs       |                         |    | Tue Apr 1              |                        |       |     |       |   |                |      |       |   |       |  |
| Television (French on RDC and TVA)                     | 800 GRPs        |                         |    | Tue Apr 1              |                        |       |     |       |   |                |      |       |   |       |  |
| Radio Canada Promotion                                 |                 |                         |    |                        |                        |       |     |       |   | May 19 - Jun 8 |      |       |   |       |  |
| Newsprint (La Presse). All articles running Saturday   | 6               |                         |    |                        | FP                     | FP    |     | FP    |   | 1/2 p          |      | 1/2 p |   | 1/2 p |  |
| Out-of-Home - Billboards                               | 26              |                         |    |                        | Mon Apr 7 - Sun Apr 27 |       |     |       |   |                |      |       |   |       |  |
| <b>Digital (Toronto &amp; Montreal)</b>                |                 | <b>\$500,000</b>        |    |                        |                        |       |     |       |   |                |      |       |   |       |  |
| Geo targeted to GTA and Montreal                       | 121,054,702 imp |                         |    | Tue Apr 1 - Sun Jun 15 |                        |       |     |       |   |                |      |       |   |       |  |
| <b>Total Canadian Budget</b>                           |                 | <b>\$2,894,977</b>      |    |                        |                        |       |     |       |   |                |      |       |   |       |  |



# Results to Date

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## Visits to novascotia.com (March 1-April 13, 2014)

| Market  | 2013    | 2014    | % Change |
|---------|---------|---------|----------|
| Ontario | 43,771  | 49,480  | +13%     |
| Quebec  | 18,712  | 23,423  | +25%     |
| CANADA  | 134,640 | 155,791 | +16%     |

## Literature requests through call centre (March 2014)

| Market  | 2013  | 2014  | % Change |
|---------|-------|-------|----------|
| Ontario | 1,908 | 1,840 | -4%      |
| Quebec  | 972   | 937   | -4%      |
| CANADA  | 4,299 | 4,349 | +1%      |

# US Media Plan

New England (Boston), Mid-Atlantic



# Approach in the Northeast (NE) US Market

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- Establish a brand presence that creates awareness and builds desire to visit Nova Scotia by all modes of travel
- Build on ACTP (approx. \$860K in consumer advertising in 2014)
- Complement and leverage Nova Star Cruises marketing efforts; partner where appropriate
- \$3.2 million total in fiscal 2013-14 through ERDT (spent and in market by March 31, 2014)
- \$1.5 million in NSTA's budget for 2014-15 (approx. \$500K spent to extend spring media campaign into April)



# Television

- Focus on Boston; reach throughout New England and beyond with some networks
- Targeting adults 35-65; 60% prime time-programming and news
- Sample station mix:
  - NESN (New England Sports Network) - airs Boston Bruins, Boston Red Sox, other sports programming
  - NECN (New England Cable News) - airs News and variety programming
  - CSNNE (Comcast Sports Net New England): airs Boston Celtics, New England Revolution, other sports programming
  - Boston: WBZ-TV, WCVB-TV, WHDH-TV, WFXT-TV, WSBK-TV, WLVI-TV. The Boston Interconnect (cable)



CSNNE.COM

# Digital

- Digital media strategy to Canadian market – paid display a mix of premium sites and data driven media (RTB, re-targeting)
- Rich media ad units or homepage takeover on local news to launch the campaign
- Mix of top-ranked, broad reaching networks and targeted channels – news, weather, travel, social
- Exchange Lab, EQ Works, Publicatis, AOL, Tremor Media, BostonHerald.com, Boston.com, YouTube, Google Display Network, Facebook
- Ads will be served across all devices – desktop, tablet and mobile to ensure reach
- Continuous optimization throughout campaign



# Out-of-Home (High Impact) – Boston

Large impact unit to break through clutter and get noticed

- Street-level window domination at **Corner of Arlington and Boylston**; access to Boston Public Garden and some of the best shopping, dining and nightlife destinations (daily traffic: 38,200)







Unit: 6529  
Location: Boston, MA



Unit: 6689  
Location: Boston, MA



50: 2-Sheets  
Location: Boston, MA

50: 2-Sheets  
Location: Boston, MA



# Print

- 4 color, half-pages in Boston Globe Sunday Travel section
- 4 color, half-page ads in daily newspaper (News or Sports)
- 1 full-page color ad in Boston Globe Magazine Spring Travel edition (March 16<sup>th</sup>)
- 4-page gatefold in Travel Magazine
- Digital – sponsored content, mobile ads, e-mail blasts, rich media etc.

# The Boston Globe

BostonGlobe.com



www.bostonherald.com



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STAY \$318<sup>90</sup>

MOMENTS YOU CAN'T DESCRIBE CAN LEAD TO THE BEST CONVERSATIONS.

NOVA SCOTIA<sup>®</sup> CANADA

Take yourself there



# Nova Scotia Weekend in Boston





# Boston PR/Promotions

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## **Nova Scotia Light at Faneuil Hall: May 16-18**

Peggy's Cove lighthouse replica at Faneuil Hall for a 3-day media and consumer promotional event

## **Nova Scotia Day at Fenway: May 18**

Official partnership with Boston Red Sox, one of America's most recognized brand. National broadcast on ESPN Sunday Night game against the Detroit Tigers. Home plate signage for 10 games, NS fan section, media reception, PR and media relations.

## **World Series Trophy Tour in Nova Scotia – June 4-5**

World series trophy and legends players coming across on Nova Star Cruises; trophy tour in Nova Scotia with Bluenose BoSox Brotherhood.



**NOVA SCOTIA LIGHT**  
FANEUIL HALL



# NS Light at Faneuil Hall – May 17-18

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## Program

SQUID

Old Man Luedecke

JRDN (Jordon Croucher)

Cooking Demo with Kilted Chef

78th Highlanders

Red Sox Legends Chat



**NOVA SCOTIA LIGHT**  
FANEUIL HALL



# Nova Scotia Light at Faneuil Hall

## Lighthouse Activation

- Nova Scotia ambassadors onsite with tablets taking/uploading photos
- Photos sent to the phones of consumers with message to enter to win a trip to Nova Scotia
- Branded photos can be shared on social platforms
- Boston Red Sox sports legends discussion on stage and autograph signing at visitor information kiosk
- Wally mascot on site for designated periods

## Other Promotions and Contests

- Inflatable Nova Scotia pitching tent on site to promote May 18<sup>th</sup> event at Fenway
- People encouraged to throw three pitches for a chance to win:
  - Chance to throw the first pitch at Sunday's Game, bat boy/girl (awarded Saturday)
  - Tickets to Sunday's game given away every hour (Saturday and Sunday)



# Nova Scotia Day at Fenway Park – Sun., May 18

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## Official Partner of the Boston Red Sox

- Nova Scotia exclusive sponsorship of Red Sox game at Fenway Park on May 18<sup>th</sup>
- Nationally televised on ESPN (non-contractual; added value feature) against Detroit Tigers
- Major League Baseball (MLB) social media sweepstakes program will promote all activity to millions of fans
  - 7.2 million Facebook fans (2 posts)
  - 720,000 Twitter fans (4 posts)
  - 600,000 email database (1 HTML email)
- Ten games of fixed home plate signage
- 100 tickets to use throughout 2014 regular season (contesting)

# Nova Scotia Day at Fenway Park – Sun., May 18

## Presence at Fenway

- Branding opportunities throughout Fenway Park
- Ceremonial First Pitch (contested) and accompanied by 78<sup>th</sup> Highlanders
- Wally in a kilt
- NS section for fans and VIPs
- One pre-game :60 sec video board feature
- Visitor servicing table, give away's
- 5,000 tartan towels for fans
- One video board text message
- Mentions in Fenway press releases, announcements etc. for the day



Tartan Towel (front & back)



# Promotion in Nova Scotia (Contest)

## SOX FAN WEEKEND

GET READY FOR A MAJOR LEAGUE  
**LONG WEEKEND IN MAY.**

This May long weekend (May 16-18) Nova Scotia will be heading down to Boston aboard the Nova Star cruise ferry. Come meet us at the city's historic Faneuil Hall for Nova Scotian entertainment, culinary demonstrations by the Kilted Chef and a few baseball legends. We're even bringing along a 28-foot replica of our very own Peggy's Cove lighthouse.

That Sunday night Nova Scotia will take over Boston's most storied ballpark. Come cheer along in the special Nova Scotia fan section and show your Maritime pride!

Visit [NOVASCOTIA.COM/SOX](http://NOVASCOTIA.COM/SOX) for full details.

NOVA SCOTIA 



Enter to win tickets to the game, roundtrip fare on the Nova Star, 2 nights accommodations in Boston and a \$500 pre-paid Visa card. Enter contest at [NOVASCOTIA.COM/SOX](http://NOVASCOTIA.COM/SOX)

**WIN YOUR WAY  
TO BOSTON!**

# World Series Trophy Tour in Nova Scotia

## June 4-5

- Trophy tour kicks-off aboard the Nova Star Cruises voyage from Portland to Yarmouth Wednesday, June 4
- Three world series championship trophies (2008, 2012, 2013) will make four stops in locations TBD in Nova Scotia
- Media relations in province to announce the tour
- Open public event
- In partnership with the Bluenose BoSox Brotherhood





# Media Relations Plan

Targeting media to position Nova Scotia as a top destination for culinary, cultural and outdoor experiences

- Invite-only media event on Boston waterfront Thursday, May 15
- Media event at Faneuil Hall on Friday, May 16
- Targeting Portland and out-of-Boston area travel and food media to attend VIP event at NS Day at Fenway
- NESN pre-game segments live from Nova Scotia Light at Faneuil Hall (Saturday, May 17)



## Faneuil Hall Footage

NESN will bring a camera crew and produce a pre game segment at Faneuil Hall on May 17, 2014, promoting both the events at Faneuil Hall and the upcoming Nova Scotia Day on May 18<sup>th</sup>. In addition, Nova Scotia Tourism will receive a promotional billboard leading up to the segment during the Yawkey Way pre game show.





# NS Tourism 2014 Northeastern US Media Blocking Chart

|   |                 | March                  |     |     |     |       | April       |   |     |    | May       |                   |       |     | June |     |     |     |    |  |  |  |
|---|-----------------|------------------------|-----|-----|-----|-------|-------------|---|-----|----|-----------|-------------------|-------|-----|------|-----|-----|-----|----|--|--|--|
| Media   | Details         | 24                     | 3   | 10  | 17  | 24    | 31          | 7 | 14  | 21 | 28        | 5                 | 12    | 19  | 26   | 2   | 9   | 16  | 23 |  |  |  |
| <b>Greater Boston Area</b>                          |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Television</b>                                   |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| :60 & :30 second spots                              | 1000 GRPs       | Mon Mar 3 - Sun Mar 30 |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Digital</b>                                      |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Geo-targeted to Greater Boston Area                 | 166,905,550 imp | Mon Mar 3 - Sun Mar 30 |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Out-of-Home</b>                                  |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Superboards   | 5               | Mon Mar 3 - Sun Mar 30 |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Billboards  | 20              |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Commuter Rail Platform Posters                      | 50 posters      |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Street Level Window Domination                      | 1 location      |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Newspaper</b>                                    |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Boston Globe</b>                                 |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| 1/2 page - News                                     | 4               |                        | Th  |     | We  | Tu/Th |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| 1/2 page - Sunday Travel                            | 2               |                        |     | Sun | Sun |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Full Page - Sunday Travel                           | 2               | Sun                    | Sun |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Spring Globe Travel Magazine                        | 1               |                        |     | Sun |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Boston Herald</b>                                |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Full page   | 3               | Th                     | Th  | Th  | Th  |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| 1/2 page  | 1               |                        | Th  |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Roadtrip takeover                                   | 1               |                        |     |     |     | Th    |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Events &amp; Promotions</b>                      |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| NS Light at Faneuil Hall                            | 3 days          |                        |     |     |     |       |             |   |     |    |           |                   | 16-18 |     |      |     |     |     |    |  |  |  |
| NS Day at Fenway Park (Red Sox)                     | 1 day           |                        |     |     |     |       |             |   |     |    |           |                   | Sun   |     |      |     |     |     |    |  |  |  |
| World Series Trophy Tour in Nova Scotia             | 2 days          |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      | 4-5 |     |     |    |  |  |  |
| <b>Atlantic Canadian Tourism Parntership (ACTP)</b> |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Print (Newspaper &amp; Magazine)</b>             |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| AAA - Car & Travel (Mid Atlantic)                   | 1 x Full Page   |                        |     |     |     |       |             |   |     |    |           | May / June Issue  |       |     |      |     |     |     |    |  |  |  |
| AAA Horizons (New England)                          | 2 x Full Page   |                        |     |     |     |       | April Issue |   |     |    | May Issue |                   |       |     |      |     |     |     |    |  |  |  |
| AARP (Mid Atlantic)                                 | 1 x Full Page   |                        |     |     |     |       |             |   |     |    |           | April / May Issue |       |     |      |     |     |     |    |  |  |  |
| Boston Globe Sunday Travel (New England)            | 5 x Full Page   |                        |     |     |     |       |             |   |     |    |           |                   | Sun   | Sun | Sun  | Sun |     | Sun |    |  |  |  |
| NY Times Sunday Travel Magazine                     | 1 x Full Page   |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     | Sun |     |    |  |  |  |
| NY Times Sunday Travel                              | 4 x Full Page   |                        |     |     |     | Sun   | Sun         |   | Sun |    | Sun       |                   |       |     |      |     |     |     |    |  |  |  |
| Smithsonian   | 2 x Full Page   |                        |     |     |     |       | April Issue |   |     |    | May Issue |                   |       |     |      |     |     |     |    |  |  |  |
| Travel & Leisure                                    | 2 x Full Page   |                        |     |     |     |       | April Issue |   |     |    | May Issue |                   |       |     |      |     |     |     |    |  |  |  |
| <b>Digital (Online)</b>                             |                 |                        |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |
| Geo-targeted: New England & Mid Atlantic            | n/a             | Mon Feb 3 - Sun May 31 |     |     |     |       |             |   |     |    |           |                   |       |     |      |     |     |     |    |  |  |  |

# Northeast US Web Traffic

## Visits to novascotia.com (March 1-April 13, 2014)

| Market        | 2013   | 2014    | % Change |
|---------------|--------|---------|----------|
| Mid-Atlantic  | 13,537 | 20,077  | 48%      |
| New England   | 11,432 | 87,923  | 669%     |
| USA           | 62,659 | 162,104 | 159%     |
| By State      | 2013   | 2014    | % Change |
| Massachusetts | 5,714  | 69,500  | 1,116%   |
| New York      | 6,697  | 9,964   | 49%      |
| New Hampshire | 1,400  | 7,706   | 450%     |
| Pennsylvania  | 3,920  | 5,504   | 41%      |
| New Jersey    | 2,898  | 4,462   | 54%      |
| Maine         | 1,233  | 3,437   | 179%     |
| Connecticut   | 2,021  | 3,244   | 61%      |
| Virginia      | 1,903  | 2,505   | 32%      |
| Illinois      | 1,839  | 2,219   | 21%      |
| Rhode Island  | 582    | 1,727   | 197%     |

# Northeast US Call Centre Inquiries

Literature requests  
through call centre  
(March 2014)

| Market                    | 2013         | 2014         | % Change     |
|---------------------------|--------------|--------------|--------------|
| Maine                     | 42           | 141          | +263%        |
| New Hampshire             | 46           | 286          | +522%        |
| Vermont                   | 36           | 34           | -6%          |
| Massachusetts             | 133          | 1,671        | +1,156%      |
| Rhode Island              | 26           | 33           | +27%         |
| Connecticut               | 63           | 108          | +71%         |
| <b>TOTAL New England</b>  | <b>346</b>   | <b>2,273</b> | <b>+557%</b> |
| New York                  | 215          | 201          | -7%          |
| New Jersey                | 90           | 98           | +9%          |
| Pennsylvania              | 137          | 168          | +23%         |
| <b>TOTAL Mid-Atlantic</b> | <b>442</b>   | <b>467</b>   | <b>+6%</b>   |
| <b>TOTAL US</b>           | <b>2,139</b> | <b>4,337</b> | <b>+103%</b> |



# Overseas Media Plan

United Kingdom and Germany



# United Kingdom & Germany

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- Partnership marketing is key to extend reach
- Air access is critical – non-stop flights from both markets
- Primarily travel trade sales and media relations activity
- Direct-to-consumer activity supported through marketing budget

# Direct-to-Consumer Marketing

## Waitrose Kitchen Magazine

- January 2014 edition, 5-pg editorial, full-pg ad/contest Partnership with Air Canada

## London Tube advertising

- March 24, 2-week placement, 25 locations in 10 stations Partnership with Air Canada

## Consumer shows

- Destinations, London; Germany shows in partnership (Stuttgart, Munich, Hamburg)

## Search engine marketing (SEM)

- January-February

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An extraordinary culinary adventure  
is closer than you think.

Experience ocean-fresh seafood, produce bursting from rich valley earth, award-winning wines, and chefs duly inspired by the bounty that surrounds them. A seat at our table is just a 6-hour flight away. Non-stop flights from Heathrow to Halifax are offered exclusively by Air Canada.

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# Atlantic Canada Tourism Partnership

- UK market focus
- Integrated approach:
  - Direct to consumer
  - Travel Trade
  - Media Relations
- Lead with regional brand
  - Atlantic Canada – Awaken to the Rhythm of the Sea
- Leverage CTC and other partner programs



# Public Relations

Nova Scotia, New Brunswick, PEI



# Joy Ride Nova Scotia –2014 Travel Media Road Trip

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- Earned media provides significant return on investment and creates desire to travel to Nova Scotia
- June 8-13th – bring 40-50 top travel media writers from key markets to experience and write about the vibrancy of Nova Scotia
- Media will travel in small groups in a rally format with “road trip” itineraries, allowing for flexibility to find their stories in addition to planned activities highlighting our vast array of experiences
- Projected Joy Ride results:
  - 100 million circulation
  - \$2 million advertising value





# Joy Ride Nova Scotia – June 8-14

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- Welcome Reception – June 8:
  - Pier 21 National Museum of Immigration
  - Tasting stations representing operators from around the province
- 10 itineraries across the province – June 9-13:
  - Min. one planned, hands-on activity per day (ie. kayaking, rafting, biking, hiking, fishing, etc.)
  - Opportunities to meet with local operators and community representatives
  - Exposure to our vast array of local culinary products, including Nova Scotia wines
  - Transportation in mini-vans equipped with internet access
- Taste of Nova Scotia Farewell – June 13:
  - Five Fishermen Restaurant
  - Taste of Nova Scotia dinner showcasing social media highlights from the week



# Joy Ride Nova Scotia – Media Outlets Represented

NICHE Magazine

Travel Squire

American Media Inc.

AAA Car & Travel Magazine

Senior News

Camping Caravaning Magazine

Radio Canada

Delta Sky

National Geographic Traveller

EnRoute

Toque & Canoe

MSN.ca

GoNOMAD.com

50+ Marketplace

JohnnyJet.com

Pittsburg Post-Gazette

Washington Post

National Geographic Traveller

Hemispheres

Press & Journal Newspaper Aberdeen

Calgary Herald

Moderndaynomands.com

Young@Heart

DreamScapes

VIA Rail Destinations

The Ottawa Citizen

The Globe & Mail

Travel Weekly

Explore Magazine

Canadian Georgraphic Traveller

Huffington Post

The Globe & Mail

Curve Magazine

Go Magazine

Eat Drink Travel Magazine

Travel + Escape

Taste & Travel Magazine

CTC Media Centre

Travel Therapy Show:

- 3 prime time video segments on the CW Network Flagship in New York (7.5 million households)
- US national entertainment, celebrity and lifestyle show OK! TV that is syndicated on CBS, ABC, NBC, FOX, CW

# Questions & Discussion

