

MARKETING CAMPAIGN PRESENTATION WINTER 2018-2019



-CERTIFIED-
#OUTAOUAIS
FUN

OUTAOUAIS

outaouaistourism.com

STRATEGIC ORIENTATIONS

MARKETING OBJECTIVES

INCREASE THE OUTAOUAIS' NOTORIETY

**INCREASE CONSIDERATION OF THE OUTAOUAIS
AS A GETAWAY DESTINATION**

IMPROVE THE VISITOR'S EXPERIENCE

INCREASE LOYALTY TO THE BRAND

MARKETING STRATEGY

INCREASE THE OUTAOUAIS' NOTORIETY

Continue with the media and creative strategy of summer 2018.
Put forward the key attractions and events for each experience.

INCREASE CONSIDERATION OF THE OUTAOUAIS AS A GETAWAY DESTINATION

Focus on creating original and relevant content for users.
Maintain a regional promotionnal offer.
Identify ambassadors for our brand.

MARKETING STRATEGY

IMPROVE THE VISITOR'S EXPERIENCE

Promote complementary activities and attractions to enrich the stay.
Involve residents.

INCREASE LOYALTY TO THE BRAND

Build and segment client data.
Encourage the sharing of content.

A person is ice skating on a snowy path in a forest. The sun is shining brightly through the trees, creating a lens flare effect. The path is covered in snow, and the surrounding trees are evergreens. The scene is bright and sunny.

COMMUNICATION STRATEGIES

Tell short stories to put the experience forward.

OUTAOUAIS

outaouaistourism.com

MESSAGE

TOUJOURS PRÈS & TOUJOURS PRÊT

L'OUTAOUAIS VOUS REÇOIT

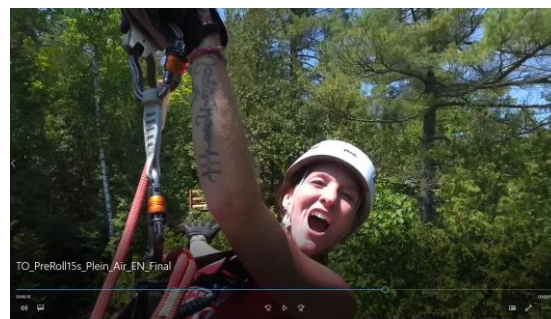
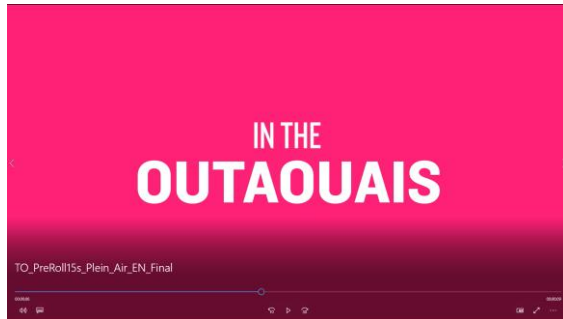
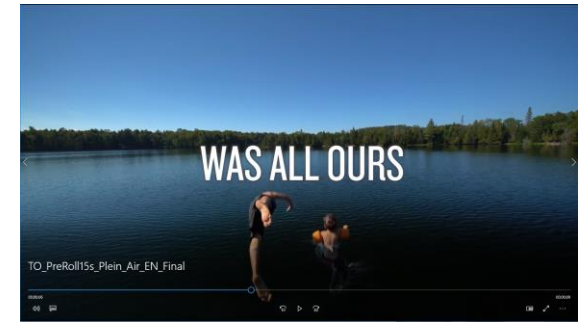
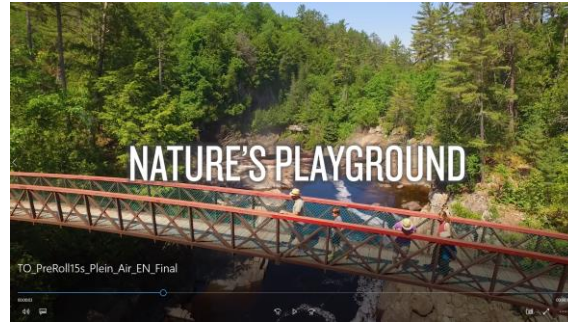
CREATION STRATEGY

BEAUTIFUL PICTURES
+
REAL LIFE STORIES
=
#OUTAOUAISFUN



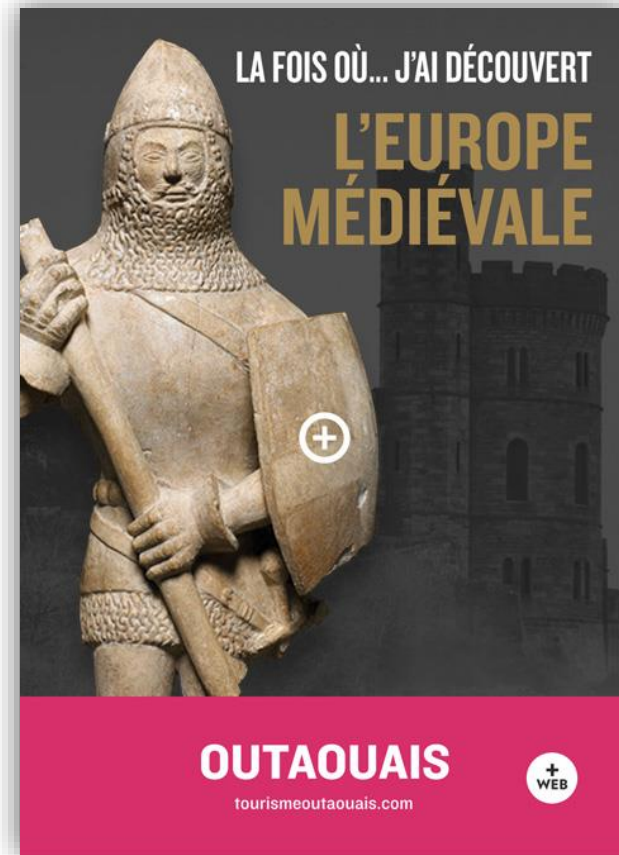
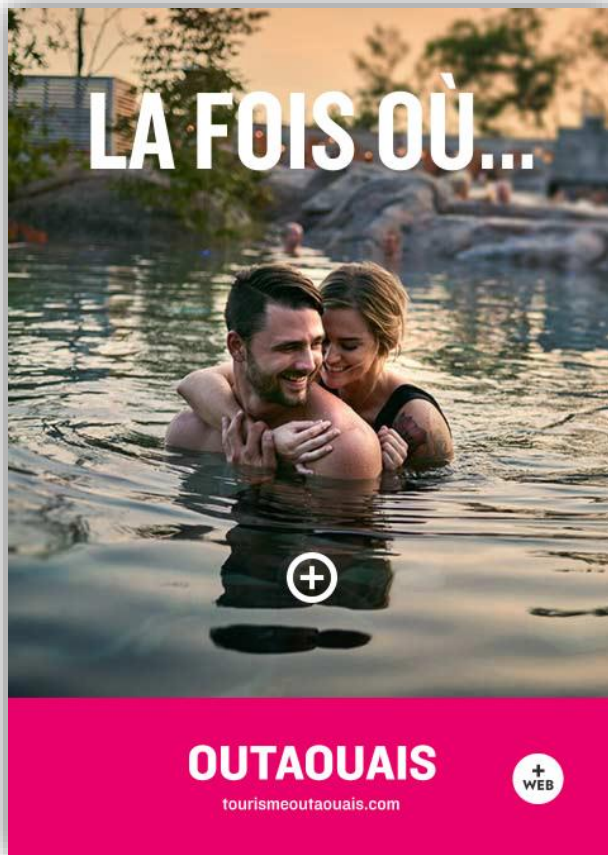
CREATION STRATEGY

Video advertising



CREATION STRATEGY

Digital advertising : La Presse +



CREATION STRATEGY

Digital advertising : VIP Package

**FORFAIT
VIP
PACKAGE**

50\$

DE RABAIS SUR UNE 2^E NUITÉE
+ 2 LAISSEZ-PASSER
MOSAÏCULTURE GATINEAU 2018

DISCOUNT ON A 2ND NIGHT
+ 2 MOSAÏCULTURE GATINEAU
2018 PASSES

VALIDE DU
VALID FROM **JUNE 22 JUIN 2018** AU
UNTIL **SEPT. 30 SEPT. 2018**

Cette promotion est applicable sur un minimum de 2 nuits d'hébergement consécutives. Elle ne peut être combinée à aucune autre offre promotionnelle. Elle est sujette à la disponibilité des chambres et est offerte exclusivement dans les hébergements participants. Taxes en sus.

This promotion is applicable on a minimum of 2 consecutive night stays. It cannot be combined with any other promotional offer. It is subject to availability of rooms and is offered exclusively in participating establishments. Taxes are extra.

**CERTIFIÉ
OUTAOUAIS
FUN
CERTIFIED**

POUR PLUS D'INFORMATION, VISITEZ
COMMUNIQUEZ AVEC TOUTE LA RÉGION
800 779-2222 | 819 395-7922

OUTAOUAIS
tourisme-oua.com

— FORFAIT VIP —

50\$ DE RABAIS SUR UNE 2^E NUITÉE
+ 2 LAISSEZ-PASSER MOSAÏCULTURE GATINEAU 2018

— FORFAIT VIP —

50\$ DE RABAIS SUR UNE 2^E NUITÉE

**FORFAIT
VIP**

50\$ DE RABAIS
SUR UNE 2^E NUITÉE

CREATION STRATEGY

Print advertising : Magazine Découvertes

— LA FOIS OÙ —
J'AVAIS MON ÎLE
À MOI TOUT SEUL

—CERTIFIÉ—
#OUTAOUAIS
FUN

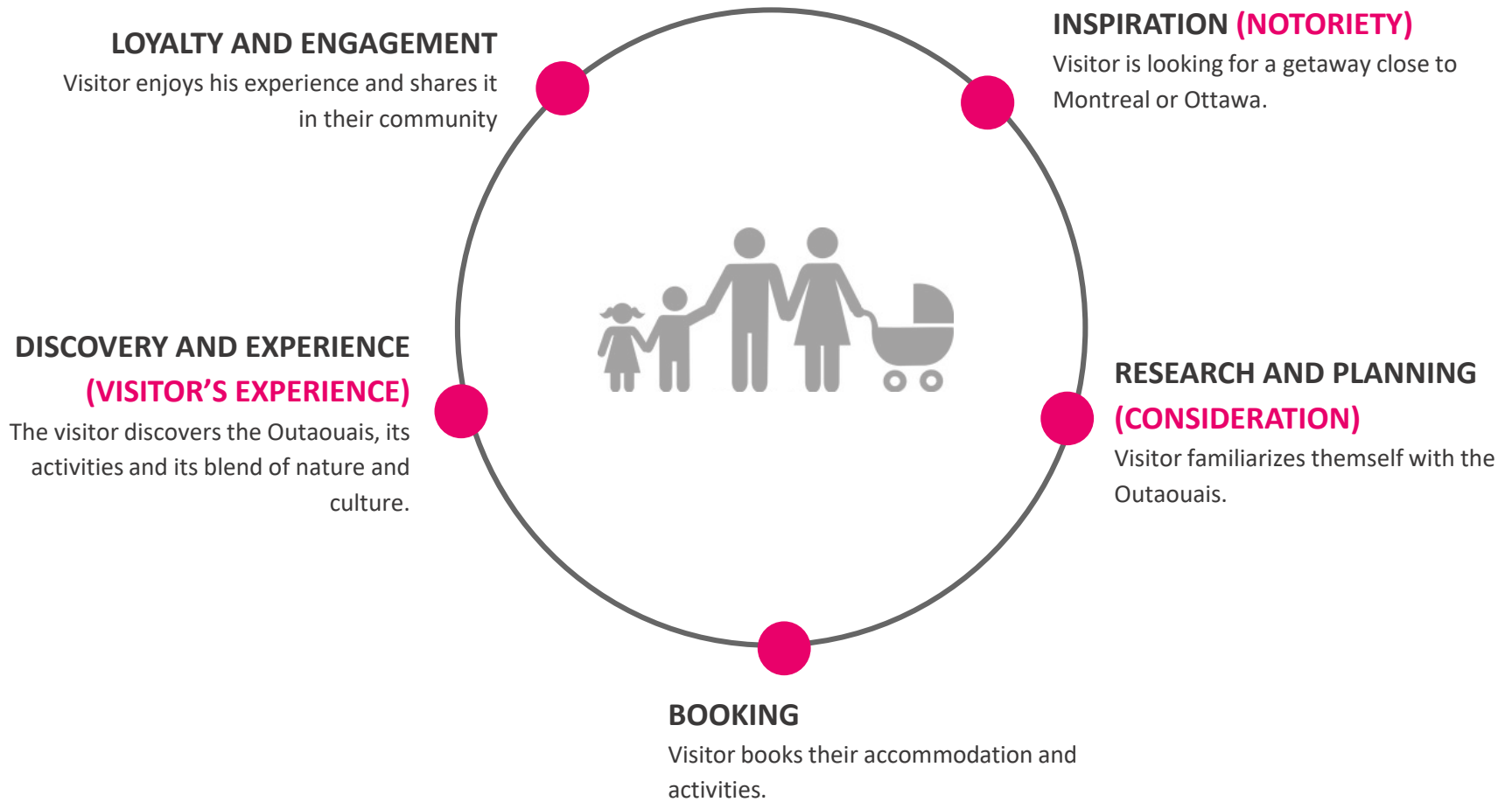
LOUER UNE ÎLE
POUR Y CAMPER

Malheureusement, seul sur son île. Ce n'est pas une figure de style, mais une opportunité unique à la région — un vaste choix de sites de camping rustique isolés, situés sur de petits îlots et accessibles seulement par embarcation. La salme paix, version Outaouais.

OUTAOUAIS
tourismeoutaouais.com

MEDIA STRATEGIES

CYCLE DU VISITEUR



MEDIA STRATEGY 2018-2019

	CULTURE	GOURMAND	FESTIF	TOURIST ROUTE	OUTDOORS	CYCLING	OUTFITTERS	SNOWMOBILE
MARKETS	MONTRÉAL	MONTRÉAL OTTAWA GATINEAU	OTTAWA	MONTRÉAL	MONTRÉAL OTTAWA GATINEAU TORONTO	MONTRÉAL OTTAWA GATINEAU	MONTRÉAL OTTAWA GATINEAU TORONTO	OTTAWA GATINEAU
	AITQ				AITQ	AITQ	AITQ	AITQ
TARGET	CULTURAL FAMILY A35 +	THENDY FOODIES A35 – 64	URBAN ADULTES A25 - 49	CULTURAL GASTRONOME A35 -64	OUTDOOR ENTHUSIASTS A25 – 64	DELUXE OUTDOORS FAMILIES A25 – 64	FISHING AND HUNTING ADEPTES FAMILIES A25 – 64	SNOWMOBILER A35 – 64
MARKET SIZE*	631 000	380 000	202 000	598 000	1 990 000	946 000	718 000	87 000
ANNUAL BUDGET	40%				50%		9%	1%

MEDIA STRATEGY 2018-2019



DEPLOYMENT 100% DIGITAL

MEDIA STRATEGY 2018-2019

1

Send our message to the right audiences

- Behavioural targeting
- Context targeting



1. Pre-roll
2. SEM
3. Videos on social media



2

Build retargeting and look-alike audiences.



3

Reach a prequalified target with a different message.

1. Web banners
2. Blog posts
3. Social media ads

MARKETING TACTICS

DIFFUSION CHANNELS

CHANNELS	TACTICS
OWNED	Website / Blog Facebook / Instagram / Twitter Field work - HR Maison du tourisme Newsletter
EARNED	Journalists / Bloggers Partners Frontline staff
PAID	Targeted Pre-roll Web banners Facebook / Instagram ads Magazine Adwords



CULTURE



MONTREAL



**NOTORIETY &
CONSIDERATION**



JANUARY-MARCH



**PRE-ROLL VIDEO
+ Blog post + Facebook ad**



LA PRESSE + (HALF-PAGE, PAUSE FAMILLE)



SEARCH ENGINE REFERENCING



FACEBOOK & INSTAGRAM ADVERTISING



GOURMET



OTTAWA



**NOTORIETY &
VISITOR'S EXPERIENCE**



**NOVEMBER TO
MARCH**



INFLUENCE MARKETING



SEARCH ENGINE REFERENCING



FACEBOOK & INSTAGRAM ADVERTISING



FESTIF



OTTAWA



NOTORIETY &
CONSIDERATION



DECEMBER-JANUARY



NICKEL BROCK
BOGOSHEVIC BASTARD
PRE-ROLL VIDEOS



SEARCH ENGINE REFERENCING



FACEBOOK & INSTAGRAM ADVERTISING



OUTDOORS



MONTREAL



**NOTORIETY &
CONSIDERATION**



JANUARY-FEBRUARY



**PRE-ROLL VIDEO (MONTEBELLO POLE)
+ Blog post + Facebook ad**



OXYGÈNE MAGAZINE AD



SEARCH ENGINE REFERENCING



FACEBOOK & INSTAGRAM ADVERTISING



CROSS-COUNTRY SKIING



**MONTREAL
OTTAWA**



**NOTORIETY &
CONSIDERATION**



**NOVEMBER TO
FEBRUARY**



**PRE-ROLL VIDEO (Chelsea-Wakefield pole)
+ 1 blog post + Facebook ad**



CONTEST – CROSS-COUNTRY SKIING EVENTS
Promotional video
Web banners
Facebook ad



SEARCH ENGINE REFERENCING



FACEBOOK & INSTAGRAM ADVERTISING



ACCOMMODATIONS



MONTREAL



CONSIDERATION



DECEMBER-APRIL



PRE-ROLL VIDEO – VIP PACKAGE



SEARCH ENGINE REFERENCING



WEB BANNERS



**ADVERTISING PACKAGES ON
FACEBOOK & INSTAGRAM**

MEDIA STRATEGY



Potential visitors



Outaouais Tourism's website users



PRE-ROLL VIDEO AD



FACEBOOK ADVERTISING



ADWORDS



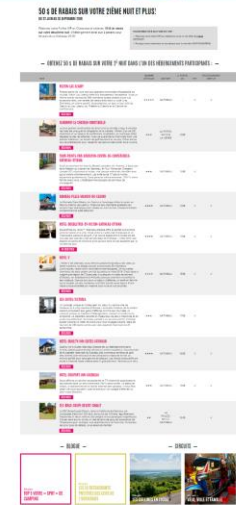
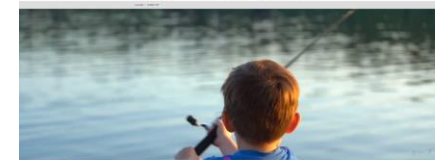
NEWSLETTER



BANNERS ON OUR WEBSITE



VIP PACKAGE LANDING PAGE



WEB SITE RETARGETING BANNERS



SNOWMOBILE



UNITED STATES
ONTARIO
MARITIME PROVINCES



CONSIDERATION



JANUARY TO MARCH



PRESENCE IN 2 SNOWMOBILE EXHIBITIONS (TORONTO + DRUMMONVILLE)



SNOWMOBILE MAP - VHR OUTAOUAIS



SEARCH ENGINE REFERENCING



FACEBOOK ADVERTISING

AMBASSADOR PROGRAM



AMBASSADOR PROGRAM - WINTER





CERTIFIED #OUTAOUAISFUN AMBASSADORS



PHASE 2 TO FOLLOW
THIS WINTER

SEE YOU SOON!

BUDGET



ANNUAL ADVERTISING BUDGET

ADVERTISING CAMPAIGN BUDGET

\$ 900,000

SUMMER

\$ 600,000

WINTER

\$ 300,000



**YOUR MARKETING
CONSULTANT**



YOUR MARKETING CONSULTANT

Culture

Marilyn Savoie

msavoie@tourisme-outaouais.ca

Tél.: 819 778-2530 (poste 249)

Gourmand et festif

Stéphanie Potvin

spotvin@tourisme-outaouais.ca

Tél.: 819 778-2530 (poste 208)

Plein air & Hébergement

Geneviève Bélisle

gbelisle@tourisme-outaouais.ca

Tél.: 819 778-2530 (poste 246)

Crédit : Parc de la Gatineau - Domaine MacKenzie-King_ CCN-NCC



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