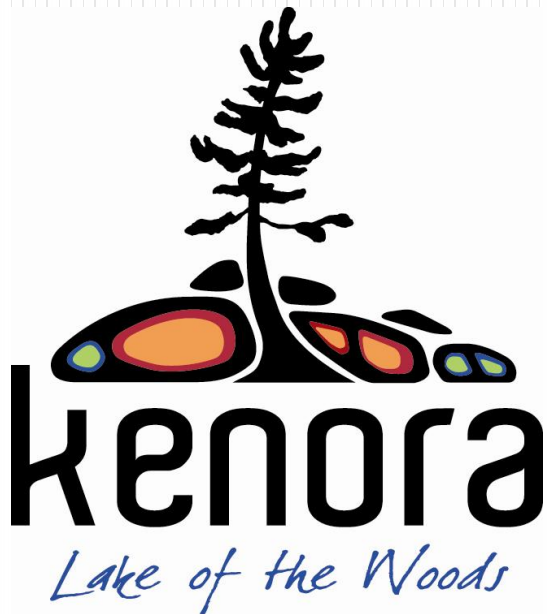


Advertising Plan

2009 - 2010



Prime Goal

To increase the number of visitors to the Lake of the Woods area, including overnight stays, with a special emphasis during the shoulder and off seasons (October to May).



Domestic Target Segments

- Provincial Families
- Upscale and Outdoor Adventurers
- Retired Roamers
- Young Go-Go's
- Event and Tournament Visitors
- Business Travellers, Conferences & Conventions



U.S. Target Segments

- Silver Streaks
- Families



Advertising Schedule

October

- Print: Community newspaper fall promotion
- Outdoor: Billboards or bus boards in Winnipeg
- TV: CJBN/Shaw Weather Report

November

- Direct Mail: Canada Post (MB homes) 120,000 postcards to promote new website and “order your 2010 Stay in Kenora Calendar”
- Print: Winnipeg Sun ad - “order your 2010 Stay in Kenora Calendar”
- Print: Shop Kenora (DM&News)

December

- Direct Mail: Mail Stay in Kenora Calendars to database and include a December shopping promotion insert
- TV: City TV



Advertising Schedule

January

- Radio: 102.3 clear fm – skiing/snowmobiling
- Radio: BOB fm – ice fishing (possible contest)
- Outdoor: Billboards or bus boards in Winnipeg

February

- Radio: 102.3 clear fm – March Break in Kenora (contest)
- Outdoor: Billboards or bus boards in Winnipeg
- Trade Show: Central Canada Outdoor Show (Thunder Bay)

March

- Direct Mail: follow up from Central Canada Outdoor Show
- Print: In-fisherman magazine
- Print: Production of City Map



Advertising Schedule

April

- Print: Flavours Magazine (MB LCBO equivalent)
- Trade Show: Winter Fair (Brandon)

May

- Trade Show: LOWDPOA AGM and trade show
- Print: Direct mail through Free Press (postcard promotion)
- Internet: Weather Network – ad on Winnipeg City Page

June

- Database: Email newsletter
- Print: Flavours Magazine
- Print: Winnipeg Sun

Advertising Schedule

July

- Database: Email blitz
- Collateral: Table Talkers

August

- Database: Email blitz
- Collateral: Table Talkers
- Print: MB Community Newspapers

Sept.

- Print: Flavours Magazine
- Database: Email blitz

Advertising Schedule

Oct.

- Billboards or bus boards - Winnipeg

Nov.

- Direct Mail: Canada Post (MB homes) 120,000 postcards to promote new website and “order your 2011 Stay in Kenora Calendar”
- Print: Winnipeg Sun ad - “order your 2011 Stay in Kenora Calendar”
- Print: MCNA - “order your 2011 Stay in Kenora Calendar”

Dec.

- Direct Mail: Mail Stay in Kenora Calendars to database and include a December shopping promotion insert



Budget

Media – time frame	\$ Amount
Internet / Web based - 2009	7,000
Internet / Web based – 2010	7,000
Outdoor – 2009	7,000
Outdoor – 2010	14,000
Television – 2009	9,000
Television – 2010	9,000
Print – 2009	8,000
Print – 2010	14,000
Radio – 2009	0
Radio – 2010	10,000
Trade Shows – 2009	0
Trade Shows – 2010	10,000
Miscellaneous	10000
Total	2009 – \$31,000 2010 - \$74,000



THANK YOU for participating!!