

Campaign Creative – “It’s Time to Move On”

In a playful and upbeat way, the ad creative encourages people to “break-up” with their current city and shows them that Regina is a better match.

Each ad links to unique landing pages within LiveInRegina.com that align with the ad content to create a seamless user journey.

- Housing – <https://liveinregina.com/housing/>
- Careers – <https://liveinregina.com/careers/>
- Lifestyle – <https://liveinregina.com/lifestyle/>

Vancouver



Toronto



Halifax

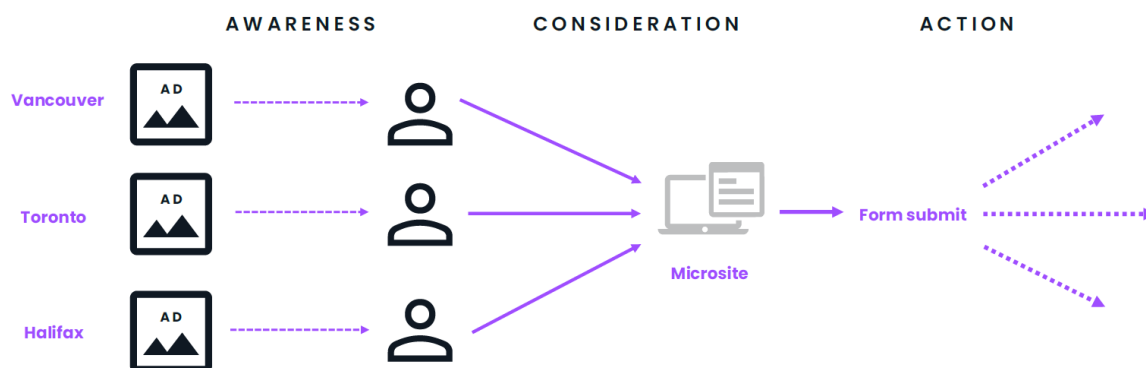


Media Strategy

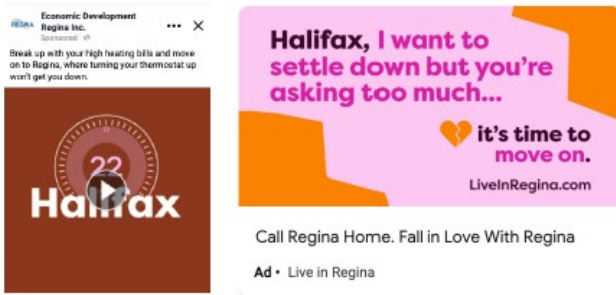
Our approach was to get in front of our audience while they were commuting, working, hanging out at home, shopping, etc.

Multiple digital platforms were used:

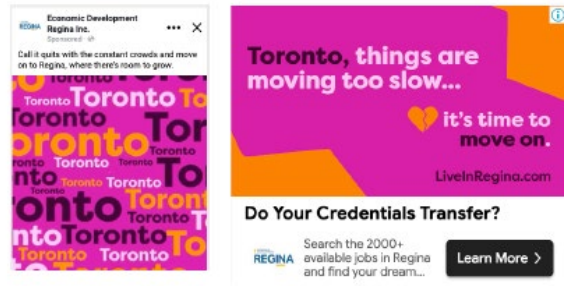
- Paid social media
- YouTube
- Digital ads (desktop, mobile)
- Connected TV (streaming services)
- Billboards (digital & static)



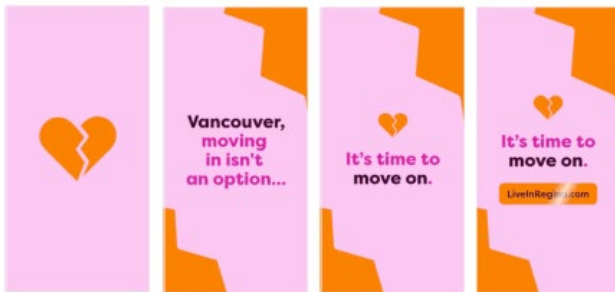
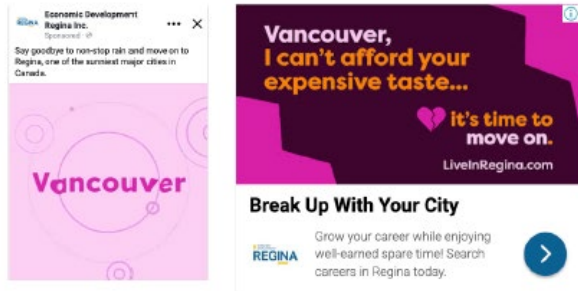
Halifax



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Campaign Results

In addition to the formal paid advertising and web results, the “It’s Time to Move On” campaign attracted the attention of Nova Scotia’s Premier, Tim Houston, just days into the campaign.

