

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

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



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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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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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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 IDYLLIC 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)



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:


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)



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:

<p>Congratulations! You will EAT a gourmet meal for as little as \$25 here. (Ok, fine, scratch the other two boxes too)</p>	<p>Congratulations! You will save \$50 when you STAY midweek here. (Ok, fine, scratch the other two boxes too)</p>	<p>Congratulations! You will save 50% when you PLAY outdoors here. (Ok, fine, scratch the other two boxes too)</p>
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Online banners

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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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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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:

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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:

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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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