



weber
shandwick
engaging. always.

Marketing Canadian Tourism

July 31, 2015

We are engaging, always.

We are the “don't-take-no-for-an-answer people” with a singular mission: get our clients visibility and foster engagement with provocative ideas, bold work and relevant, genuine and personal storytelling that connects people to campaigns.

We are exceptionally connected to clients and each other – and to people who influence and the people they influence. We're committed to create, co-create and amplify ideas that incite, solve, discover, invent and build.

The only way to truly defy convention is to break with it. That's why our work is bold and maybe a little unexpected.



We are the agency that:



Helps clients capitalize on cultural moments and real-time opportunities like the Fisher Price Power Wheels parody of Matthew McConaughey's Lincoln ad and Radio Shack's celebration of the end of Oakland's pinball ban.



Introduced Barbie, and the #unapologetic campaign, to the editor of *Sports Illustrated* Swimsuit issue igniting a campaign that rang up more social media mentions than the magazine itself and produced a 13% bump in sales.



Drove attention across Michigan with programs like "Made in Michigan" with Mario Batali in the state's Upper Peninsula; the Pure Michigan campaign influenced 4 million visits to the state in 2013 with an economic impact of \$1.2B and tax revenue of \$86.5M.



Launched Royal Caribbean International's latest ship *Quantum of the Seas* with an editorial content and influencer program that turned the volume up on voices from technology, sports, home design and food to help achieve a year of sold-out sailings.



Shifted the tone of coverage for New Orleans post-Hurricane Katrina from overwhelmingly negative to 75% positive and helped the city get back on track achieving a range of new tourism records with visitor spending rising from \$223M to \$4.2B.



We are...

the perfect partner to help Canada grow, not just as a destination, but as a lifestyle brand. We are travel insiders with the muscle of a consumer marketing powerhouse.

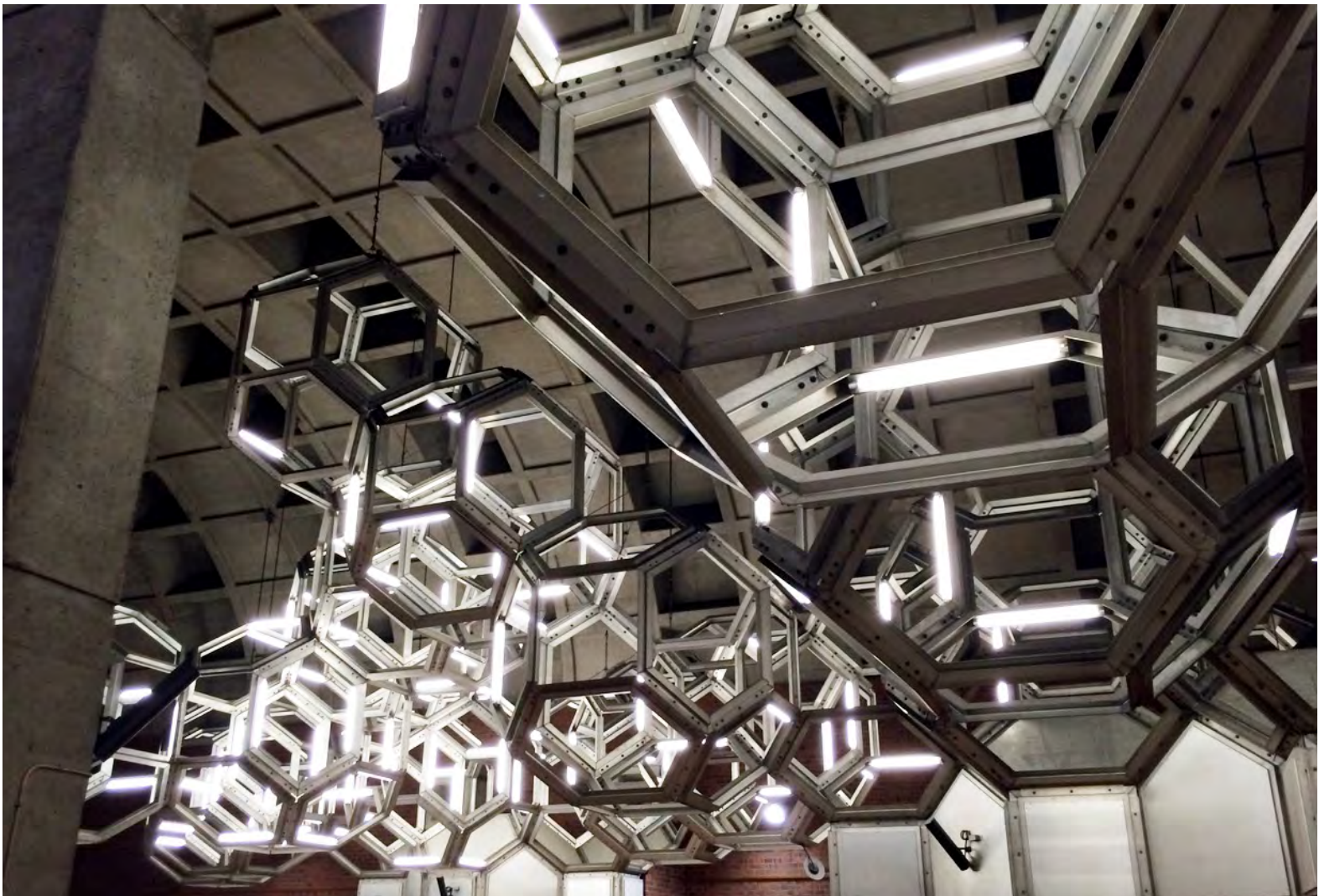
Read on.

You'll find we've been around for a long time; we've got the experience and the staying power, but we don't do things the old-fashioned way.

Weber Shandwick

Founded in 1921, Weber Shandwick has an 80+-year heritage in the public relations business. The October 2001 merger of Weber Shandwick Worldwide and BSMG Worldwide, two leading public relations firms owned by The Interpublic Group of Companies (NYSE: IPG), created a global public relations firm with deep capabilities, expanded global reach and more resources for our clients.

Today, Weber Shandwick (CMGRP, Inc., d/b/a Weber Shandwick) is a global agency with nearly 3,000 practitioners serving more than 1,000 clients from 126 offices in 81 countries. We have more than 1,300 professionals across 19 offices in the U.S. including New York and Los Angeles. We offer all the practices and special services the Canadian Tourism Commission could possibly require for a 360-degree destination marketing campaign.





Travel Expertise

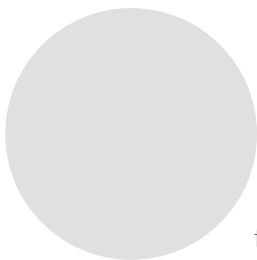
Weber Shandwick is also the leading specialist in travel and tourism communications with a dedicated practice within the agency: our group of New York-based professionals leads the charge for our travel clients because our CEO realized long ago that the business of travel is unlike any other. Members of our team focus exclusively on travel, and our dedicated team allows us to offer superior tailored programs. We have deep experience working with government agencies, convention and visitors bureaus, promotion boards and provinces, and we understand that the Canadian Tourism Commission serves multiple constituencies within, and outside of, your organization.

Weber Shandwick has had the privilege of working for some of the most respected travel and tourism brands in the world. We represented the Canadian Tourism Commission for 10 years, from 2002-2012. Additionally our experience includes The Islands of The Bahamas, New Orleans, Michigan, Hilton Head Island, Singapore Airlines, American Airlines, InterContinental Hotels Group, Royal Caribbean International, Mexico City and more.



The Canadian Tourism Commission Team

STRATEGIC LEADERSHIP



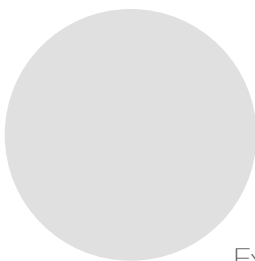
Alice Diaz

Executive Vice President, Travel & Lifestyle Practice

Alice leads the Travel & Lifestyle Practice at Weber Shandwick with more than 20 years of experience in global marketing. She develops and manages integrated public relations campaigns that include media relations, special events, promotions and marketing alliances for travel clients, including Royal Caribbean International, Singapore Airlines, Mexico City, Hilton Head Island-Bluffton Chamber of Commerce, the State of Michigan and the Sonesta Collection of hotels. She has lead award-winning campaigns for many of the industry's mega launches including the world's largest ships Royal Caribbean's Allure and Oasis of the Seas, Universal's Wizarding World of Harry Potter and Atlantis in The Bahamas. Alice also creates compelling partnerships with major networks, celebrities and corporate brands to elevate travel client profiles.



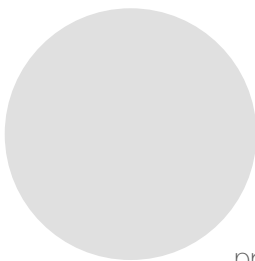
REGIONAL CONSULTANTS



Robyn Adelson

Executive Vice President, Strategy and Creative, Canada

Robyn has deep travel and tourism experience, including eight years with Expedia.ca and Hotels.ca, creating and leading some of their biggest consumer campaigns, such as the Paper Airplane Challenge and Fast Talk Your Way to Vegas promotion. She has also represented tourism boards such as Toronto Tourism, Tourisme Montreal, California Tourism Commission and the Puerto Rico Tourism Company. She also understands the challenges of packing and finding the perfect travel clothes having worked on Canadian travel clothing company, Tilley Endurables.



Karning Hum

Vice President, Strategy and Creative, Canada

Karning, a well-respected broadcaster with a wealth of experience in producing and directing travel and lifestyle content, recently joined Weber Shandwick. While working at CTV on their flagship national morning show, Canada AM, Karning played a key role in the planning and execution of a number of programming initiatives focused on tourism, including travel segments on the 2010 Vancouver Olympics, the Shaw and Stratford theatre festivals, the countries of Ireland and France and the cities of Kingston and Whistler.

Case Study 1: Royal Caribbean International



Royal Caribbean
INTERNATIONAL

Overview

Weber Shandwick has launched 14 ships for Royal Caribbean. In 1998, we debuted Voyager of the Seas via a press conference beaming the “Cutting of Steel” live from the shipyard to Le Cirque. We didn't assume that being the world's largest ship would always be a positive story (Titanic won the Oscar that same year), and we didn't believe that just being the biggest was a sustainable story. Freedom of the Seas, Oasis of the Seas, and their respective sister ships, were also successively “world's largest” ships.

Strategic Planning

The strategy has always been to look past the superlative, to look inside the ship to explore the features she holds and the benefits for guest experience in order to establish KPIs. Back then, we targeted younger cruisers, ages 25-54 (line average was 55) with household incomes of US\$55K+. Today, we target the new-to-cruise audience.





Case Study 2: Canadian Tourism Commission

Overview

Canada benefits from, and is sometimes limited by its icons – moose, mountains and Mounties. For the Canadian Tourism Commission (CTC), Weber Shandwick's mission was to support their core brand message, Keep Exploring, and to promote their “remarkable cities on the edge of nature”. In redirecting attention to important gateways coast-to-coast, Weber Shandwick needed to support the CTC marketing priorities, while also complementing the efforts of city and province tourism marketing organizations.

Strategic Planning

“Focus” was the word, as in selecting key assets, events and themes to prioritize. Focus on key market broadcast results and utilization of the CTC's visual assets; focus on Canada as a culinary destination; focus on important partner events including Calgary Stampede, PEI Shellfish Festival and Toronto Fashion Week; focus on support of CTC initiatives and events such as Media Marketplace, *The New Yorker* Festival and *Travel + Leisure* Global Bazaar event in New York.

The objective was to help Americans “create the vacation movie in their minds.” This was accomplished by amplifying conversation with traditional and social media on unexpected and distinctively Canadian experiences. Our efforts were intentionally geographically diverse, ranging from Prince Edward Island to the Yukon. Equally as important – and certainly an unwritten objective – was to proactively create cutting-edge ways to reach media and position the CTC as an innovator in the world of travel, tourism and public relations.





Public and Media Relations Best Practices

Weber Shandwick is **extremely proactive** and continually evolves by adding new talent, service offerings and other resources to consistently deliver cutting-edge products and services to our clients that add value to our relationship. We immerse ourselves in our clients' businesses so we can anticipate their needs and develop innovative services to support them. This has led to the creation and use of state-of-the-art tools including Firebell, our award-winning social crisis simulator, and Mediaco Publish, our platform that helps turn our clients into content creators.

Our colleagues continuously share marketing and technology advances, creative ideas, best practices and engaging work in real-time via mywebershandwick, our firm's internal social platform. We also tap the vast resources and offerings within the Interpublic Group of Companies (our parent company) including the IPG Emerging Media Lab, FutureBrand, Jack Morton, McCann, Octagon and Rogers & Cowan, to bring our clients the latest perspectives within diverse marketing disciplines, as well as best practices in integrated marketing.

We consider our obligation to protect client confidential information and trade secrets to be of the utmost importance. Confidential information is only shared on a “need-to-know” basis. Following are some of the measures we take to ensure total separation for any of our client relationships where there is even a potential for conflict:

- Dedicated distinct teams. Account teams supporting the potentially competitive clients are completely separate, including specialists such as media trainers, web developers, social media strategists, etc. Weber Shandwick has the capacity to make this commitment by virtue of our size and the breadth of our global staff.
- House data in password-protected segments of our server files, ensuring only the people with clearance can access client files to avoid any confidentiality breaches.
- Sensitize our teams. Every person at Weber Shandwick is trained in matters of confidentiality and ethics and annually signs a code of conduct that requires them to acknowledge their understanding of our obligations and to agree to uphold them.

Our primary objective is to ensure that our clients feel absolutely confident with the way we manage their business the way we interact with media and media organizations on their behalf. They can trust us to closely and confidentially counsel them on any and all of their communications challenges.





Why Choose Us?

Weber Shandwick is the right firm for the Canadian Tourism Commission because we understand that a primary goal for the CTC is to deliver communications insight, tools and results that the partners across the country do not already have themselves.

And, Weber Shandwick is the right firm for the Canadian Tourism Commission because media relations is not like it was in 2002 or even 2012. We have developed many tools and specialties that connect our clients, and their stories, with consumers in meaningful ways that drive action.

Engaging, always.

It's our mantra, our goal, our motivator and it begins with our **Incite**.