

Maine Office of Tourism

2025 CANADIAN MARKETING PLAN


Presentation by Miles Partnership
March 25, 2025



agenda

1. MEDIA STRATEGY
2. TACTICS & PARTNERS
3. CREATIVE & MESSAGING EXAMPLES





MOT 2025

MEDIA STRATEGY

campaign overview

Media

Ensure we're actively engaging and staying in front of Canadian Travelers, most likely to convert.

- Adjusted our targeting strategy to include a **higher HHI**, to reach an audience less likely to be impacted by currency exchange rates
- Adjusted our tactic strategy to concentrate on a **lower funnel audience** to ensure we're staying in front of those most likely to convert

Creative

Ensure our messaging remains inspirational yet considerate of the current landscape.

- Use **research and data** to guide the development of creative, featuring imagery and subjects that appeal to Canadian travelers
- **Remain welcoming** to the Canadian audience and continue to inspire vacations to Maine through our copy



Media Objectives



- **Awareness**
 - Increase brand awareness in key Canada markets through precise audience targeting/reach and relevant content
- **Consideration**
 - Engage with our audience through content on visitmaine.com in their native language
- **Response**
 - Visitation of Maine through measurable platforms

**For this audience, we would focus on the lower funnel tactics to drive consideration and response*



Targeting

OVERALL APPROACH

1. **Prioritize Travel Intenders overall**
2. **Layer on geographic targeting to key Canadian markets**
3. **Layer on behavioral attributes**
 - a. When necessary, layer in additional audience segments (campaign specific)
 - b. French Content and French Browser Settings
4. Add HHI qualification of 100K

OVERLAYS

SPRING/SUMMER/FALL

- Outdoor Enthusiasts
- Foodies
- Nature & Wildlife Enthusiasts
- Parks/National Park Travelers
- Family Adventure Travelers
- Bird Watching Enthusiasts

- Sightseeing/Touring
- Small Town Shopping
- Beaches
- Roadtrippers
- Boating
- Water Activities

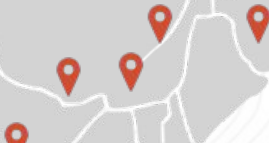
WINTER

- Winter Sports
- Skiing/Snowboarding
- Snowmobiling
- Winter Enthusiasts
- Foodies



CANADIAN TARGETING

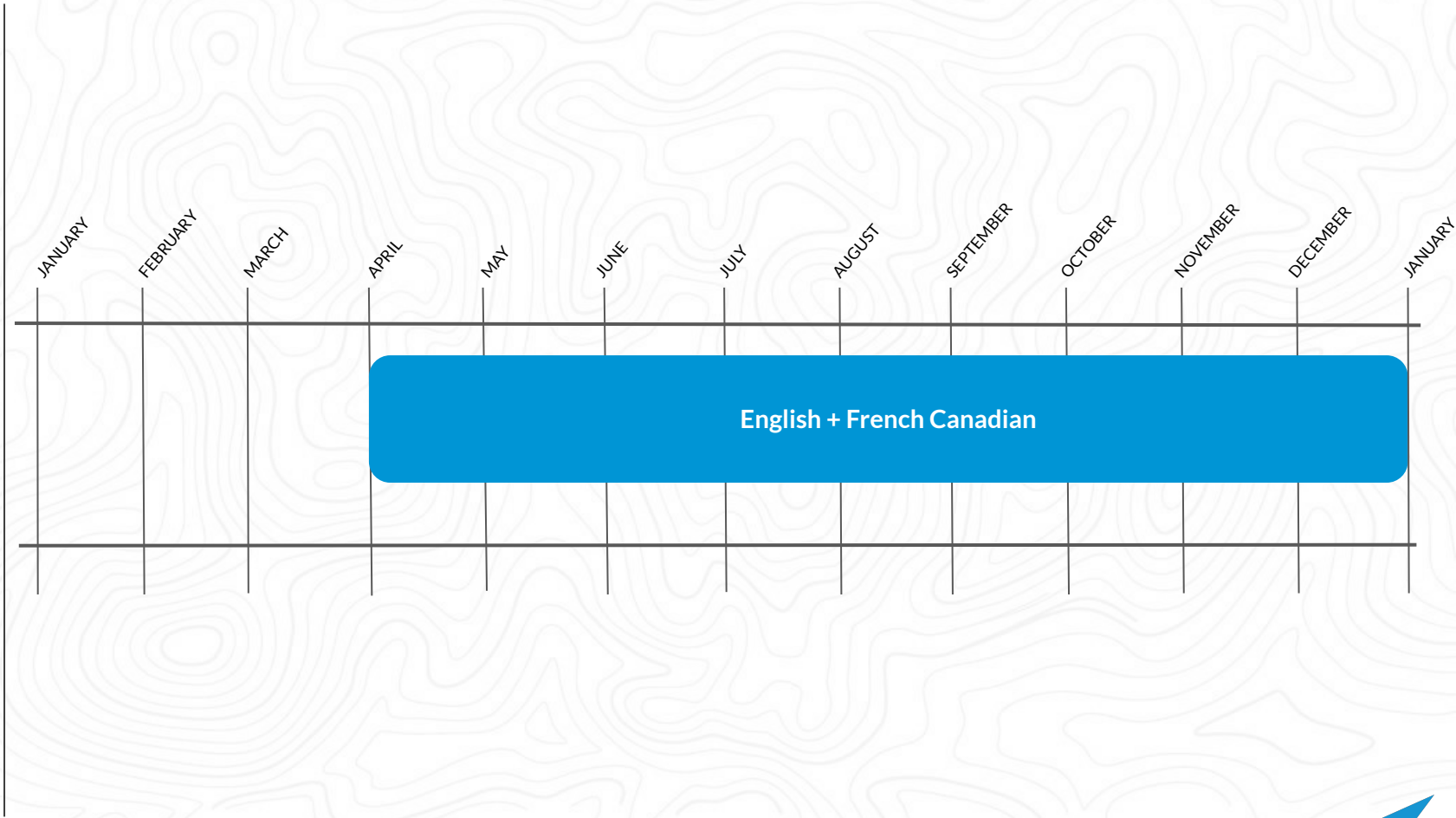
Toronto
Ottawa
Fredericton
Montreal
Quebec City




**Markets optimized to top converter within primary markets*



Flighting





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TACTIC & PARTNER OVERVIEW



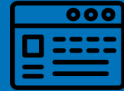
Campaign Tactics



Display



Native



Custom
Content

Programmatic

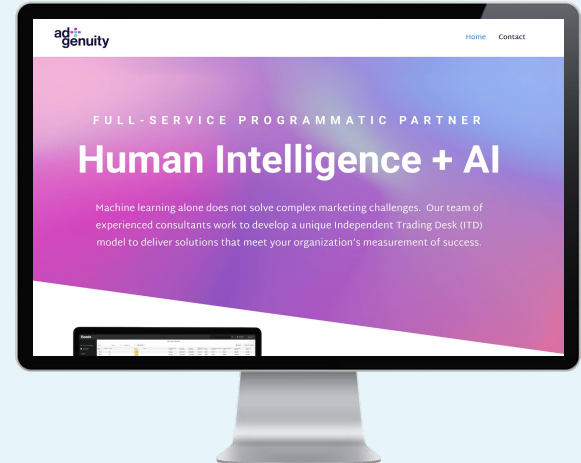
Native Advertising

- Dedicated experienced programmatic team with a **deep understanding of the Canadian Traveler**
- Ability to build on the learnings from 2024, which provides a baseline for **monitoring sentiment in real-time**
- Access to the **best data and supply partners**, with the ability to layer on multiple data partners and control the quality of traffic we are able to access
- Utilization of DoubleVerify to ensure we're serving ads in a **brand safe environment**



CAMPAIGN TACTICS

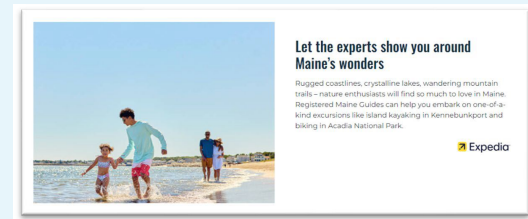
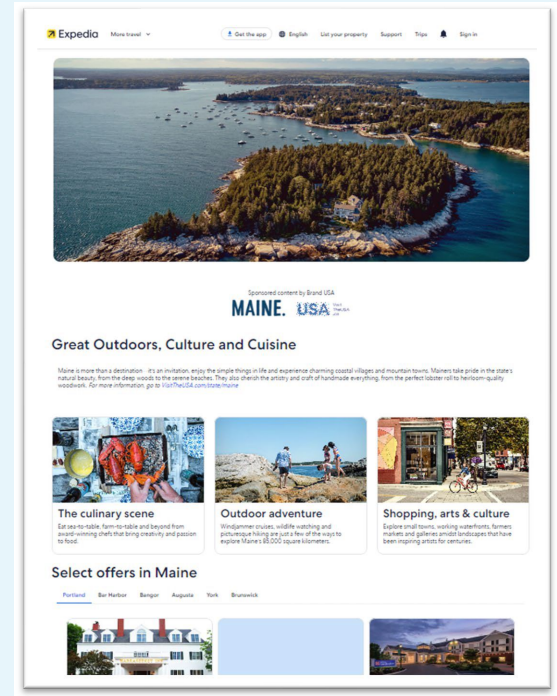
- ***NATIVE – English***
- ***NATIVE – French***



Canada Optimized Audience Campaign

Brand USA

- Optimized Audience Campaign will run in both the Spring and Fall
- Reach travelers while they are planning travel by leveraging **Brand USA's 1st party proprietary audience of pre-qualified visitors in Eastern Canada**
- Multi-channel touch points include dedicated native impressions driving to VTU Maine Page and Custom Landing Page(s) + supporting media across Kayak, Booking.com, and Expedia



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SUMMER CREATIVE & MESSAGING EXAMPLES



Creative Messaging Examples*



*Freshest feasts.
From land and sea.*



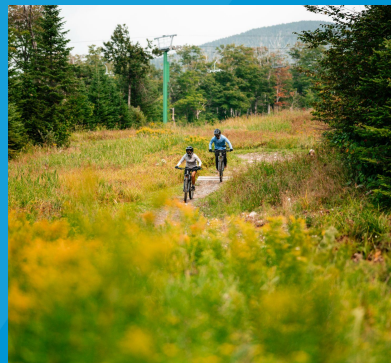
*Create your own tradition
of summers on the shore.*



*Seafood, sailing and sunsets.
This is summer in Maine.*



*You know you've made it to
Maine when adventure is just
outside your front door.*



*This is where the beauty of nature
doesn't just surround you — it
becomes a part of you.*

**Creative is still
being developed*



Creative Messaging Examples*



*The summer of a lifetime,
every single time.*



*Great stories start
with great adventures.*



*Are stories better when shared
around a campfire? Make some,
share some and find out.*



*Great stories start with great
adventures. From mountains
to coast, find them all here.*



*From coastal cliffs to deep
pine forests—in Maine, all
trails lead to adventure.*

**Creative is still
being developed*



Display Creative Examples*



The easy pace
of summer beckons.

MAINE.



Summer Example



Charming towns.
Warm welcomes.

MAINE.



Fall Example



From cold, clean waters
straight to your table.

MAINE.



Winter Example

*Creative is still being developed





Thank You.