



*Prince
Edward
Island*

The Gentle Island



The Gentle Island

TIAPEI Tourism Conference
March 3, 2011

- Welcome
- Agenda
- New Agency Model
- Media/Channel Strategy
- 2011 Creative Reveal
- Social Media/PR
- More...
- Closing Remarks
- Question & Answer

Agenda

Hiero Marketing

Account Management Services

neo@Ogilvy

Media Buying



PR events and Social
Media

THE MONTREAL OFFICE

Quebec PR

prime.
CREATIVE.
Creative



Media Relations

**Prince Edward Island
Marketing Team**

The background features a light blue gradient with several large, overlapping white circles. The circles are centered and vary in size, creating a sense of depth and movement. The overall aesthetic is clean and modern.

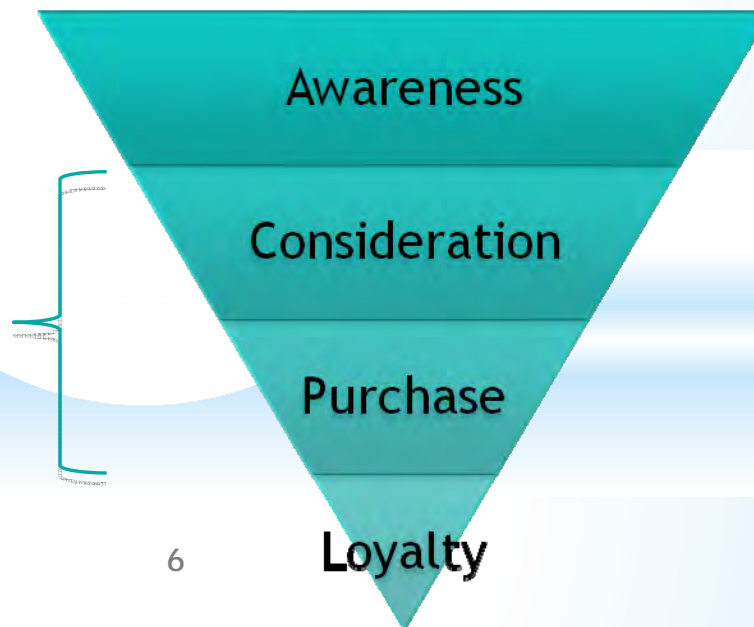
Media/Channel Strategy

Media Objective

Drive visitation to Prince Edward Island with two success measures:

1. Unique requests for visitation guides via their call center or online order forms
2. Overnight stays - direct booking of accommodations and packages on tourismpei.com booking engine

Within the purchase cycle there needs to be a strong emphasis on the Consideration and Purchase phase



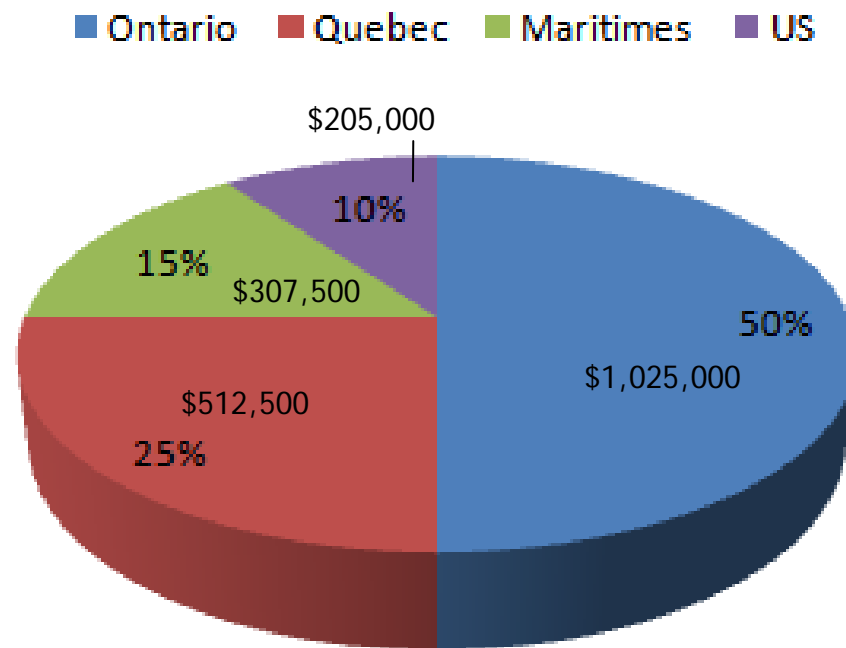
Channel Allocation Recommendation

Align budget allocation of channel to support consideration and purchase tactic



Market Allocation

Budget Breakout by Market



Ontario

- They know about PEI but not necessarily enough to 'be wowed'
- They lack understanding of differentiation with other maritime provinces

Focus on landscapes/ golf/ culinary with strong call to action

Quebec

- They know about PEI but not necessarily enough to 'be wowed'
- PEI seen as different but comfortable and safe.

Focus on landscapes/ golf/ culinary with strong call to action

Maritimes

- Close affinity for PEI and the people.
- Frequent repeat visitors.

Focus is on specific events / weekends with strong call to action

US

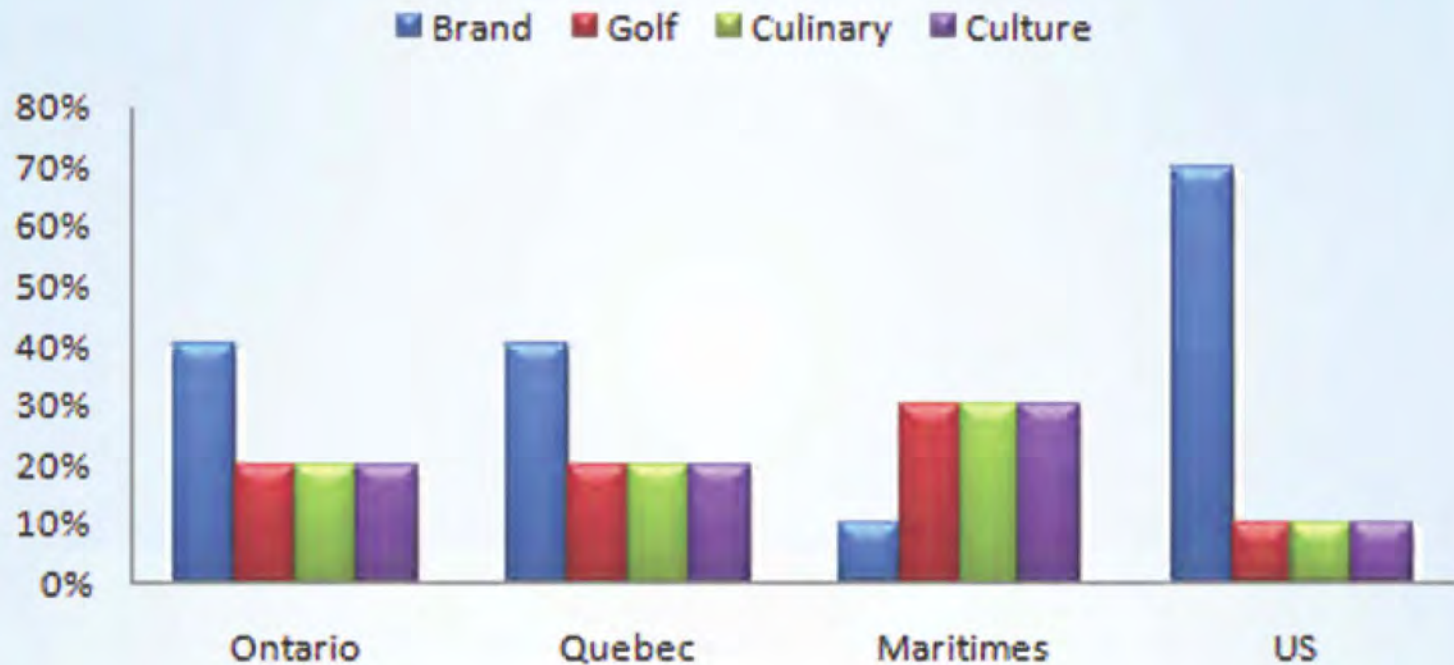
- They know very little, if anything at all, about PEI
- They are destination travelers looking to reconnect with nature, family

Focus on Education of Brand , highlighting benefits with strong call to action

Different Markets = Different Messages

Align budget breakout with messaging strategy

Budget Breakout by Verticle



Drive engagement in everything we do

- Rich media units, video, QR codes in print, strong call to action in DR vehicles
- Social media extensions

Employ disciplined direct response practices

- Implement backend tracking to allow for real time optimizations
- Creative and Market Tests
- DR buying tactic
- Test and learn

Provide unique, exclusive and relevant opportunities for PEI beyond ad placement

- 360 Integrated programs
- Advertorials / content integration

Testing

- Radio test “Tourism PEI Minute”. Consistency in flighting; strong CTA
- Other

STRATEGY 2011



2011 Creative Reveal

Branding...

- Branding is about finding a point of differentiation between you and your competition.

Creative Strategy

Creative...

- Creative is about finding a compelling way to deliver your brand promise.
- Creative is about promising a specific travel experience to a visitor.

Creative Strategy

Creative must...

- Be Ownable - a territory that we can call ours and defend.
- Communicate the Promise - deliver the experience in a compelling & relevant way.
- Evoke Emotion - needs to leave audience with the thought "I want to be there".
- An Invitation - invite our audience to come and experience it for themselves.

Creative Strategy

only in **PEI**
will you find adventures
as unique as the people
who invented them.

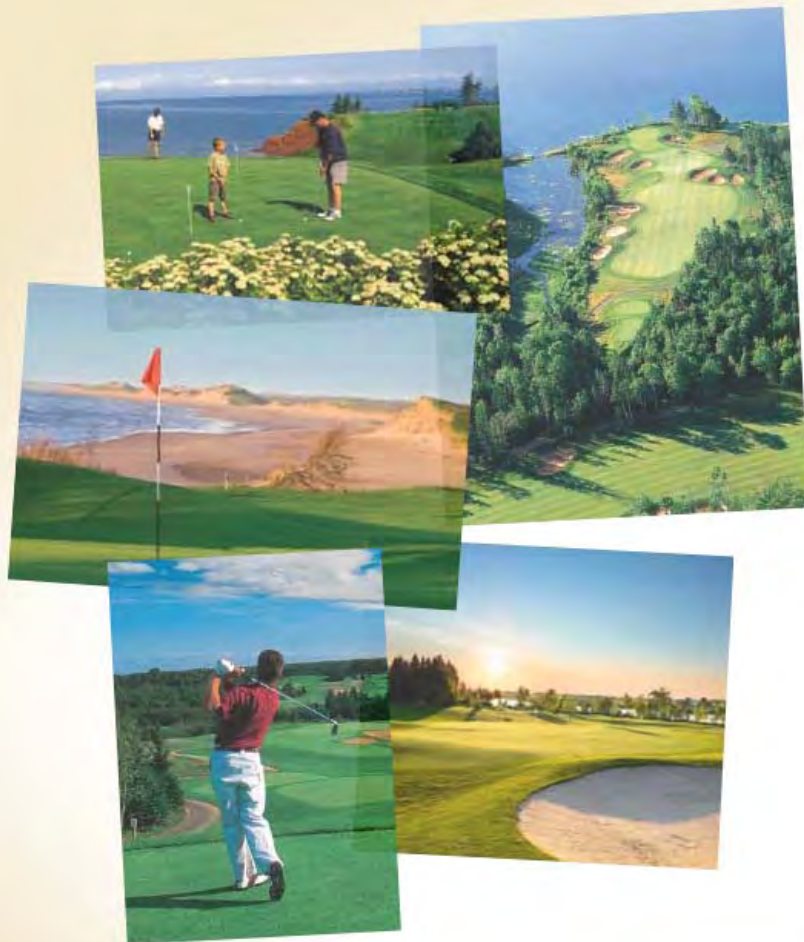


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Start your adventure today at tourismPEI.com or **1.800.463.4PEI.**

Prince
Edward
Island

The Gentle Island



Seulement à l'**L-P-É.**
 endroit où vous trouverez des gens
 aussi emballés par un parcours que vous
 pouvez l'être par votre jeu.



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Embarquez-vous dès aujourd'hui pour votre escapade de golf en vous rendant
 à tourismPEI.com ou en composant le **1-800-887-L'ILE.**

*Prince
 Edward
 Island*

The Gentle Island



only in **PEI**
 can you find a festival
 as colourful as the island
 that hosts it.



Cavendish Beach Music Festival

Weekend
 passes
 starting from **\$00**

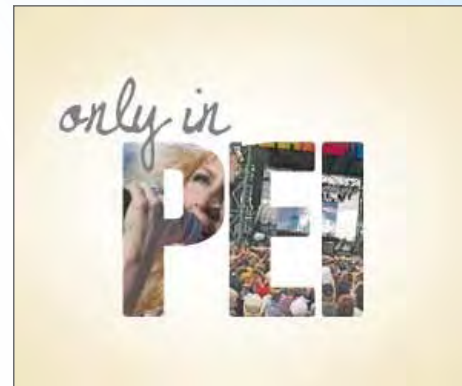
July 7th -10th 2011
 Cavendish
 Prince Edward Island

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Tickets on sale now at www.cavendishbeachmusic.com



The Gentle Island



can you find
a festival as colourful
as the island
that hosts it.



Weekend passes starting from:
\$00.00
July 7th - 10th 2011
Cavendish
Prince Edward Island



Get your tickets today at
cavendishbeachmusic.com



The Gentle Island

Social Media Activation



The Gentle Island



A network of REAL PEOPLE on and off Island who act as “digital brand ambassadors” each playing a unique role by sharing real stories and real PEI experiences to engage communities interested (or with the potential to be interested in) visiting PEI.

They represent the authentic voice of PEI friendly, warm, welcoming ... and they engage with online communities giving PEI’s target visitors access to the personalized information and offers they need to not only to be inspired to go to PEI but to actually book their next trip.

PEI Insiders

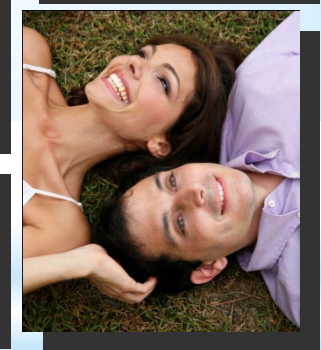
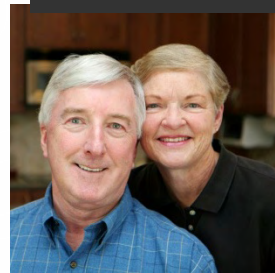
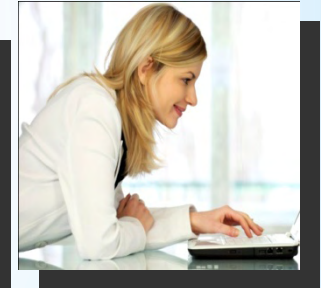
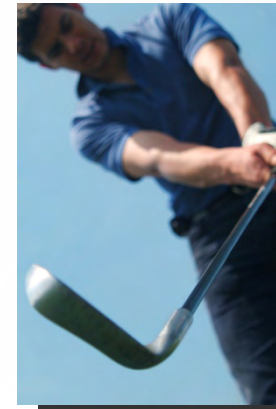
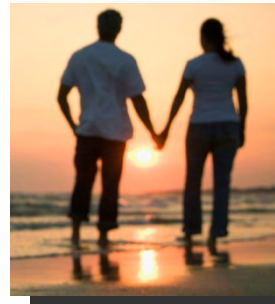
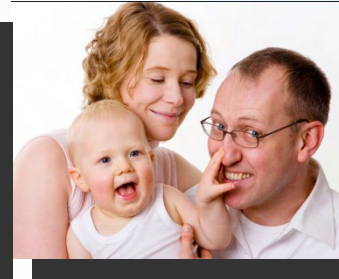
1. Community Manager
Internal PEI Employee

2. Regional Ambassadors
Mosaic

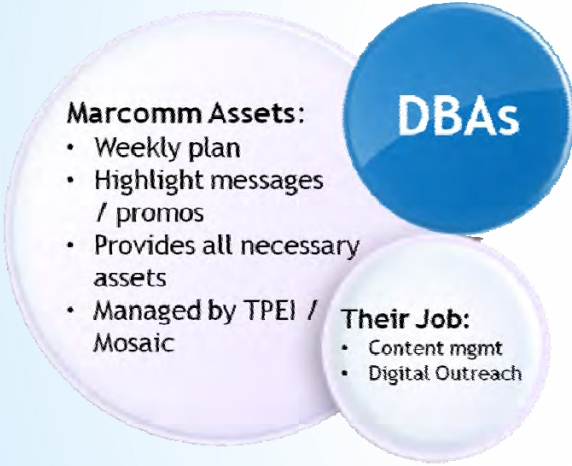
3. Island Guides
PEI Employees

4. Experts & Celebrities

5. You



Who Are the PEInsiders?



Points of Connection

- PEI Tourism Properties
- Pillars Promo sites
- Lifestyle Influencers
- Travel resources Partners / affiliates

Content Management



Digital Outreach



How It Works

BE AUTHENTIC

It's all about people, real people

BE RELEVANT

Talk about topics at hand

DELIVER CONTENT

What's in it for me?

BE TIMELY

Facebook, Twitter is now now now

MESSAGING

Long Haul - Testimonial, relatable, aspirational storytelling to generate interest in planning a trip (longer lead times) around a specific interest or experience

Short Haul - Become a reliable local expert with offers that inspire more trips (planned and spontaneous) with shorter leads times

Social Media Strategy

HOW CAN PEI GARNER
100x
MORE BENEFIT
FROM ITS
SOCIAL MEDIA STRATEGY?

True Face of the Island

Social Media is all about building authentic, real, and mutually rewarding relationships with your consumers. Done well, your consumers will become advocates, generating free awareness for your establishment

- Your brand isn't what you think it is, its what Google says it is.
- Ensuring authentic connections, and extending experiences for deeper value
- Facebook and Twitter can be a great way to maintain loose relationships with your audience for very low set-up cost

True Face of the Island

Why Social Media?

- * Over 40% of Facebook users seek out coupons or deals on the site
- * Social media builds direct relationships with potential guests of the Island
- * Turns guest into mini Island ambassadors
- * Finally: 78% of consumers trust recommendations from friends posted on social networks, vs only 14% trust for advertising

True Face of The Island

PR Activation English Canada



The Gentle Island

- Ongoing, Annual PR Initiatives
- Proactive media relations calendar for outreach
- Develop customize PR plans around PEI Bound and Secret Island Initiatives

PR Strategy

PR Activation French Canada



The Gentle Island

Digital Hub – Cyberpresse

- Information portal for reporters and consumers
- Digital take over

Culinary à la PEI

- Local kitchen parties with media and private citizens
- Truly unique flavours of PEI

Nano Golf Challenge

- Engagement with media partners

PR Strategy

PEI



New York

- FLORIDA/NEW YORK
GOLF PARTNERS
- NEW YORK
Brand, Culinary, Culture

Florida

Air Incentive Program



- Continue to leverage interest in Regis & Kelly
- Use specific 'story' /subject matter to build
- Look for new opportunities to partner, gain new mention

Regis & Kelly



Island Fusion

The background features a light blue gradient with several overlapping white circles of varying sizes, creating a subtle pattern. The word "Website" is positioned in the lower right area of the image.

Website



Prince Edward Island
The Gentle Island



- Home
- Book Now
- Follow Us
- Facebook
- Twitter
- YouTube

Dev HOME

Prince Edward Island is Canada's smallest and greenest province. Cradled on the waves of the Gulf of St. Lawrence, PEI is known for the vivid colours of its genty rolling landscape, surrounded by miles of sandy beaches and red sandstone cliffs.

Prince Edward Island Highlights



Book Now!

choose a region... ▾

accommodation type... ▾

Arrival Date:

Month ▾ | Day ▾

Search

Sign up for our Newsletter!



- Request a guide
- Download a guide

Signature Special Event

Island Fusion Festival
18 days music, dancers, stories, and artists. [Island Fusion Festival](#)

In the News... "LIVE! WITH REGIS AND KELLY" TRAVELS TO PRINCE EDWARD ISLAND

Places to Stay | Things to Do | Festivals & Events | Travel & Maps | About PEI | Book Now

Prince Edward Island
The Gentle Island
1-800-463-4PEI (4734)
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MORE INFORMATION

- Order Visitor Guide
- Download Visitor Guide
- Join Newsletter
- Download iPhone App
- Chat with a counselor

AGENCIES / DEPARTMENTS

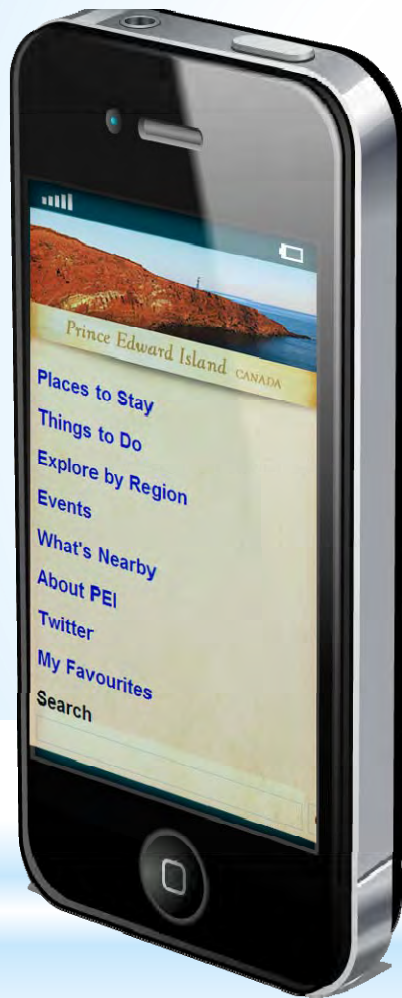
- Dept. of Tourism
- Meeting & Conventions
- Trade & Sales
- Media
- Partners

LANGUAGES

- English (en)
- Deutsch
- Français

SITE INFO

- Site Map
- Privacy
- Contact Us



- Consumer facing placement of products, services
- Easily updated
- Allows for a seamlessly integrated relationship between the offer base and the consumer

Mobile Application