

Maine Office of Tourism

# 2025 CANADIAN MARKETING PLAN

Presentation by Miles Partnership  
March 25, 2025





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](http://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

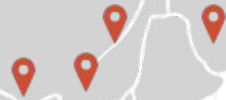
### WINTER

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



# CANADIAN TARGETING

Toronto  
Ottawa  
Fredericton  
Montreal  
Quebec City

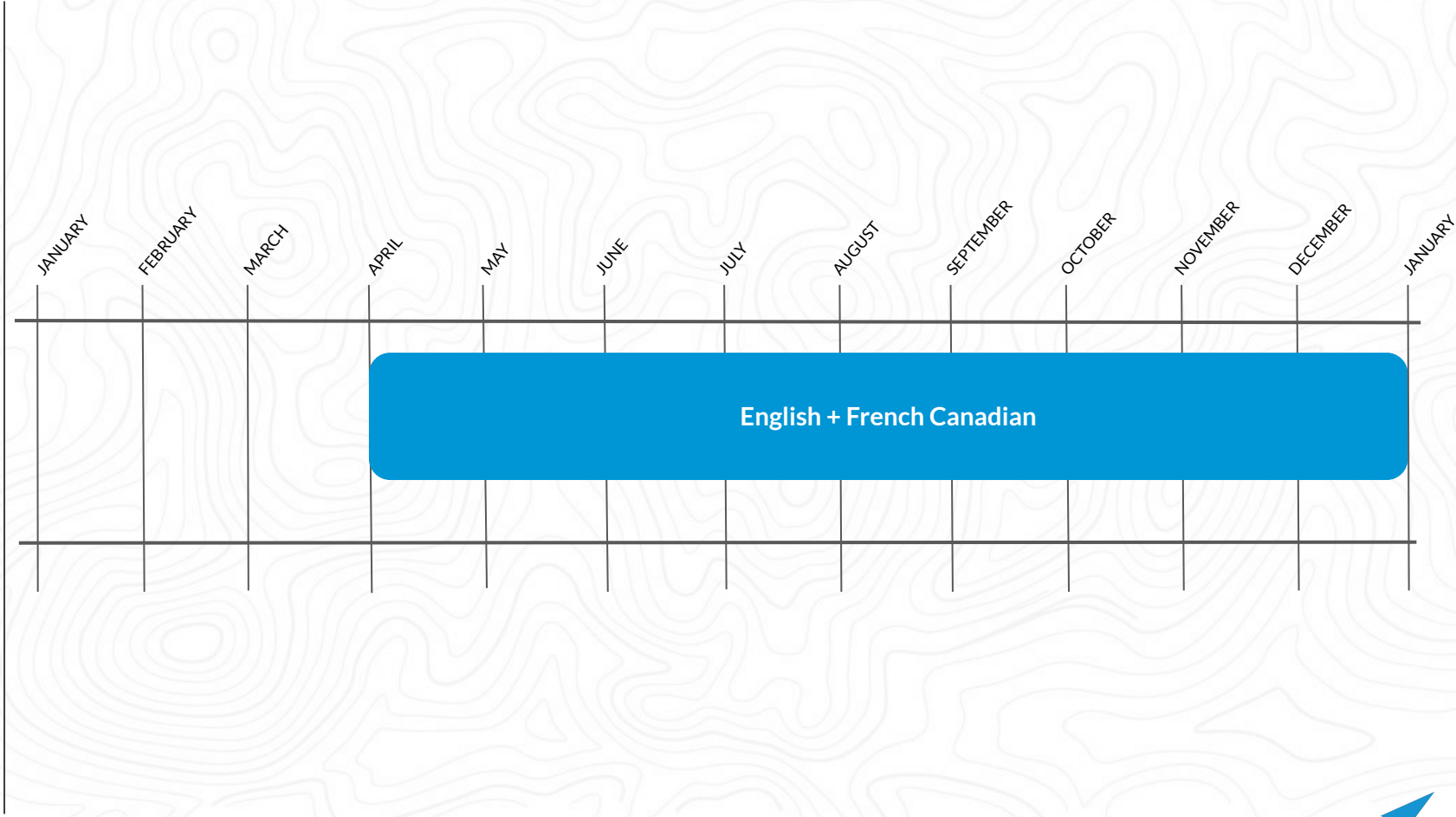



*\*Markets optimized to top converter within primary markets*





# Flighting





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# TACTIC & PARTNER OVERVIEW





# Campaign Tactics

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Display



Native



Custom  
Content

## Programmatic

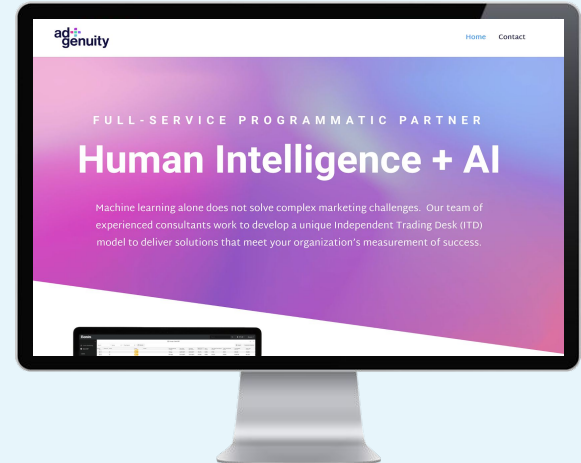
# Native Advertising

- 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**

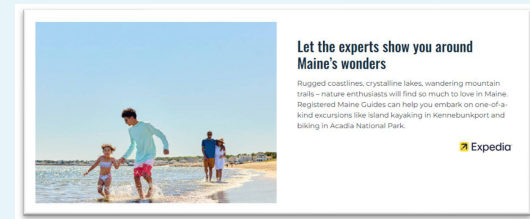
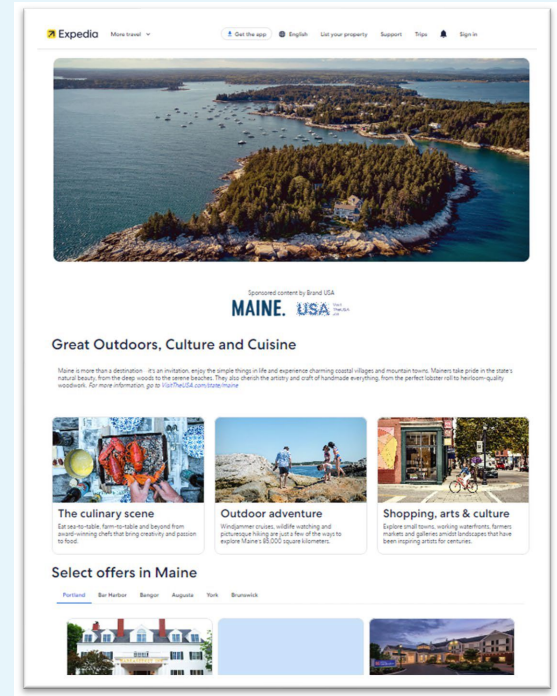




## Canada Optimized Audience Campaign

# 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





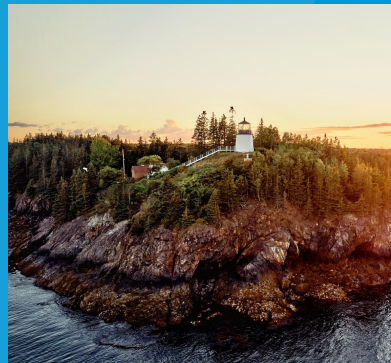
# Creative Messaging Examples\*



*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.**