

This campaign is called ESP and it stands for:

EAT
STAY
PLAY
COWICHAN
SLOW DOWN. SAVOUR LIFE.

GREG'S ESP TOLD HIM

COWICHAN WAS
THE IDEAL PLACE
FOR A GETAWAY
WITH GLORIA.



ESP means, Eat, Stay & Play in the idyllic Cowichan Valley.

Located in Southern Vancouver Island, The Cowichan Valley is being called "Canada's Provence". And there's no better time to come here to "Eat, Stay and Play" than right now. Consider these tantalizing deals*:

EAT: Fixed price gourmet dinners from as little as \$25, \$35 and \$45

STAY: \$50 room nights midweek

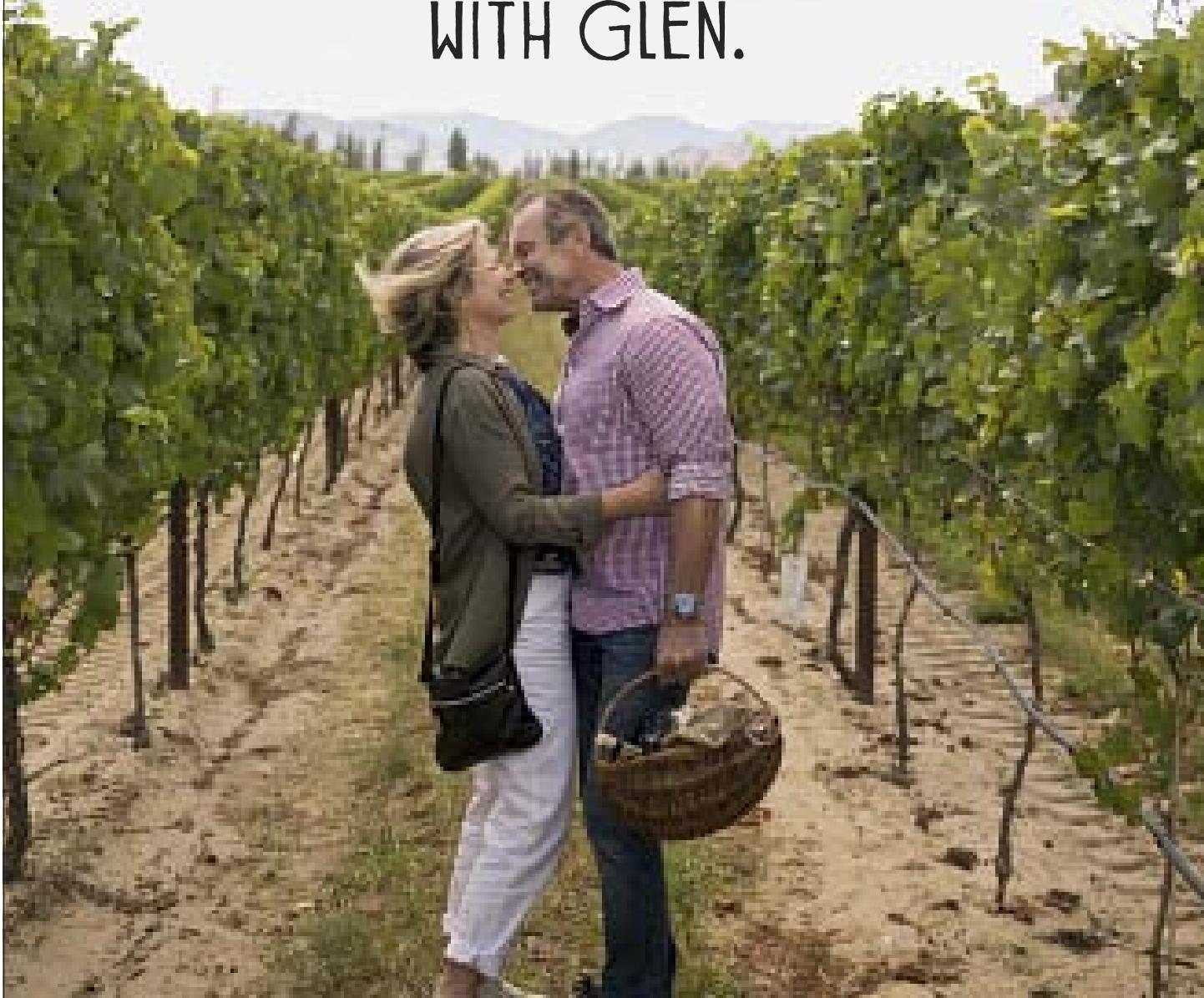
PLAY: 50% off a host of activities, like The Raptors

Unlike the memories that you'll cherish, these offers won't last. *For more info, visit www.tourismcowichan.com

EAT
STAY
PLAY
COWICHAN

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GINA'S ESP TOLD HER
COWICHAN WAS
THE IDEAL PLACE
FOR A GETAWAY
WITH GLEN.



ESP means, Eat, Stay & Play in the idyllic Cowichan Valley.

Located in Southern Vancouver Island, The Cowichan Valley is being called "Canada's Provence". And there's no better time to come here to "Eat, Stay and Play" than right now. Consider these tantalizing deals*:

EAT: Fixed price gourmet dinners from as little as \$25, \$35 and \$45

STAY: \$50 room nights midweek

PLAY: 50% off a host of activities, like The Raptors

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SARAH'S ESP TOLD HER

COWICHAN WAS THE IDEAL PLACE FOR A FAMILY GETAWAY.



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Located in Southern Vancouver Island, The Cowichan Valley is being called "Canada's Provence". And there's no better time to come here to "Eat, Stay and Play" than right now. Consider these tantalizing deals*:

EAT: Fixed price gourmet dinners from as little as \$25, \$35 and \$45

STAY: \$50 room nights midweek

PLAY: 50% off a host of activities, like The Raptors

Unlike the memories that you'll cherish, these offers won't last. *For more info, visit www.tourismcowichan.com

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30 second Radio "Donut":
(Common intro, that's filled with a station-produced offer)

ANNCR: WE'RE HERE WITH GREG, WHO IS USING HIS E.S.P. TO DETERMINE THE PERFECT GETAWAY WITH GLORIA... GREG?

GREG: YES, THE PLACE I'D LIKE TO VISIT IS... THE COWICHAN VALLEY...

SFX: APPLAUSE

ANNCR: THANK YOU GREG, WHO USED HIS E, S, P, SENSE, OTHERWISE KNOWN AS EAT, STAY, PLAY TO ENJOY THE IDYLIC COWICHAN VALLEY. OUR E.S.P. DEALS THIS MONTH INCLUDE:

OFFER: EAT A GOURMET MEAL FOR AS LITTLE AS \$25
STAY MIDWEEK FOR AS LITTLE AS \$50
AND PLAY OUTDOORS FOR 50% OFF
FOR MORE INFORMATION, VISIT TOURISM COWICHAN DOT COM

Cheeky point-of-purchase scratch card



USE YOUR
ESP
AND
SCRATCH

Using your ESP, scratch just ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:



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Cheeky point-of-purchase scratch card (one box scratched)



Using your ESP, scratch just ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

Congratulations!
You will **EAT** a gourmet meal for as little as \$25 here.
(Ok, fine, scratch the other two boxes too)



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Cheeky point-of-purchase scratch card (all are great offers)



Using your ESP, scratch just ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

Congratulations!
You will **EAT** a gourmet meal for as little as \$25 here.
(Ok, fine, scratch the other two boxes too)

Congratulations!
You will save \$50 when you **STAY** midweek here.
(Ok, fine, scratch the other two boxes too)

Congratulations!
You will save 50% when you **PLAY** outdoors here.
(Ok, fine, scratch the other two boxes too)

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USE YOUR ESP AND CLICK:

Using your ESP, click on ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

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USE YOUR ESP AND CLICK:

Using your ESP, click on ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

**EAT
STAY
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Congratulations!

You will **EAT** a gourmet meal for as little as \$25 here. (Ok, fine, click on the other boxes too)

Using your ESP, click on ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

**EAT
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Congratulations!

You will save \$50 when you **STAY** midweek here. (Ok, fine, click on the other boxes too)

Using your ESP, click on ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

**EAT
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Congratulations!

You will save 50% when you **PLAY** outdoors here. (Ok, fine, click on the other boxes too)

Using your ESP, click on ONE box to see if you can select the most outstanding deal when you come to the idyllic Cowichan Valley:

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