



FY20 Marketing  
Stevens Advertising

September 13, 2019

# PUBLIC RELATIONS

## Objective

- Continue to generate interest in the *Cruise the Great Lakes* initiative through an outreach strategy that targets likely cruising consumers in key markets across Canada and the United States

## Strategy

- This year's strategy will include a series of port-of-call news conferences

## MEDIA EVENTS

### Mackinac Island, MI – August 2018

- Press Conference to announce the initiative
- 52 news media outlets picked up event news release throughout North America
- Targeted distribution to Ontario media resulted in various publications picking up the release with a reach of more than 11 million web viewers
- Advertising value: *\$775,000*

## MEDIA EVENTS

Toronto, Ontario – May 2019

- 21 news media outlets picked up event news release throughout North America (mostly Canadian outlets)
- Advertising value: *\$321,250*

## PUBLIC RELATIONS

### News Conference – Chicago, August 23

- Held at Burnham Harbor, the event was in conjunction with the arrival of a ship from Blount Small Ship Adventures
- Media Attendees: Chicago Tribune, Global Traveler and Group Travel Directory
- Advertising Value: TBD

# MARKETING OBJECTIVES

## FY19 Initiatives

- Set the foundation for the brand through research, brand identity, brand positioning, public relations and creating marketing materials

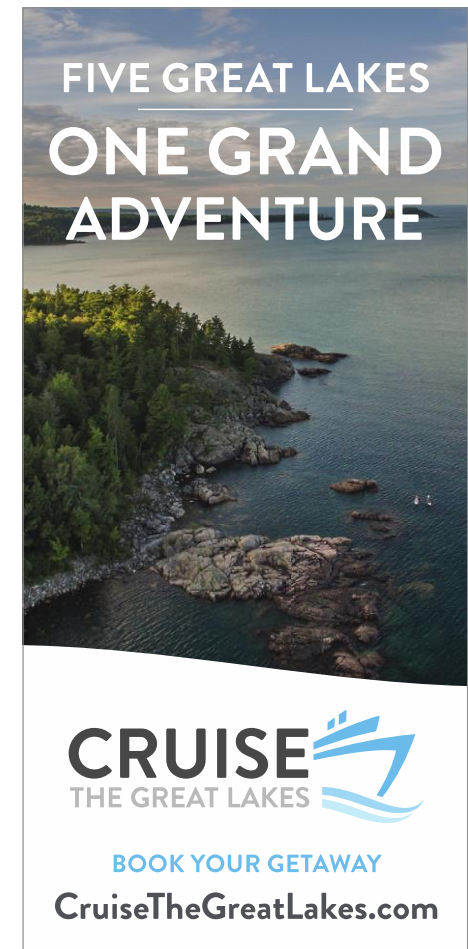
## FY20 Initiatives

- Build brand awareness among the target audience to engage a pull through strategy

## TRADITIONAL MEDIA PLAN

Traditional advertising will utilize print publications that specialize in reaching travelers as they are researching travel destinations including:

- Southern Living
- AAA
- CAA
- Midwest Living



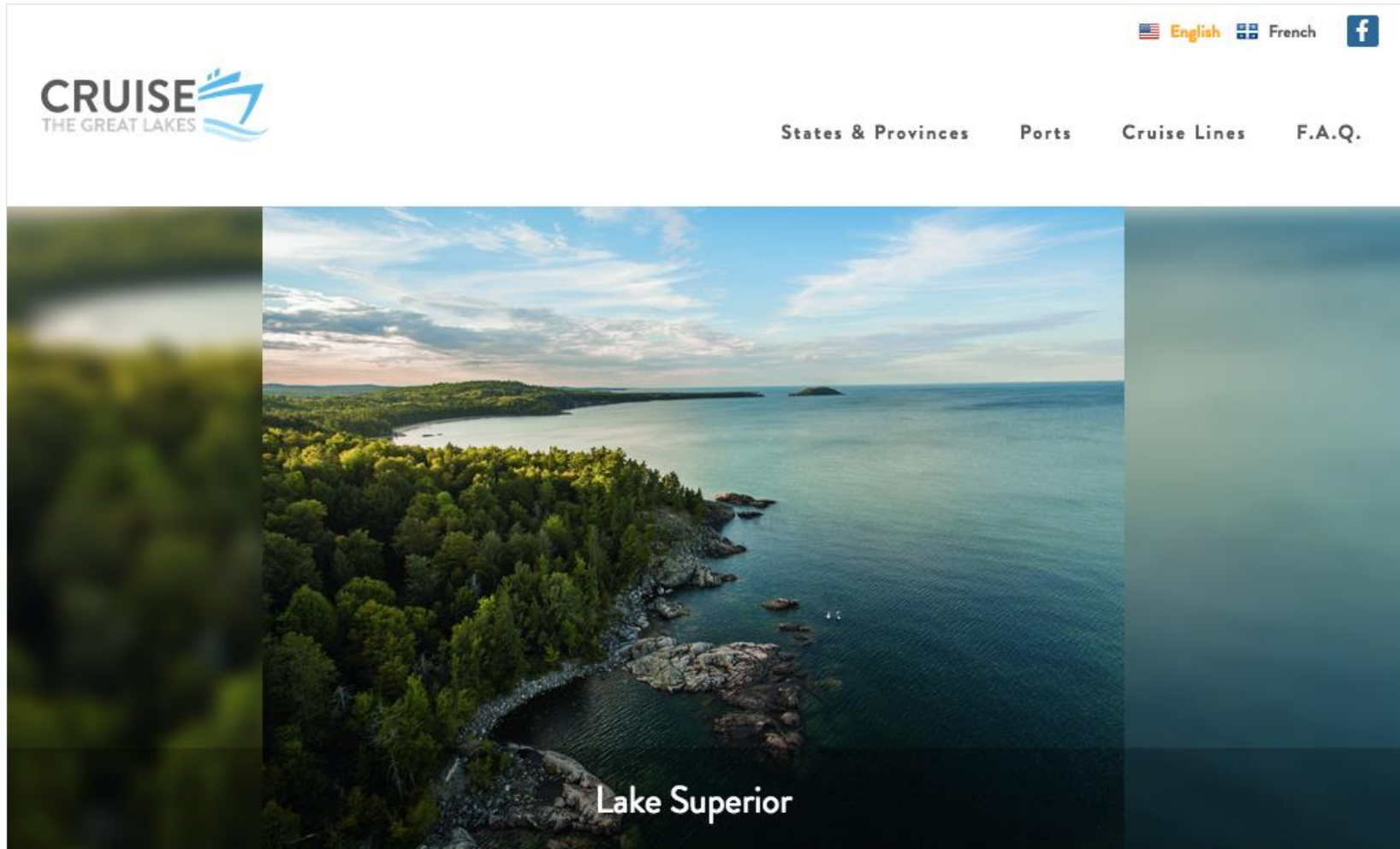
# TRADITIONAL MEDIA PLAN

Canada: MEDIA	July	August	September	October	November	December	January	February	March	April	May	June
<b>CAA West - Alberta/Saskatchewan/Manitoba</b>												
1/3P Ad												
Circulation: 865,004												
Cost:												
<b>CAA Quebec</b>												
1/4P Ad												
Circulation: 890,000												
Cost:												

USA: MEDIA	July	August	September	October	November	December	January	February	March	April	May
<b>Midwest Living - IL, MI, OH, WI, IN, MO, MN, IA, KS, NE, ND, SD</b>											
Travel Directory											
Circulation: 956,454											
Cost:											
<b>Southern Living - FL, GA, SC</b>											
Travel Directory											
Circulation: 629,000											
Cost:											
<b>AAA - Via - NoCal, NV, UT, ID, MT, WY,</b>											
Travel Directory											
Circulation: 2,900,000											
Cost:											
<b>AAA - Texas Journey</b>											
Travel Directory											
Circulation: 1,100,000											
Cost:											



# WEBSITE



Lake Superior

## FIVE GREAT LAKES.

*One Grand Adventure.*

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Explore the Great Lakes like few have ever seen them. Cruise the Great Lakes offers a spectacular one-of-a-kind cruising experience visiting diverse freshwater ports in Canada and the United States.

## WEBSITE DATA

Total Sessions: 4,398

Avg. Session Duration: 02:30

Users by Country:

- Canada: 54.29%
- United States: 40.51%

Top Visiting Cities:

- Toronto
- Chicago
- Mississauga
- Grand Rapids
- Ottawa
- Hamilton
- London

# DIGITAL MARKETING

## Target Audience

- Previous visitors of *the Cruise the Great Lakes* website

## Objective

- To keep brand top of mind when browsing other websites through display banner ads

# DIGITAL BANNER ADS

CRUISE  
THE GREAT LAKES

ONE GRAND  
ADVENTURE

BOOK NOW

CRUISE  
THE GREAT LAKES

ONE  
GRAND  
ADVENTURE

CRUISE  
THE GREAT LAKES

BOOK NOW

ONE GRAND  
ADVENTURE

CRUISE  
THE GREAT LAKES

BOOK  
NOW

# DIGITAL MARKETING PROGRESS

## Account Performance Overview

764K

IMPRESSIONS

468

CLICKS

\$ 682.48

COST

0.06%

CTR (%)

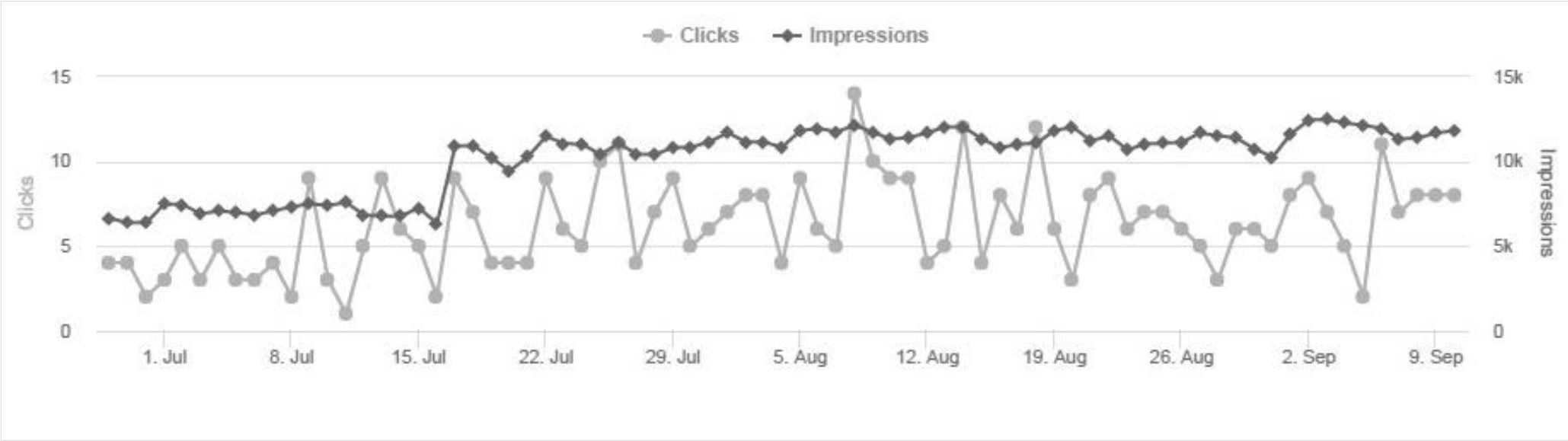
\$ 0.89

AVERAGE CPM

\$ 1.46

AVERAGE CPC

# CLICK PERFORMANCE

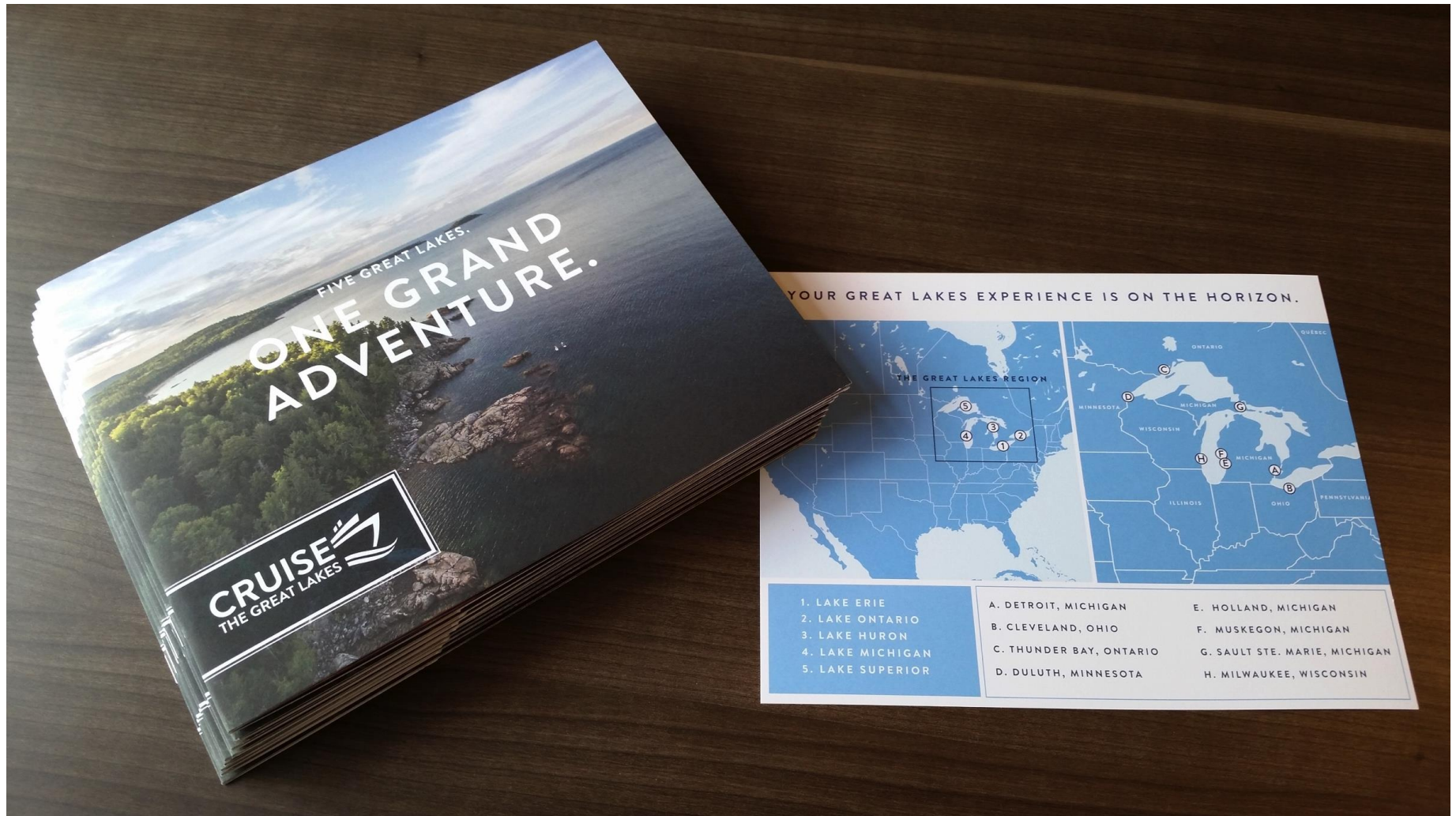


	Clicks	Impressions	CTR (%)
<b>Jun 2019</b>	10	19,369	0.05
<b>Jul 2019</b>	168	273,570	0.06
<b>Aug 2019</b>	217	352,514	0.06
<b>Sep 2019</b>	73	118,961	0.06

# PERFORMANCE BY CITY

	Impressions	Clicks	CTR (%)	Cost (\$)
Toronto, Ontario, Canada	86,777	65	0.07	67.81
Mississauga, Ontario, Canada	23,739	15	0.06	20.38
North York, Ontario, Canada	21,940	7	0.03	18.28
Ottawa, Ontario, Canada	21,776	8	0.04	17.70
Scarborough, Ontario, Canada	19,888	10	0.05	16.44
London, Ontario, Canada	12,605	11	0.09	10.69
Detroit, Michigan, United States	12,151	6	0.05	11.86
Hamilton, Ontario, Canada	12,119	7	0.06	10.13
Etobicoke, Ontario, Canada	12,009	7	0.06	10.36
Brampton, Ontario, Canada	11,752	15	0.13	9.82
Nepean, Ontario, Canada	8,411	6	0.07	7.11
Oakville, Ontario, Canada	7,400	5	0.07	6.45
Kitchener, Ontario, Canada	6,971	7	0.10	5.91
Grand Rapids, Michigan, United States	6,532	2	0.03	6.21
Burlington, Ontario, Canada	6,326	6	0.09	5.54

# COLLATERAL MATERIAL



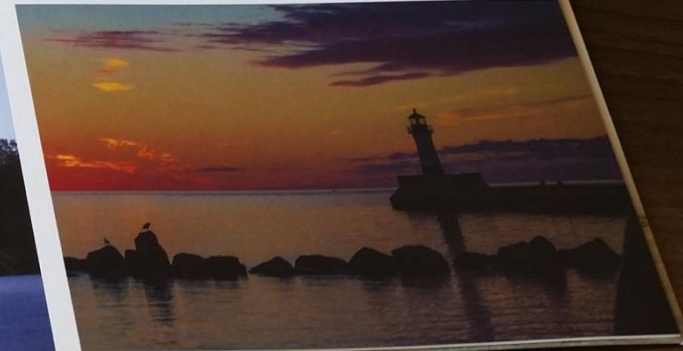


# COLLATERAL MATERIAL

## COME SEE WHERE THE EXPERIENCE TAKES YOU.

Across the shores of the Great Lakes are iconic destinations, each valued for their unique charm and hospitality. From these waters, you can travel directly to unspoiled destinations—like Mackinac Island, Niagara Falls, and the Georgian Bay Islands—and metropolitan ports—including Toronto, Cleveland, Detroit, Milwaukee, and Chicago. Along your journey, you'll have dynamic opportunities to walk on shore, explore the natural beauty of the Great Lakes, and enjoy unique cuisine, art, museums, neighborhoods, and more.

You'll also pass by dazzling natural wonders from the comfort of your ship, including Sleeping Bear Dunes, the Porcupine Mountains, the Soo Locks, Niagara Falls, the Thirty Thousand Islands of Georgian Bay, and countless rocky cliffs with lighthouses standing watch.



## Distribution:

- Members & Partners
- Michigan Welcome Centers

## HELP US RAISE AWARENESS

Spreading awareness about *Cruise the Great Lakes* is a group effort.

Please help us by:

- Adding the *Cruise the Great Lakes* logo to your website, social media, brochures, etc.
- Distributing the *Cruise the Great Lakes* brochures to CVBs, Welcome Centers, etc.
- We can also provide PowerPoint slides and digital handouts

**CRUISE**  
THE GREAT LAKES



Stevens Advertising