

— Great Taste of Ontario Marketing Plan

Q3 - Q4 2022

MAY 2021

Prepared by the
Culinary Tourism Alliance



Executive Summary

Our mission is to nurture strong partnerships and facilitate recovery in the food tourism sector within communities across Ontario.

The campaign is an Ontario-only consumer campaign geared towards travel lovers with disposable income and a pent-up desire to hit the road – including Foodies, Culturati, Wellness Advocates, Adrenaline Seekers, Festival Squad and Outdoor avids.

Our objective is to reach a minimum of 12 million Ontario residents with messaging about the Great Taste of Ontario; as well as inspire 1000 monthly Great Taste of Ontario passport downloads via OntarioCulinary.com and partner websites; publish 300 unique Ontario itineraries, and support sector organizations and independent publications that promote ethical, local food consumption and sustainable tourism.

Our promotional strategy includes Social and Display Ads, Offline Ads, Content Marketing, Search Engine Optimization, Email Marketing, and strategic partnerships.

Performance will be tracked monthly and reported quarterly to partners as per funding agreements.



We acknowledge the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario.



THIS PROGRAM IS FUNDED IN PART BY THE ONTARIO MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS

Mission Statement

Our mission is to nurture strong partnerships and facilitate recovery in the food tourism sector in communities across Ontario.

The goal of all Great Taste of Ontario marketing activities is to inspire Ontarians to travel within Ontario with a focus on extending shoulder season, winter and mid-week tourism activity. By strategically supporting these timeframes, program marketing initiatives will not contribute to over-tourism and will have less competition in the immediate recovery marketplace.

Target Audiences

This is an Ontario-only consumer campaign geared towards travel lovers with disposable income and a pent-up desire to hit the road. They are foodies, not exclusively. More importantly, they are more likely to understand that local food is an important and enjoyable part of the travel experience. These audiences are in line with Destination Ontario's marketing segments.

Primary Market

FOODIES : Food and wine lovers, who might consider themselves connoisseurs. They are always on the look-out for a hidden gem.

Secondary Markets

CULTURATI : Knowledge seekers who are looking for new and innovative art, theatre, film and music.

WELLNESS ADVOCATES : Serenity now! These travellers are interested in personal wellness, in its many forms (whether that's yoga, meditation, fitness, or even a day at the spa).

ADRENALINE SEEKERS : Ontario is known for its natural beauty and these travellers want to cycle, hike and canoe it all.

FESTIVAL SQUAD : To them a music festival isn't just about the bands, it's a euphoric experience to connect others. They don't mind spending too much on water and rainy weekends outdoors.

OUTDOORS AVIDS : The call of the wild takes these travellers outdoors. Angling and hunting, they love the challenge for their sport.

Marketing Objectives

Reach 10 million Ontario residents with messaging about the Great Taste of Ontario.

1000 monthly Great Taste of Ontario passport downloads.

Publish 300 Great Taste of Ontario partner "itineraries" as blogs on OntarioCulinary.com and DMO partner websites.

Support sector organizations and independent publications that promote ethical, local food consumption and sustainable tourism.

Performance Tracking

Performance will be tracked and reported against monthly beginning in July 2021 (and bi-weekly in Q4) using the following tools:

- Google analytics
- Bandwango user reports

This plan does not account for partner activations. Performance tracking against these activities is not possible and capacity differs greatly across all participants. However, 'monthly passport downloads' is a success metric based on combined program activities and partner activities. Estimated passport downloads based on the marketing activities outlined below are 500 downloads per month. The remainder is estimated based on combined partner activities which differ region to region and partner to partner. Further travel restrictions or the reinstating of 'colour zones' by the province could impact what is possible in this space.

Distribution Strategy

Program content (including passports, stories, advertisements, etc.) will be distributed via primarily digital channels including, but not limited to:

- GTOO microsite: ontarioculinary.com/great-taste
- Social media: @OntarioCulinary
- Print and digital media partners
- Destination Marketing Organization partner websites and social media
- Sector Organization Partner websites and social media
- Strategic Partner websites and social media

Promotion Strategy

Social and Display Ads

Targeted social and display ads will be placed on Facebook and Instagram with audience targeting in medium sized urban centres. Content promotion will begin within 100km radius of subject matter (i.e. Kingston itinerary will be targeted at Kingston and area residents) and widen as travel restrictions are loosened.

Offline Ads

Advertisements for the program will be placed in numerous publications with distribution limited specifically to Ontario. These include large publications like the Globe and Mail and National Post, as well as smaller, targeted placements in localized papers to ensure a broad audience with touch points in relevant communities.

Content Marketing

Blog content (in the form of itineraries) will be submitted by destination and sector partners in the program to inspire travel planning and encourage passport downloads. Additional 'Best Of' content will be created by the Culinary Tourism Alliance to promote the program as a whole. Blogs will be published on OntarioCulinary.com and partner websites to increase touchpoints with potential conversions and supported with social media and good SEO practices.

Search Engine Optimization

Targeted SEO tactics will be employed on all content published on OntarioCulinary.com to ensure a good user experience.

Email Marketing

Email marketing of the program will be used by the Culinary Tourism Alliance and destination partners to reach already engaged audiences with the Great Taste of Ontario opportunities.

Partnerships

Partnership have been struck with strategic partners to ensure content reaches target audiences and demographics for the program. These include:

- The Canadian Gay and Lesbian Chamber of Commerce
- The Wine Marketing Agency of Ontario
- The Ontario Craft Brewers
- Indigenous Tourism Ontario
- La Société Économique de l'Ontario (SÉO)
- BLACK FOODIE

Budget

Print + Digital Placements

Outlet	Medium	Ad Size	Circulation/Reach
Resorts of Ontario Guide	Magazine + Digital	1/2 Page	200,000
Globe & Mail Special Report	Print	Special Report	1,650,000
	Digital	Special Report	900,000
The Growler	Magazine	Full page + web	180,000
The Weather Network	Digital + TV	TV Sponsorship + digital	625,000
NOW Magazine	Newspaper	Half page	510,000
Le Voyageur	Newspaper	Full page	-
Post Media (various placements + markets)		Various	4,359,400
LCBO	Magazine	Print	515,000
Adamo Nest	Magazine + Digital	Full Page	476,000
Attractions Ontario Guide	Magazine + Digital	Full Page	TBD
TOTAL ESTMATED REACH			9,415,400

Social Ads

Platform	Type
Facebook + Instagram	Ads*
Facebook + Instagram	Content boost**
Google Grant	Ad Words Grant
TOTAL ESTMATED REACH	
2,500,000	

*Ads will be targeted at large and medium-sized urban centres and expanded as travel restrictions are loosened, with budget optimization in mind. As a result, accurate reach is unpredictable at this time. The estimated reach for an ad with an 'All-Ontario' audience at \$30/day is 13K - 37K people.

**Estimated social reach, based on past campaigns, is a minimum of 1000 per \$100.00 spent on boosts. Boosts will be set up and monitored to ensure largest reach.

Facebook/Instagram Ad Tactics

- Reach Campaign (60%) + Conversion Campaign (40%)
- Reach campaign to drive mass brand awareness
- Drive traffic to your website
- Let people know Culinary Tourism Alliance passports exists
- Main goal is to drive users to download regional passports

TARGETING:

- All Geos/Regions in Ontario only
- Website Look-A-Like segments
- By region i.e. Burlington, Kingston, etc.
- Food enthusiasts

Custom Campaigns

Platform	Notes	Reach
Black Foodie Influencer Campaign (+ Black Foodie Week Sponsorship)	3 day Influencer trip to highlight black-owned restaurants in Ontario, as well as social ads, content creation and license to repurpose content for one year.	129,000+
TOTAL ESTMATED REACH		129,000

The total estimated reach for the campaign in Q3-Q4 2021 is over 12 million across print, digital and social media channels.

Total Q3-Q4 Marketing Budget

Platform	Total Cost to Campaign
Print and Digital Placements – Various	\$170,398.00
Social Ads	\$35,000.00
Custom Campaigns	\$25,000.00
TOTAL	\$230,398.00