

CASSIES 2011 Cases

Brand/Case: Locals Know

Winner: Events, Seasonal & Short Term—Silver

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Crossover Notes: All winning cases contain lessons that cross over from one case to another. David Rutherford has been identifying these as Crossover Notes since CASSIES1997. The full set for CASSIES 2011 can be downloaded from the Case Library section at www.cassies.ca

Crossover Note 2. Brand Truths.
Crossover Note 11. The Eureka Insight
Crossover Note 19. Great minds think alike.

To see creative, go to the Case Library Index and click on the additional links beside the case.

Section I — BASIC INFORMATION

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|--|---------------------------|
| Business Results Period (Consecutive Months): | June 2009 – December 2009 |
| Start of Advertising/Communication Effort: | June 1, 2009 |
| Base Period as a Benchmark: | Year-Ago |
| Geographic Area Covered: | Canada |
| Annual Budget Range: | Over \$5 million |

Section II — SITUATION ANALYSIS

a) Overall Assessment

Domestic travel represents the largest tourism market for Canada. In fact, Canadian domestic travellers accounted for \$59 billion dollars of total tourism spending in Canada in 2008. However, the full potential of this market is untapped. In 2008, Canadians took 27 million international trips resulting in a record domestic travel revenue loss of \$28.9 billion.

Canadians did not feel that Canada offered anything undiscovered or exciting. They had ‘seen it all/done it all’ and felt that our nation lacked exotic experiences in comparison to international destinations. In addition, at the time of this case’s campaign launch, outside destinations were vying for the Canadian travel dollar with huge marketing efforts.

b) Resulting Business Objectives

- *Convert* 4.26% of outbound travel to domestic travel by Dec 31, 2009. This meant convincing 240,000 Canadians to stay home, rather than travelling internationally.
- *Stimulate* Canada’s economy by encouraging Canadians to travel here and spend money in tourism related experiences/attractions.
- *Create a sense of desire/urgency* with tactical offers that showcased Canada’s world class experiences.

Section III — STRATEGIC THINKING

a) Analysis and Insight

We found that Canadians were aware of the typical landmarks that tourists flock to every year, but there was a perception that they needed to leave Canada to find exotic locations and have the vacation experience. Our research findings were loud and clear, “if I stay in Canada I don’t really feel like I’m going anywhere.” **Crossover Note 2.**

We also discovered that Canadians were shocked (in a positive way) to learn about the exotic and lesser known spots in every corner of the country: **Crossover Note 11.** To communicate these undiscovered parts of Canada, we used the insight that locals know the best, off-the-beaten-path spots of any destination. **Crossover Note 19.** Under the theme of “Locals Know” we decided to say very little and let the information come from Canadians themselves.

b) Communication Strategy

Print ads featured places in Canada that did not seem like Canada at all: sand dunes in Saskatchewan, swimmers in the tropical-blue waters of Georgian Bay and Liard Hot Springs in BC. The powerful visuals were accompanied by a simple question: *Where is this?* - and answered by a compelling call to action: Locals Know (localsknow.ca).

TV used 15 second clips of user-generated content from YouTube and other social networking sites: a man surfing the Lachine rapids, a zip-trekker rushing through the tree tops in BC, a view from the front seat of a dog sled expedition in the Northwest Territories, celebrity-spotting at the Toronto International Film Festival – all real experiences. Locating these people and securing original footage and usage rights was no small production feat. All ads drove to www.localsknow.ca or www.secretlici.ca.

Heavy newspaper effort ensured Canadians were reached from coast to coast to coast. The TV campaign premiered during the Stanley Cup Finals, and ran on conventional and specialty networks. Online and magazine buys extended the reach while social media initiatives spread the word throughout the blogosphere and online communities. The campaign website created an online community where Canadians would come together, share their stories, upload their images and videos, and ultimately become the real insiders behind localsknow.ca.

Section IV — KEY EXECUTIONAL ELEMENTS

a) Media Used (national/bi-lingual)

- Newspaper Print
- Magazine
- TV
- Interactive / Social Media
- PR
- Out-of-home

b) Creative Discussion

Newspaper Print (English and French): Locals Know Brand Ads

There were 7 executions in the summer, refreshed with 5 new images for winter, making up 152 full-page colour ads in major and minor newspaper markets.

Newspaper Print (English and French): Partner Ads

We bought over 325 full-page colour ads in major and minor newspapers, offering travel deals and experiences for Canadians, by Canadians. These pages carried the Locals Know brand message as well as tactical creative supplied by CTC's travel industry partners.

Magazine: Weekly, beginning June 1, 2009, four Locals Know brand ad executions ran in Maclean's and L'Actualité. They ran on the back cover, inside front cover and adjacent to a special 'Travel in Canada' feature. Additionally, insertions ran in En Route, Aeroplan Arrivals and Fairmont Magazine.

Campaign Site (English and French): Locals Know/Secret d'ici Homepage

These showcased the sites' top experiences and acted as the campaign launching pad to book travel deals, share Canadian travel spots, watch campaign TV ads and enter to win a contest (e.g. to win 1,000,000 Aeroplan[®] Miles).

Campaign Site (English and French): Locals Know Travel Spot Detail

Once users clicked on a travel spot they could upload comments, photos and videos of the location and find out more about travel deals and other experiences with a mapping tool that used the geo-coordinates of the location.

TV (English and French): Locals Know TV Ads

As noted, these 15 second clips featured user-generated footage found on YouTube and other social media sites. The ads were followed with the simple question, 'Where is this?' The ads premiered on the Stanley Cup Finals with audiences ranging from 1.7 to 2.1 million viewers.

The TV ads ran in summer and winter flights on CTV, Global TV, CBC, CBC French, TVA, HGTV, History, and the Discovery Channel.

Online (English and French): Locals Know Online Ads

Rich media and video supported the Locals Know brand, while flash banners and text links were used for partner ads (Aeroplan and Air Canada) – both designed and placed to maximize traffic to localsknow.ca over both campaign periods. The English online ads ran on homepages and travel pages of Canada.com, CBC.ca, Globe & Mail online, MSN, TripAdvisor, and Yahoo Canada. The French online ads ran on MSN (FRE), Canoe.ca (FRE), and Radio Canada.

c) Media Discussion

Daily Newspaper allowed for multiple messages and frequency. Branding messages with strong imagery ran in current events and forward news sections. Then tactical messaging with travel industry partners ran in Travel sections. In the weekend editions, an additional Banner ad promoting contest messaging ran adjacent to full page ads in two national newspapers.

Television built mass reach by taking advantage of top programs such as the Stanley Cup Finals. The TV campaign continued to use top programming/news as this programming indexes high against our target audience which skews 35+. Channels included CTV, Global, and CBC as well as top ranking Specialty TV, while:15 second creative increased efficiency and built frequency.

Online used mass reach portals and news sites. To increase impact, we took over the Canada.com home page for a day. We also used travel channels, CPC, and text links.

Section V — BUSINESS RESULTS

The campaign conversion results (summer and winter combined) exceeded all targets:

- *Converted Travellers:* When projected from a population of all Canadian travellers, conversion studies show that the campaign converted an estimated 2.7 million Canadian travellers. This projection is based on 70% of Canadian travellers 18 years and over who took pleasure trips of 160 km or more and stayed overnight in a paid accommodation in the past two years.
- *Estimated revenue:* The 2009 campaign generated an estimated \$705.9 million in tourism revenue from almost 2.7 million converted travellers. It has contributed to the maintenance and/or creation of 6,482 jobs for the Canadian Tourism Industry.
- *Return on Investment:* Despite a sizeable advertising expenditure for the summer and winter campaign (\$8.1 million), the ROI per dollar invested by the CTC and our partners exceeded our target of 89:1 and was substantial at 133:1 (based on an averaged ROI of the two campaigns). This means that every \$1 spent on the summer campaign generated \$133 in direct tourism expenditure.

Section VI — CAUSE & EFFECT BETWEEN ADVERTISING AND RESULTS

Before the campaign reached the half-way mark, *Forbes.com* named ‘Locals Know’ as one of ‘The 10 Best Travel Campaigns’, alongside such iconic campaigns as Australia’s Paul Hogan, Tourism Las Vegas’ “Whatever happens here, stays here” and the decades long “Virginia is for lovers”.

On the final day of the print campaign, *The National Post* published a full page article about the success of Locals Know. The story was picked up by: *National Post, Calgary Herald, Victoria Times Colonist, Regina Leader Post, Edmonton Journal, Vancouver Sun, Star Phoenix (Saskatoon), The Ottawa Citizen, and the Montreal Gazette*. The story reached over 2.25 million people across the country.

The 2009 campaign results indicate that 404,605 trips that would otherwise have been taken to foreign destinations, such as US, Caribbean and Mexico have been diverted to Canada. This surpassed the CTC’s target of 234,000 diverted trips by 72.9%.

The Locals Know campaign has the largest ever industry participation in CTC history. Every province and territory participated, as well as industry partners both large and small. Over 460 partners loaded packages and deals on the localsknow.ca site.

In the words of Gisele Danis, Executive Director, Strategic Marketing, CTC Domestic Program “What’s made the Locals Know / Secret d’Ici campaign overwhelmingly successful is the collaboration and contribution from every single player involved—including our partners from the tourism industry, in government, our suppliers, our staff at the CTC and our colleagues at DDB Canada. As a group, we have benefited enormously from that shared effort, resulting in the CTC’s strongest-ever performing marketing campaign.”

END