



Connecting Brand to Business Objectives

W100

September 2018



Destination Canada

Who we are and what we do

Confidential



Destination Canada Business Objectives

- 1: Increase demand for Canada with innovative marketing;**
- 2: Advance the commercial competitiveness of the tourism sector; and**
- 3: Increase corporate efficiency and effectiveness.**

Confidential

Plain Language

**More people visit and they spend
more money.**

Confidential

Marketing Results - proof of us getting there

- 1: Travellers visit during the shoulder season**
- 2: Travellers visit lesser known regions**
- 3: Popular experiences sell out in peak season**

Confidential

Destination Canada

Brand journey

Confidential

We have a very **STRONG** Country brand

Ranked

#4

Anhold GfK
Nation Brand Index, 2017

Ranked

#2

US News and World Report
Best Country Index, 2018

Ranked

#5

AT Kearney FDI
Confidence Index 2017

Confidential

Our Challenge

**This strength in our Country Brand
hasn't been fully realized for our
tourism industry.**

Confidential

Stepping back in time

Canada, Keep Exploring

Confidential



- **Travellers were moving away from “visiting places” to “collecting experiences”**
- **We sought to position Canada’s travel brand by putting the traveller front and center**
- **We wanted to move away from a predominantly nature-based and stereotypical positioning of Canada**

Confidential



Could Be
Oregon



Could Be
Boston



Could Be
New York



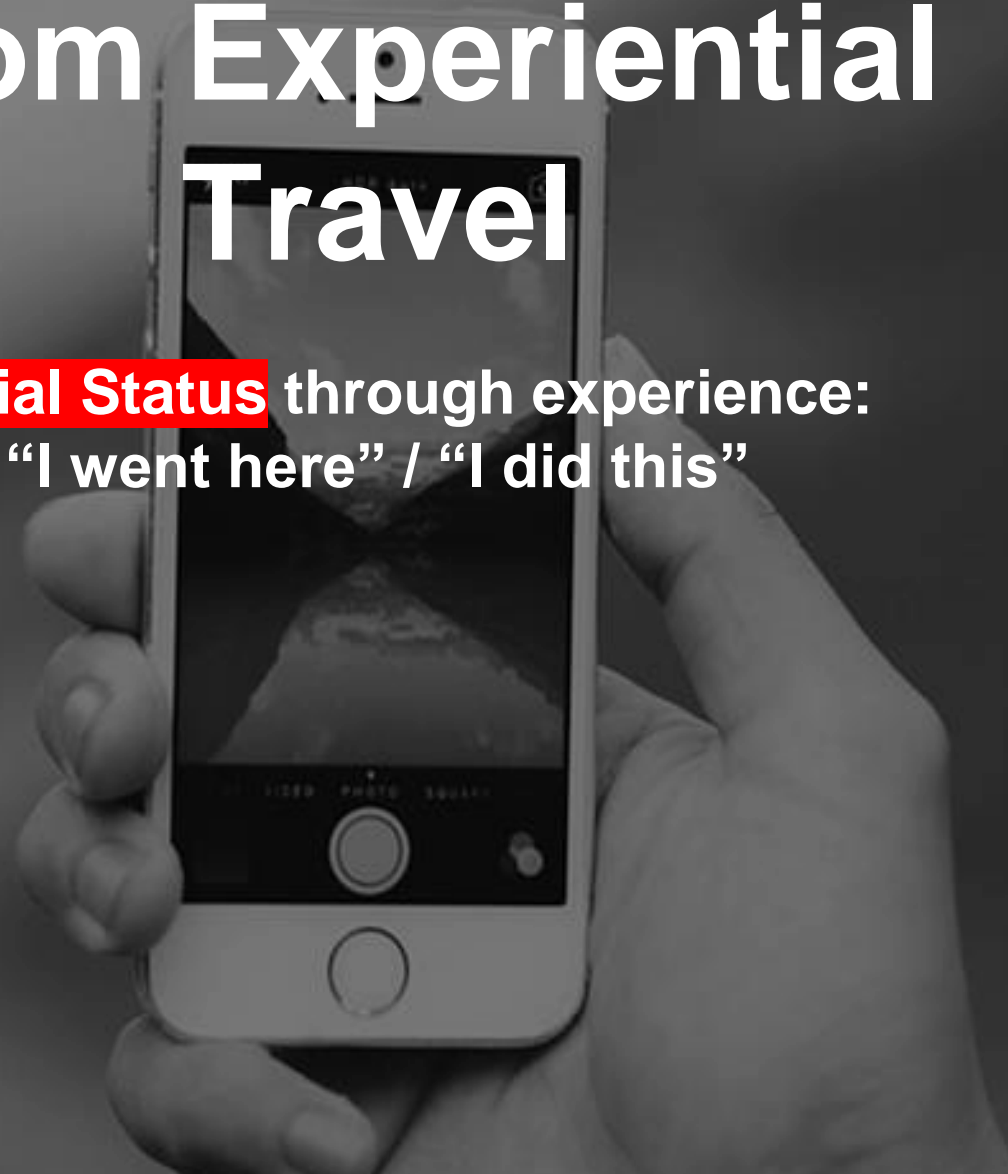
Could Be
Alaska

Confidential

2010-2016

From Experiential Travel

Social Status through experience:
“I went here” / “I did this”



2017 →

To Transformative Travel

Cultural Status through personal growth:
“It changed me” / “I was left with a lasting impression”



Confidential

Transformative travel + Brand

Confidential



What We Uncovered

People want to be proud to tell their friends and family about where they visited.

PRIDE is the top motivator

1

**Is a place I would
be proud to tell
people I visited**

2

**Beautiful
outdoor scenery
and landscapes**

3

**Is a place that
allows me to de-
stress**

4

**Cities are great
for soaking in the
atmosphere**

5

**Ability to tour
multiple
destinations**

Source: Ipsos

Confidential

Our task is to build a sense of pride, even before our target travellers ever visit Canada.

To achieve this, they need to **FEEL it before they think it.**

Confidential

Our Way In

We stand for values as a country that
are recognized by the world.

Confidential

Our travel brand proposition to travellers:

**This country is (For) people
with (Glowing Hearts).**

Confidential

**Canada gives travellers the freedom,
confidence and safety to enjoy
transformative experiences, and gives
us license to own this promise.**

Confidential

“For Glowing Hearts” is our creative platform.

It’s our **FILTER**

It’s an **ALIGNMENT** of our values

It drives our **CONTENT STRATEGY**

Confidential

**And it will be the source of a global
campaign in 2019**

Tune in.

Confidential

Merci

Confidential