

Princeton Welcomes the World

www.DiscoverPrinceton.ca



The
BRONZE SCULPTURE
CAPITAL OF CANADA





Digital Billboard at Kelowna International Airport



Digital Billboard near Abbotsford Airport



The Princeton Welcomes the World marketing campaign was designed to celebrate the town's rich diversity and reinforce its reputation as an inviting and inclusive destination. With a dual-purpose strategy, the campaign aimed to showcase Princeton as a vibrant and welcoming community for visitors worldwide and to position it as a prime location for investment and business expansion.

The campaign employed a multi-channel approach to ensure maximum visibility and engagement across diverse audiences. This included high-impact billboards strategically placed in key locations, including the Kelowna airport, traditional print media in prominent publications, and an aggressive social media campaign to reach a broad demographic. By leveraging a mix of digital storytelling, community engagement, and targeted outreach, Princeton Welcomes the World successfully amplified the town's appeal as both a cultural hub and a thriving economic center.

Through this initiative, Princeton reinforced its commitment to fostering connections, embracing global visitors, and creating opportunities for long-term growth and prosperity.



Using visitor data collected by the Princeton Visitor Centre, the town identified its guests' most common nationalities and selected the flags of corresponding countries to feature on banners adorning its light posts. Each banner displayed a country's flag and the word "welcome" in its native language, creating a vibrant and inclusive atmosphere throughout the community.

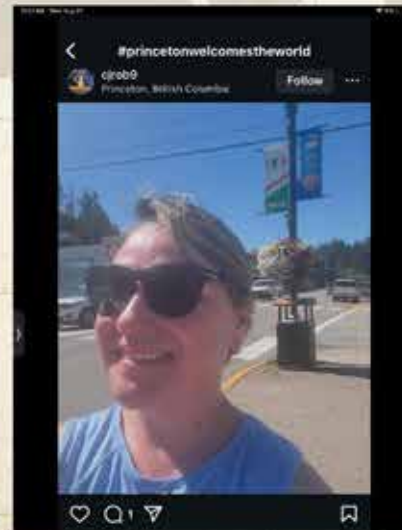
To enhance engagement, Princeton introduced the Flag Walk contest, inviting residents and visitors to explore the town, locate the flags, and take photos beneath the banner of their own country. This interactive initiative added an element of fun while encouraging foot traffic through Princeton's streets, increasing exposure for local businesses.

Additionally, local businesses received posters and table tents to display in their windows and establishments, further reinforcing the campaign's welcoming message and fostering community participation.



#PrincetonWelcomesTheWorld

hashtag competition, which invited visitors to pose with their national flags at scenic locations around town and share their photos on social media. Visitors from around the world celebrated cross-cultural relationships with Princeton at the center promoting Princeton's welcoming atmosphere.



360°



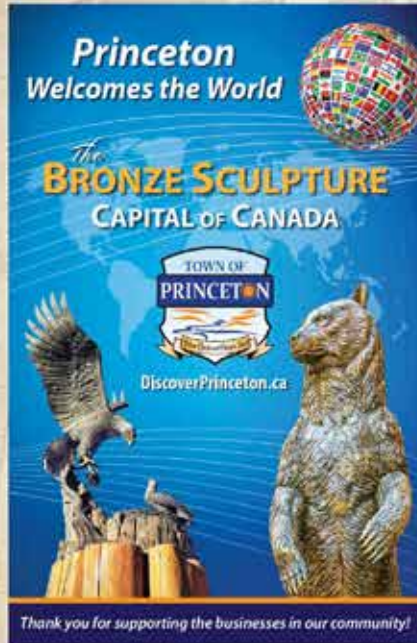
An exciting addition to the Princeton Welcomes the World marketing campaign was introducing a virtual reality experience and a 2D flyover of the Town of Princeton. Users had the opportunity to embark on a virtual kayak tour of the Similkameen River, offering a unique and immersive perspective of the area—one that would typically be inaccessible to most people. This innovative approach showcased the region's natural beauty and highlighted Princeton's commitment to embracing cutting-edge technology. By integrating these advancements, Princeton further positioned itself as an attractive destination for technology-based businesses, reinforcing its reputation as a forward-thinking community.



PROMOTIONAL ITEMS

Town of Princeton - Marketing Campaign 2024

BUSINESS PARTICIPATION POSTERS



DECALS



TABLE TENT CARDS



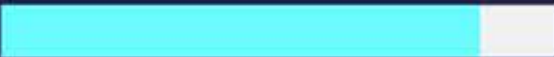
MAP ADS





KEY STATS

TOTAL ENGAGED ACCOUNTS 299,346+



ENGAGEMENT RATES 5.1% - 6.7%



GROWTH 100% ORGANIC



The Princeton Welcomes the World campaign achieved an impressive total reach of over **30 million impressions** across all advertising platforms.

PLATFORM HIGHLIGHTS - IMPACT VIEWS

TIKTOK	63,210+	X (TWITTER)	17,530+
INSTAGRAM	50,583+	THREADS	1,000+
YOUTUBE	20,050+	PINTEREST	661+
GOOGLE REVIEWS	15,670+	VR META TOURS	3,639+

INNOVATIONS & HIGHLIGHTS

- Meta Quest VR Tours Princeton Ochre Bluffs and Town Fly Over **3600+**
- Instagram Reels: **+57%** Activity Boost

TOP PERFORMING CONTENT

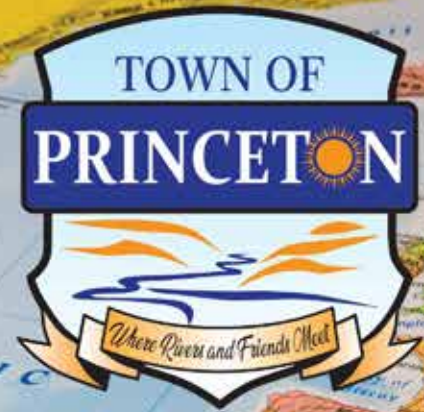
- Wildlife Wednesday
- Princeton Posse Hockey Highlights
- Town Activities

COLABORATIVE REACH



Vancouver Film School (VR): 95,000+	
Okanagan-Thompson Region: 8,000+	
Total Collaborative Reach: 103,000+	





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