



KENORA LAKE ^{OF} THE WOODS

EDAC – 2025 Marketing Canada Awards

The Future is Bright in Kenora

CATEGORY Promotional Item

SUBMITTED BY City of Kenora

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The City of Kenora is located on the shores of Lake of the Woods and its 14,522 islands in the Northwest corner of Ontario, 50 kilometres from the Manitoba border and 2 hours east of Winnipeg. It is iconic Canada – granite, pines and water. Situated on Treaty 3 territory, the City of Kenora was originally the land base of one collective First Nation community, which was separated into three communities now known as Wauzhushk Onigum, Niisaachewan, and Washagamis Bay First Nations. Kenora now sustains many others, all of whom have been welcomed to peacefully share and care for these ancestral Lands and Waters. The City's location on Lake of the Woods attracts many seasonal residents, doubling the population of 15,000 during the summer months.

The City of Kenora delivered the 2021 Five Year Tourism and Economic Development Strategy, which identifies the objective to enhance four season visitor experiences and the tactic to support efforts to improve facilities and infrastructure. Specifically, the strategy includes the action to develop promotional installations and spaces to create "photo op hotspots" for visitors.

In 2024, the City of Kenora partnered with THE WKNDRS, designers of experiences, environments, culture and movements, on creating a three-dimensional art installation showcased throughout the summer season on the Harbourfront, the waterfront area located in the heart of the downtown core. The project resulted in the development of a vibrant and playful photo opportunity with Lake of the Woods as the backdrop. Promoted as a component of the annual "Glad You Are Here" campaign, designed to welcome residents, seasonal guests, visitors and neighbouring communities to the City of Kenora, the installation playfully reinforced this messaging in a creative and vibrant form of media.

The giant sunglasses were custom created in the City of Kenora destination brand colour palette with artwork that draws inspiration from the Lake of the Woods landscape. A call to action incorporated in the piece encourages viewers to go to www.visitkenora.ca.

The project successfully met intended outcomes by encouraging residents and visitors to get creative and share unique photos of the art installation on social media, engaging with the municipality and the tourism department. Throughout the year, the giant sunglasses have also been incorporated in several corporate advertising opportunities to promote the City of Kenora as an electric and vibrant waterfront community.

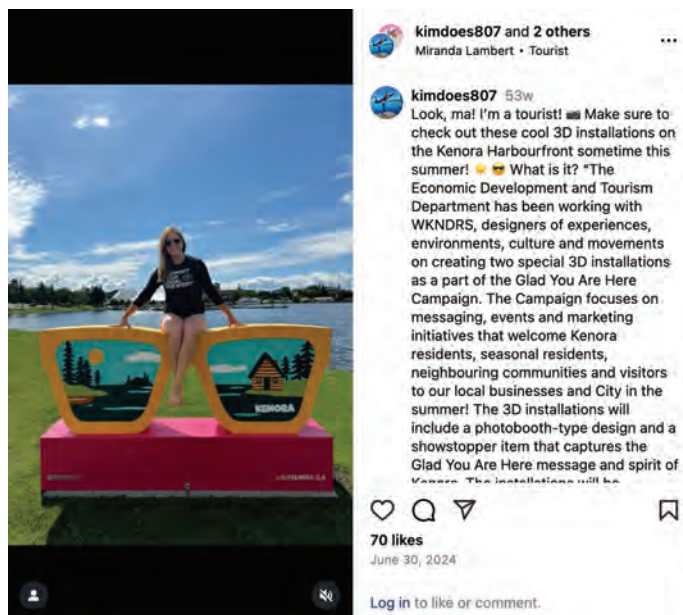
The art installation was removed at the end of the 2024 summer season but is once again on display for the warmer months, demonstrating the sustainability of the piece.

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WKNDR Instagram Reel

https://www.instagram.com/reel/C-dGKZpvsL9/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



Kim Does 807

https://www.instagram.com/reel/C82LDTrx6Vf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

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“

Northern Ontario Angels has been a trusted partner in helping turn Kenora business ideas into successful ventures through meaningful investor connections. Cheers to 20 years of empowering entrepreneurs and driving innovation in the North!

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Social Media ad

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Poster