

CASE STUDY

PROVING NEWSPAPERS WORK: PRINT AND ONLINE

The Challenge

Trampoline Branding provides strategic and creative solutions to its advertising clients. One of these clients, Discover Saint John, was faced with the fact that it was not always a top of mind destination. But when people were informed more about it, they became quite interested in what the city had to offer. The challenge was to find a compelling way to reach out to Canadians.

The Objective

Discover Saint John had just rebranded and it wanted to highlight its new positioning as well as, of course, feature the destination. Its goal was to engage Canadians and encourage them to visit the region.

The Plan

Trampoline Branding designed a program for Discover Saint John to meet its needs. They proposed a facebook experience and contest to get the uninitiated excited about the city. Newspaper print and online ads would be used to promote the facebook elements and, most importantly, drive people online to it.

On the facebook page, visitors could plan a Saint John getaway as well as enter the contest to win an trip to the city.

The Creative

We are thrilled with campaign created by Trampoline Branding. The newspaper and online ads showcased the beauty and vibrancy of Saint John and what is available to visitors. We were delighted with the increased exposure our Facebook page received and would use newspapers and their sites again in the future to promote our brand.

- Discover Saint John

The newspaper and online ads beautifully positioned Saint's John and a warm, clean, and safe city that had lots to offer. The family-friendly visual combined with the shots of old-world city charm juxtaposed with the modern cruise ship effectively demonstrated the city's attractiveness.

The Results

Discover Saint John loved our idea and ran with it! The contest garnered an additional 662 likes on facebook and over 38,000 views. Newspapers drove people online and helped make this initiative successful!

- Tanya Kavelaars, Account Manager, Trampoline Branding, Halifax.



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