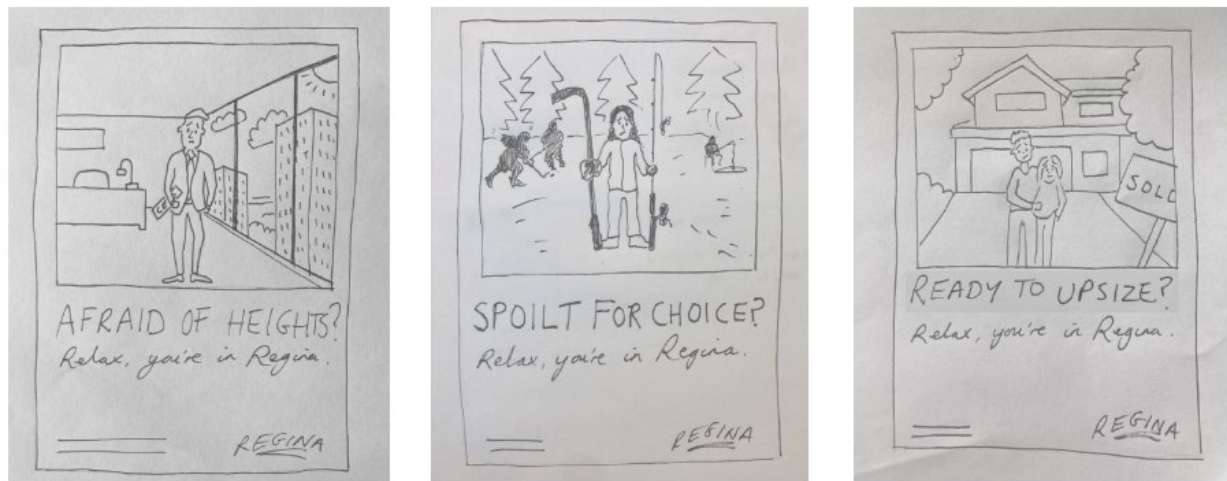


Focus Testing

In September 2024, EDR hired a third-party research company to recruit individuals in our three key markets – Halifax, Toronto and Vancouver – who resembled our marketing personas to participate in an online focus group. During the focus testing we validated Regina’s value proposition and sought feedback on a series of advertisements.

Original creative:



Key takeaways from focus testing:

- “Cold” and “agriculture/farming” is what comes to mind from someone who has never visited the province
- The creative sketches without the rationale are missing the mark. The affordable housing one was the closest, but the other two were misses.
- Headlines were not enticing. The more clever the headline, the less effective the ad.
- “Relax, you’re in Regina” was well-received. However, there was some discussion about slight variations of this line.
- Quality of life did not translate to participating in outdoor activities. Commute time came up multiple times as an indicator of quality of life. Affordability was often lumped into this category.
 - Recreation was viewed as tourism and not a strong driver for people to move to a new place.
 - We had been trying to show people all that they could do with the extra time on their hands because of the short commute. However, it sounds like we

just needed to promote our transportation advantage (i.e. 15-minute commute). Showing them that they will have more free time.

- Affordability was the main driver for someone to consider relocating to another city. Jobs available, commute time and quality of life all influenced their decision.

Revised creative, based on focus group feedback:

