



# Connecting Brand to Business Objectives

W100

*September 2018*



# Destination Canada

## Who we are and what we do

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# 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.**

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## Plain Language

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

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# 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**

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**Destination Canada**

**Brand journey**

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# 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

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## Our Challenge

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

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**Stepping back in time**

**Canada, Keep Exploring**

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- **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**

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Could Be  
Oregon



Could Be  
Boston



Could Be  
New York



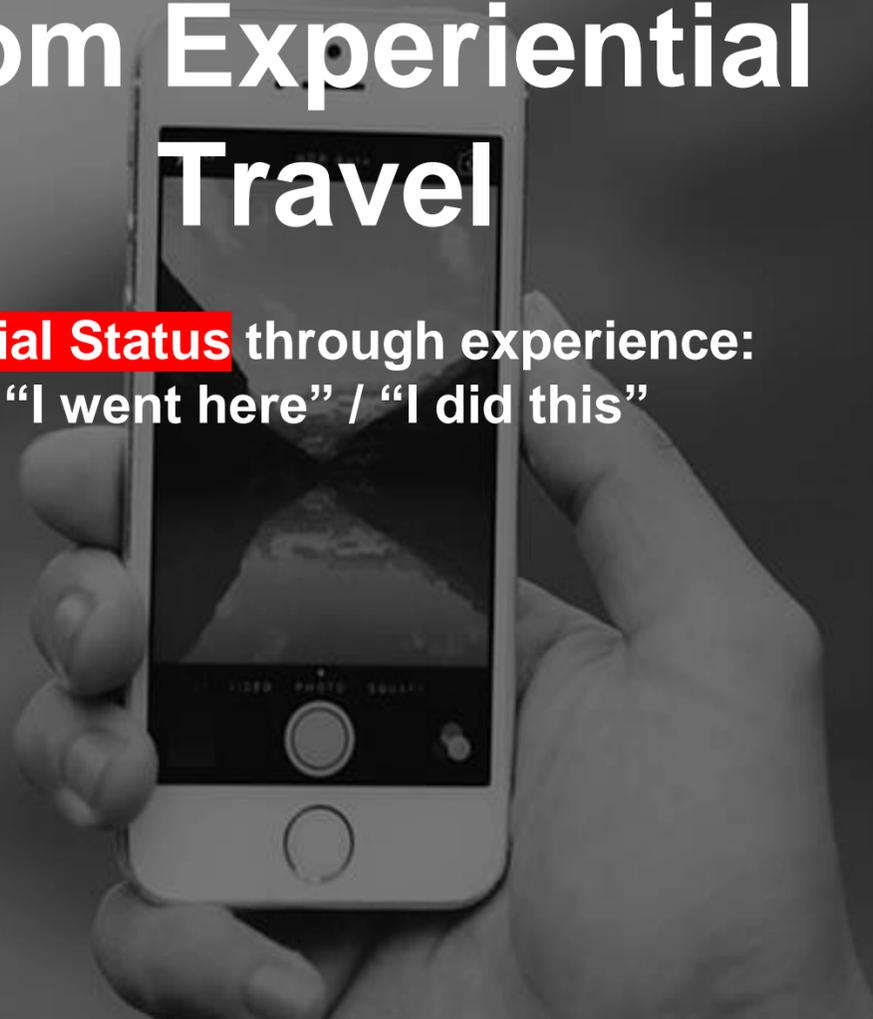
Could Be  
Alaska

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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”



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# Transformative travel + Brand

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**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

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**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.**

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## Our Way In

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

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**Our travel brand proposition to travellers:**

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

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

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“For Glowing Hearts” is our creative platform.

It’s our **FILTER**

It’s an **ALIGNMENT** of our values

It drives our **CONTENT STRATEGY**

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

**Tune in.**

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