

## **Background**

Parksville Qualicum Beach Tourism was successful in accessing Destination BC cooperative marketing funding on behalf of a consortium of Island DMOs. DBC funding was approved for year two of the successful GoVI Fall / Winter TV / digital campaign targeting BC and AB.

The strategy behind this campaign is to follow Tourism Vancouver Island's (TVI) branding efforts in these markets that will cease in mid-October. As TVI has set the stage for Fall / Winter visitation to the Island in general, this campaign will encourage visitors' next step in the path to purchase by featuring specific Island stakeholders and destinations. The GoVI consortium will also leverage the TVI brand platform to ensure recognition.

## **Tactics**

1. 50% of the budget will be allocated to TV and 50% to digital. The TV buy is on Global via Roberts Communications and the digital buy is on Facebook via War Room. The campaign will feature two flights - one in late Fall and one in late Winter - see below for details.
2. Stakeholders' may purchase a single unit for \$3,000 including TV production costs (matched by \$3,000 DBC dollars) that will provide impressions on both Global and Facebook. Investing stakeholders will also be required to provide a prize for a contest that will be promoted on Facebook. Only 23 units in total are available for purchase.
3. Although all TV commercials will feature a common icon, destination icon, and colour palette, the content will only feature the investing stakeholders' assets and call to action.
4. Digital advertising will be done via Facebook Canvas. Each participating destination will have its own Canvas where investing stakeholders from that region along with a contest will be featured. Learn more about Canvas (<https://canvas.facebook.com>) and see the carousel layout graphic below.
5. Each participating destination will also create a landing page on their respective websites to feature participating stakeholders from the community and be the call to action for DMO-purchased units.

## **TV Details**

1. Global BC/BC1 - Minimum 35 X :15 commercials airing on Global BC/BC1, targeting Global News programming, delivering approximately 735,000 impressions.
2. Global Alberta (Global Edmonton/Global Calgary) - Minimum 40 X :15 commercials airing in Alberta, targeting Global News programming, delivering approximately 550,000 impressions.
3. Global BC/Global Alberta - Minimum 40 X :15 commercials airing on Global BC/Global Alberta, targeting Global News programming, delivering approximately 650,000 impressions.
4. All impressions are against Adults 35+.

Roberts Communications will handle all TV production needs. This includes all scripting, voice talent (1 per), music, existing graphic manipulation, editing and file supply to the broadcaster. An additional \$1,000 will be charged if a stakeholder wishes to have 2 distinctly different spots produced.

Invoicing will be coordinated via Parksville Qualicum Beach Tourism with at least 50% due at contract signing.

# GoVI

## Digital Advertising

Get more business during your shoulder season through Digital Advertising. Connect your business to your customers by targeting them in the places they are spending time, online. Through **Social** Advertising.

Social



1 Unit



**GUARANTEED  
IMPRESSIONS**

**293,004**

### **CHANNELS**

Facebook Canvas



Canvas Carousel

**HALF**

Canvas Image

### **ADDITIONAL**

Visual Milestone Report



Campaign Overview



Locations

**2**

\*Only the final canvas image will click through to a site, which will be the DMO contest landing page

\*\*Campaign launch October 23 - December 3, 2017 (42 Days) and January 15 - February 25, 2018 (42 Days)

\*\*\*A final campaign report will be sent for use as reporting back to DBC

\*\*\*\*We will test all options and optimize to best performance

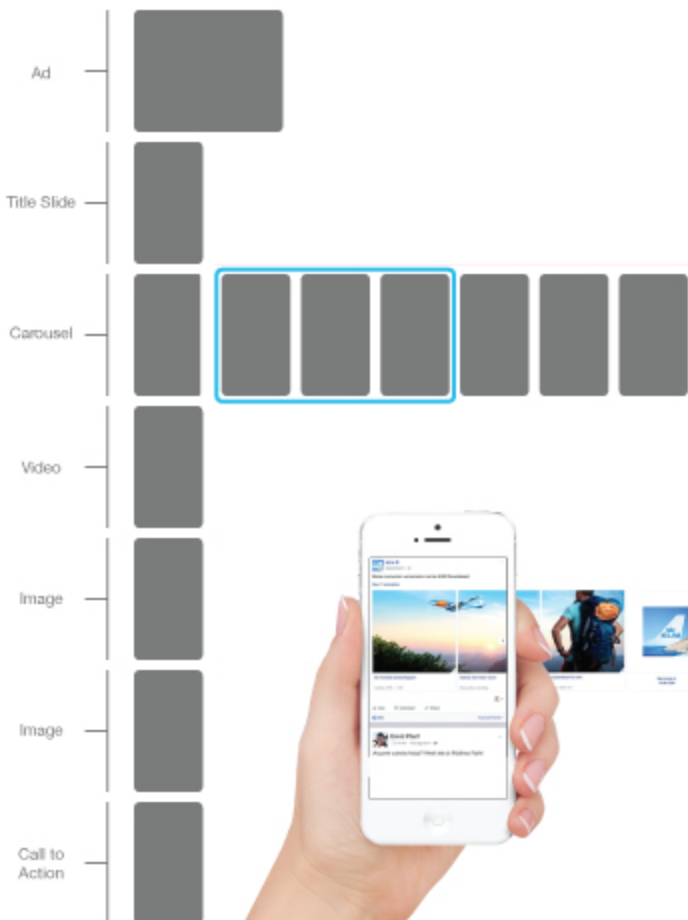
\*\*\*\*\*Each community will have 1 contest per flight

## FACEBOOK CANVAS

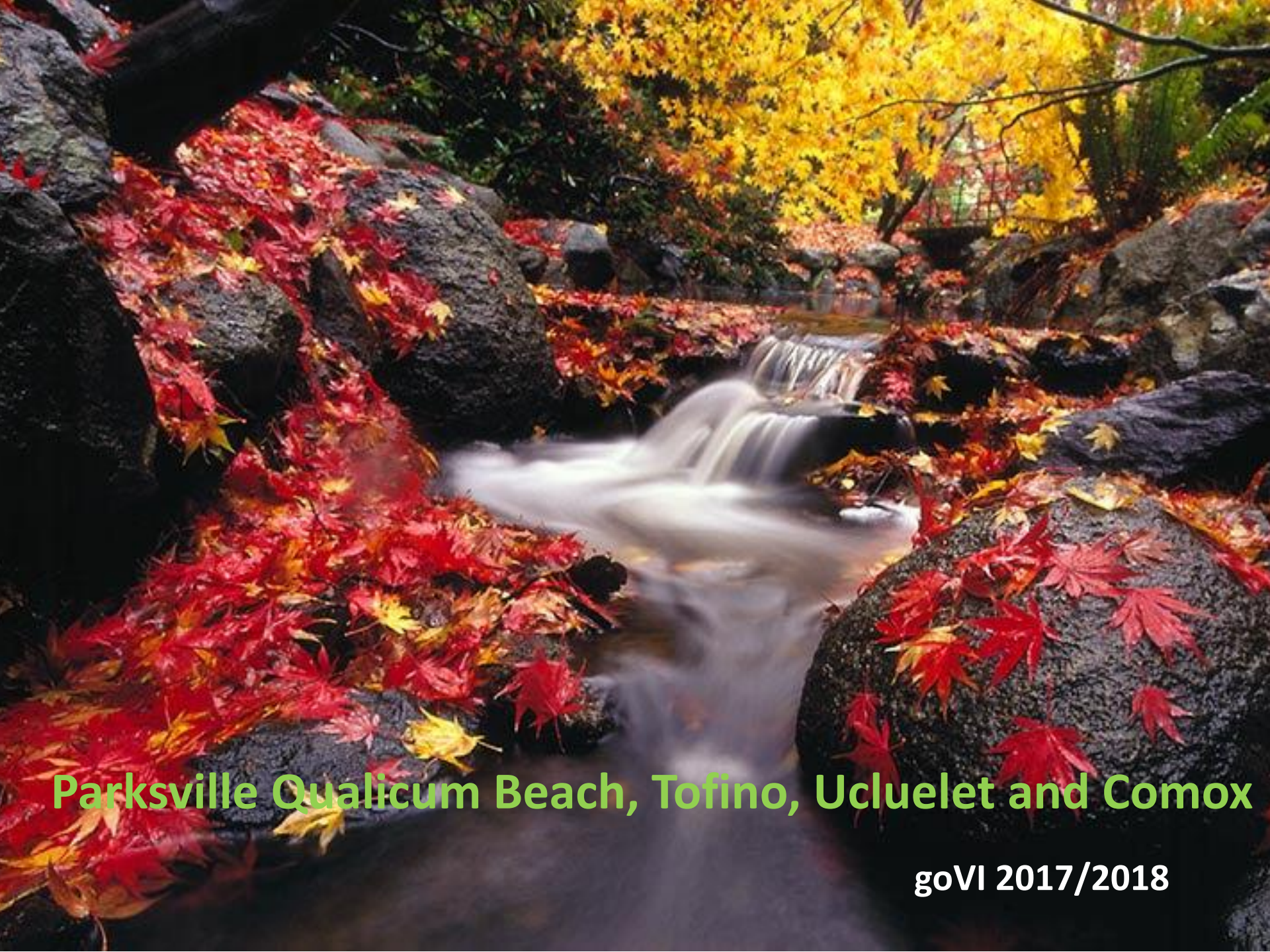
Facebook Canvas is an immersive and expressive experience on Facebook for the GoVI consortium to tell their stories and showcase their offerings to help increase your business during the shoulder season.

Facebook Canvas Flow Chart

 1 Unit



Notes: Facebook canvas can include multiple carousels or images, making the experience larger, or smaller than what it showcased above.



**Parksville Qualicum Beach, Tofino, Ucluelet and Comox**

**goVI 2017/2018**

# Parksville Qualicum Beach, Tofino, Ucluelet and Comox - Objectives

Discover all things Vancouver Island as Global BC and Global Alberta will bring **Parksville Qualicum Beach, Comox, Ucluelet** and the **Tofino** regions to life with our 35+ viewers. Whether you like to stroll the beaches or discover nature in the tidal pools of Parksville Qualicum Beach, tour savory wineries of the Comox Valley or paddle board the waters off Tofino and Ucluelet, Corus will help showcase the regions to our viewers, attracting tourists to each regions stakeholders.

We will accomplish this through the following:

- Three custom Stakeholder packages targeting BC and/or Alberta.
- Deliver a strong value to investment audience ratio to the group and their stakeholders.
- Maximize the messaging by matching any investment with added value airtime for creative that qualifies as a PSA. Non-PSA creative will benefit with additional bonus airtime via the Audience Dividends Program.



# The Campaign Options



There are two date range options available to program Stakeholders:

- **Flight #1** - Monday, October 23 – Sunday, December 3, 2017
- **Flight #2** – Monday, January 15 – Sunday, February 25, 2018

Each Stakeholder will have the option of participating in one, or both of the six week flights, in the markets of your choosing.



# The Campaign Options



There are three options available to program Stakeholders:

## **Global BC/BC1**

- Minimum 35 X :15 commercials airing on Global BC/BC1, targeting Global News programming, delivering approximately 735,000 impressions against Adults 35+ in BC.

## **Global Alberta (Global Edmonton/Global Calgary)**

- Minimum 40 X :15 commercials airing in Alberta, targeting Global News programming, delivering approximately 550,000 impressions against Adults 35+ in Alberta

## **Global BC/BC1/Global Alberta**

- Minimum 40 X :15 commercials airing on Global BC/BC1/Global Alberta, targeting Global News programming, delivering approximately 650,000 impressions against Adults 35+ in Alberta/BC.





# Global News upholding rating advantage

Global vs. closest competition, Fall 2016/Spring 2017, Adults 35+ Ratings%



Global News Morning



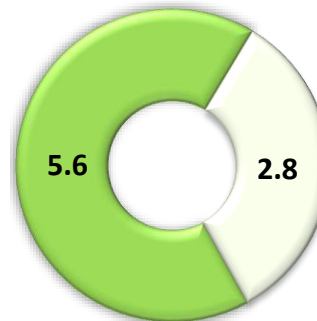
Global News at Noon



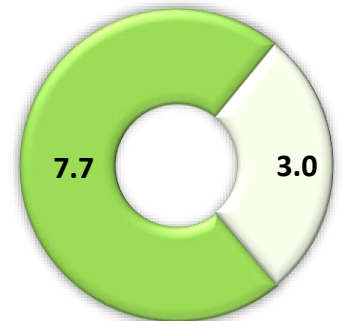
Global News at 5



Global National



Global News Hour at 6



■ Global

■ CTV

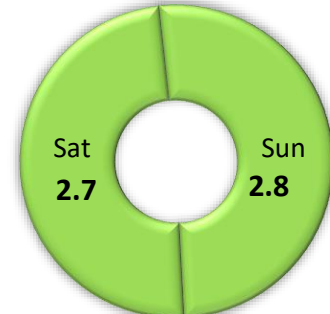


Globalnews.ca

Global News at 11



Global News Morning (Wknd)\*



1 rating point = 22,090 viewers



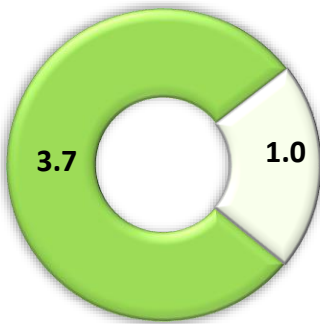


# Global News upholding rating advantage

Global vs. closest competition, Fall 2016/Spring 2017, A35+ Ratings%



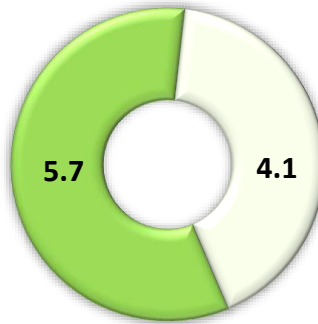
Global News Morning



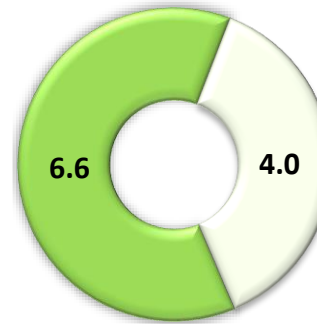
Global News at Noon



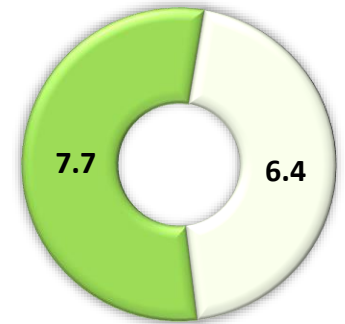
Global News at 5



Global National



Global News Hour at 6

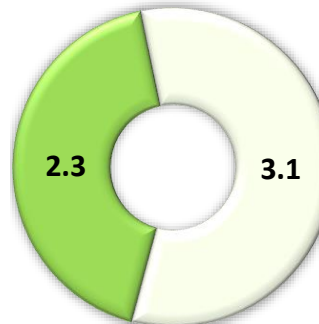


■ Global

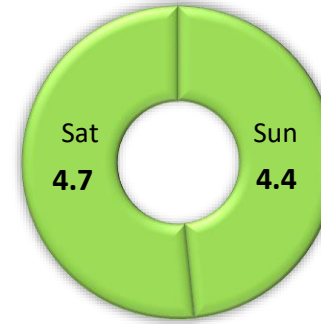
■ CTV



Global News at 11



Global News Morning (Wknd)\*



1 rating point = 10,250 viewers



# Global News continues to be competitive

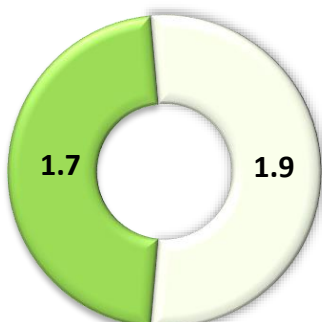
Global vs. closest competition, Fall 2016/Spring 2017, A35+ Ratings%



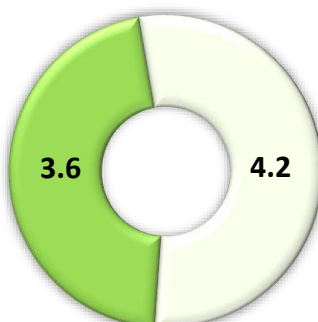
Global News Morning



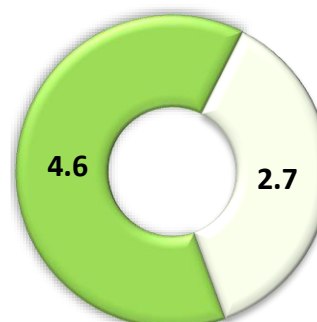
Global News at Noon



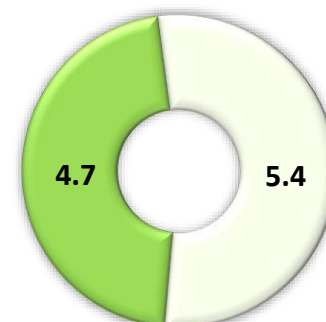
Global News at 5



Global National



Global News Hour at 6

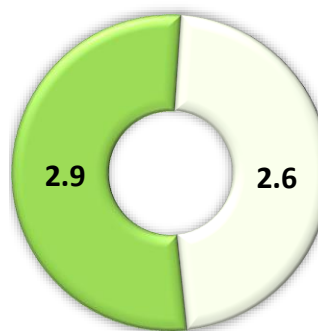


■ Global

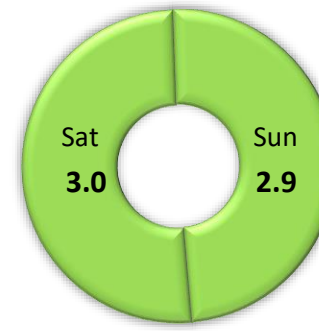
■ CTV



Global News at 11



Global News Morning (Wknd)\*





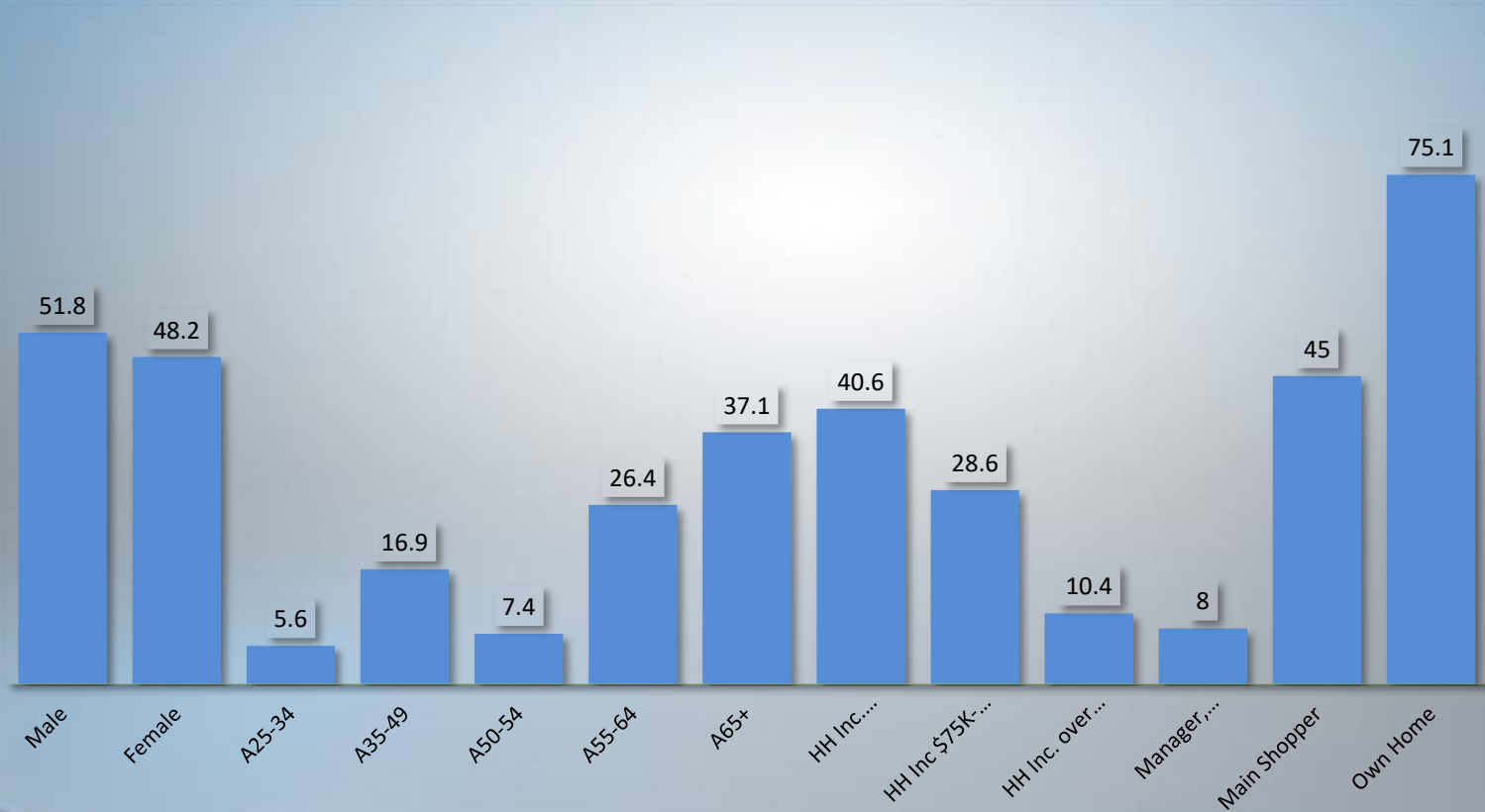
**BC's only**  
**24-hour TV News**

Average Audience A35+  
Van-Vic: **3,000**  
Total Canada: **3,400**

Average Weekly A35+  
Van-Vic: **263,000**  
Total Canada: **314,000**



# BC1's viewer profile – Comp% (AMA), A18+



Source: Numeris Canada PPM, Vancouver-Victoria EMA, Spring 2017 (Jan 2-May 14)