

GOLD CONSUMER SERVICES

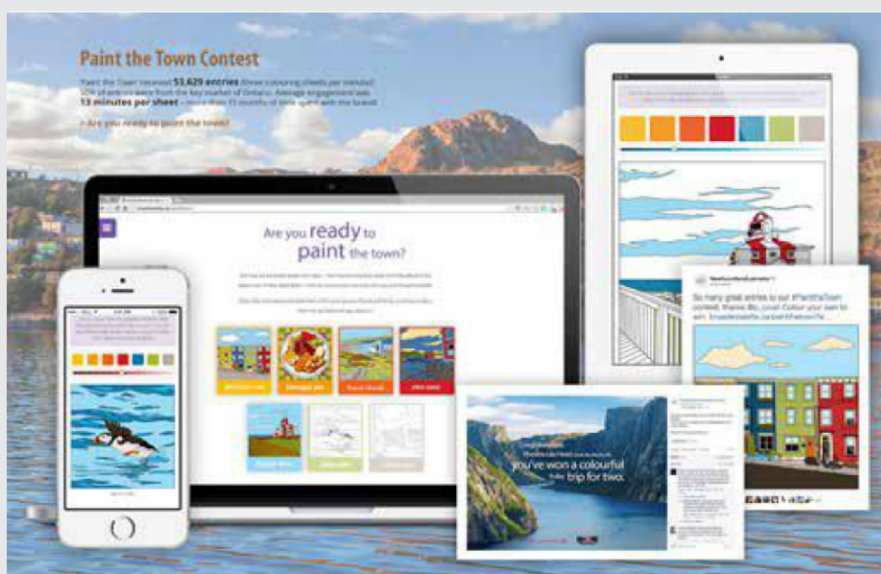
NEWFOUNDLAND AND LABRADOR TOURISM (CRAYONS INTEGRATED)

Newfoundland & Labrador Tourism continued their winning streak with this colourful campaign, successfully highlighting the region's brilliant charm while elevating travel-planning activity to an all-time high.

Hoping to target travellers vs. tourists, the strategy hinged on the colours of the Historic Palette of Newfoundland that had been "Inspiring boxes of crayons since 1497". It began with a beautiful 90s TV spot showcasing the hues and moods of Newfoundland, supported by full-page, full-colour newspaper ads.

They continued the story online with BroaderPalette.ca, which hosted reams of shareable content and eclectic videos that were scattered on social media as digital breadcrumbs. They also created "Paint The Town", an adult digital colouring contest that received over 53,000 entries.

The campaign fuelled over 1.2 million website visits (a 12.5% increase) and the average amount of time on the site jumped by 27%. They also saw big boosts to their Facebook + Twitter followings, and once again proved that Newfoundland & Labrador is one of most vibrant areas of the world.



Company: Newfoundland and Labrador Tourism

Campaign: Crayons Integrated Campaign

Agency: Target

Credits: Director of Marketing, NL Tourism: Andrea Peddle
 Manager Advertising, Communications, NL Tourism: Carol Ann Carter
 Advertising Officer, NL Tourism: Andrew Weir
 Digital Lead, NL Tourism: Amy Fisher
 Creative Director: Tom Murphy
 Art Directors: Kevan Kalyan, Ryan Strickland, Terry Hudson
 Copywriter: Dave Sullivan
 Design, Digital Developers: Leslie Chard, Ryan Strickland, Terry Hudson

Also won Bronze in Advertising – Consumer Services and Bronze in Experiential and Innovative Media – Consumer Services (Paint the Town Digital Colouring Contest)