A group of people are seated at a long table in a restaurant, looking out at a large body of water during a sunset. The scene is warmly lit by the orange and yellow light of the setting sun, which is reflected on the water. The people are silhouetted against the bright light, and some are holding up phones to capture the view. The restaurant has large, arched windows that frame the outdoor scene.

Alphabet®

RT09

2024/25 Regional Awareness Campaign

May 2024

over view



2024 / 2025

Strategic Direction

RTO9 has built strong working relationships with all eleven destinations in South Eastern Ontario. Through targeted regional marketing initiatives and continued collaborative effort, RTO 9 will continue to promote each destination and encourage multi-destination travel.

RTO 9 will reach key target markets to encourage visitation and increase overnight stays through a consumer marketing campaign, leveraging paid and owned media channels.

Overview

- **Maintain focus on awareness**

- Following the shift to awareness-focused marketing in 2023/34, we recommend maintaining this momentum in 2024/25
- Not all destinations share the same level of awareness

- **Hello, hi, bonjour!**

- Continue 'Welcome to South Eastern Ontario' campaign messaging from 2023/24
- Campaign is still relevant and should be used to maintain familiarity with the brand

- **Leverage UGC & existing content**

- Use existing itineraries, blogs, videos, and photos to promote experiences through owned social channels
- Encourage the creation of user-generated content with photo contesting and promotion

- **Catch people on the move**

- Use OOH and digital tactics to reach people when they're already in the area
- Promote destinations and operators through a revolving bank of assets

Target Audiences



Primary Audience

- Couples of all kinds across various demographics, including LGBTQ and BIPOC Travelling without their kids
- Mobile users
- Predominantly female
- Influenced by word of mouth

Secondary Audience

- Families looking for weekend and school break getaways
- Mobile users
- Predominantly female as decision maker
- Influenced by recommendations and word of mouth

Target Markets



Primary Markets

- GTA
- Regional (401 Corridor)



Secondary Markets

- Ottawa
- Montreal

Photo Contest

Explore & Engage Campaign

- Encourage visitors to the region to snap a photo and share it through SEO's Crowdriff channel for a chance to win a prize package
- Promote the contest through targeted, paid digital channels as well as organically through SEO's owned social media channels
- Use as an opportunity for asset development for future use for SEO and all destinations
- Dedicated landing environment for contest submission through third-party tool



Storytelling

Destination Highlights

- Continue to create content such as blogs, itineraries, and short videos to highlight destinations and their operators which can be promoted organically and through paid channels
- Promote seasonal giveaways

SEASONAL CONTESTING

- Spring – 1000 Islands Rideau Canal Waterways
- Summer – 1000 Islands Gananoque
- Fall – Prescott/Russell
- Winter – Kingston



PARTNERSHIP

Destination Ontario



US Campaign

Promoting South Eastern Ontario experiences into Northeast US markets through Destination Ontario channels with a dedicated US landing page on southeasternontario.com. There will be a dedicated focus on cruise operators in the region.



Fall Campaign

Promoting spooky South Eastern Ontario experiences through a campaign designed to generate awareness of fall activities, including Pumpkinferno (both Kingston Penitentiary and Upper Canada Village), Fort Fright, Haunted Trolley Tour and Haunted Walks of Kingston.

Paid Media

Paid Media Selection

01

OOH - OnRoute

Promote destination messaging to travellers along the 401 corridor using digital billboards at OnRoute stations.

- Pattison OnRoute digital billboards

02

Digital & Social

Use our social channels for paid media by promoting content and visuals, and use digital channels to serve highly targeted ads to consumers near OnRoute advertising.

- The Weather Network digital display (Pelmorex)
- Meta (Facebook/Instagram)

03

Media Partnerships

Use industry partnerships for additional exposure through paid content promotion & advertising on their channels.

- The Globe & Mail Explore Ontario Guide
- Culinary Tourism Alliance
- Attractions Ontario
- Ontario By Bike
- Destination Ontario

1. OnRoute

Digital Superboards

- Build destination awareness with people travelling along the 401 corridor
- Promote operators & experiences within destinations using creative templates
 - I.e. "Kingston Pen Tours - Exit 615"
- Destinations to provide key experiences/attractions and assets to be used to promote
- 8-second rotation, shows every 2 minutes on each board
- Estimated 24.2 million impressions



1. OnRoute

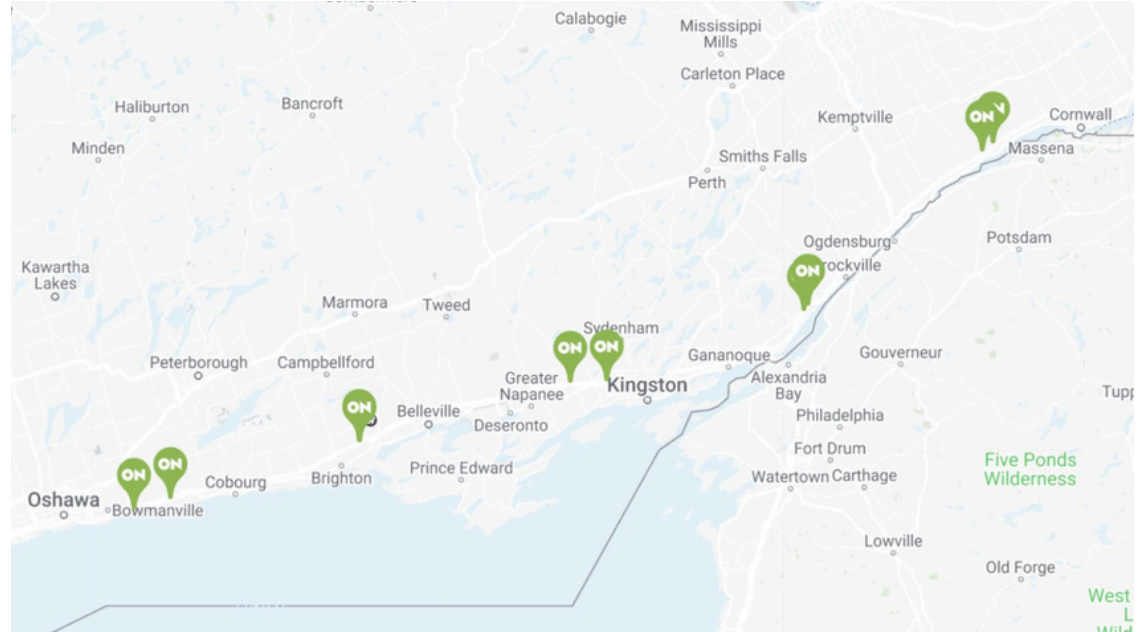
Locations

Digital billboards located at:

- Cornwall/Morrisburg
- Mallorytown
- Trenton
- Port Hope
- Oshawa/Newcastle
- Odessa
- Napanee

Future locations:

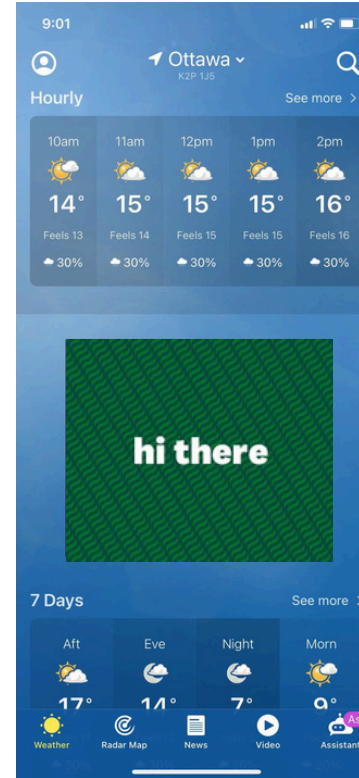
- Bainsville
- Ingleside



2. Digital & Social

The Weather Network (Pelmorex)

- Promote the destinations and operators with digital display ads on The Weather Network app and website
- Use for remarketing to our target audiences
- Geo-target around OnRoute stations to connect to OOH creative



2. Digital & Social

Meta (Facebook & Instagram)

- Utilize our top performing digital channel to promote seasonal & photo contests, paid content, and general campaign messaging
- Use a combination of photo, video, and content boosting to reach our audiences
- Align with “Welcome to South Eastern Ontario” campaign messaging



hi-ya

3. Media Partnerships

- Leverage partner media channels to promote destination messaging
- Mix of print and digital media
- Utilize content sponsorship opportunities for destination storytelling (i.e. Globe & Mail Explore Ontario)





Thanks.
Any questions?

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