

2013 – Fall Blue

MEDIA STRATEGY

MARKETING COMMITTEE, AUGUST 14, 2013



Evolving Fall “Blue”

- With the 2013 Fall Blue campaign, we will be re-launching the “Fall Blue” creative concept.
- Our targets include the following OTMPC profiles:
 - Connected Explorers, Outgoing Mature, Couples Mellow Vacationers, Nature Lovers
- These targets have the following implications for media:
 - Younger consumers are voracious online consumers, and the Fall Blue idea (due to its visual nature) is well suited to this medium
 - Older consumers, while big users of digital and social media, are still avid users of print media. Again, the Fall Blue idea is well suited to this medium
 - Tactical targets can be reached online using SEM as well as display ads targeted by keywords (for example, having the Fall Blue ads appear on hiking and motorcycle enthusiast sites).

Focus for Impact and Efficiency

- Toronto Star, Star Media Group (SMG)
 - custom content section with guaranteed page views. Content includes four articles as well as one video, all produced by Star Studios (Produced the Adam Van Koeeverden Fall in Algonquin Video)
 - Innovative and dominant brand placements on the Star properties, including section takeovers and content wrap-arounds
 - EE will get 5.3 million impressions across the Star properties
- Net Margins network
 - This network has performed well for us in past campaigns and is targeted by the same keywords used to drive our Google Adwords program.

Focus for Impact and Efficiency

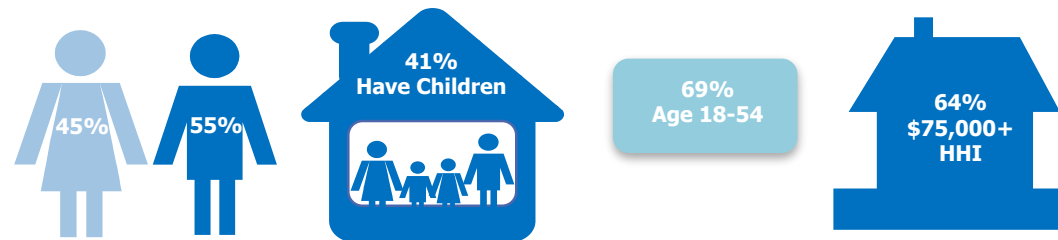
The goal is to have the campaign drive approximately 33,000 clicks to ExplorersEdge.ca

250% increase over Fall 2012.

Why thestar.com

- The Star Media Group

- More than 3.3 million Canadians choose thestar.com each month for breaking news, award-winning journalist and entertainment
- Attracts educated, influential decision-makers across the GTA, Ontario and Canada
- Showcases the news in multiple formats including video, twitter feeds, interactive graphics & live chats
- Complements serious news with entertaining stories that provide users a break in their day
- Continuous content updates including the latest in breaking news garner multiple visits daily from users



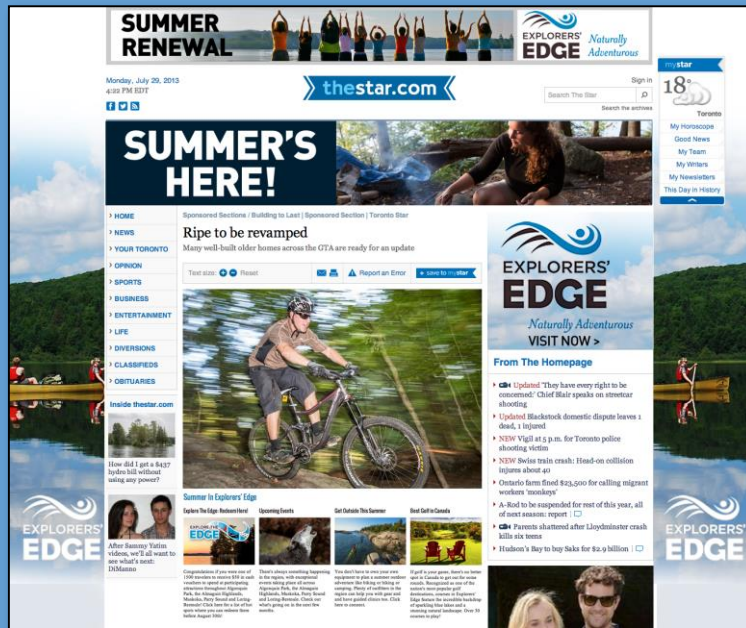
Source: comScore, Jan.- March 2013 (3 Month Average), Persons 2+, Ontario Category of News-Information

TorStar Digital includes thestar.com, wheels.ca, toronto.com, Metroland Media, jaunt.ca, wagjag.com, thegridto.com, insurancehotline.com, canadianimmigrant.ca, thekit.ca, eharlequin.com, swaymag.ca

	Media (Ontario Age 2+)	Total Unique Visitors (000)	% Reach
	Total Internet: Ontario Age 2+	10,940	100.0
	News/Information	10,106	92.4
1	Torstar Digital	3,932	35.9
2	Yahoo!-ABC News Network	3,636	33.2
3	About	3,598	32.9
4	CBC-Radio Canada Sites	3,015	27.6
5	Pelmorex Media Inc Weather	3,011	27.5
6	Postmedia Network	2,876	26.3
7	HPMG News	2,658	24.3
8	Canoe	2,643	24.2
9	CNN Network	2,607	23.8
10	CTV	2,284	20.9
11	The Globe And Mail	2,093	19.1
12	Rogers Digital Media News And Business	1,427	13.0
13	BBC	1,421	13.0
14	New York Times Digital	1,236	11.3
15	Gannett Sites	1,201	11.0
16	Mail Online	1,096	10.0
17	The Guardian	1,081	9.9
18	MSN News	898	8.2
19	NBC News Digital	802	7.3
20	CBS News	736	6.7

Star Media Group:

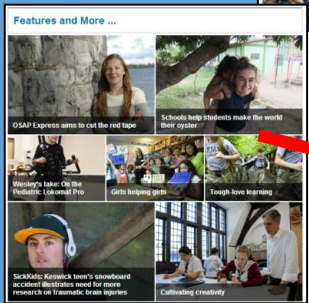
Custom Content



- A special online “section” will be created just for Explorers’ Edge and run on site for 6 weeks. This section will **include four stories plus one 30-60 second video and a photo gallery of 8-10 photos**
- EE, with Cloud, will direct the topic selection and work directly with Star Content Studios who will develop all content. EE has right to final approval before content is published online
- Layout will appear similar to editorial special sections, in addition to a bar along the top of page labeled “special advertiser section”
- Online ads for EE will appear on the section hub page and all associated content pages. In addition, there will be an exclusive wallpaper (subject to Star approval) and EE logo placement on section masthead

Star Media Group: Custom Content

Sample banner ad



- The Star will also promote the content to deliver a minimum of 300,000 page views for the section (and the ads on the section)
- Promotion plan includes:
 - 3MM promotional IAB ad impressions for the section (created by SMG) across SMG properties
 - Promotion on home/article pages using featured content widgets

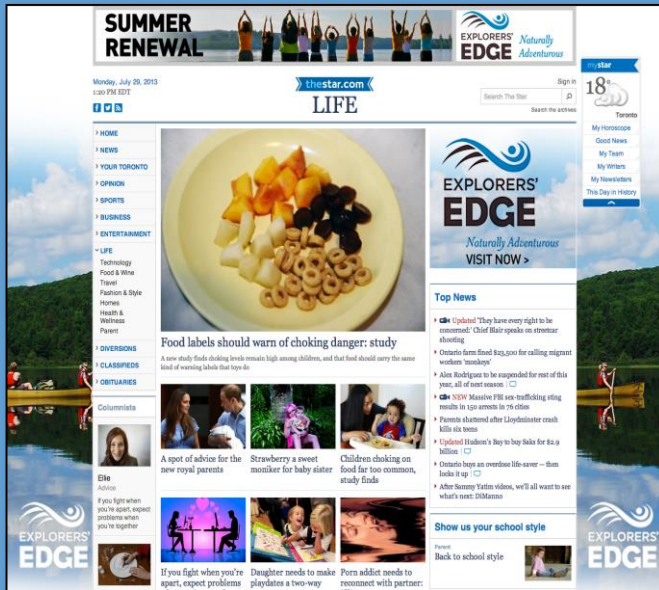
- An **online gatefold** will appear on the hub page of the Life Section. The gatefold appears in three steps:
 1. First the visitor will see a wallpaper and 300x600 ad on the hub section page
 2. Then a gatefold appears over the section of the hub page. The gatefold includes info about EE Fall Blue
 3. The gatefold collapses leaving the wallpaper and 300x600 ad

Star Media Group:

Section Takeover

EE will have 100% advertising exclusivity in the travel section for 7 days. This includes a wall-paper plus all ad positions in the section:

- Wallpaper units provide high levels of exposure on thestar.com
- The side units of this impactful (yet non-intrusive) advertising execution are static and remain on the screen while the user scrolls through the page content
- Wallpaper can be clickable
- The takeover includes IAB ad unit exclusivity for 100% share of voice

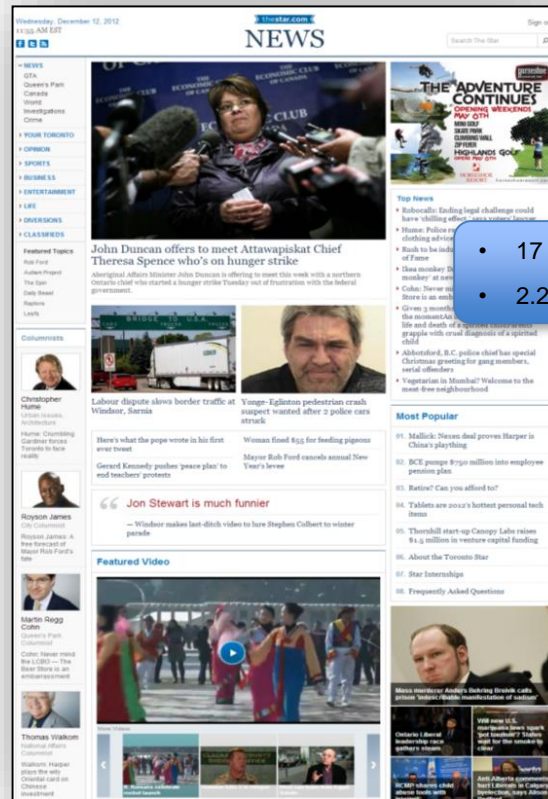


Takeover– for illustration purposes only

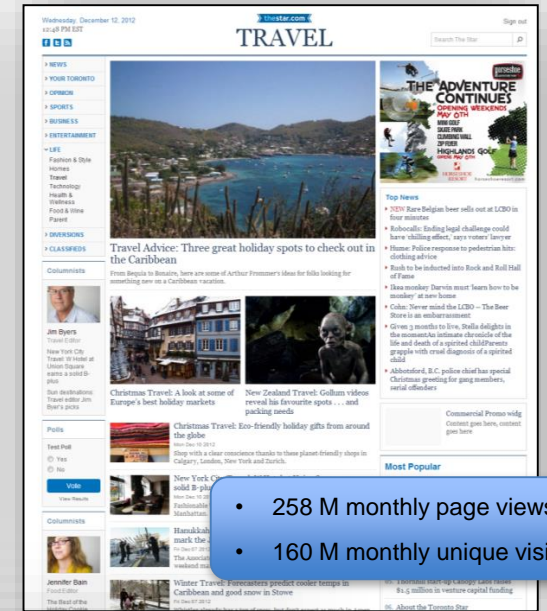
Star Media Group:

ROS Display Ads

- In addition to the innovation elements, the SMG package includes ROS of ads across the News, Life and Travel section of the site



- 17 MM monthly page views
- 2.25 MM monthly unique visitors



- 258 M monthly page views
- 160 M monthly unique visitors



- 3.5 MM monthly page views
- 1.5 MM monthly unique visitors

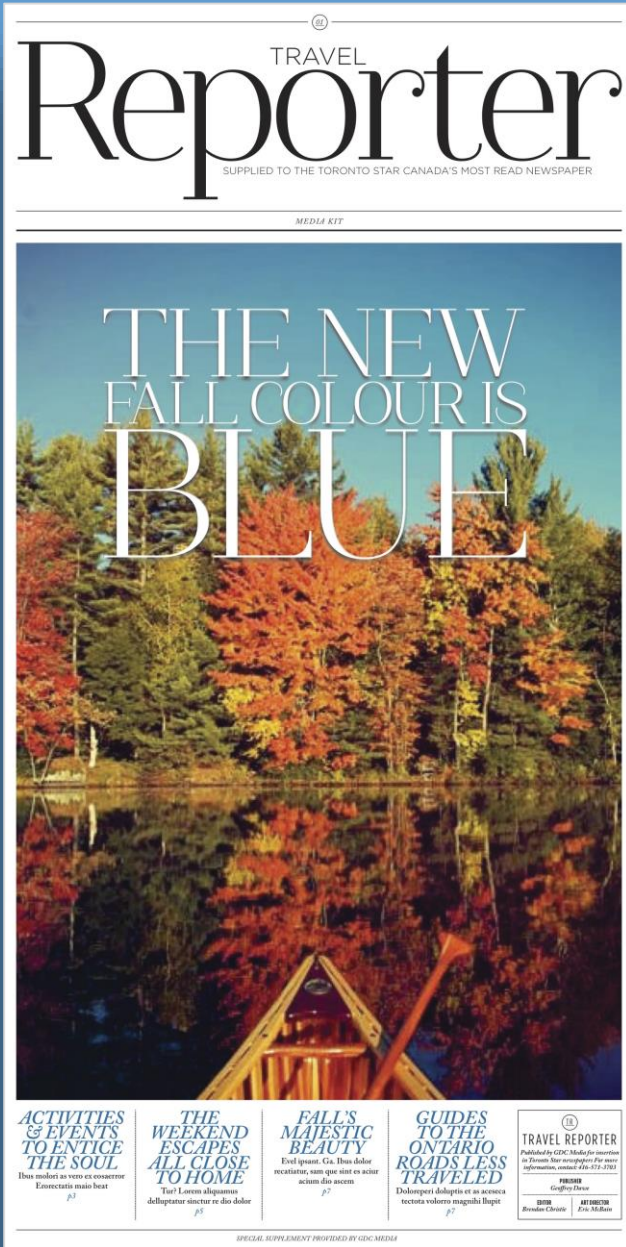
Star Media Group: Print Supplement

- The Sunday star reaches over 519,000 adults in Toronto and Ontario who are 50+, more than any other newspaper
- Compared to other publications, the Star significantly over-indexes by 200% with people who travel in Ontario
- The Star reaches a higher percentage of Asians and South Asians in Toronto
- The Star runs occasional full-page advertorial supplements under the “Reporter” banner. For example, they recently ran ones called “Reno Reporter” and “Style Reporter”.

Development of an exclusive supplement called

“Travel Reporter”

that will be dedicated to Explorers’ Edge as a fall destination.



Travel Reporter will be an 8-page supplement ENTIRELY dedicated to fall travel in Explorers' Edge

The supplement is a broadsheet with the same specs as the Star itself but it will be printed on high quality glossy white stock (not newsprint)

It will be a standalone insert (i.e., not inserted within another section)

Total circulation is approximately 310,000:

- In addition, we will distribute 10,000 copies on the following Monday at prominent Toronto intersections
- An additional quantity will be printed for distribution across EE

The estimated media value for this 8-page insert is about \$100K to \$140K.

Single full-page ads in the Star are currently priced at \$35,000 (though more likely sell at \$20K to \$25K)

Net Margins: PPC Display Ads



- We will run a display campaign using driven by the same keywords used in the fall search campaign. EE ads will appear on up to 100,000+ 3rd party sites where these keywords appear in content on the sites
- In addition to keyword, targeting can be done by domain, page, and location. In the case of EE, the ads will target GTA. Only “G” and “PG” rated sites will be targeted.
- This type of PPC campaign delivers high volumes of qualified visitors.

Facebook:

Contest + Ads



As with previous campaigns, Facebook ads will run to drive qualified traffic to Explorers' Edge Facebook Page to achieve the following:

- To reach additional target audience beyond the Fan base
- Acquire email subscribers
- Grow and refresh the EE Facebook Page Fan base

Creation of a FB contest promotion app to invite people to vote for their favourite fall colour:

- The functionality of this contest app will be similar to the Winter contest app in terms of its ease of use
- Prizes will be once again leverage the blue theme to match campaign

Blocking Chart

Placement		August				September					October			
		5	12	19	26	2	9	16	23	30	7	14	21	28
Search Engine Marketing (Fuel & Fun)														
Search Engine Marketing (Fall Blue)														
Star Media Group	<i>thestar.com - Custom Section Sponsorship</i>					Sept 3- Oct 14								
	<i>thestar.com LIFE Hub Takeover: Gatefold</i>													
	<i>thestar.com TRAVEL - Hub Takeover</i>													
	<i>thestar.com - Travel & News (728x90, 300x250)</i>					Sept 3- Oct 14								
	<i>NYTimes - Travel (728x90, 300x250)</i>					Sept 3- Oct 14								
	<i>Olive Vertical - Lifestyle (728x90, 300x250)</i>					Sept 3- Oct 14								
	<i>CPC - Across the network (728x90, 300x250)</i>					Sept 3- Oct 14								
	<i>thestar.com- News & Life (Added Value) (728x90, 300x250)</i>					Sept 3- Oct 14								
	<i>Travel Reporter - 8-page insert</i>													
Net Margins						Sept 3- Oct 14								
Facebook						Sept 3- Oct 14								

Budget

Media / Channel	Aug	Sep	Oct	Total
Online Media				
The Star Group (Online & Print)		112,500.00	30,000.00	142,500.00
Net Margins (PPC)		37,500.00	5,000.00	42,500.00
Facebook Ads		15,000.00	5,000.00	20,000.00
Promotion - Facebook		8,000.00	8,000.00	16,000.00
SEM (includes 5k for Fuel and Fun)	3,000.00	15,000.00	8,133.00	26,133.00
Total				247,133.00

Fall Fuel and Fun

The Package:

- Travelers book a 2-night minimum stay between August 19th and September 15, 2013 for a getaway in Explorers' Edge between September 16, 2013 and November 15, 2013 at participating Accommodations and can then register to be 1 of 500 travelers to receive a \$50 gas card and \$50 worth of vouchers to use at participating Attractions/Dining establishments/Retailers!

Supplement Marketing

- 5k SEM Marketing - August 19, 2013



Of note ...

PARTNERSHIP PROGRAMS

- Golf Muskoka
- Beyond Program Muskoka Fleet and Santa's Village
- Resorts of North Muskoka
- Lake of Bays Brewery
- Huntsville Festival of the Arts
- Stockey Centre, Town of Parry Sound
- Muskoka Chautauqua

ONTARIO TOURISM MARKETING PARTNERSHIP

- Tourism Industry Partner Program
- The OTMPC will cost-share up to 40% of total ***eligible projects costs***, up to a maximum of \$60,000.

ONTARIO
Yours to discover

2013 Fall Blue – Questions / Discussion

Monday, July 29, 2013
4:59 PM EDT

the star.com

Search This Site

18° Toronto

My Homepage
Good News
My Team
My Writers
My Newsletters
This Day in History

SUMMER'S HERE!

Sponsored Sections / Building to Last / Sponsored Section | Toronto Star

Ripe to be revamped

Many well-built older homes across the GTA are ready for an update

Test drive [Report an Error](#) [Send to a friend](#)

EXPLORERS' EDGE
Naturally Adventurous
VISIT NOW >

From The Homepage

- Updated: "You have every right to be concerned": Chief fatal speaks on streetcar shooting
- Updated: Blackstock domestic dispute leaves 1 dead, 1 injured
- NEW: Vigil at 9 p.m. for Toronto police shooting victim
- NEW: Becks train crash: Head-on collision injures about 40
- Ontario farm fined \$23,000 for calling migrant workers 'knockoff'
- A-Rod to be suspended for rest of this year, all of next season: report
- Parents chastened after Lloydminster crash kills six teens
- Hudson's Bay to buy Saks for \$2.9 billion

Summer in Explorer's Edge

Explore the Edge Summer Events

Get Outside This Summer

Read Our Top Stories

After Sunny Yates video, we'll all want to see what's next

How did I get a B&B? Why did I get a B&B? Why did I get a B&B? Why did I get a B&B?

EXPLORERS' EDGE

TRAVEL

Reporter

SUPPLIED TO THE TORONTO STAR CANADA'S MOST READ NEWSPAPER

MEDIA KIT

THE NEW FALL COLOUR IS BLUE

ACTIVITIES & EVENTS TO ENTICE THE SOUL
The weekend is over so immerse yourself in nature

THE WEEKEND ESCAPES ALL CLOSE TO HOME
The weekend is over so immerse yourself in nature

FALL'S MAJESTIC BEAUTY
The weekend is over so immerse yourself in nature

GUIDES TO THE ONTARIO ROADS LESS TRAVELED
The weekend is over so immerse yourself in nature

TRAVEL REPORTER
The weekend is over so immerse yourself in nature

Monday, July 29, 2013
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SUMMER RENEWAL

Sponsored Sections / Building to Last / Sponsored Section | Toronto Star

Life

EXPLORERS' EDGE

Naturally Adventurous
VISIT NOW >

Top News

- Updated: "You have every right to be concerned": Chief fatal speaks on streetcar shooting
- Ontario farm fined \$23,000 for calling migrant workers 'knockoff'
- Alan Rickman to be suspended for rest of this year, all of next season: report
- NEW: Massive FBI sex-trafficking sting results in 150 arrests in 75 cities
- Parents chastened after Lloydminster crash kills six teens
- Updated: Hudson's Bay to buy Saks for \$2.9 billion
- Ontario has an overdue life-saver — dim looks it up
- After Sunny Yates video, we'll all want to see what's next: D'Manno

Food labels should warn of choking danger: study

A new study finds choking levels remain high among children, and that food should carry the same kind of warning labels that toys do.

A spot of advice for the new royal parents

Strawberry a sweet moniker for baby sister

Children choking on food far too common, study finds

EXPLORERS' EDGE

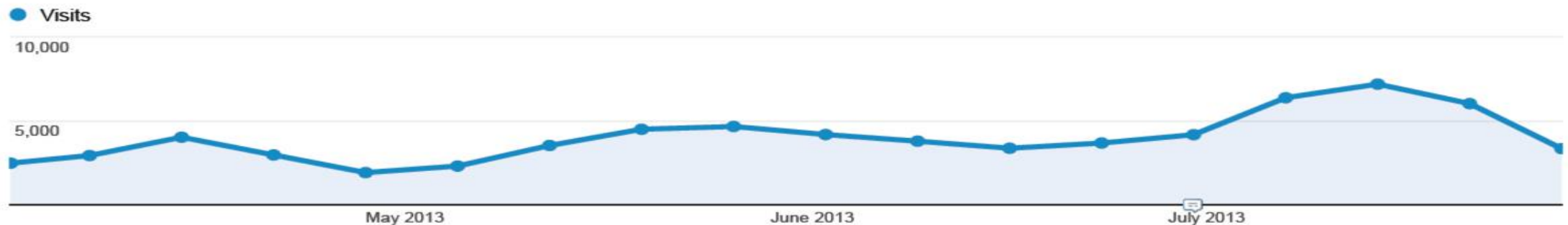
Takeover— for illustration purposes only

July 2013 Activity Report

ExplorersEdge.ca Traffic

July was the best month so far this fiscal year, driven by the **Explore the Edge** promotion and Google AdWords

- A total of 26,763 visits to the site, up from 15,905 in June
- Search (both paid and organic) accounted for 59% of total traffic
- In terms of generating onward clicks to operators, there were 5,854 clicks on links on the site – 3,583 were clicks on links in articles, while 1,449 were on links in the operator database (see chart C for top 25 outbound links)
- This represents a healthy 22% of total visitors, and an increase of 10% over June



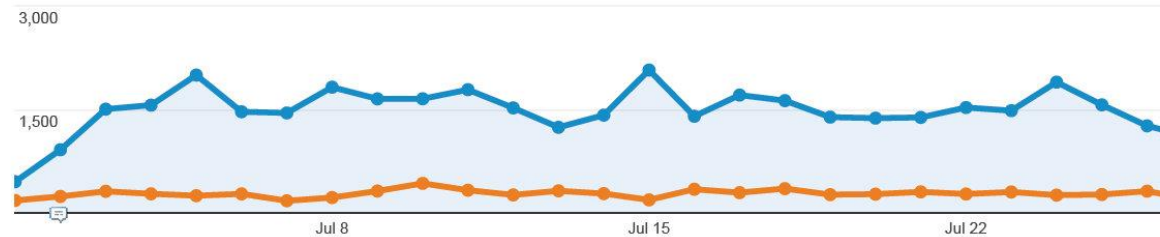
Content Overview

Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

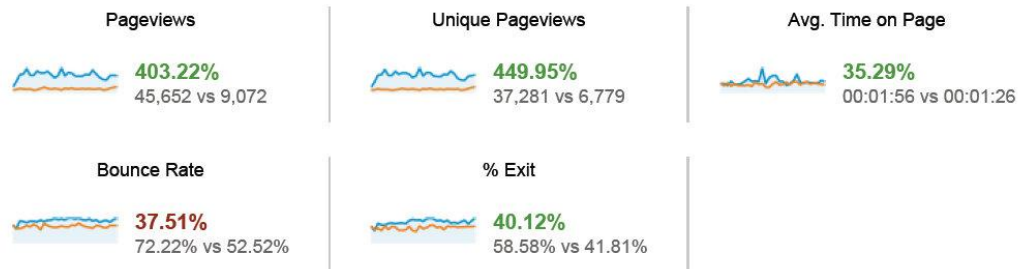
change in % of pageviews: +0.00%

Overview

Jul 1, 2013 - Jul 31, 2013: Pageviews
Jul 1, 2012 - Jul 31, 2012: Pageviews



Pages on this site were viewed a total of 45,652 times



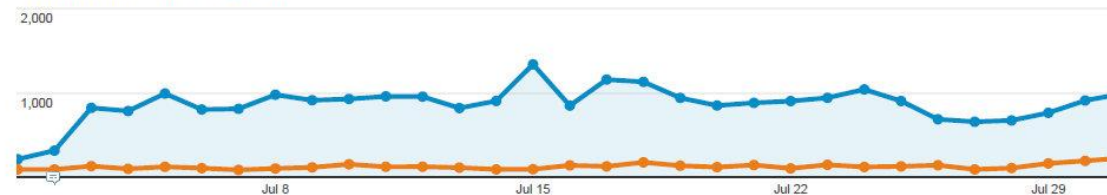
Audience Overview

Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

change in % of visits: +0.00%

Overview

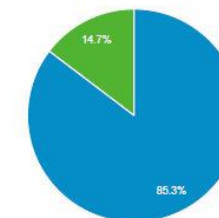
Jul 1, 2013 - Jul 31, 2013: Visits
Jul 1, 2012 - Jul 31, 2012: Visits



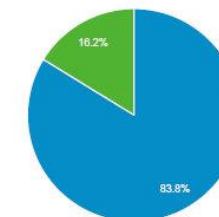
23,520 people visited this site



New Visitor Returning Visitor
Jul 1, 2013 - Jul 31, 2013



Jul 1, 2012 - Jul 31, 2012



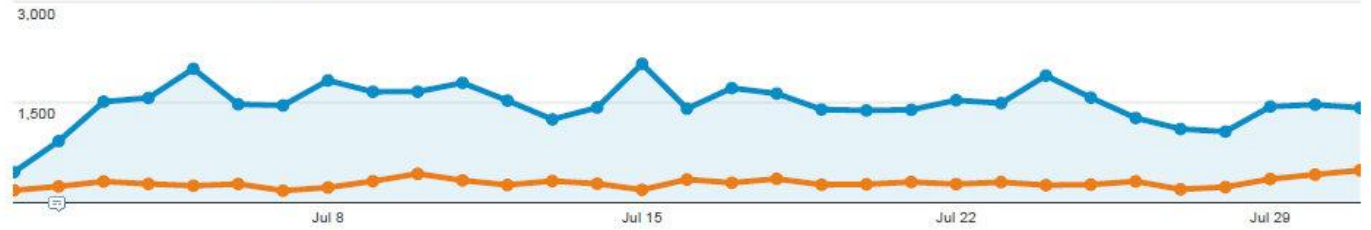
Content Drilldown

Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

change in % of pageviews: +0.00%

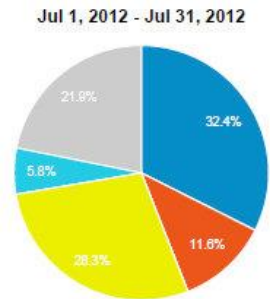
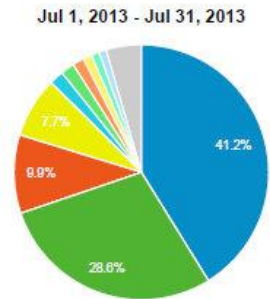
Explorer

Jul 1, 2013 - Jul 31, 2013: Pageviews
Jul 1, 2012 - Jul 31, 2012: Pageviews



Page path level 1	Pageviews	Pageviews
	403.22% 45,652 vs 9,072	403.22% 45,652 vs 9,072
1. /stories/		
Jul 1, 2013 - Jul 31, 2013	18,796	41.17%
Jul 1, 2012 - Jul 31, 2012	2,942	32.43%
2. /business-category/		
Jul 1, 2013 - Jul 31, 2013	13,066	28.62%
Jul 1, 2012 - Jul 31, 2012	0	0.00%
3. /offers/		
Jul 1, 2013 - Jul 31, 2013	4,537	9.94%
Jul 1, 2012 - Jul 31, 2012	1,053	11.61%
4. /		
Jul 1, 2013 - Jul 31, 2013	3,514	7.70%
Jul 1, 2012 - Jul 31, 2012	2,564	28.26%

Contribution to total: Pageviews



Audience Overview

Jan 1, 2013 - Aug 14, 2013

Compare to: Jan 1, 2012 - Dec 31, 2012

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

change in % of visits: +0.00%

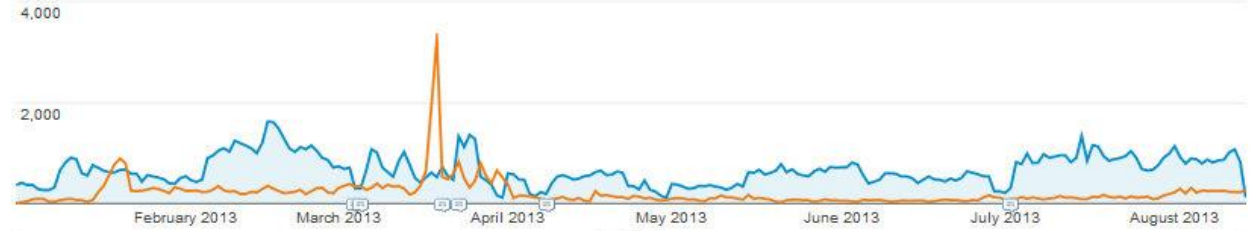
Overview

Visits VS. Select a metric

Hourly | Day | Week | Month

Jan 1, 2013 - Aug 14, 2013: Visits

Jan 1, 2012 - Dec 31, 2012: Visits

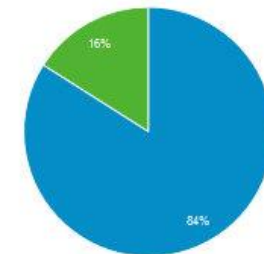


126,657 people visited this site

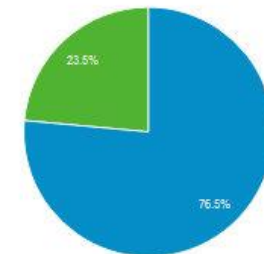


■ New Visitor ■ Returning Visitor

Jan 1, 2013 - Aug 14, 2013



Jan 1, 2012 - Dec 31, 2012



Audience Overview

Jan 1, 2013 - Aug 14, 2013

● % of visits: 100.00%

Overview

● Visits

2,000



126,666 people visited this site

Visits



Unique Visitors



Pageviews



Pages / Visit



Avg. Visit Duration



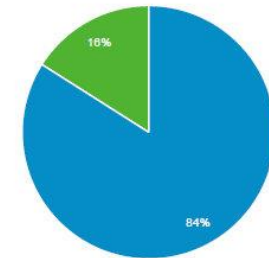
Bounce Rate



% New Visits



■ New Visitor ■ Returning Visitor



ExplorersEdge.ca Traffic

Top 10 Content Pages

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Accommodation Links Explorers' EdgeExplorers' Edge	4,059	3,519	0:02:05	3,510	73.16%	78.94%
Offers Explorers' EdgeExplorers' Edge	3,605	2,708	0:01:30	2,030	60.84%	47.63%
Welcome to Explorers' Edge Explorers' EdgeExplorers' Edge Algonquin Park ~ Almaguin Highlan	3,516	2,758	0:01:29	2,579	37.65%	37.46%
Spas Explorers' EdgeExplorers' Edge	3,293	3,123	0:02:27	2,977	90.90%	89.31%
Outdoor Adventures Explorers' EdgeExplorers' Edge	3,007	2,748	0:01:50	1,897	85.66%	67.31%
Attractions Explorers' EdgeExplorers' Edge	1,384	1,190	0:00:54	70	68.57%	27.38%
Go Resorting in Explorers' Edge Explorers' EdgeExplorers' Edge	1,341	1,151	0:02:18	1,139	63.92%	72.78%
Golf Explorers' EdgeExplorers' Edge	1,283	1,127	0:01:16	877	79.59%	67.11%
Pickerel River Canoe Trip Explorers' EdgeExplorers' Edge	1,222	1,117	0:08:44	1,081	82.52%	85.35%
Where to Eat in Explorers' Edge Explorers' EdgeExplorers' Edge	1,188	932	0:02:14	926	76.46%	72.81%
Public Boat Launches Explorers' EdgeExplorers' Edge	1,147	925	0:05:49	918	80.17%	78.73%

ExplorersEdge.ca Traffic Top 25 Outbound Links

URL	Total Events	Unique Events
http://www.discovermuskoka.ca	311	276
http://www.gbcountry.com	223	215
http://www.facebook.com	186	163
http://www.algonquinpark.on.ca	184	178
http://www.bbcanada.com	75	46
http://www.resortsofontario.com	73	66
http://www.vacationlandontario.com	73	70
http://www.deerhurstresort.com	72	69
www.adventurelodge.com/	70	69
http://almaguin.on.ca	69	67
http://www.bbmuskoka.com	63	57
http://www.couplesresort.ca	63	61
http://www.youtube.com	58	57
http://www.bayviewwildwood.com	56	54
http://www.ontarioparks.com	52	37
http://www.tabooresort.com	47	43
http://santasvillage.ca	45	44
http://www.cedargrovecamp.com	40	40
http://www.oldmirrorlodge.ca	39	37
algonquinboundinn.com/index.html	38	36
www.ahmiclakeresort.com/	38	38
http://tourismbracebridge.com	37	29
http://www.voyageurquest.com	36	35
www.AlgonquinEcoLodge.com	36	34
www.sherwoodinn.ca/en/spa/	33	31
http://www.parrysoundbb.com	31	27
http://ferngleninn.on.ca	30	29

Facebook Traffic

- Thanks to the ETE promotion, the Facebook Page experienced a large spike in activity in July:
 - Total Fans stood at 36,704, up a net of 2,841 over June (9% increase)
 - Total impressions for the Page was 2,171,798, up from June by over 1.3 million impressions
 - The Page reached a total of 553,972 FB users, up almost 5 times over June
 - Page posts reached 1,339,488 FB users, up almost 100% over June
 - 4,807 users interacted with content on the Page – liked, shared, commented, etc. – up from 2,670 in June

Google AdWords

- Accommodations remained the highest volume campaign in July however the month over month CTR was down from 0.63% in June to 0.49% in July.
 - Almost all ads referring to summer bookings and resorts were down in July perhaps indicating most accommodation bookings have been booked. Underperforming ads have been rationalized to provide better exposure to better performing ads
- CTRs for Geography, Spas and Culinary were all up in July perhaps indicating visitor looking for locations and services as opposed to people planning vacations in the area
- Interest in outdoor adventure and sports increased significantly in July
- Keyword, search term and ad rationalization continues based on July's results

Branded Content

Title	Clicks	CTR	CPC	Impressions
Fishing for Walleye in Muskoka	234	0.03	0.21	8,018
Muskoka Pride Week & The Huntsville Pride Picnic	1156	0.02	0.28	63,259
Road Trip Odyssey: Halifax to Parry Sound	742	0.01	0.37	125,768
Craft Brewers' Summer Gathering in Muskoka	323	0.01	0.32	33,459
Pickereel River Canoe Trip Planning	1107	0.00	0.58	3,094,233
Summer Events and Festivals part one	282	0.00	0.64	857,670
Explore the Georgian Bay Islands	129	0.00	0.70	346,221
Summer Birding in Muskoka	40	0.00	0.38	93,654
Summer Theatre in Muskoka	955	0.01	0.43	157,676
Go Resorting in Explorers' Edge!	1890	0.02	0.23	125,675
The Accessible Wilderness of Muskoka and Parry Sound	985	0.01	0.19	71,515
The Screaming Heads North of Muskoka	1994	0.01	0.18	159,145

Explore the Edge

- ETE launched on July 2. By July 8, all coupon books were completely subscribed
- Key metrics for the app:
 - Visits - 3,657
 - Page views - 17,748
 - Total Unique subscribers - 1,310 (36% of visits)
 - Newsletter Subscribers - 846
 - Outbound clicks to businesses from app - 873
- 79% of subscribers said that the promotion influenced their decision to visit Explorers' Edge!
 - 42% said they had never visited the region before

Explore The Edge



Voucher Redemption

- Santa's Village 1,116
- Muskoka Beer Festival 114
- Muskoka Steamships 100
- 30,000 Island Cruise 48
- Sunset Cruises 90
- Old Station 60
- Deerhurst Resort 90
- Bartlet Lodge 10
- The Chancerly Lane 6

Questions / Discussion
