**Social Media (Video & Image) Advertising Campaign**

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.

* This category of partnership (at a lower buy-in) ensures that collateral developed to date is being used effectively by stakeholders in paid social media promotions (Facebook and/or Instagram) to targeted markets (click [here](https://optinmonster.com/video-marketing-statistics-what-you-must-know/) for stats related to video advertising prevalence and effectiveness)
* Campaigns may use just a video or just imagery or may combine video and imagery in one campaign (in which case Facebook will optimize to the strongest performing creative)
* 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.
* Note that RTO7 will once again be featuring videos and still images (that are still current) developed through previous years Partnerships in our own 2020/21 seasonal campaigns
* Any social media campaigns approved/undertaken will take into account current context and appropriateness of offerings
* Campaigns will run 3 weeks and up (depending on the level of partner contribution and option chosen below)
* Decisions partners must make:

1. Do you want to use your own (approved) video/imagery or video/imagery developed with RTO7 in past?

* If your own video/imagery:
  + Partner video/images must be approved by RTO7 prior to application acceptance (see criteria for approval below)
  + the Partner video must have the BruceGreySimcoe and Ontario logos added to the video (at partner’s expense)
  + For image/photo carousels, the final image will consist of logos (BGS, Ontario, and the partner’s logo)
* If jointly produced video:
  + A previously developed RTO7/partner video that is >60 seconds may be shortened by Brian Hunt (or videographer of your choice) – this cost however is not eligible for partnership funding

See video/image requirements below

1. Do you want to boost the BruceGreySimcoe Seasonal Partner Facebook/Instagram Campaign OR conduct your own separate campaign through the Aber Group

* If boosting the BGS campaign…
  + RTO7 will be using your jointly developed collateral (video or imagery) in our seasonal marketing campaign (directing traffic back to your website). You have the option of boosting RTO7’s existing $1,000 investment in this collateral. You simply confirm with us which of the videos or images we are running that you wish to boost, and send us a minimum of $500 to a maximum of $1,000 you’d like to add to this campaign. We’ll match your funds, so you end up with a campaign ranging from $2,000 to $3,000 (agency fees + taxes in).
* If conducting your own separate campaign...
  + You use your own video or a jointly developed video in a campaign directed by you/Aber. You send us a minimum of $500 to a maximum of $7,5 00 (we’ll then contribute double your funds, so you end up with a campaign ranging from $1,500 to $22,500 (agency fees and taxes in). In this campaign you have greater flexibility as you may also choose geographic and demographic target markets, and can have input into messaging etc. (as determined in a call with The Aber Group prior to campaign launch).

The primary difference between the two options described above is that in the first you are leveraging an existing campaign, while the second provides greater leverage and greater flexibility/control (through direct communications with the agency you are able to more precisely determine target audience, messaging, etc. of the campaign).

You should be aware that as of April 2020, the new [Operations Implementation Program](https://rto7.ca/Public/Programs/Operations-Implementation-Program) (managed by Kim Clarke) offers social media advertising in exchange for an operator’s investment in their operations – you may wish to start by reviewing this program and if it does not meet your needs, then consider one of the above programs to which you will contribute cash.

Video/Image Criteria

* Video requirements:
  + Videos must be 60 seconds or less – that said, the best performing creatives on Facebook currently average 7 second views in duration so the 15 second format is highly encouraged
  + Videos longer than 15 seconds ideally have logos/call to action at the outset of the video
  + Has a Call to Action e.g. Visit [www.partnerswebsite](http://www.partnerswebsite).com to learn more
  + Is promotional in nature
  + Features your dynamic, appealing tourism experiences/offerings in BruceGreySimcoe
  + Is high resolution, digital format
  + Is ideally designed for sound off, but delights with sound on (i.e. story is told visually, using captions, text and graphics where needed to help deliver message)
  + Partner is willing to sign off that they have model releases and commercial sign offs as required
  + Activities depicted conform with safety standards e.g. helmets, lifejackets, etc.
  + Has, or is willing to add, the BruceGreySimcoe and the Ontario logos to the video (these may be at the end)
  + Is willing to post the video to the BruceGreySimcoe website gallery
  + Video will be reviewed by RTO7 prior to any editing work being done, and (if approved), following the work being done
* Image requirements:
  + Convey the appeal of a visit to your facility/activity and BruceGreySimcoe (i.e. convey emotions/expressions of excitement, wonder, awe, happiness, etc.)
  + Include different ethnicities as appropriate
  + Feature vibrant colours
  + Be directly relevant/themed to what you are promoting
  + Include 3-5 (600x600) really strong, high resolution, digital images per campaign (for Facebook Carousel ads)
  + Have model releases and commercial sign offs as required
  + Depict activities conforming with safety standards e.g. helmets, lifejackets, etc.
  + The final image (in a carousel) will be reserved for BruceGreySimcoe, Ontario and partner logos
* Media buys to be managed by the RTO7 Agency of Record (The Aber Group Inc.)
* $1 partner funds matched by $1 partnership funds, plus $1 RTO7 funds
* It is possible to be funded for both a video/image development and video/image advertising project in one Partnership year; however, this requires at minimum a season’s lead time
* Partners will need to have or develop a landing page consistent with what is portrayed in the video/imagery (i.e. an ice fishing video should direct traffic to an ice fishing landing page or at minimum a page outlining a variety of winter activities, of which ice fishing is one)
* Facebook posts will be posted from the partners account and copy, a call to action and a physical link will drive traffic to your website (which must be mobile friendly)
* Partners will be responsible for responding to comments generated as a result of the campaign every day

**Regional Tourism Organization 7**

**2020/21 Partnership Program Application**

**Social Media (Video & Image) 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 |  |
| Creative Type: | Video or Imagery |
| Project Date(s) | What are the preferred campaign dates or start date? |
| Funding Amount to be Contributed by Partner (i.e. RTO7 will invoice you for this amount – which must include HST) | 1. Boost the BruceGreySimcoe Seasonal Partner Facebook/Instagram Campaign ($500 - $1,000 partner contribution)  OR  2. Conduct your own social media advertising campaign ($500 - $7,500 partner contribution)  Partner Contribution: $  + $200 Administration Fee = *Total Partner Payment (waived for 2020/21)* |
| Funding Ratio | $1 Partner : $1 MHSTCI : $1 RTO7 |
| Total project budget | 1. $2,000 – 3,000 (partner contribution matched + $1,000 RTO7)  OR  2. $1,500 – 22,500 (RTO7 contributes double the partner contribution)  Total project budget = |
| In-kind contributions by partner (if applicable) | Partners are responsible to provide imagery/video of 60 seconds or less for advertising purposes. The video may be one of your own (that has been approved by RTO7 for Option 2) or one that was developed in partnership with RTO7 in the past for Option 1 or 2  Partner will need to provide The Aber Group [access](http://rto7.ca/Public/Programs/Resource-Guide#HowAddtoAdsManagerFB) to their Facebook/Instagram account |

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| Target Markets &  Activities | Complete for OPTION 2 only  RTO7 [Target Markets](https://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#TargetMarkets&Activities): (subject to change)  Culture & Heritage  Nature & Outdoor Recreation  Cycling  Festivals & Events (subject to directives from 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? |
| Complete for OPTION 2 only  Please explain what the social media 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. |  |  |  |  | |
| Campaign messaging (what ideas/messages would you like to convey in the ads? Aber will write the ad copy for your review but what elements/highlights should be included?) |
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| Key Activities, Milestones & Responsibilities |
| The following is an approximate sequence of events for the campaign you will be undertaking:  OPTION 2 only   1. Project approval – RTO7 2. Project agreement – RTO7 & Partner; logos on Partner website; Service Excellence Training completed by partner and it is recommended that the It’s Your Shift Sexual Harassment & Violence Trainings also be completed by partner 3. Kick-off conference call with The Aber Group to confirm project objectives, timelines, targets, messaging, etc. – RTO7, Partner & Aber 4. Develop collateral appropriate for campaign (if not already developed) and send to Aber - Partner 5. Install Google Analytics (if required) and provide Aber access for Partner website) - Partner 6. Landing page URL ready – Partner 7. Provide draft ad copy for review by partner/RTO7 – Aber 8. Upon approval, launch campaign – Aber 9. Brief report to Partner following campaign summarizing impressions, clicks, CTR, CPC - Aber 10. Final reporting and analytics to RTO7 - Partner |
| Performance Metrics -  Provide data for the performance metric that is the most important to you - your campaign will be optimized to this metric. 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 performance 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 |  |  | | # Video views |  |  | | # Conversions if applicable (tickets sold\*, # overnights, downloads, signups, leads, etc.) |  |  | | Engagement (reactions, comments, etc.) |  |  | | Cost Per Click (CPC) |  |  | | Click Through Rate (CTR) |  |  |   \*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:  Website is current, functional and easy to navigate  Website displays 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 traffic access is from mobile devices)  Website has a relevant landing page to which video/imagery traffic will be directed  Partner has access to their websites’ Content Management System to update content in a timely manner  Booking/ticketing engines (if relevant) are consumer friendly and easily adaptable to the package and tracking requirements  Google Analytics is installed on ALL partner websites and RTO7 (or agent) will have access to campaign related analytics data  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)  Project specific/current offers are trackable, are prominently displayed on the website and will remain prominently displayed for the duration of the project 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 (video/imagery) for use in the campaign has been (or will be) developed by/provided by the partner (OPTION 1 & 2), or is a result of a previous partnership project (OPTION 1)  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  Campaign related data 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 of relevant communications (e.g. Facebook and Twitter) – see [Social Media Best Practices](https://rto7.ca/Public/Programs/Resource-Guide#SocialMedia)  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](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?