

Client:

Canada West

Campaign Objectives:

- To promote Canada's West as the quintessential Canadian holiday destination under the "Canada's West, Love the Way it Makes you Feel" concept
- To showcase Canada's West icons: The Rockies, Wildlife, Vancouver and the Calgary Stampede.
- To demonstrate the range of activities available in the region.
- To highlight the gateway cities in Canada's West: Edmonton, Calgary and Vancouver.
- To showcase the fact that Canada's West is a four season destination
- To include several itineraries which demonstrate how to plan a visit to Western Canada and show the range of activities and proximity of all places/activities. To include maps, and day-by-day itinerary breakdowns.
- Drive competition entries and create consumer opt-ins for future database marketing projects
- To drive summer consumer sales via our tour operator partner, North American Travel Service (NATS)

Target Audience:

ABC1 UK-wide

Campaign Dates:

24th April 2011

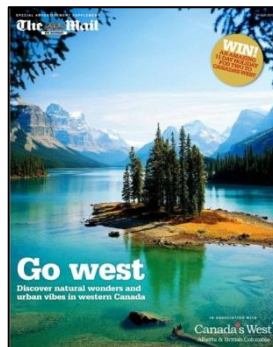
Research Dates:

Pre: 21/03/11 – 27/03/11

Post: 28/04/11 – 24/05/11

Execution:

- 16 page Tabloid size stand-alone supplement 48.8 gsm. in The Mail on Sunday
- Two 20x3 teaser ads in The Mail on Sunday
- Guest Channel on MailOnline
- 1 million behavioural targeted Network impressions and HTML to 40,000 recipients



Source: Survey using Mail Connected database. 196 pre responses and 615 post responses with an exposed sample of 485. Advert ran 24th April 2011. The pre survey ran from 21/03/11 – 27/03/11 and the post survey ran from 28/04/11 – 24/05/11

Campaign Results...

The advertising was very successful in increasing positive perceptions of Canada and improving the consideration of Canada as a holiday destination.

Recall:

- 33% of post respondents recalled advertising for Canada, which compares to 27% of pre sample.
- Post resps were **more than twice as likely** to recall internet advertising and 46% more likely to recall newspaper advertising.
- When prompted, 79% of post respondents recalled at least one element of the Canada West campaign.

Consideration:

- Consideration of Canada as **one of the first/ a destination considered over others** rises significantly amongst those who read the supplement or visited microsite.
- Canada is the **2nd choice** destination amongst microsite visitors, rising from **4th choice** amongst pre sample.

Perceptions:

- All **positive perceptions of Canada significantly rise** with exposure to the campaign.
- Exposure particularly increased agreement that Canada **“has a lot going for it and is very popular”**.
- In terms of landscape, the appeal of the Rocky Mountains and Canadian Cities rose the most dramatically.
- Perceptions of Canada as a “land of great cuisine and wines” offering “amazing opportunities to see wildlife” **greatly increased**.

Creative Evaluation:

- 84% of those who read the supplement rated it **4-5 out of 5** for enjoyment.
- Each element of the Microsite was rated **4-5 by at least ¾** of visitors.

Call to Action:

- **7 out of 10** supplement readers/ microsite visitors were prompted to take further action. They were particularly likely to have visited the Air Canada website, researched holiday prices online or used other travel websites to research Canada.

