

*Prince  
Edward  
Island*

*The Gentle Island*

*The Gentle Island*

# Marketing Launch 2007

*Prince  
Edward  
Island*  
*The Gentle Island*



# *The Gentle Island*

## Agenda

- 2007 Communications Highlights
- Emerging Markets
- Air Access Marketing
- Direct Response Marketing
- On-line Marketing
- Brand and Creative Campaign - Grey Worldwide



# *The Gentle Island*

## 2007 Communication Plan - Objectives

- TAC Objectives – More visitors, more spend/visitor
- Create awareness and consideration during key vacation planning periods
  - Deliver mass reach & cost effective inquiries
  - Segment media choices to appropriate targets to drive consideration
- Drive web traffic to [www.gentleisland.com](http://www.gentleisland.com)
- Focus on key markets
  - Maritimes, Quebec, Ontario, NE United States
- Test an emerging market

# *The Gentle Island*

## Our Media Target

- **Primary: Couples 40+**
- **Secondary: Families with young children**
- **\$75k+ HHI Income**
- **Suburban/Rural – Population size <500k**
- **Maritimes, Quebec, Ontario, and North- Eastern US**
- **Active travellers**
- **Recommended broadcast buying demo: Adults 35+**





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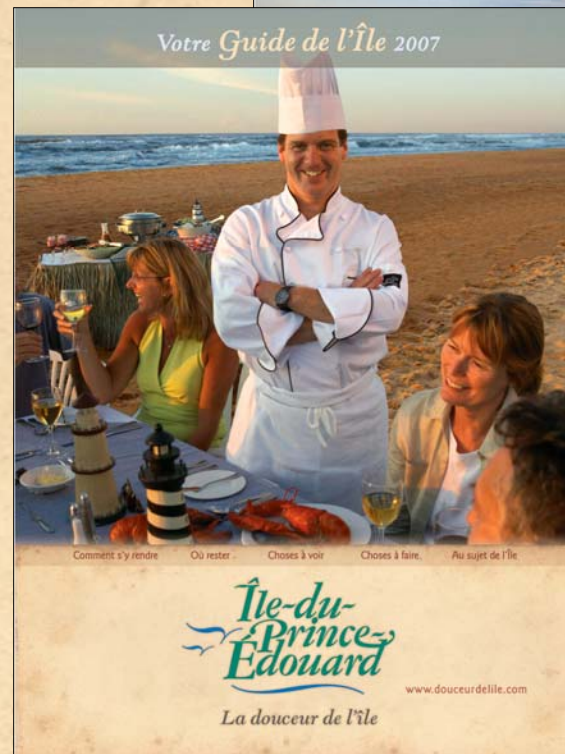
# Communication Channels

- Television
- Print
- Online
- Direct response
- Re-contact/CRM
- Word of Mouth/PR

# The Gentle Island

## 2007 Publications

- Guides produced in new Gentle Island look





# The Gentle Island

## Genuine Island Experiences

- More than 600,000 copies in total
- 450,000 in Ontario newspapers in May
- Searchable on [gentleisland.com](http://gentleisland.com)
- Promoted on Maritime TV





# *The Gentle Island*

## Publicity

- The Montreal Office achieved almost \$500,000 in publicity in Quebec in 2006.
  - Contracted again for 2007
- A new contract with GCI/GWW in Toronto will promote PEI to media in Ontario and the rest of Canada

# *The Gentle Island*

## Promotions

- Special promotions developed with US television – PBS and WCVB/bostonchannel.com
- Harrowsmith contest
- Fan 590 radio promotion with Inn at St.Peter's
- Legends of Golf



# *The Gentle Island*

## The Island Effect Video

- Three interviews, plus music and video
- “Islanders by choice” explain their love of PEI
- To be placed on website plus posted at other travel video sites
- And distributed to consumers

# *The Gentle Island*

## Trade and Sales

- Toronto Outdoor Adventure Show
- ACVRQ Recreational Vehicle Consumer Show in Montreal
- Coordinated approach to Saltscapes Consumer Show in Halifax
- New Lure piece targeting FIT market
- Direct Mail to Travel Trade Media
- Initiate business relationships with Chinese Tour Operators and attend Travel Trade Show in China



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# *The Gentle Island*

## Emerging Markets - Calgary

- Canada's hottest market.
- Highest personal income per capita - \$40K+
- Ranks 1<sup>st</sup> in real GDP growth – 6.6% in 2006
- Highest concentration of head office employment in Canada
- Albertans are heavy travelers
- Great connections through WestJet

# *The Gentle Island*

## The Idea – Experience PEI



***Create a unique consumer promotion to launch “The Gentle Island of Rejuvenation” brand to Calgarians and leverage partner relationships to put PEI top-of-mind from a tourism and economic development perspective.***



# *The Gentle Island*

## Experience PEI - Calgary

- Calgary Outdoor Show
- Five week advertising campaign – TV, outdoor, radio, newspaper, on-line
- VIP receptions – Trade, Media, Business
- Media relations & press visits
- “Rejuvenation Stations” in downtown “+ 15” system.
- Partner participation

# *The Gentle Island*

## Air Access Marketing

- New direct flight from Boston – Delta Connection
- Marketing support of \$150,000 US
  - Newspaper ads
  - On-line advertising
  - Media launch
  - Commuter Train domination
  - Flat sheets and posters at consumer shows and in vacation kits





## *The Gentle Island*

# Air Access Marketing

- New WestJet service from Montreal.
  - Media Launch
  - Flat sheets and posters at consumer shows and in vacation kits
  - Radio talk show
  - Fam Trips
  - Newspaper advertising
  - On-line advertising
- Continued work with Charlottetown Airport Authority

# *The Gentle Island*

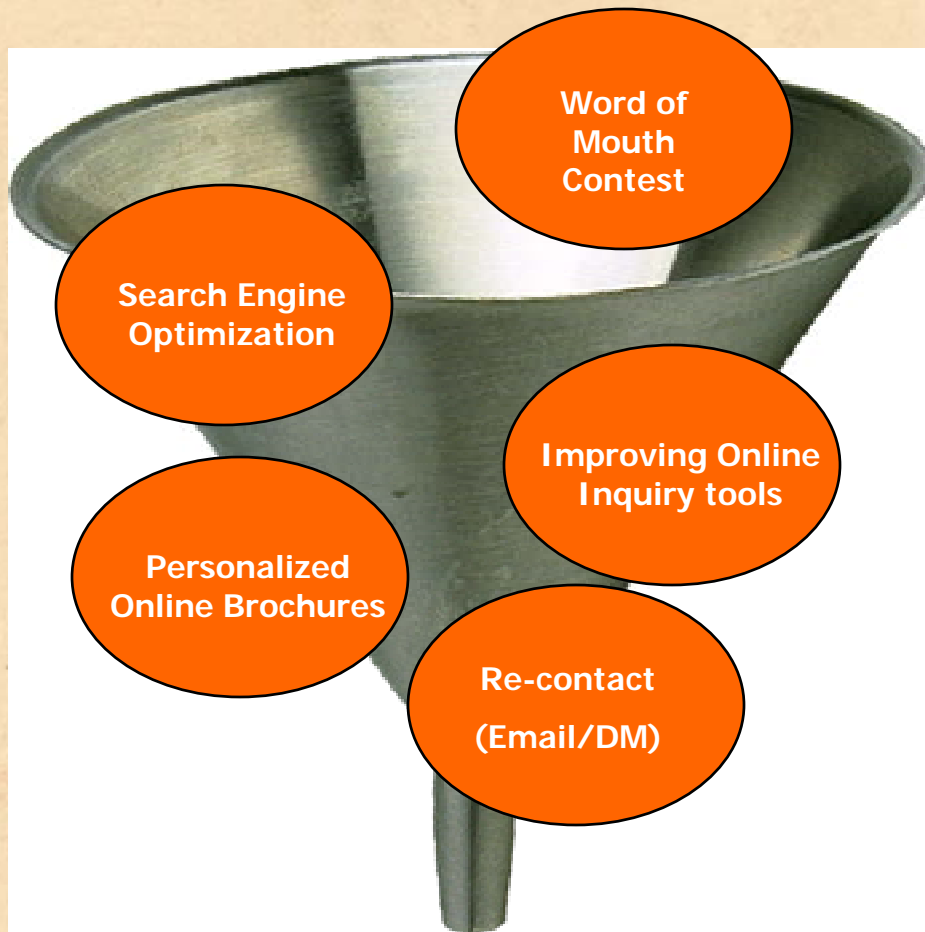
## Direct Response Marketing

- Use to build the brand, elicit response & continue to strengthen the website
- 1-to-1 communication
- Gain learning's and insight into the target segment (current and potential visitors)
- Consumer-generated content
- Word of Mouth

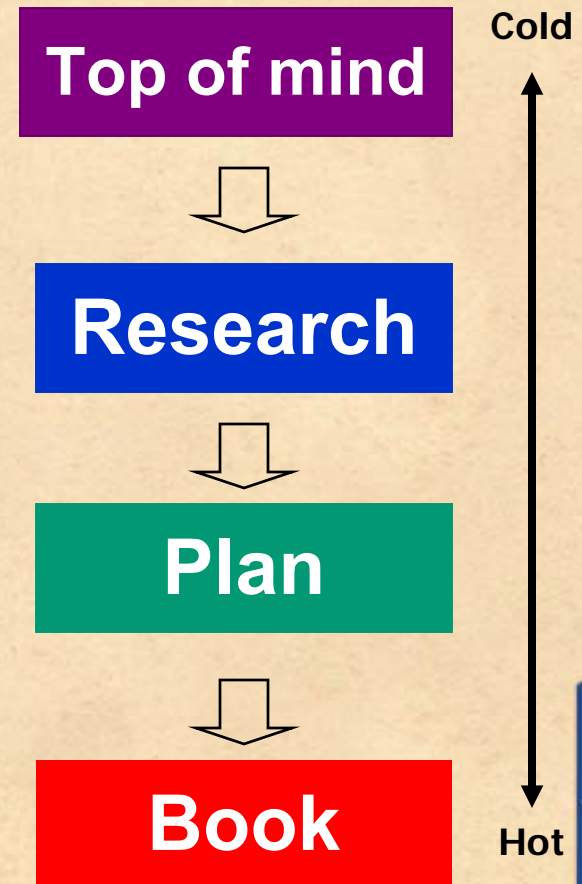


# The Gentle Island

## Exposure to Target



## Purchase Cycle



# *The Gentle Island*

## Direct Response Tactics

- Word of Mouth Contest
  - Share your favorite vacation story, photo/video
  - Share stories on-line, send to friend
  - Convert “warm” prospects
- Search Engine Optimization – Organic Search
  - Keyword strategy
  - In-Page Strategy
  - Off-Page Strategy
  - Content promotion
- Personalized on-line Brochures & eNewsletters
  - Innovative data driven 1-to-1 communication strategy



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## DR Tactics

- Re-Contact – Email & Direct Mail
  - Target “warm” prospects who have previously inquired
  - Develop 2-3 re-contact e-mails and target to segmented groups
  - Send to a friend options
- Improving Online Inquiry tools
  - Improve request for VG at site
  - Review flow/usability and content for VG’s, eNewsletters and online brochures (PDF’s)

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## Online Marketing

- Web advertising
  - Leaderboard
  - Vokens
  - Big Box
  - Infopanes
  - Rich media (Flash ads, streaming audio/video)
- Search Engine Keywords, Descriptors & titles
- Advertorials
- Emails
  - Solo
  - Co-branded
  - Advertised placement
- Site Landing Pages
- Updated Flash Header for website



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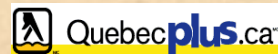
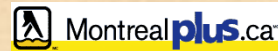
## Site Selection Criteria – National

### Portals



The Gentle Island

### Lifestyle & Special Interest



### Sports



### News & Information



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# The Gentle Island

[www.gentleisland.com](http://www.gentleisland.com)

- Web summit reviewed priorities
- Genuine Island Experiences online
- Better lure on homepage
- Relevant content and pictures/video
- Viral element





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**Brand Strategy & Research  
Learning**

A photograph of a large concrete bridge spanning across a body of water. The bridge has several large, cylindrical concrete piers supporting its arches. In the foreground, a large colony of birds, likely gulls, is gathered on a small rocky island or pier at the base of the first pier. The sky is clear and blue, and the water is a deep blue. The word "Objective" is written in white text across the top of the image.

# Objective

- To attract and addict high-yield visitors to Prince Edward Island



# The little Island with the Big Ambition

- To have 2 million annual visitors from 2012 onwards



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**Bear in mind:**

**\$12 billion**

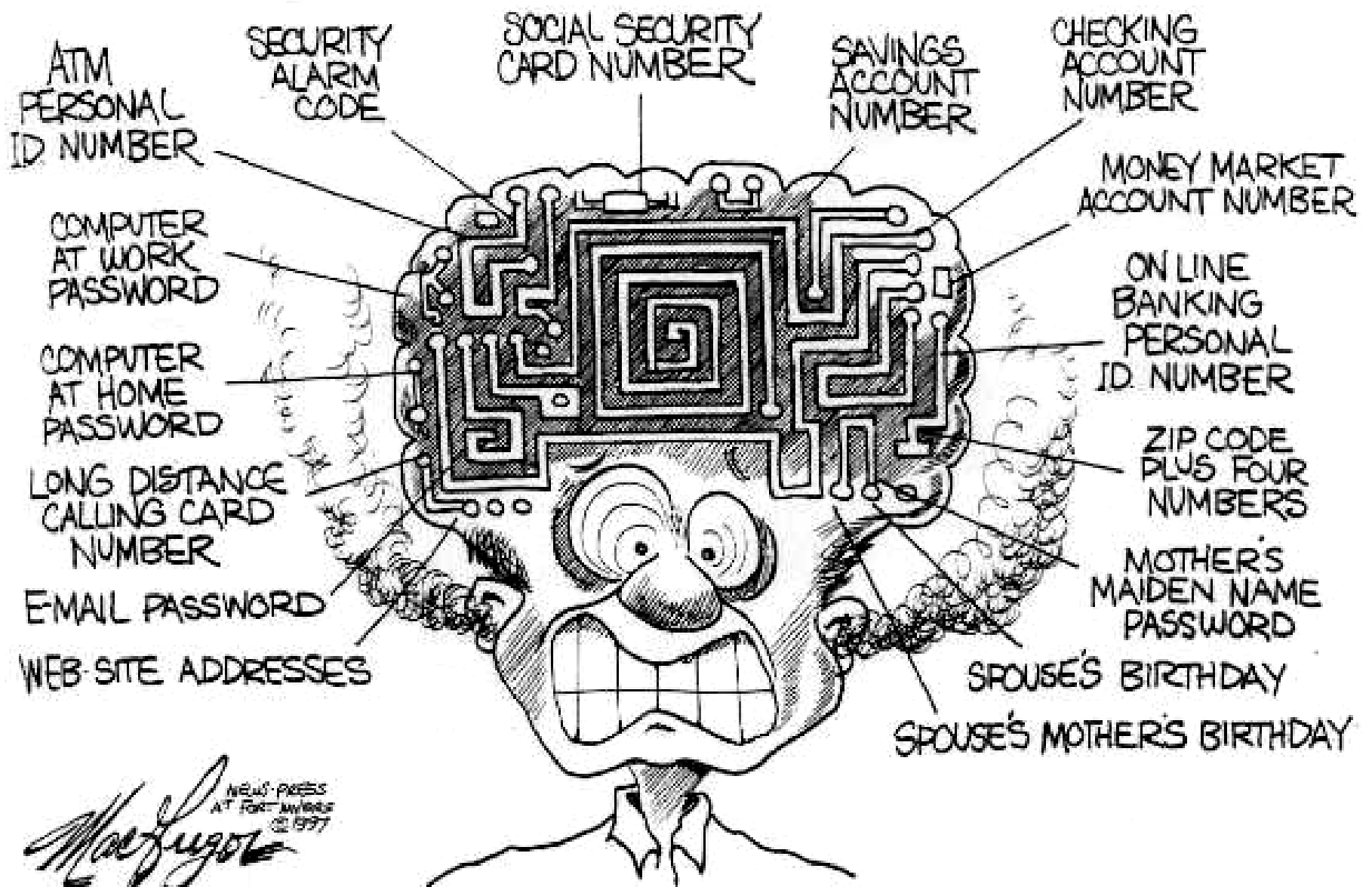
**20,000,000+**

**\$70 million**

**200**

**7**





*MacLugor*  
NEWS PICS  
AT FORT MYERS  
12/1997





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**What we learned in 2006**

# Registering Brand Positioning

The Gentle Island of Rejuvenation

- Very motivating and compelling





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**Here's why.**



# The Gentle Island of Rejuvenation



# Dictionary Definition

## Gentle

- An absence of harshness, bad temper or belligerence
- Tender, kindly, amiable, humane, noble



# Dictionary Definition

## Rejuvenation

- To make young again, restore to a youthful vigour/appearance
  - e.g. “The vacation has certainly rejuvenated him.”
- To restore to an original or new condition
  - e.g. “To rejuvenate an old sofa.”



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# **Creative Brief and Target Market**

#### ROLE OF ADVERTISING

To intrigue high yielding potential visitors with the 'rejuvenation' aspects of Prince Edward Island, so that they put the Island on their vacation mental shortlist and visit the web site :

[www.gentleisland.com](http://www.gentleisland.com)

#### TARGET INSIGHT

**Primary:** Couples traveling on their own. They are 40+ and come from both large Urban centers and smaller towns. They are either very stressed or really jaded, worn down and deflated.

**Secondary:** Couples with small children (under11). They suffer from an overloaded lifestyle and yearn for a chance to recharge their batteries and to spend quality time interacting with their kids in a meaningful way.

In both cases the decision to travel is a joint one (partnership) but the female usually initiates the vacation procedure and so is more important for targeting purposes. This year we will place our messages in media situations that we know are of high interest for our visitors: Gardening, food, hiking and golf  
We will also have presence in smaller towns.

#### BRAND SUPPORT/INSIGHT

Prince Edward Island is the jewel in the Atlantic provinces. It's a safe and stirring haven for soft adventure. Once people experience the delights of the Island they feel physically and mentally rejuvenated and restored.

We need to 'plus up' the fact that a visit to PEI is invigorating and restorative and that it makes people feel recharged and happy to face life.

#### THE PROPOSITION

The Gentle  
Island of  
REJUVENATION



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**2007 Key Target  
Considerations**

# The Gentle Island

## Segmentation

- 40+ couples
- Young families (kids under 11)
- English & French
- Regionality
- Big City & Small Towns
- TV – 10” & 30”
  - Program Interest:
    - Mass
    - Gardening
    - Food
    - Adventure



# The Gentle Island

Rejuvenate

Relax / Rest

'Time off'

'Chill out'

'Antidote for stress'



Decompress

(Take out)

Restore / Recharge

'Time on'

'Deflated... pump me up'

'Looking for discoveries'



Uplift

(Put in)

# *The Gentle Island*

## Differentiation

### Attributes

- Beaches & warm water (island)
- Stunning Landscape (pretty darn pretty)
- Soft adventure



What the Island Is



# *The Gentle Island*

## Differentiation

### Benefits

- Relax / Rest → Antidote for stress
- Restore / Recharge → Invigoration



## What the Island Does

*The Gentle Island*

**Creative Work**



## *The Gentle Island*

- “Gentle Island of Rejuvenation” position is motivating and meaningful to consumers
- Need to put more emphasis on the ‘Rejuvenation’ aspect
- Clarity of message is key for TV ads
- Print ads should be less passive and warmer

# *The Gentle Island*

- Be obvious
- Own-able
- Romance the Island
- Be consistent
- Feature people



# *The Gentle Island*

- Tested three ‘rejuvenation’ campaigns in key target markets
  - “Realizations”
  - “Gauges”
  - “New Person”
  
- Unanimous winner was “New Person”



# *The Gentle Island*

- **Print**
- **TV**
  - Ontario
  - Quebec
  - Maritimes
  - 10 second closed captioning ads
- **Online**
- **Direct Response**

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**“New Person” Print**



# The Gentle Island



Prince  
Edward  
Island

The Gentle Island

LOOK and FEEL LIKE A NEW PERSON AFTER  
A WEEK ON OUR GENTLE ISLAND.

[gentleisland.com/party](http://gentleisland.com/party) or 1-800-463-4PEI and ask for party

Prince  
Edward  
Island

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# The Gentle Island



LOOK and FEEL LIKE A NEW PERSON AFTER  
A WEEK ON OUR GENTLE ISLAND.

[gentleisland.com/savings](http://gentleisland.com/savings) or 1-800-463-4PEI and ask for savings

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*The Gentle Island*



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PRINCE EDWARD ISLAND

# The Gentle Island



Jour 1

Jour 7

UNE TOUTE NOUVELLE PERSONNE  
APRÈS UNE SEMAINE SUR NOTRE ÎLE.

[ladouceurdeleile.com/sable](http://ladouceurdeleile.com/sable)  
ou 1 800 887-5453 et renseignez-vous sur notre île

*Île-du-Prince-Édouard*  
La douceur de l'île

Prince  
Edward  
Island

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**“New Person” Television**



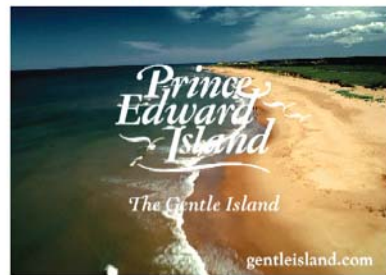
# The Gentle Island



30: Surgeon



30: Security



# The Gentle Island



30: Couples,  
Maritimes



30: Families,  
Maritimes



10: Tags





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**“New Person” Online**

# *The Gentle Island*

- **Banner ads**
- **Vokens**
- **Landing pages**



# The Gentle Island

DAY 1:  
BARB ARRIVES on  
the ISLAND



DAY 7:  
WHOOA BARB, is  
THAT YOU?



LOOK and FEEL LIKE A NEW PERSON.  
*Come for the freshest seafood you've ever tasted >*

# The Gentle Island

DISCOVER  
the ISLAND  
EFFECT...



DISCOVER  
the ISLAND  
EFFECT...



Mouse over

DISCOVER  
the ISLAND  
EFFECT...



DISCOVER  
the ISLAND  
EFFECT...



LOOK and FEEL LIKE A NEW PERSON.

Learn More >



COME PLAY on the WARMEST BEACHES  
north of VIRGINIA...



# The Gentle Island

DISCOVER  
the **ISLAND**  
EFFECT...

Mouse over a face...



Prince  
Edward  
Island

The Gentle Island

LOOK and FEEL  
LIKE A NEW PERSON.



Prince  
Edward  
Island

The Gentle Island

with the WARMEST  
**BEACHES** north  
of VIRGINIA...



[Learn more >](#)

# The Gentle Island

Personalized Visitor's Guide

Download Brochure

eNewsletter sign-up

Prince Edward Island  
The Gentle Island

NINETY warm  
SANDY BEACHES.  
one BEAUTIFUL  
ISLAND.

That strip of sand, just between the water and the land is where rejuvenation begins.

Prince Edward Island is blessed with 800 kms (500 miles) of the warmest beaches north of Virginia. Every one of our 90 sandy beaches is unique. Some spill into the ocean with characteristic red sandstone. Others sparkle white and pink. Our white silica beaches are so fine that the sand makes a squeaking noise when you walk on it.

Walk for hours in your bare feet. Track the tides. Or simply lay down your towels and indulge in the simple pleasures of building the perfect sandcastle or jumping waves. And at the day's end, there is no finer place to watch the sunset or gaze up at star.

Cycling

Touring

Golfing

Beaches

Packages

Festivals/Events

Lighthouses

Create your own personal Visitor's Guide

Gentle Island Experiences 2007  
Download the Brochure

Stay in touch  
Sign up for our eNewsletters

#### Quick Links

- Basin Head
- Prince Edward Island National Parks
- Provincial Parks



#### Supervised Beaches

Basin Head	Basin Head
Beakley Beach	Beakley Beach
Prince Edward Island National Park	Greenfish
Chelton Beach Provincial Park	Chelton
Jacques Cartier Provincial Park	Kilore Capes
Cabot Beach Provincial Park	Malpeque
Panmure Island Provincial Park	Panmure Island
Red Point Provincial Park	Red Point
Cedar Dunes Provincial Park	West Point
Northumberland Provincial Park	Wood Islands

#### Unsupervised Beaches

Argyle Shore Provincial Park	Argyle Shore
Belmont Provincial Park	Belmont
Point Doroche	Blooming Point
Souris Provincial Park	Souris
Sally's Beach Provincial Park	Sprey Point
Linkletter Provincial Park	Sunnyside Area
Union Corner Provincial Park	Union Corner
Wood Islands Provincial Park	Wood Islands



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Depart:  Return:

03/24/07  03/26/07

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Adults:  Connections:

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From the rugged wilderness of Alaska to the balmy Mediterranean, read about the best sights to see on the seven seas.

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*Prince Edward Island*  
The Gentle Island

A step by step guide to salvation.

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contactus@incredibleindia.org  
www.incredibleindia.org

**Yahoo! Travel Cruise Guide**



From the rugged wilderness of Alaska to the balmy Mediterranean, read about the best sights to see on the seven seas.

**Top Deals Near You**

New York, NY Hotels

**CATCH *of the* DAY? TRY CATCH *of the* MINUTE.**

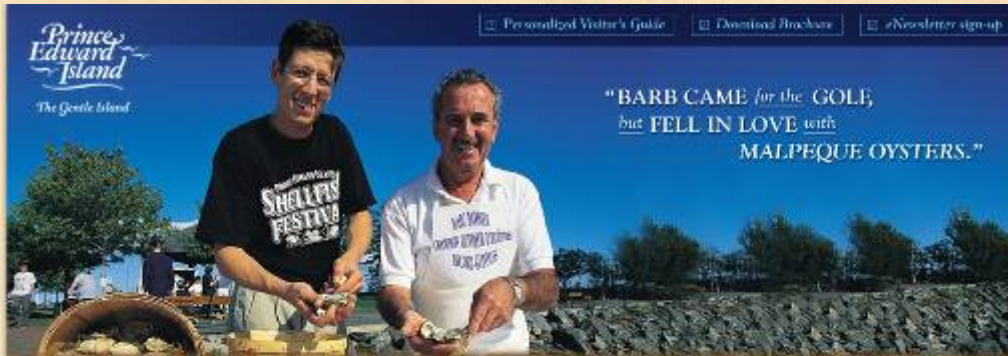
Where in the world do you want to go?



[» More](#)



# The Gentle Island



Prince Edward Island  
The Gentle Island

[Personalized Visitor's Guide](#) | [Download Brochure](#) | [eNewsletter sign-up](#)

"BARB CAME for the GOLF,  
but FELL IN LOVE with  
MALPEQUE OYSTERS."

- Cycling
- Touring
- Golfing
- Beaches
- Packages
- Festivals/Events
- Lighthouses

Create your own personal Visitor's Guide

Gentle Island Experiences 2007 Download the Brochure

Stay in touch Sign up for our eNewsletters

Quick Links

- Meet the Islanders
- Share your Island experience
- For our friends from the U.S.

No Passport Required

## Golf Offers

more »

1 Lorem ipsum  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lorem elit, tristique vel, ornare eget

2 Lorem ipsum  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lorem elit, tristique vel, ornare eget

3 Lorem ipsum  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lorem elit, tristique vel, ornare eget

4 Lorem ipsum  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lorem elit, tristique vel, ornare eget

5 Lorem ipsum  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lorem elit, tristique vel, ornare eget

Golfing by the ocean is heaven. So is the seafood.

• Barb

*The Gentle Island*

**Direct Response**



# *The Gentle Island*

- Re-contact emails and postcards
- Personalized online brochures
- Improving website registration forms
- Search Engine Optimization

# The Gentle Island



Dear {John},

Thank you for requesting an Island Guide. We hope it got you thinking about taking a relaxing holiday this year.

After all, here on the **Gentle Island**, relaxation comes naturally. The sun, the hills, the waves: trust us, there's nothing like the spectacular sights and sounds that await you.

That's why we think your scenic Island tour will be something special, something sandy pink and emerald green—something you could only enjoy on this island. So come visit and find out what rejuvenation really is.

And now, rejuvenation will be even gentler on your wallet. For a limited time, we are offering **multi-day PFI tours**.

[Book Now!](#)

P.S. {Name}, if you've already booked, we look forward to seeing you soon.



## Gentle Getaway Packages

For more information on your vacations and Gentle Getaways [click here](#) or call 1-800-462-4PEI.

[Book Now!](#)

### Your sample itinerary

#### Day 1

Get. Maybe. Mussels. For sure.

#### Day 2

You deserve a break. Explore lighthouses.

#### Day 3

Soak up sights and sounds in Charlottetown.

#### Day 4

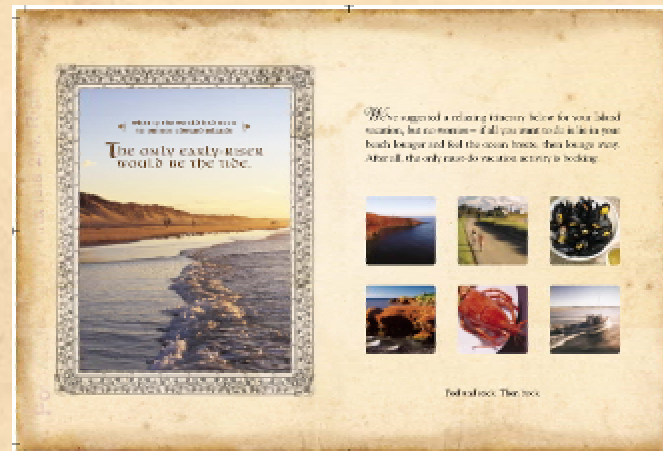
Floating beachwalk & fine dining at Pointe East Coastal Drive.

#### Day 5

Beach day.

#### Day 6

Red bikes. Memento of your leisure.





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## **Brand Book**

**[gentleisland.com/brand](http://gentleisland.com/brand)**

# The Gentle Island

## Tourism Prince Edward Island Brand Guidelines

*The following are guidelines to help ensure all Island communications share a look and feel that are consistent, powerful and persuasive.*



Prince  
Edward  
Island  
*The Gentle Island*

[www.gentleisland.com/brand](http://www.gentleisland.com/brand)

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**“Island Effects” video**