

Explore Saskatchewan **Coordinated In-Province Campaign**

Goal

To create a new level of strategic marketing partnership amongst the five rural Tourism Regions, Tourism Regina, Tourism Saskatoon, Tourism Saskatchewan and industry partners that will result in increased awareness and travel among Saskatchewan residents.

Project

The 2009 campaign will include direct mail, radio, television, outdoor and internet components. The design and implementation of these activities will reflect a coordinated approach, between the five rural Tourism Regions, Tourism Regina, Tourism Saskatoon and Tourism Saskatchewan. All parties will have input into the activities, creative process, and agree upon the overall direction of the campaign. Each activity will receive similar creative treatments and branding as discussed and agreed upon by all of the partners. All of the activities will be led through industry buy-in (50%), and a specific product will be promoted in all marketing activities.

Target Market

- Saskatchewan residents between the ages of 25 & 55 with the ability and willingness to travel;
- Annual household income of at least \$40,000;
- Individuals, couples and families looking for affordable, fun, and nearby experiences.

Activity Plan

Key components of 2009 campaign

The campaign will consist of five key components each in different media, resulting in a total minimum campaign value of \$245,000. These components include:

- A. Direct mail
Eight-page, full-color gloss, booklet with a province-wide mix of product. Minimum distribution of 150,000 copies.
- B. Television
Locally produced spots on CTV Regina, Saskatoon, Yorkton, and Prince Albert as well as on Global stations in Saskatoon and Regina.
- C. Radio
Locally produced spots on FM stations in the province's urban centres and AM stations in rural areas.
- D. Outdoor
Partner-specific boards located throughout Saskatchewan.
- E. Internet
Partner-specific web banner advertisements on the www.sasktourism.com site.
- F. *Destination Saskatchewan* Summer Guide
68-page, full-colour travel guide inserted into 180,000 daily newspapers province-wide.
- G. Western Producer's *See Scenic Saskatchewan* Insert
56-page, full-colour travel guide inserted into 125,000 copies of the Western Producer.

Supporting components of 2009 winter campaign

The following initiatives will also support the In-Province Campaign brand throughout the winter season:

- A. *Destination Saskatchewan* Winter Guide
48--page, full-colour travel publication inserted into 180,000 daily newspapers province-wide and 100,000 weekly newspapers in Alberta and Manitoba.
- B. *SnoRiders West* Magazine
64-page, full-colour snowmobile publication; 40,000 copies distributed across Canada.

- C. Winter Radio Campaign
Thirty-second spots on FM stations in the province's urban centres and AM stations in rural areas.
- D. Winter Outdoor Campaign
Partner-specific boards located throughout Saskatchewan.
- E. Winter Internet Campaign
Partner-specific web banner advertisements on the www.sasktourism.com site.

Contact Information

For more information regarding the *Explore Saskatchewan* In-province coordinated campaign please contact your Regional Tourism Office:

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