## Digital Advertising Campaign Application

Note:  We are currently approving and actioning all Partnership Programs.  To date we have in excess of 50 projects that are currently being assisted through our Partnership Programs. Expenditure of funds in Partnership Programs is contingent on adherence to the Province’s Emergency Orders.

If the documents linked to below do not appear automatically, you may find them in your downloaded documents. Links in red font indicate those that you are required to read for this application (although we encourage you to read them all). Read the [Partnership Program Guidelines](https://rto7.ca/Documents/Public/Partnership-Funding-Projects/GUIDELINES-1) before this application.

* Note, this is digital advertising (e.g. search/adwords, social media, banner/display ads, etc.) only and does not apply to website design, upgrades, etc. The program is intended to assist you in deciding where/how to digitally advertise for optimal effect and to optimize your advertising throughout the campaign.
* Note that this medium of advertising is very effective for increasing awareness; the program is also effective for increasing comfort level with digital advertising and appreciating how different advertising media work with and support one another. Immediate conversion (i.e. ticket sales, bookings, etc. may not be an immediate outcome of the campaign). Only one, as opposed to multiple, calls to action will avoid dilution of the joint investment.
* Since improved understanding and capability with respect to digital advertising is one objective of this program, the partner is encouraged to ask questions of The Aber Group and will participate in a debrief provided by The Aber Group and RTO7.
* The audience for your campaign will be determined using your postal code data analysis or

[RTO7’s Target Markets](http://rto7.ca/Public/Programs/Resource-Guide#RTO7PrizmSegments) (subject to change) [(video)](https://www.youtube.com/watch?v=Pe7dOjyA4Eo&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=3&t=10s) as determined by Environics Analytics/Prizm Segmentation.

* Note that program preparation (development of creative, media plan, website tagging, media buy, etc.) will require **at least** **six weeks lead time** (pre-launch).
* The media buy may be flighted or taken all at once.
* Leverage is $1 partner funds matched by $1 partnership funds plus $1 RTO7 funds, to a combined maximum of $60,000 per project, e.g. $10,000 leverages to $30,000.
* There is a minimum $7,500 investment from the partner (can be a single tourism entity or a tourism group/DMO/tourism organization).
* Media buy will be managed by RTO7’s Agency of Record, The Aber Group Inc.
* Note that with multiple partners advertising digitally, there will be occasions where partners are effectively ‘competing’ with one another to buy generic keywords e.g. skiing. RTO7 has a policy to underbid partner bids (i.e. not to compete) on these terms (success is achieved as long as an asset within the BGS region ranks in top half of the page), however we cannot interfere with Google algorithms and natural competition.
* To ensure timely and constructive execution of the planning and actioning of the campaign please select one representative only to act as the decision maker and liaison with RTO7 and The Aber Group.

#### Regional Tourism Organization 7

#### 2020/21 Partnership Program Application

#### Digital Advertising Campaign

*Please type directly into the form and save a copy to your computer.*

*Print off and sign the final page.*

*Application forms should be emailed to* [*partnerships@rto7.ca*](mailto:partnerships@rto7.ca)*.*

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| **Stakeholder Partner/Applicant**  **Organization’s legal name, website address** (for multiple partners - please identify lead partner here and attach details of additional partner(s) on a separate page) |  |
| **Contact Information** of person responsible for this application /lead partner contact  Please include name, title, **ADDRESS**, phone and email |  |
| **Project Name** |  |
| **Project Date(s)** | *Allow at least 6 weeks from project application to anticipated campaign launch.* |
| **Funding Amount to be Contributed by Partner** (i.e. RTO7 will invoice you for this amount – which must **include** HST) | Partner Contribution: $   * $200.00 Administration Fee = *Total Partner Payment (waived 2020/21)* |
| **Funding Ratio** | **$1 Partner : $1 MHSTCI : $1 RTO7** |
| **Total project budget** |  |
| **In-kind contributions by partner** (if applicable) | *Creative to be provided by the partner – depending on the campaign this may include*   * *Images* * *Video* * *Banner/display ads (typically in 3 standard sizes – ideally html5 or animated gif files although static gif or jpeg files are also acceptable)*   *Partner will need to:*  *- install Google Analytics if it is not already installed (click* [*here*](http://rto7.ca/Public/Programs/Resource-Guide#GoogleAnalytics) *for info on WHY and HOW to install Google Analytics or talk to your web team)*  *- provide The Aber Group access to your Google Analytics (click* [*here*](http://rto7.ca/Public/Programs/Resource-Guide#HowAddtoAdsManagerFB) *for how to ad advertisers to Ads Manager in Facebook)*  *- ‘tag’ your website for ad tracking purposes (with assistance from The Aber Group)* |

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| **Target Markets &**  **Activities** | **RTO7** [**Geographic Target Markets**](http://rto7.ca/Public/Programs/Resource-Guide#TargetMarkets&Activities) **(subject to change):**  GTA  Southwestern Ontario  BruceGreySimcoe (for Visiting Friends & Relatives market)  USA border states  Quebec  Briefly describe your target audience, including:  **Life Stage (choose 2 max):**  Young singles/couples  Young families – kids <6  Midlife families – kids 7-12  Older families – kids 13-18  Mature couples or couples with adult kids  **RTO7** [**Target Activities**](https://rto7.ca/Public/Programs/Resource-Guide#Activities) **(subject to change):**  Culture & Heritage  Nature & Outdoor Recreation  Cycling  Festivals & Events (subject to directives by the Province of Ontario)  Resorting  Water-Based Recreation  Culinary & Agri-Tourism  Touring  Accessible Tourism |

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| **Target Audience**  Geographic location (please list specific cities if you know them):  What are some interests that your target audience might have? |

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| **Please explain what the digital advertising campaign will promote to the target audience with rationale i.e. need/demand.**  **For example:** This campaign will promote X (an event, an attraction, an asset, a season, a destination, an activity, etc.) to Y (targeted life stage – couples, families, grandparents, young professionals, etc., age, gender, interests) because we know Z   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Geographic Target**  **(**insert area checked above e.g. GTA) | **Life Stage Target**  (insert area checked above e.g.Young & Midlife Families) | **Activity**  (insert area checked above e.g. Nature & Outdoor) | **Product/Experience being promoted**  (list Product/Experience) | **Rationale (need/demand)**  (list reason for focusing here) | | **1.** |  |  |  |  | | **2.** |  |  |  |  | |
| **Key Activities, Milestones & Responsibilities** |
| The following is an approximate sequence of events for the campaign you will be undertaking:   1. Project approval – RTO7 2. Project agreement – RTO7 & Partner; Partner adds linked BGS & ON logos to their website and completes the BruceGreySimcoe Service Excellence and the It’s Your Shift Sexual Harassment & Violence Trainings 3. Kick-off conference call with The Aber Group to outline/negotiate project objectives, timelines, tracking, reporting frequency etc. – RTO7, Partner & Aber 4. Provide digital specs for banner ads, social media, etc. - Aber 5. Develop digital creative for campaign - Partner 6. Install Google Analytics (if required) and provide Aber access for Partner website) – Partner 7. Add RTO7’s Agency of Record, The Aber Group, as advertisers to Partner’s Facebook page - Partner 8. Install Google Tag Manager on Partner website – Partner (with instruction) 9. Testing of Google tagging - Aber 10. Develop proposed media plan – Aber 11. Review and approval of media plan – Partner & RTO7 12. Provide Aber access to social media accounts (e.g. Facebook) – Partner 13. Develop keywords and ad copy for Search campaign (if applicable) – Aber 14. Draft social media ad copy (if applicable) – Partner/Aber 15. Review and approve all keywords, ad copy & destination URLs – Partner & RTO7 16. Provide any images/video to Aber for campaign – Partner 17. Launch campaign and send screen shots – Aber 18. Monitor, optimize and report on campaign – Aber 19. Timely decisions in response to Aber questions and proposals to optimize, etc. – Partner 20. Final reporting and analytics to RTO7 - Partner |
| **Messaging –** what is the specific message(s) that will be communicated through the digital campaign |
| **Performance Metrics -**  Provide data for the 2 performance metrics that are the **most** important to you - these are the metrics that your campaign will be designed to optimize. Note that at project completion, you will be required to report (in your final report) on ALL the metrics below that are relevant to your campaign.  For an explanation of these and other useful tourism metrics, please click [here](https://rto7.ca/Public/Programs/Resource-Guide#PerformanceMetrics) ([Performance Metrics video](https://www.youtube.com/watch?v=yWaAJ61OPLs&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=5) and [Importance of Data](https://www.youtube.com/watch?v=IoIpyCpb2zg&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=6) video).   |  |  |  | | --- | --- | --- | | **Metric:** | **Last Year (Baseline Data\*):** | **Anticipated This Year:** | | # Clicks from ads to your website |  |  | | # Clicks out to partner websites |  |  | | # Video views |  |  | | # Conversions (tickets sold\*\*, # overnights, downloads, signups, leads, etc.) |  |  | | Cost Per Click (CPC) |  |  | | Click Through Rate (CTR) |  |  | | Engagement (reactions, comments, etc.) |  |  | | Geographic sources of traffic |  |  | | # of Postal Codes collected through the campaign |  |  | | Other (provide detail) |  |  |   \*It is still a good idea to track this year’s performance in relation to last year’s, acknowledging that this year’s performance may be very different  \*\*Keep in mind that tickets sold, overnight bookings can only be attributed to the campaign if you are selling tickets/rooms online - this type of conversion is most often not immediately evident. |

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| **Preparation – Please confirm the following are in place CURRENTLY in order to qualify for funding** |
| **Website:**  My/our website is up to date and easy to navigate  My/our website displays properly on both desktop and mobile devices (note that proper display on a mobile display is critical to this partnership as close to 80% of BGS website access is from mobile devices)  I/we have access to my/our websites’ Content Management System to update content in a timely manner  If booking/ticketing is done online, it is user friendly and easily adapted to package and tracking requirements  At a minimum, Partner has watched [Short Google Analytics Tutorial for Beginners](https://www.youtube.com/watch?v=mreOWm3e9lg) that outlines the very basics of Google Analytics (9 minutes – you may need to Skip Ads at outset to access video)  Google Analytics is installed on ALL partner websites (article on [how to install Google Analytic](https://rto7.ca/Documents/Public/Partnership-Funding-Projects/GA-instructions-why-how-to-install-how-to-read-rep)s or talk to your web team)  RTO7’s agency will have access to campaign related analytics data (article on [how to give advertiser access)](https://www.disruptiveadvertising.com/analytics/google-analytics-access/)  With Aber’s assistance, Google Tag Manager will be installed on ALL partner websites to facilitate data tracking (note that not installing (or incorrectly installing) Google Tag Manager on all project-related sites may jeopardize the project)  Once Google Tag Manager is installed partner will not change the structure of their website without informing Aber and RTO7 for the duration of the campaign (tag testing will need to be undertaken after the change to ensure that the change does not affect data collection)  Project specific offers are prominently displayed on the website’s landing page (i.e. above the fold) and the ‘Book Now’ button (if relevant) is prominently displayed for the duration of the campaign  Partner will acknowledge RTO7’s and the Ministry’s support by displaying the ‘BruceGreySimcoe – Always in Season’ Logo ([JPG](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK-1.aspx), [EPS](http://rto7.ca/Public/Files/Brand-Assets/BGS-Logo-with-Tagline/BGS_Logo_AlwaysInSeason_CMYK.aspx)) with an active link to [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) and the Ontario Logo [(](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_RGB-1)[PDF](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK-1), [EPS](http://rto7.ca/Documents/Public/Partnership-Funding-Projects/ON_POS_LOGO_CMYK)) on their website  **Creative:**  Digital creative/collateral (images, videos, display ads, etc.) for use in the campaign has been (or will be) developed by/provided by the partner  The ‘BruceGreySimcoe – Always in Season’ logo will be included on all collateral developed in association with the project and the support of RTO7 and the Province will be acknowledged in communications both internally and externally (e.g. newsletter, press release, board reports, etc.)  **Data & Reporting:**  Partner collects postal code data from customers and will make this available to RTO7 & The Aber Group in support of this campaign, and to be analyzed using Prizm (with reporting back to Partner) and anonymous aggregation with other data  Data collected as a result of the campaign will be provided as part of final reporting to RTO7  Partner is required to submit a final report to RTO7 within 30 days of completion of the project  **Engagement:**  Campaign will be supported by informed frontline staff  Social media – daily engagement by partner on relevant platforms - see [Social Media Best Practices](https://rto7.ca/Public/Programs/Resource-Guide#SocialMedia) here  To ensure timely and constructive execution of the planning and actioning of the campaign one representative has been identified to act as the decision maker and liaison with RTO7 and The Aber Group.  Partner(s) maintain an active operator listing(s) (at no charge) on the [www.brucegreysimcoe.com](http://www.brucegreysimcoe.com) website and listed offerings, events, videos, social media, etc. Contact Allison Davies [adavies@rto7.ca](mailto:adavies@rto7.ca) 705-888-8728 for assistance if required. Partner also maintains a free listing on [www.ontariotravel.net](http://www.ontariotravel.net).  Partner has signed up to RTO7’s Stakeholder Site [www.rto7data.ca](http://www.rto7data.ca) to access free imagery, research, reports, etc. Contact Allison Davies [adavies@rto7.ca](mailto:adavies@rto7.ca) 705-888-8728 for assistance if required.  Partner has [signed up](http://rto7.ca/Public/Special-Pages/Mailing-List-Signup) to receive RTO7’s e newsletter communications  At least one representative of the partners’ organization has completed the **FREE** [BruceGreySimcoe Service Excellence Training](https://rto7.ca/Public/Resources/BGS-Tourism-Service-Excellence-Training). Note that partners will have until March 31/21 to complete and submit a copy of Certificate of Completion to RTO7. It is strongly recommended that at least one representative of the partners’ organization also complete the **FREE** [It’s Your Shift (Sexual Harassment & Violence) Training](https://rto7.ca/Public/Programs/It-s-Your-Shift)  Partner has (or will) consider/reflect on [sustainable tourism practices](https://rto7.ca/Public/Programs/Resource-Guide#SustainableTourism) ([video](https://www.youtube.com/watch?v=edIe1aDDfJ4&list=PLPEhrpIalfOGTFdz-NV5d_xMYQyWPQ6wY&index=8&t=0s)) as they relate to their business  **Attestation:**  I confirm that the source of funds to be contributed is consistent with [eligible sources of funds](https://rto7.ca/Public/Programs/Resource-Guide#IneligibleSourcesofFunds),  I have read and understand all information contained within the following documents/links above (identified as Mandatory in the [Attestation Matrix](https://rto7.ca/Public/Programs/Resource-Guide#AttestationMatrix), and in red font above):   * Guidelines * Target Markets & Activities * Google Analytics * Performance Metrics * Sustainable Tourism * BruceGreySimcoe Customer Service Excellence Training * RTO7 E-newsletter signup * BGS & Ontario Logos |

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| The information supplied above is accurate to the best of my knowledge.  Authorized Signature (application must be signed) Date  Name and Title |

The BruceGreySimcoe Service Excellence Training has been successfully completed by: *Insert name*

*Please help us to improve…*

Did you find this application easy to complete?

Very  Somewhat  Not at all

Understanding that all information is needed to effectively evaluate your submission, what changes would you make to the application?