

EDAC Marketing Canada Awards Submission – Promotional Video – Embrace the Vibe: Discover the Chaleur Region

Abstract – *Embrace the Vibe: Discover the Chaleur Region*

The “Embrace the Vibe” promotional video redefines how the Chaleur Region is experienced, transforming it from a passive, drive-through space into an active, must-stop destination. Created to invigorate tourism marketing with a youthful and dynamic tone, this video marks a bold departure from traditional, slower-paced promotional media. It champions the Chaleur Region as a place to play, connect, and explore that targets young families and couples who seek vibrant, accessible adventures.

With a runtime of 1 minute and 07 seconds, the video immerses viewers in high-energy footage of beaches, rivers, trails, fishing, boating, golfing, and local events amplified by an upbeat soundtrack. It unfolds through key themes drawn from the bilingual visitor guide: ***Excursion, Relaxation, Trails, Revitalize, Earth & Water in Harmony, Cultural Immersion, Adventure, and Local Flavor***. These segments capture the summer’s energy while also delivering a year-round, well-rounded vision of the region's appeal.

The video reinforces and links seamlessly to the accompanying ***Visitor Guide*** and ***Tourism Website***, both of which enable deeper trip planning with filters for personal interests, local businesses, and seasonal recommendations. The result is a frictionless, digital-first experience that meets users where they are—on mobile, on social, and ready to explore.

Sustainability is embedded in every layer—from messaging to production. The campaign highlights low-impact recreational activities, Acadian culture, regional music festivals, and the talents of local artisans and eateries. Produced with a compact digital crew of two, it reflects a nimble and resource-conscious approach to storytelling.

The project aims to increase the average visitor stay, drive visitation among Gen Y and Z travelers, boost off-season engagement, and reposition the Chaleur Region as a destination rather than a transit corridor—outcomes that early results suggest are already in motion.

Key challenges included overcoming legacy perceptions of the region as quiet or underwhelming. The strategy leaned into ***speed, motion, kinetic movement, text, and vibrant aesthetics***. To preserve bilingual integrity while enhancing visual cohesion, separate English and French versions were produced instead of a single alternating cut. A flexible one-week shoot schedule and extensive B-roll capture ensured weather-resilient footage.

“Embrace the Vibe” exemplifies what’s possible when ***modern tourism marketing*** meets ***community-rooted storytelling***. It invites a new generation to see the Chaleur Region not just as a destination—but as an experience waiting to be lived.

1. Project Title

“Embrace the Vibe – Discover the Chaleur Region” (Duration: 1:07 min)

2. Purpose of Project (+ Anticipated Outcomes)

Objective	Description
Reposition Brand	Shift perception from “drive-through” to “must-stay” destination
Attract Younger Visitors	Introduce a vibrant, energetic narrative anchored in the new tagline <i>Embrace the Vibe</i>
Highlight Aquatic Activities	Showcase beaches, rivers, and trails for multi-season appeal
Drive Digital Engagement	Utilize QR codes, social media, and web tie-ins for campaign interaction

3. Effectiveness / Meeting Objectives (Early Indicators)

- **Launch window:** June 3, 2025 – July 2, 2025
- **Total video views:** 913,686+ (Google Ads, Instagram, Meta)
- **Total Video Plays:** 305,361

4. Challenges & Changes Made

Challenge	Response & Adjustment
Legacy “slow & sleepy” image	Fast-paced editing, upbeat music, kinetic on-screen visuals plus text
Bilingual authenticity	Separate English/French versions; captioning by native speakers
Weather unpredictability	Agile one-week shoot; drone B-roll coverage
Capturing attention span	Tight script; kept runtime under 1:10 for full-view rates

5. Target Audience

- **Primary:** Gen Y & Z couples/families (25–44), urban NB/QC/ON + Northern Maine; household income ≥ \$75k
- **Secondary:** Adventure seekers (45–54)
- **Psychographics:**
 - Socially connected

- “Micro-experience” collectors
- Environmentally conscious
- Budget-flexible but value-driven

6. Alignment with Awards Category

- **Category Fit:**
 - High-impact, stand-alone audiovisual asset
 - Suitable for paid/organic social, trade shows, digital headers, and embedded campaigns
- **Distinctiveness:**
 - Bilingual double-cut (English + French versions)
 - Emphasis on fun, vibrancy, and motion over traditional “scenic serenity” tropes
 - Authentic representation of local voice and vibe

7. Sustainability Message & Practices

Pillar	Implementation
Environmental	Promotes outdoor fresh air activities (e.g., kayaking, beaches, cycling, trail walking);
Economic	Features festivals, music, culture, food and artisans; reinforces local economic vitality
Cultural	Spotlights Acadian <i>joie de vivre</i> and living heritage through music, cuisine, and events
Operational	Two-person crew; short production window for reduced resource footprint

8. Supplementary Materials Provided

1. High-resolution video file (276.8 MB)
2. English version (although available in both English/French)
3. Chaleur Region Visitor Guide PDF

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