

A photograph of two people cross-country skiing through a snowy forest. The person on the left is wearing a red jacket and a blue backpack, while the person on the right is wearing a blue jacket. They are both using ski poles and are moving away from the camera. The background is filled with snow-covered evergreen trees.

DESTINATION

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Shuswap Tourism: 2019 Winter Campaign Final Report

Business Challenge

Shuswap has strong summer visitation but is not known as a winter destination.

There is a need to shift the perception that the Shuswap is just a summer destination and support the business strategy to grow the region into a multi-seasonal destination.



The Opportunity

Establish the Shuswap as a winter destination by using a promotional campaign to help the target audience understand the value proposition and broaden the availability of experiences.



Campaign Strategy

Position the Shuswap as an alternative winter destination to recharge, reboot, and reconnect.

Using wellness, family, and romance as storytelling pillars, illustrate that the Shuswap is a destination for a winter experience amongst a quiet, calm, small community with memorable cultural and outdoor experiences.



The Target Audience



Primary

- Families (extended/multi generation families)
- Active and get outdoors (snowshoeing, x-country skiing, skating, building a snowman)
- Take extended family members (grandparents) who look to relax when the family is out doing winter activities

Campaign phases focus: 'Reconnect', 'Make Memories'

Primary

- Couples no kids (who don't want to stay in a resort)
- Soft adventure seekers
- Relax, recharge, reconnect

Secondary

- Retired Couples
- Light activity

Campaign phases focus: 'Recharge', 'Reconnect'



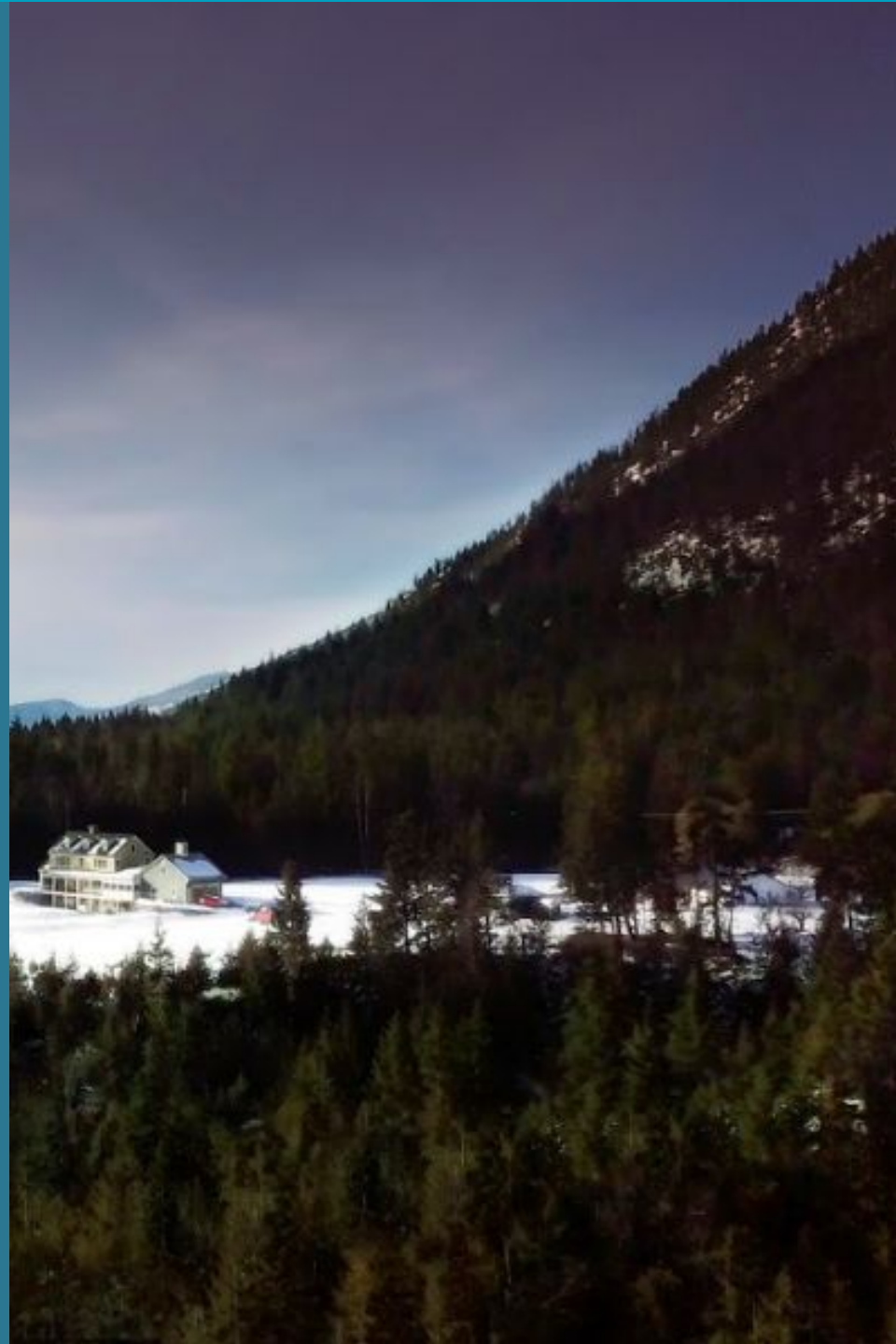
Tactics

Campaign Phases

To more effectively speak to the three identified target audiences and keep messaging clear and focused, we divided the campaign into three phases throughout the winter.

1. **Recharge (January)**
2. **Reconnect (Mid Jan- Mid February)**
3. **Make Memories (February)**

Each phase had a dedicated target audience and included the development of one video aligned with the topic, and a blog post that explored the experiences on offer in more depth. Each phase was also matched with a suggested influencer who's itinerary would reflect the experiences that aligned with their specific target audiences.



Campaign Phases

Phase I: Recharge

The Shuswap welcomes those needing a boost in spirits during some of the shortest days of the year. Here, start the new year off with much-needed self-care, by reconnecting with nature, finding inspiration in the local arts scene, or simply indulging at the spa or amongst the company of friends. Recharge and reboot your spirit in the peaceful nature of winter in the Shuswap.

Themes: Wellness, reflection, self care, enjoying quiet reflection and solitude in nature.



Campaign Phases

Phase II: Reconnect

Life is short; make sure you carve out time to spend with those you love and travel with them often. Whether you're wine-tasting, taking in the winter views from a cozy cabin, taking in the live entertainment at our coffee house jam sessions, or sharing a date night, winter in the Shuswap is where couples can hit the pause button on everyday stresses and reconnect with each other in a magical setting.

Themes: romantic breaks, cozy afternoons by the fireplace, taking time out to intentionally spend time with loved ones amongst a spectacular backdrop



Campaign Phases

Phase III: Make Memories

Collect experiences, not things. They'll be grown before you know it, so take the opportunity now to make travel memories with your family. Winter in the Shuswap is more low key than what you might find at a busy ski hill, but adventures are still abundant. Take the youngest on his or her first nordic trail, discover stunning vistas on our sledding trails, try out fat biking, and kick back with a board game after building (another) snow fort. Let the Shuswap's winter wonderland set a new pace for your family this season.

Themes: soft adventure in the outdoors, taking quality time to be together in nature for a welcome change to the winter routine.



Campaign Content: Video

Playing at the awareness level of the funnel, 30 second videos and 15 second cut downs were developed utilizing footage from last winter to tell a story relevant to each target audience within the designated phase.

A “dear diary” style voiceover set the mood of these videos and helped to establish the reflective and calm tone that represents the winter activities on offer.

The videos were viewed **307,267 times**, and are valuable assets to be re-used in social as engagement posts in the future.

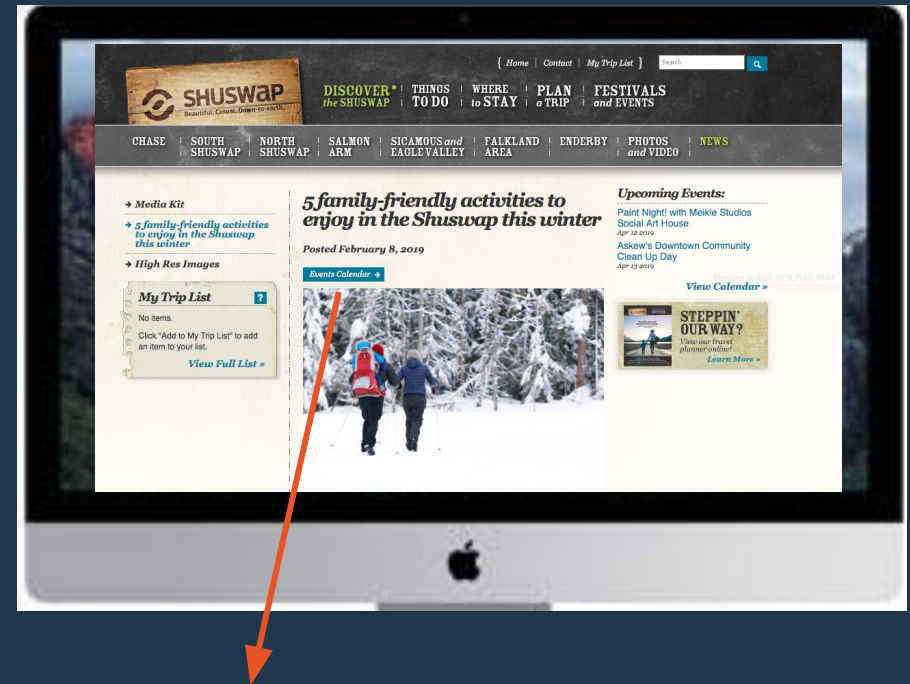


Campaign Content: Blogs

Playing at the consideration and planning level, three blogs were developed aligning with each phase.

Created in listicle-style, the blogs were easy to read, showcased lesser known experiences available in the winter, aided in planning, and contained a mixture of user generated imagery and images submitted by the activities and experiences being featured.

As a helpful trip-planning tool, we also created a handy events and winter activities calendar specific to the campaign that was highlighted at the top of each blog and promoted through various platforms.



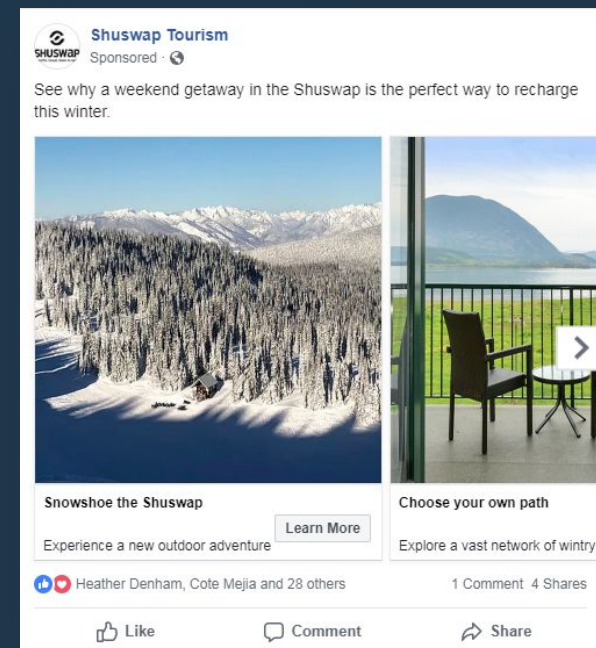
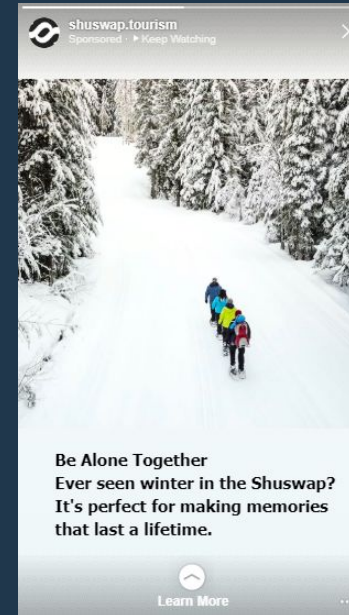
CALENDAR						
JANUARY 2019						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 NEW YEARS DAY	2	3	4 Evening: Paint Night- Meikie Studios	5 National Bird Day, great for birdwatching! Evening: Open Mic Night Coffeehouse - Carla Community Hall	6
	Daytime: snowshoe, cross country ski, sledding, exploring, relaxing in nature, decompressing after the holidays					
	7	8	9	10	11 Evening: Paint Night- Meikie Studios	12 Evening: Sunnybrae Community Hall Open Mic Coffeehouse
	Daytime: snowshoe, cross country ski, sledding, exploring, relaxing in nature, decompressing after the holidays					
14 Pint & Paint- BrewPub	15 Blind Bay Hall Tuesday Night Blues Jam session	16	17	18 Evening: Snowed in Comedy Tour at the Salmon Theatre Evening: Paint Night- Meikie Studios	19 Daytime: Reino Keski- Salmi Loppet ski race Evening: Celisla Community Hall Coffeehouse Evening: Samos moonlight Polar Run	20
Daytime: snowshoe, cross country ski, sledding, exploring, relaxing in nature, decompressing after the holidays						

Winter Events/Activities Calendar

Campaign Content: Social & Native

To drive traffic to the blogs and winter campaign events calendar, as well as inspire trip planning by highlighting the key winter experiences within each phase of the campaign, a series of social and native content was developed for promotional purposes.

The content was inspired by the various themes the campaign were centred around, supported by a balance of video, UGC and owned imagery.





Media Plan

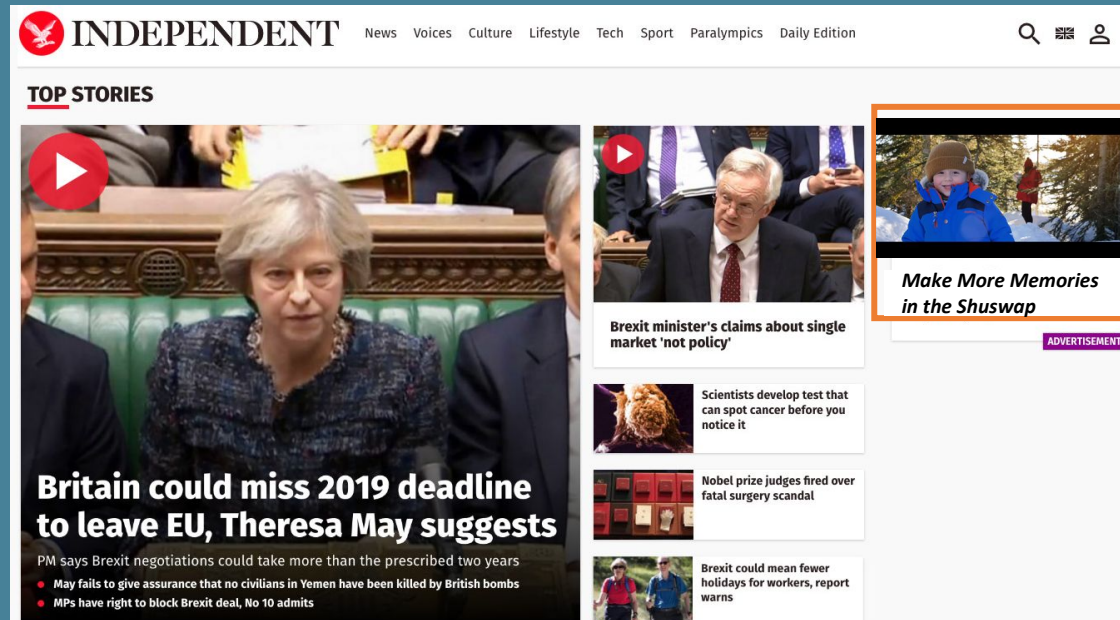
Media Strategy

User Journey



Awareness

Ad Formats: TrueView (video)

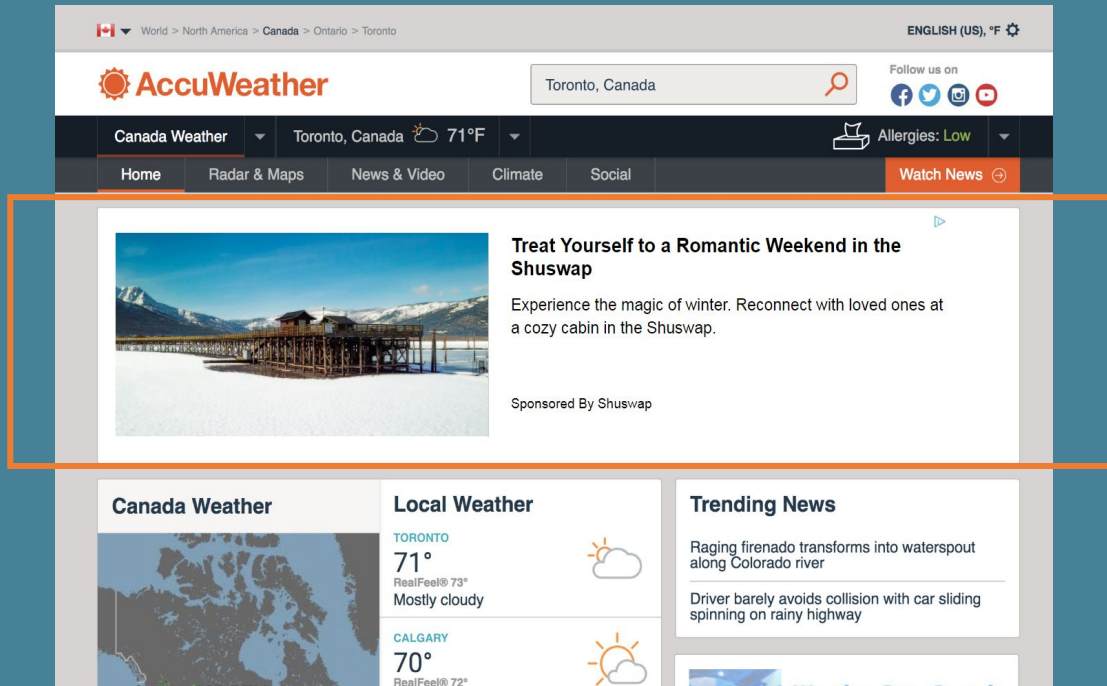


TrueView (Video)

- The TrueView campaign acted as the top funnel tactic for this campaign – the main goal was to raise Awareness and drive completed views.
- This ad format is immersed within the webpage content, assuming the look and feel of editorial articles.
- The ads were automatically adapted in real-time to fit the look and feel of the website it served on. Due to its seamless fit within publisher content, the ads drive strong website traffic.

Intent

Ad Formats: Native

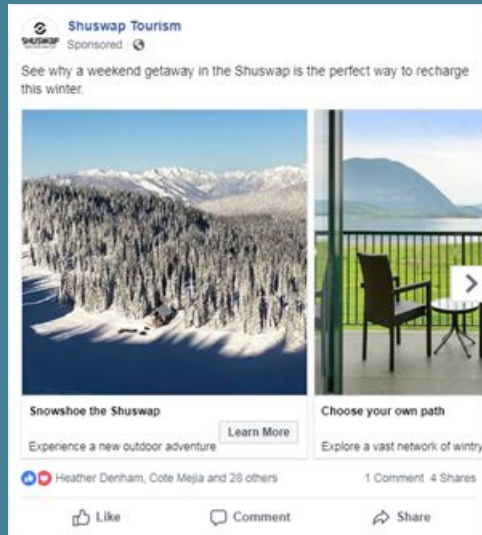


Native Ads

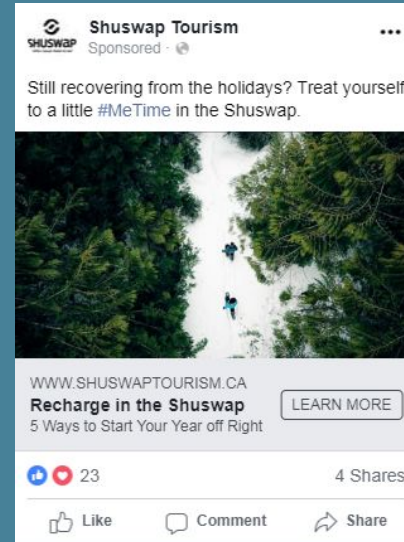
- This format is used to target users based on contextual targeting (users who are reading content related to travel) or behavioural targeting (based on a person's browsing behaviour).
- Format and targeting combined help to find the right audience and drive quality engaged users to the site. These powerful ads are often used to showcase itineraries and guides.
- Time on site and secondary page interactions can be tracked for Native ads, reporting on quality traffic.

Action

Ad Formats: Facebook & Instagram Carousel



Ad Formats: Facebook Single Image



Facebook & Instagram ads

- Carousel ad units are a fantastic way to showcase different activities available to keen travelers and drive action to plan a trip.
- Up to 10 cards can be shown, helping the user easily visualize their trip. The campaign was optimized towards the most cost efficient and best performing creative concepts to ensure budget is spent effectively.
- A pixel was placed on the site to track time spent on the site. This allowed optimizations to be made towards generating an engaged audience that explored the site and offerings.

Campaign Media Plan

Start Date	End Date	Spend	Channel	KPI	Geomarket	Goal
January 1st, 2019	February 28th, 2019	\$3,462.10	Social	CPE	Vancouver, Calgary and Kelowna	5,000 clicks \$0.60-0.80 CPE
January 11th, 2019	February 28th, 2019	\$4,001.21	Native	CPE	Vancouver, Calgary and Kelowna	800 engaged users \$3-5 CPE
January 11th, 2019	February 28th, 2019	\$12,011.08	TrueView	Completed Views	Vancouver, Calgary and Kelowna	150,000 views \$0.05-0.08 CPCV

Channels: This campaign ran across TrueView (video), Native, and Social and had 3 creative refreshes.

Campaign Phases:

- Recharge – January 1st – January 25th
- Reconnect – January 21st – February 15th
- Make Memories – February 4th – February 28th

Measuring Success: The main goal of this campaign is to drive users to the Shuswap landing page. Success was measured with engagement metrics such as Secondary Site Interactions, Page Engagements and 15 Second Landing Page Engagements.

Targeting:

- Geographic Markets: Vancouver, Calgary and Kelowna.
- Interest targeting: soft outdoor adventure, family activities, romantic getaways, wellness, selfcare, snowshoeing, hiking, cross-country skiing, weekend getaways.



Results

Campaign Results Summary



7,216
Secondary Site
Interactions



3,448,927
Impressions
Delivered



8,981
Clicks
Driven



307,267
Completed
Video Views

Facebook Carousel

OVERALL AD RESULTS

Total spent \$1,308.89

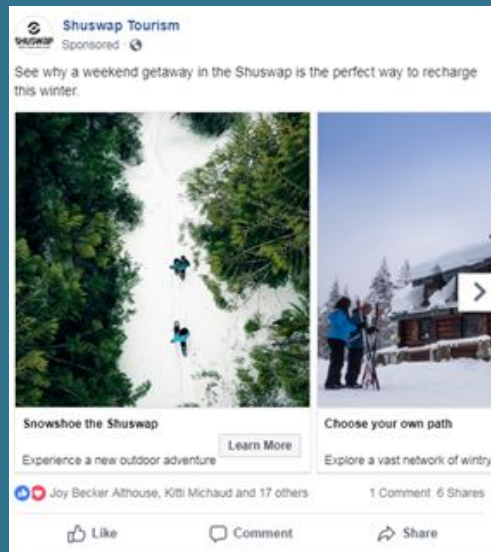
Impressions 115,930

CPE \$0.99

Media Insights

- The Facebook Carousel units drove an overall CPE of \$0.99.
- The most cost effective creative was the Reconnect post - with \$0.68.
- When comparing the targeting tactics, the creative targeting Outdoor Enthusiast/ Adventure Travelers drove the most cost effective CPE of \$0.96.
- Creative messaging with a verb or number perform the best. For example: "See why"

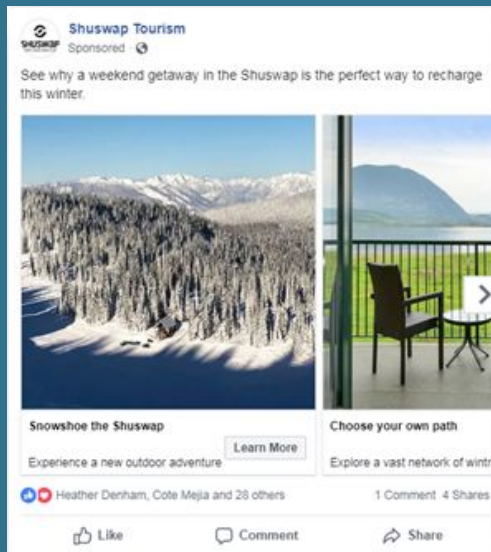
Top Performing Content: Facebook Carousel Ads



Recharge

Performance:

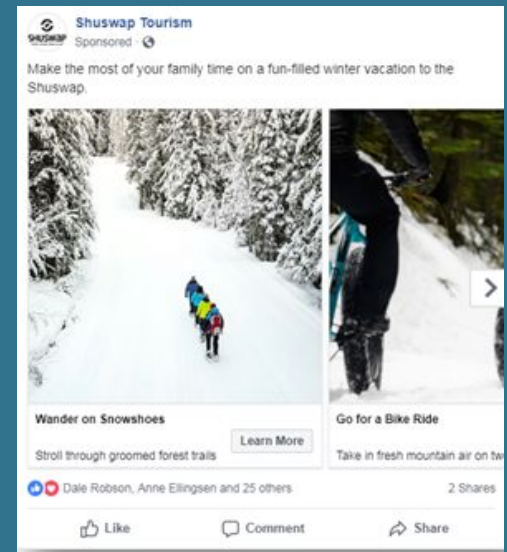
- 33,693 impressions
- \$1.20 CPE



Reconnect

Performance:

- 51,843 impressions
- \$0.68 CPE



Make Memories

Performance:

- 30,394 impressions
- \$1.63 CPE

Social Blog Post

OVERALL AD RESULTS

Total spent \$ 687.97

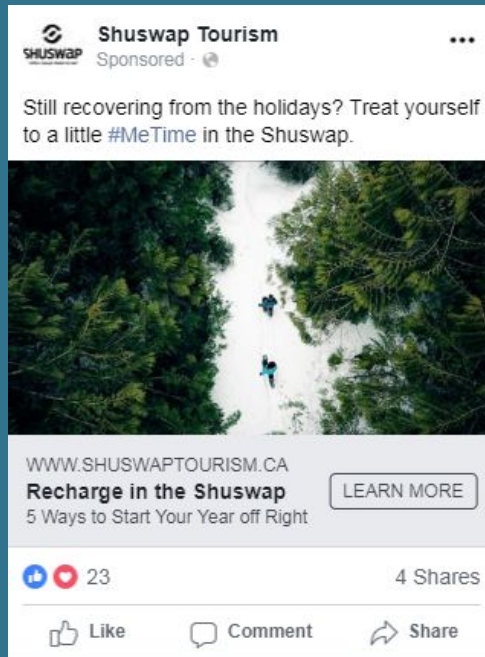
Impressions 162,926

CPE \$0.49

Media Insights

- Social Blog Posts drove the most cost effective cost per post engagements, the highest number of clicks to site with the lowest cost per click and the most secondary site interactions.
- As a campaign optimization, the team focused more budget on these posts based on performance.
- The most cost effective creative was the Reconnect post - with \$0.25.
- When comparing the targeting tactics, creative targeting people interested in Hiking drove the most cost effective CPE of \$0.43.

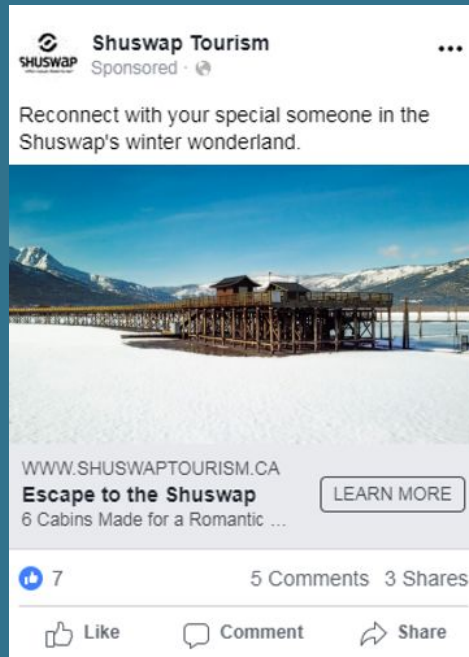
Top Performing Content: Facebook Blog Ads



Recharge

Performance:

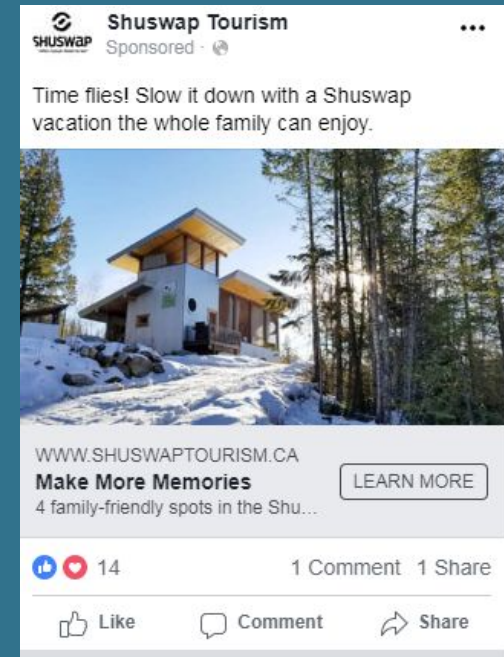
- 35,850 impressions
- \$1.20 CPE



Reconnect

Performance:

- 68,865 impressions
- \$0.25 CPE



Make Memories

Performance:

- 20,029 impressions
- \$0.74 CPE

Instagram Carousel

OVERALL AD RESULTS

Total spent \$ 687.97

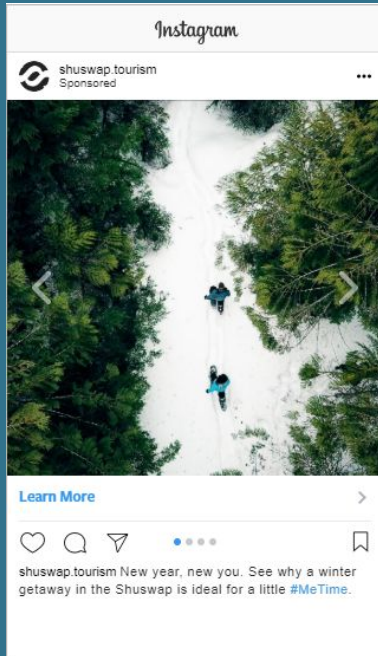
Impressions 162,926

CPE \$0.57

Media Insights

- Instagram drove the most efficient engagements for the campaign, however, drove the highest cost per click.
- The Instagram Carousel units drove an overall CPE of \$0.57.
- The most cost effective creative was the Reconnect post - with \$0.54.
- When comparing the targeting tactics, the creative targeting people interested in Food and Wine drove the most cost effective CPE of \$0.55.

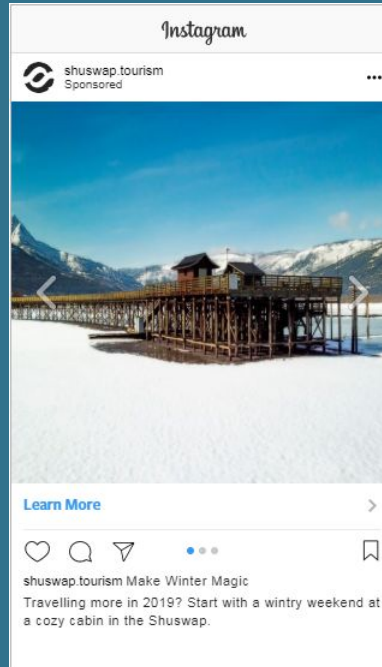
Top Performing Content: Instagram Carousel Ads



Recharge

Performance:

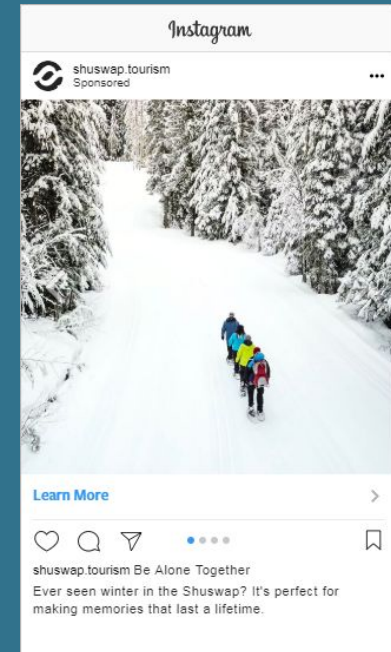
- 110,646 impressions
- \$0.59 CPE



Reconnect

Performance:

- 51,060 impressions
- \$0.54 CPE



Make Memories

Performance:

- 1,220 impressions*
- \$1.63 CPE

**end of campaign and budget shifted to other creative ad formats that was performing best (video)*

Video

OVERALL AD RESULTS

Total spent \$ 12,011.08

Impressions 642,597

Completed Views 307,267

Avg Completion Rate 48%

Clicks 416

CPCV \$0.04

Media Insights

- The cost per view was \$0.04 which is below industry standard of \$0.05 - \$0.08.
- Overall, the campaign drove a strong Completion Rate of 48% - which is higher than the Industry Standard of 45%.
- Based on the three types of video creative, “Reconnect” was the top performing video with a 49% Completion Rate.
- The “A25-54” had the highest completion rate, so as an optimization the team created a sub-tactic running only the 30 second video. This tactic drove the strongest Completion Rate of 54%.
- The Outdoor winter activities and family vacation targeting yielded high completions rates.

Top Performing Content: Video



Recharge

Performance:

- 102,680 views
- 48% completion rate



Reconnect

Performance:

- 105,192 views
- 49% completion rate



Make Memories

Performance:

- 199,395 views
- 47% completion rate

Native Ads

OVERALL AD RESULTS

Total spent \$ 4,001.21

Impressions 2,389,900

Clicks 4,082

15s Engagements 1,025

CPE \$3.90

CPM \$1.67

Media Insights

- Native drove an overall CPE of \$3.90 and an average Time Spent on the Landing Page of 1 Minute and 17 Seconds.
- The CPE is within industry benchmarks of \$3-\$5, and the time on site is higher than industry benchmarks of 50 seconds – 1min.
- We tracked 2+ page visitors on the Shuswap site as a secondary goal. This helps the team and algorithms optimize towards quality traffic, rather than cheap clicks with high bounce rates. Native also drove 2,654 Secondary Site Interactions.
- Native also drove 4,082 clicks to site. The cost per click was an efficient \$0.98 which is below industry standard of \$1-\$1.50

Top Performing Content: Native

Recharge

Performance:

- 616,749 impressions
- \$3.79 CPE

Reconnect

Performance:

- 831,453 impressions
- \$4.09 CPE

Make Memories

Performance:


- 941,698 impressions
- \$3.83 CPE



Sponsored by Shuswap

Unwind in the Shuswap's Winter Wonderland

From snowy nature trails to cozy lakeside cabins, winter is ideal for enjoying much-needed #MeTime in the Shuswap.



Treat Yourself to a Romantic Weekend in the Shuswap


Experience the magic of winter. Reconnect with loved ones at a cozy cabin in the Shuswap.

Sponsored By Shuswap

Advertisement

This Winter, Make Memories You'll Cherish Forever

Your family is precious, and so is your time with them. Create precious moments together on a vacation in the Shuswap.





Observations & Recommendations

Observations & Conclusions

Channels:

- Video is a strong performer in terms of completion rate - 48%, which is 3% over the 2019 Industry Standard.
- Social drove a stronger CPE compared to Native.
 - More specifically the Facebook Blog Post - which drove the most cost effective CPE of \$0.49

Targeting:

- Targeting tactics around Outdoor Activities/ Hiking seemed to perform better when comparing the other targeting tactics.
- Ages 35-44 engaged and clicked on the posts the most followed by the 45-64 age group which tells us the younger and 65+ age group did not engage well with campaign messaging/creative.
- Females interacted and engaged with the Shuswap ads significantly more than Males.

Campaign Creative:

- The “Reconnect” creative and messaging performed the best across all channels compared to the other two phases. .
- For Social and Video - the ‘Reconnect’ content/creative performed the best. This messaging positioned Shuswap as a Romantic Getaway destination which aligned well with Valentine’s Day.

Key Learnings for Next Winter

Channels:

- For video, we recommend running different versions of “Reconnect” related videos, in different lengths such as 6-second bumpers and 15 seconds clips. Also recommend running native and social posts focused around the “Reconnect” messaging.
- For social specifically, we recommend running a variation of single image and carousel units with the Reconnect messaging.
- Recommend testing Native & Social video placements for the video assets. Also, by focusing on newsfeed placements only for both Facebook and Instagram, this will assist in increasing clicks to the website.

Targeting:

- We recommend targeting Outdoor winter activities and family vacation targeting, and overlay ages 25-54 parameters to yield high completions rates.
- Recommend eliminating the age group of 18-24, scaling back on 65+ and allocating more focus towards the female demographic.
- Targeting people interested in Travel blogs was added slightly later on in the campaign and scaled well with the most cost efficient CPC of \$0.90 and efficient CPE of \$3.87. We recommend running this tactic for future campaigns.

Campaign Creative:

- Recommendations for imagery: adding in brighter colours, people doing activities, and titles that start with a verb or contain numbers.
- Recommend running more “Recharge” creative for future campaigns. “Making Memories” was a close second.
- Recommend future campaigns catering to a slightly more Female audience in terms of creative and copy.

Conclusion

Overall, by launching the Shuswap's first winter campaign, it has provided awareness of the destination's winter experiences through effective and engaging storytelling tactics.

We were able to achieve our goals of creating unique and appealing content to inspire core audiences about why the Shuswap is the perfect destination to recharge, reconnect and create memories.

Aside from our goals, we were able to create a library of assets we can utilize and build upon year over year to further promote the Shuswap's winter product, including a winter-specific calendar that can be updated and leveraged for the next winter season.

By promoting local events, partners and operators during this successful campaign, we hope to inspire and encourage more to participate in future winter seasons to help enhance and develop Shuswap's winter product. This, in turn, will put the Shuswap on the map as a four-season destination.



Thank you!

For any questions regarding the report, please contact:

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Appendix

KPI Definitions

- **Secondary Site Interaction** – a user that has visited 2+ pages. This metric allows the team to optimize towards engaged users who are interested in learning more about Shuswap.
- **15 second landing page engagement** - a user that has been on a page for longer than 15+seconds. This shows that someone is spending time on the landing page and actively engaged. This allows the team to optimize towards engaged users who are interested in learning more about Shuswap.
- **CPE for Native** - Cost per engaged visit - the cost of a user that has been on the site for longer than 15+seconds
- **CPE for Social** – Cost per engagement – the cost of someone commenting, liking, clicking on or sharing a social post.

Campaign Performance by Audience (Video)

Channel	Impressions	Clicks	Completed Views	Spend	Completion Rate
A - 25-54	127,955	118	63,635	\$ 2,355.45	50%
A - 25-54 - 30 Second Video	4,724	1	2,544	\$ 102.16	54%
BT - Family Vacation	123,398	84	59,206	\$ 2,336.51	48%
BT - Outdoor/ Winter Activities	129,831	72	63,129	\$ 2,536.12	49%
BT - Travel - Family Vacations / Vacation Rentals	121,565	78	56,754	\$ 2,272.41	47%
BT - Trips to Vancouver	59,862	34	28,783	\$ 1,168.79	48%
C - Travel - BC/Ski Resorts/Adventure	75,262	29	33,216	\$ 1,239.66	44%
TrueView Total	642,597	416	307,267	\$ 12,011.08	48%

Campaign Performance by Audience (Native)

Tactic	Impressions	Clicks	Engagements	Secondary Site Interactions	Spend	CPE
B - Custom Audience	170,251	241	77	143	\$ 291.79	\$ 3.79
B - Travel Blogs	826,186	1,536	356	1,016	\$ 1,376.76	\$ 3.87
B - Vacation Home Rentals/ Cottage Rentals	868,063	1,638	399	1,051	\$ 1,563.46	\$ 3.92
B - Winter Holidays/ Adventure Travel	488,316	535	159	349	\$ 660.24	\$ 4.15
RT - All Page Views - Exclude Blog	37,084	132	34	95	\$ 108.96	\$ 3.20
Native Total	2,389,900	4,082	1,025	2,654	\$ 4,001.21	\$ 3.90

Campaign Performance by Audience (Social)

Target	Impressions	Clicks	Page Engagement	Secondary Site Interactions	Spend	CPE
B - Food & Wine	124,741	618	1,109	888	\$ 796.78	\$ 0.72
B – Hiking Trails	84,503	1,847	1,965	1,685	\$ 844.89	\$ 0.43
B - Outdoor Enthusiast/ Adventure Travel	207,186	2,018	2,416	1,989	\$ 1,820.44	\$ 0.75
Social Total	416,430	4,483	5,490	4,562	\$ 3,462.10	\$ 0.63