

Date: September 16, 2011  
To: Region 7 Tourism Organizations  
From: Bill Sullivan, Director of Marketing  
**Re: Fall Marketing Campaign**

We're excited to announce the launch of Region 7's first consumer marketing campaign.

The campaign, which will run for the next four weeks, is based on our own historical figures **Sir James Bruce, The 2<sup>nd</sup> Earl Of Grey, Charles Grey, and Lt. Governor John Graves Simcoe** and features a 'call to action' to a purpose-built campaign micro (web) site at [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com).\*

The direction to our marketing agency (Brandworks) was to develop a campaign that would be different, stand out, and grab attention, and that would break free of the fall advertising clutter.

Creatively, we're juxtaposing these names and figures with an amusing, tongue-in-cheek – and we hope memorable – take on the best our region offers in autumn. Here's some of what you'll hear:

- John Graves Simcoe: *'We were known for our spectacular Fall Drives way before driving was invented.'*
- James Bruce: *'Our Fall Fairs are wild, I know I'm Pumped.'*
- Charles Grey: *'The perfect Fall Getaway for Adrenalin Junkies, like me.'*

#### About the Campaign

- It's visually compelling and features a unified look, tone and manner
- The goals are to inspire visitation and communicate the 'surprise' of the region
- It reflects the deep sense of pride that we all have about Bruce, Grey and Simcoe
- Our call to action is: "Explore, Try, Discover"
- It provides visitors with the information they need to create their own memories, recount their stays with friends, and wear them as a badge of honor. They will know there is something just down the street, around the corner or over the hill – because they now have the tools to plan their 'dream getaway'

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\* As many are aware, we're currently working on the development of a brand identity to support consumer marketing as of 2012. While we believe Messrs. Bruce, Grey and Simcoe are a creative way to start getting our message out there, no decisions about the eventual brand have been made.

The goal is drive people to the microsite – once they see this a few times, hear it on the radio, have it scroll across your screen, chances are they're going to give in and go to it at [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com)! The campaign deployment includes:

- Full colour newspaper ads: one-third and one-quarter page in size, in four in-region and two southwestern Ontario newspapers
- Billboards: 10+ billboards within the region and another 5+ billboards across southwestern Ontario, in towns and on highways (billboards will launch near the end of next week)
- We will be on CP24 in excess of 3,000 times in the Weather Box
- 4 radio stations in the GTA will be playing traffic tags over 375 times
- Banner ads on Toronto.com, TheStar.com, Parentcentral.com, and Olive Media – in excess of 1,200 placements
- Search engine marketing and social media (if you're on Twitter and/or Facebook, check us out)

#### How it Works

While the goal of the campaign is to drive traffic to the fall microsite, the microsite is really a jumping off point to information appearing on **your web sites** (DMOs, associations, festivals/events, tours etc.) that provide information to the selected market ready products, activities, and events being promoted. In return, we ask:

1. Please visit [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) and ensure that links to campaign features on your web site are operative and accurate, and let us know if there are any issues – we have currently identified some and are working on them right now, if they are not working over the next few hours please let me know, we will get them all corrected.
2. To assess campaign performance, we'll be circling back to you to understand the response your organization experiences as a result of the campaign (i.e., your impressions as well as spikes in web traffic, phone inquiries, attendance etc.). While anecdotal information is valued, if you have the ability to capture statistics and run web analytics, we will appreciate any relevant data that you can provide

#### Winter Campaign

We're now starting to work on our winter campaign, which will run from December through to March. We will take what we learn from the fall campaign and work with our friends James Bruce, Charles Grey, and John Graves Simcoe to excite and encourage visitors to explore, try and discover winter in our region.

Stay tuned!

Bill Sullivan  
Director of Marketing

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