

RECOVERY PROJECT OR PLAN: 'CLOSER' CAMPAIGN

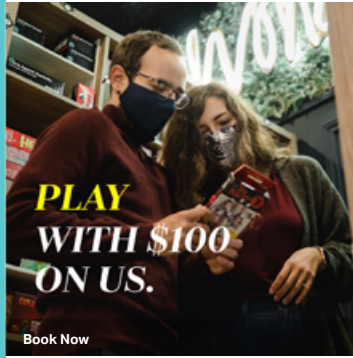
EDAC Marketing Canada Awards
Tourism Kingston



closer



**STAY
WITH \$100
ON US.**



**PLAY
WITH \$100
ON US.**

Book Now

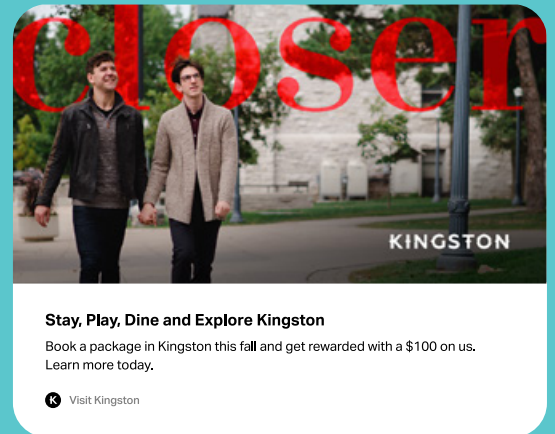
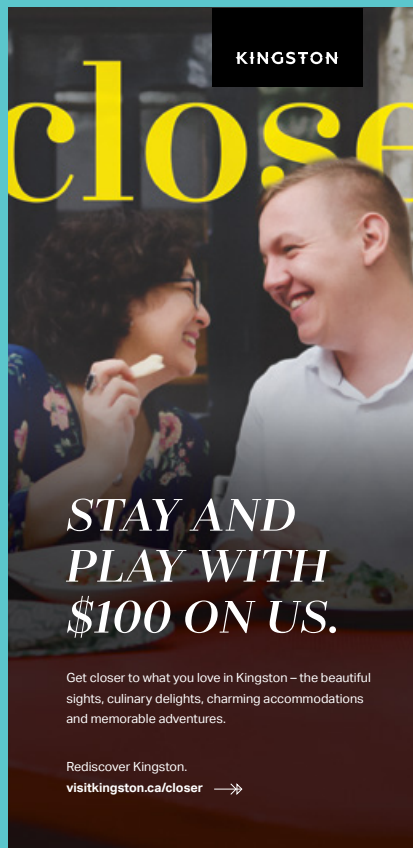


**DINE
WITH \$100
ON US.**



**EXPLORE
WITH \$100
ON US.**

visitkingston.ca Get closer to what you love in Kingston this fall – with \$100 on us! Spend it how you want, on what you want. Book now.



Target audience

Primary audience – couples

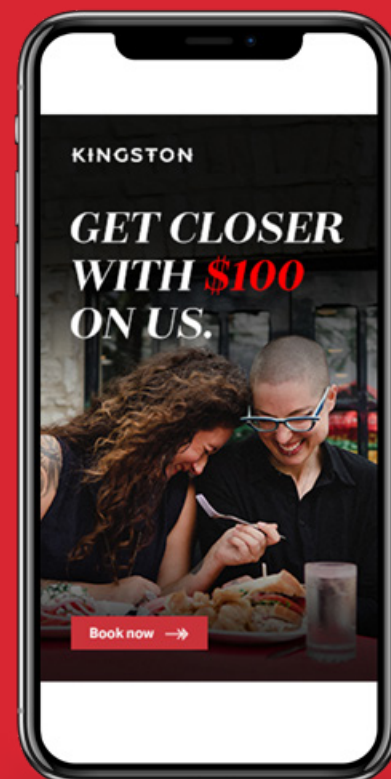
- Couples of all kinds across various demographics including LGBTQ young couples exploring for the first time, and older couples looking to reconnect and treat themselves
- Food lovers and those seeking local, authentic food, wine, and brewery experiences
- Nature lovers looking to combine a city break with light outdoor activity

Secondary audience – families

- Families that are looking for short getaways and fall/winter activities
- More likely to travel during summer months and weekends

Promotional offer

To stimulate local tourism, select hotels partnered with Tourism Kingston to provide a VISA gift card incentive to book an overnight stay in Kingston. Guests were given a \$100 Kingston-branded VISA gift card upon check-in at their hotel. The offer was stackable up to a total of \$500, which encouraged guests to book longer and off-peak stays.

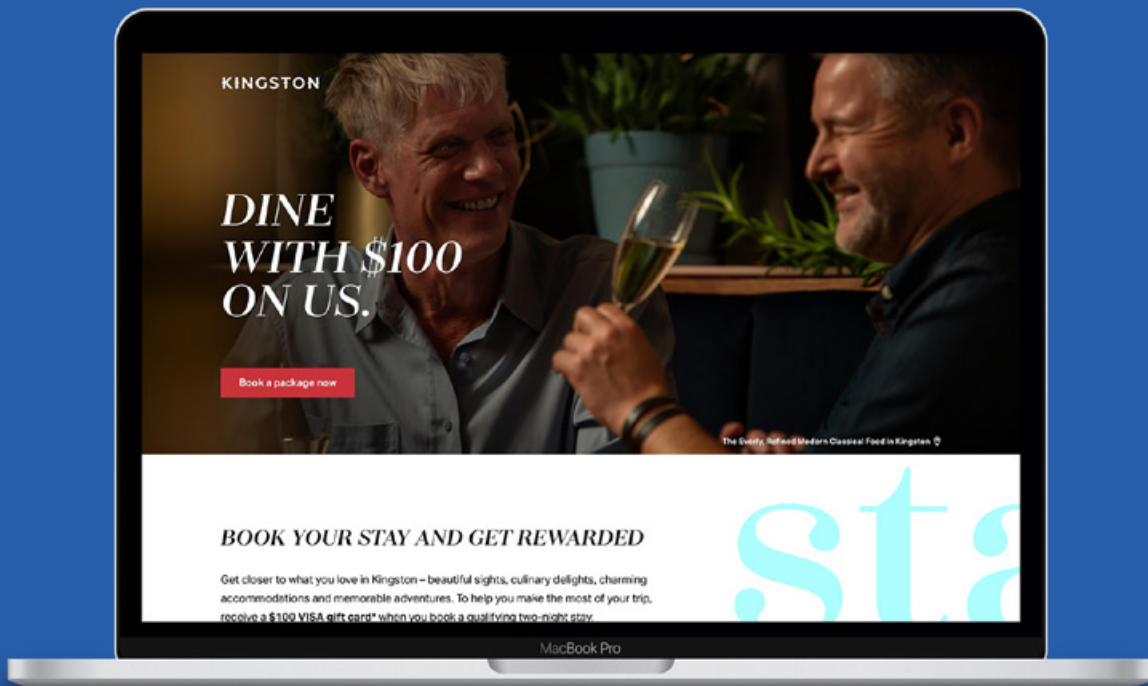


Landing page

The landing environment for the campaign was built to feature a wide variety of stay packages available in Kingston. The packages were developed with three key categories in mind: See + Do, Eat + Drink, and Rest + Relax. These categories would appeal to all different types of travellers, no matter what type of getaway they were looking for.

The landing page was continuously updated throughout the course of the campaign to reflect current offers, things to do, and special events happening in the city.

Visit the website: <https://www.visitkingston.ca/closer/>





Watch the video: https://www.youtube.com/watch?v=D7_IUx67_Ik&t=4s

Brand anthem video

Just before the COVID-19 pandemic, Kingston-based film production studio Untold Storytelling began producing the Kingston 'Brand Anthem' video that was intended to be used as a higher level brand positioning tool, that would sit above promotional and tactical campaigns to help create a vibe about the place, an emotional connection, a story of romance and joy.

When production was complete mid-pandemic, it was timely (and fortuitous) that it struck the right tone as the city entered into a new era of post-pandemic place marketing, and aligned perfectly with the messaging of the Closer campaign.

The video was also produced as a shorter 00:30 spot for use in TV and digital advertising during the campaign.

Media approach

The campaign was supported by a combination of digital, broadcast, and out of home advertising in key target markets.

Distributing the media spend across multiple channels maximized reach and brand recognition, and capitalized on the engagement of shares from Visit Kingston social channel followers.

Target markets:

- Audience: 18+, interested in travel, tourism, food & drink
- Geographic: Greater Toronto Area, Ottawa and surrounding region, Montreal

Kingston's combination of history, nature, and attractions make it an appealing destination to Chinese Canadians. In addition to the audiences above, Tourism Kingston also targeted Chinese Canadians through the mobile app WeChat in Ottawa, Toronto, and Montreal with Chinese-language content about the destination.

