BARRIERS

Research indicates that when people are shown Ontario’s iconic locations, their preconceived perceptions of the province prevail and remove the mystery and wonder that we are trying to create.

“Where Am I?” is about showing people the places that they don’t know exist in the province – we want to open their eyes to all the wonder of the province.
INSIGHT

When it comes to travel, people want the unfamiliar; often overlooking Ontario as a destination because they think they know everything it has to offer.

So, let’s challenge this belief by showcasing what people don’t know – the Ontario that has the power to surprise at every turn.
When it comes to travel, people want the unfamiliar.

Let’s give them the Ontario they’ve never seen.

Let’s surprise them by showing them Ontario as the desirable destination it is.

We’ll challenge people to answer a simple question:
OVERARCHING GOALS

- Grow brand awareness of Ontario
- Increase web visits and leads to partners
- Align and improve brand integration
- Provide more partnership opportunities (digital & native)
QUALITATIVE RESEARCH

PURPOSE
To assess the ability of WHERE AM I? to sell Ontario experiences through emotion and create intrigue by showcasing Ontario in a new way.

APPROACH
8 Focus groups in Toronto, London, Sudbury and Ottawa.

RESULTS
Emphatically positive, evoking many spontaneous reactions.

Source: TNS
POSITIVE FEEDBACK

‘WHERE AM I?’
RECEIVED RESOUNDINGLY
POSITIVE REACTIONS;
GENERATED EMOTION AND
CAPTIVATED VIEWERS.
"It’s not just a good video to promote tourism, but a good realization of us who live here."
- Toronto

"We are so close to Canada. This is introducing us to a part of Canada that isn't so widely understood."
- Detroit

"It was almost a bucket list of things I should take note of."
- London

"I would PVR it and watch it again to try and figure it out."
- Toronto
MEDIA STRATEGY

- Utilize brand spot to build awareness
- Launch with TV spot and support with digital and social
THE MAKING OF
WHERE AM I?

Andrew Cividino
Canadian Director/Screenwriter

First Feature Sleeping Giant premiered at Cannes and TIFF in 2015

20 LOCATIONS
Across Ontario

22 DAYS
Production - nimble crew

DREAM TEAM
Film and Music Crew
EXPERIENCES

47+ ONTARIO EXPERIENCES

14 PLAY CATEGORIES
CAMPAIGN GAMIFICATION

PHASE 1
INTRIGUE

PHASE 2
REVEAL

PHASE 3
SUSTAIN
GAMIFICATION – PHASED APPROACH

Intrigue – Phase 1

• Phase images and clues without destination name
• Allow consumers to guess at whereami.com

Reveal – Phase 2

• Ontario revealed as the destination
• Redirect consumers to ontariotravel.net

Sustain – Phase 3

• Major focus on digital and social media
• Keep the conversation going
THE RIDDLE

• The riddle facilitated motivation to explore Ontario.
• On the surface, the riddle challenges consumers to solve it.
• On a deeper level, it challenges consumers to discover Ontario.
• Was well-liked and did a good job of driving engagement; message and appreciation.
WHERE AM I?

Find out at WhereAmI.com

WHERE AM I?

Find out at WhereAmI.com

WHERE AM I?

Find out at WhereAmI.com
whereami clues Wooden giants bear witness, but are silent. Where am I? Follow our page for daily clues and to take a guess.

whereami clues The less you see me, the more you know me. Where am I? Follow our page for daily clues and to take a guess. #whereami #travel

whereami clues I’m a 24,000-piece puzzle held together by gravity alone. Where am I? Follow our page for daily clues and to take a guess. #whereami
GAMIFICATION RESULTS
INTRIGUE PHASE – 10 DAYS

OVER THE COURSE OF 10 DAYS, WHEREAMI.COM GOT...

63,336 TOTAL SESSIONS
44,056 UNIQUE USERS
74,486 TOTAL PAGEVIEWS
1m 38s SESSION DURATION

28,485 TOTAL GUESSES
13,240 TOTAL VIDEO CLICKS
640 TOTAL SITE SHares**
GAMIFICATION RESULTS
INTRIGUE PHASE – 10 DAYS

44 THOUSAND
Total Guesses

4 THOUSAND
Destinations Guessed
GAMIFICATION RESULTS
INTRIGUE PHASE – 10 DAYS

13 PERCENT
Correct Guesses

63 THOUSAND
Visits to WhereAmI.com
## CAMPAIGN ELEMENTS & SUPPORT

<table>
<thead>
<tr>
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<th>Element</th>
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<tbody>
<tr>
<td>1</td>
<td>Television: 60 :30</td>
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<td>2</td>
<td>Cinema</td>
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<td>3</td>
<td>Campaign Magazine</td>
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<td>Social Media</td>
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<td>5</td>
<td>Digital Banners</td>
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<td>6</td>
<td>Website – Ontariotravel.net</td>
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<td>Direct E-mail</td>
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<td>Media Relations</td>
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<td>9</td>
<td>Mobile App – Discover Ontario</td>
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<td>10</td>
<td>Ontario Travel Information Centres</td>
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REVEAL PHASE – 2 DAYS
REVEAL PHASE – 2 DAYS
WEBSITE RESULTS
REVEAL PHASE – 2 Days

3X

traffic to ontariotravel.net
year over year
THE MEDIA TOOK NOTICE

The Globe & Mail “Yours to discover: With low dollar, tourism groups urge Canadians to consider ‘stay-cation’”

Travel Daily News “Where Am I? Tourism campaign launches with a riddle.”

Marketing Magazine “Ontario obscures identify for teaser tourism campaign: Side stepping the usual landmarks, Ontario shows off undiscovered treasures”

Strategy “Ontario Plays hard to get: A new tourism campaign wraps the province in a riddle”

Infopresse “Du mystère pour Tourisme Ontario”
STRONG RESULTS

7.23:1
Campaign ROI

53%
Brand Awareness

+78%
Summer trips within Ontario nearly doubled

Source: Ipsos Summer ROI Report
ECONOMIC IMPACT

According to the Brand and Advertising Tracking Study conducted by Ipsos, the 2016 summer campaign generated:

243 thousand INCREMENTAL VISITORS

$32.1 million INCREMENTAL VISITOR SPENDING

Source: Ipsos Summer ROI Report
‘WHERE AM I?’ 2016/17 HIGHLIGHTS OF CAMPAIGN

11.9 MILLION
Video views

63.8 MILLION
Impressions

48 THOUSAND
Social comments & reactions

TOP 10
Performing keywords
search queries in Ontario

AWARD RECOGNITION
Canadian Tourism Awards
Marketing Campaign of the Year

ONTARIO
Yours to discover
‘WHERE AM I?’ 2016/17 HIGHLIGHTS OF CAMPAIGN

23 PERCENT
Twitter dominated view rates exceeding benchmark by 3X

39 PERCENT
Twitter engagement rate exceeding benchmark by 42X

AWARD RECOGNITION
Marketing Awards
Silver – Integrated Campaign
Bronze – Television Single
‘WHERE AM I?’ 2016/17 HIGHLIGHTS OF CAMPAIGN

28 MILLION
Social impressions with almost 5M videos served

1 MILLION
Organic You Tube search delivered impressions with almost 9000 video views

290 THOUSAND
Search delivered impressions with a CTR of 8%

AWARD RECOGNITION
Cannes Nominee
Promo & Activation
WE’VE GOT TO KEEP TELLING THE ONTARIO STORY
‘WHERE AM I?’ – 2017

- Target Markets: Ontario, Quebec, U.S.
- Magazines
- Television
- Digital
- Social Media
‘WHERE AM I?’
ALIGNED CAMPAIGN

TOURISM SAULT STE. MARIE & AGAWA CANYON

• Increase Agawa tour train package bookings in July and August by 10%.

Results To-Date

• 1.3 million video views
• 40,000 leads to Agawa Train booking site
• 44% of goal reached for bookings