

EDAC Marketing Award Application: Live Here Campaign

Category: Digital Marketing - Website



Project Overview

Bruce County launched the “Live Here” campaign to help millennials and newcomers and immigrants to visualize how they can find work-life balance and high quality of life they have imagined by relocating to Bruce County. Many people dream about moving closer to what matters the most to them - the astonishing outdoor spaces they seek to explore or having more time to share with their loved ones by reducing the commute and crowding of a city. But few people know the possibility of this dream.

More and more people are searching for a relaxed lifestyle where they can find a better balance between supporting their lives while living it to the fullest. The Economic Development team has taken a lead role in marketing the communities of Bruce County to millennials and entrepreneurs looking to relocate, and newcomers and immigrants looking to put down roots and prosper in Canada.

The campaign highlights the stories of successful relocators to demonstrate that they can truly go from a ‘visitor’ to a ‘local’ through an extensive digital marketing campaign. The campaign directs traffic to <https://living.brucecounty.on.ca/>, a portal for relocators and newcomers acting as a one-stop shop for information about relocating to Bruce County from information about careers to schooling options to healthcare facilities to other services. Both the relocator and newcomer landing pages of the Live Here campaign guide visitors to Bruce County’s employment website, <https://jobsinbruce.ca/>.

Challenges & Changes

Bruce County is facing workforce shortage and this campaign supports attracting and retaining new talent in response to reducing stress to Bruce County’s existing businesses and employers.

Target Audience

Millennial relocators and entrepreneurs from Southwestern Ontario urban centres, 25-40 years old, pending lifestyle change; open to moving and relocation, looking for good work-life balance and simple-living adopters. Looking for an alternative lifestyle outside of their current city.

Newcomers and immigrants from Greater Toronto Area, 16-40 years old. International students, on work permit or study permit, refugees, permanent residents etc. Newcomer and immigrant audience is looking for the following in a place to live: jobs; sense of belongingness; settlement services; cultural groups/support groups; food, retail and restaurant; ESL learning; cultural training; inclusivity; welcoming communities.

Related Materials

Relocator landing page: <https://living.brucecounty.on.ca/relocate/>

Newcomer landing page: <https://living.brucecounty.on.ca/newcomer/>

Jobs in Bruce website: <https://jobsinbruce.ca/>

Campaign Analytics

Bruce County - Live Here Campaign

Below you can find a midterm report on the Bruce County Live Here campaign. Since April 8th, 2022, this campaign has been live on a variety of platforms including Google, with placements on Google Search, Display & Youtube, Facebook and Bell DSP. The overall focus of the Live Here campaign was to spread awareness to people located in key BruceGreySimcoe, GTA & Southern Ontario markets of other living and working options available in Ontario, and more specifically in Bruce County. The campaign was broken down into three targets with corresponding messaging:

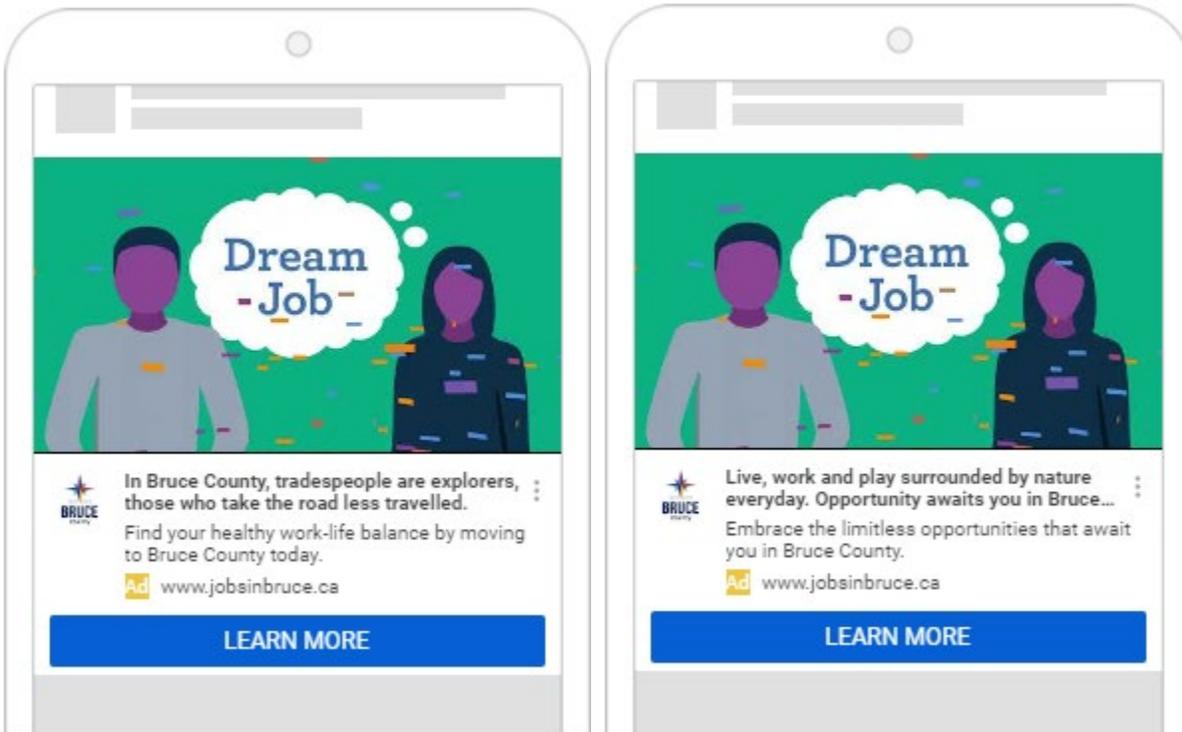
- You Are Bruce - Recent immigrants that currently live in the GTA looking for a better way of life
- You Are Right - Younger Millennials that live in the GTA looking for a better way of life
- Jobs In Bruce - People aged 18+ that live in the GTA that are interested in working & living in Bruce County

As of Thursday August 11th, the Live Here campaign has shown very strong performance with 9,242 clickouts to the Jobs in Bruce website, 8.4M total impressions, 27k clicks, a CTR of 0.32% on \$38,080.41 in media for an efficient CPA of \$4.12.

Live Here - Creative Performance Overview

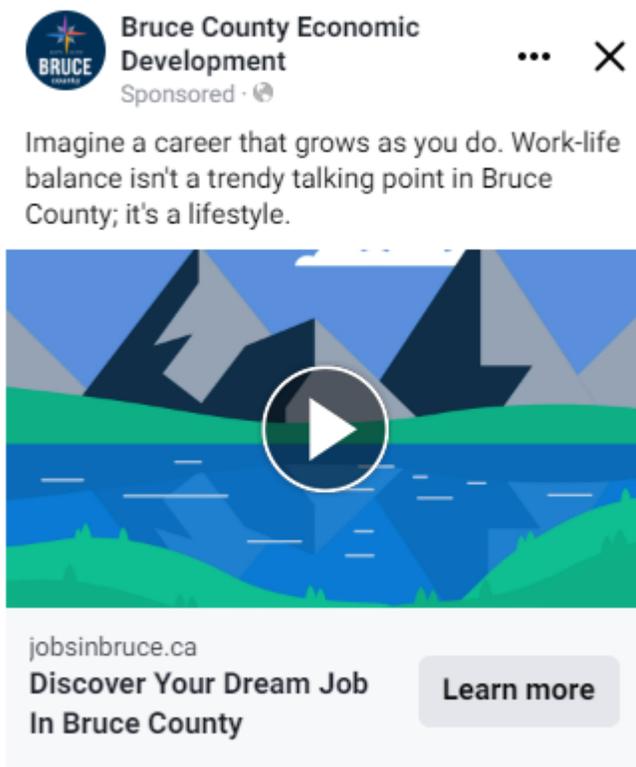
YouTube

- YouTube ads are a great way to convey your campaign message while allowing you to reach your audience based on location, interests and much more. These video ads appear before or next to related videos or in search results. Our strategy with launching the YouTube placement was to take advantage of great creative of real-life people that made the move to Bruce County from Toronto in a way that's easily digestible to our audience. We are pleased to see that YouTube has made a noticeable impact on the performance of the campaign is 1,458 clickouts, 644k impressions, 50k views, a 7.79 view-through rate (VTR), on \$5,663.74 in spend for a \$3.88 CPA.
 - We saw the greatest response from our In Market audience that targeted Employment and Moving & Relocation with 1,002 clickouts, which is 69% of total clickouts on YouTube. This audience is made up of people aged 25-45 in Google's pre-defined audiences to target people who are seeking employment and potentially moving to relocate. Below are screenshots of the top two video ads that performed the best on YouTube, garnering a total of 555 clickouts:



Facebook

- Our Facebook ads have done a great job at serving as a strong awareness piece for the campaign overall. As a result, we have seen the highest engagement numbers campaign wide on Facebook with 1.1M total impressions, 7,691 clicks and 4,258 clickouts, highest of any other placement, on \$10,762.84 in media spend for a CPA of \$2.53.
- Through Facebook we have been able to separate our three campaigns out by audience, and our Jobs In Bruce audience has pulled ahead as our top performer with 893k total impressions, 5,508 clicks and 3,036 clickouts, on \$7,751.14 in media spend for a CPA of \$2.55. This Jobs in Bruce audience is made up of people aged 24-45 with interests in looking for work and career development opportunities.
 - Below you will find a screenshot of the top performing ad within this ad group with a total of 2,251 clickouts:



The screenshot shows a Facebook advertisement for Bruce County Economic Development. At the top left is the Bruce County logo, a stylized starburst with the word 'BRUCE' below it. To the right of the logo is the text 'Bruce County Economic Development' and 'Sponsored' with a small globe icon. Further right are three dots and an 'X' icon. Below the header is the text: 'Imagine a career that grows as you do. Work-life balance isn't a trendy talking point in Bruce County; it's a lifestyle.' The main visual is a video player with a play button icon in the center. The video thumbnail shows a stylized landscape with green hills, a blue lake, and dark blue mountains under a blue sky. Below the video player is the URL 'jobsinbruce.ca', the text 'Discover Your Dream Job In Bruce County', and a 'Learn more' button.

Google Search

- Similarly, to the Book & Look campaign, it is important to highlight the success of the Google Search portion of this campaign. Our Google Search campaign has garnered the second largest amount of clickouts across the campaign with 2,943 clickouts, 827k impressions, 6k clicks on \$9,944.74 in media spend for an incredibly efficient CPA of \$3.38. Of this performance, we have seen the greatest response, once again, from our Jobs In Bruce Google Search campaign which includes lower-funnel keywords that has driven a considerable amount of traffic to the Jobs In Bruce website. Included in these keywords are words and phrases such as *jobs in grey bruce*, *jobs in bruce county*, *jobs in kincardine etc.*
- Below is an example of our top performing Google Search ads:

Ad · www.jobsinbruce.ca

Bruce County Is Hiring | Find Your Dream Job Today

Live, work and play surrounded by nature everyday. Opportunity awaits you in Bruce County. Leave the stress of the city behind and discover true work-life balance in Bruce County.



BRUCE
county

Be an explorer.

brucecounty.on.ca