



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



OUR APPROACH

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

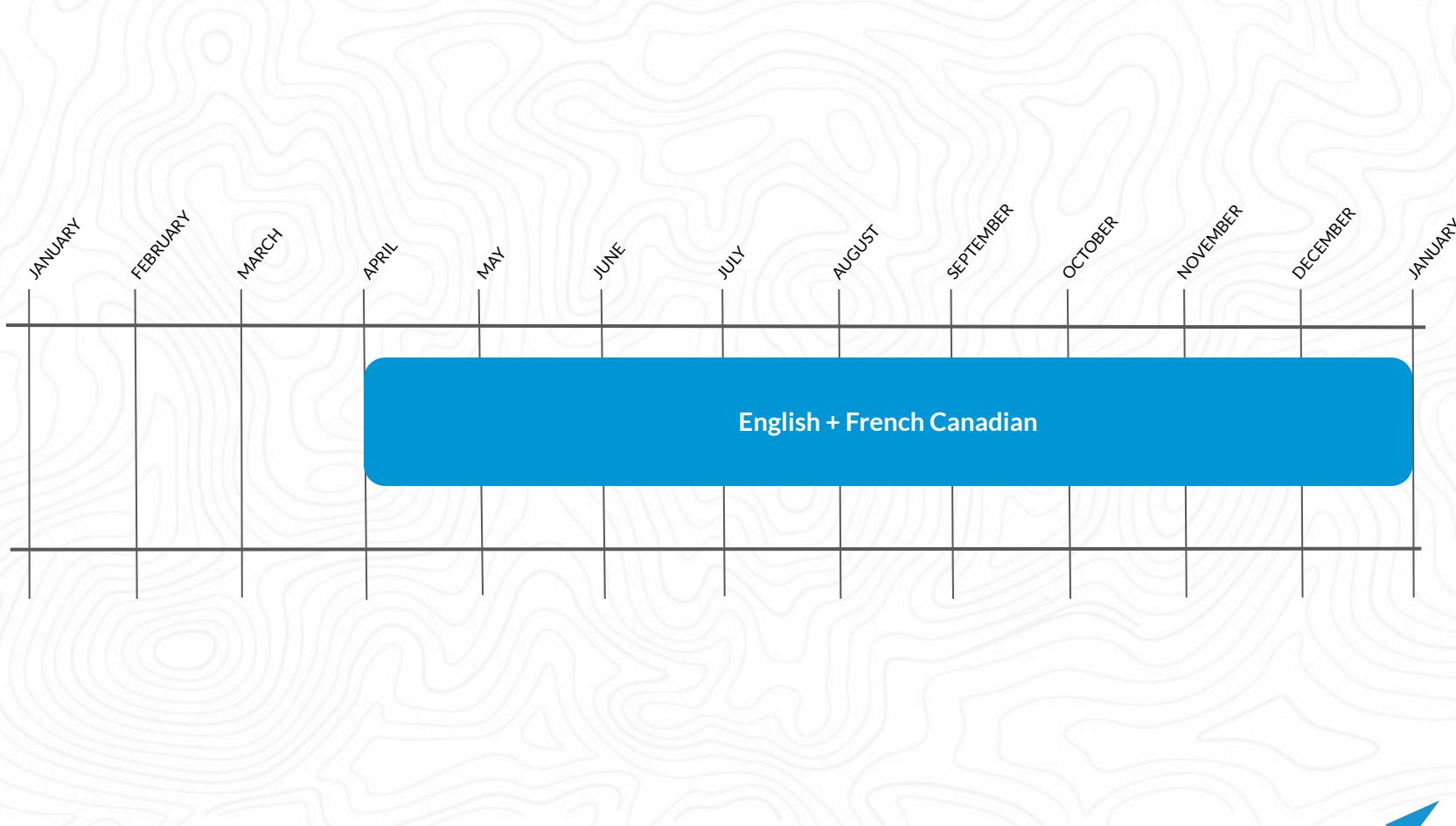


CANADIAN TARGETING



**Markets optimized to top converter within primary markets*

Flighting



A wide-angle photograph of a coastal scene. On the left, a large, multi-story stone fort with numerous rectangular windows stands on a rocky outcrop. The beach in the foreground is sandy with scattered rocks, and a family of four (two adults and two children) is sitting on the sand near the water's edge. The water is calm with some ripples. In the background, a dense forest of evergreen trees lines the shore, and a small town with several houses is visible across the water.

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TACTIC & PARTNER OVERVIEW

Campaign Tactics



Programmatic

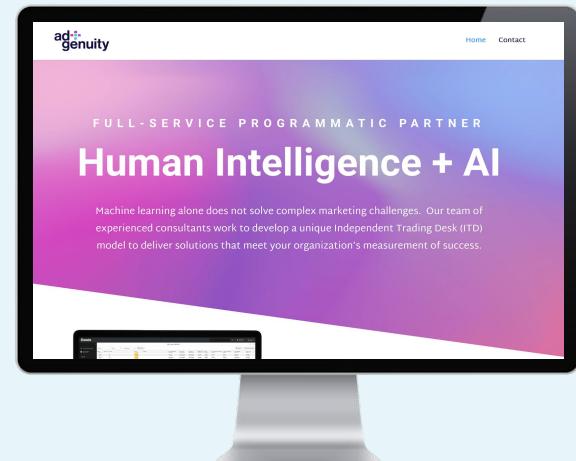
Native Advertising

- 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

Expedia More travel ▾ Get the app English Use your property Support Trips Sign in

MAINE. USA

Great Outdoors, Culture and Cuisine

Maine is more than a destination. It's an invitation, enjoy the simple things in life and experience charming coastal villages and mountain towns. Mainers take pride in the state's natural beauty, from the deep woods to the serene beaches. They also cherish the artistry and craft of handmade everything, from the perfect lobster roll to heirloom-quality waffles. For more information, go to VisitTheUSA.com/Maine.

The culinary scene
Eat sea-to-table, farm-to-table and beyond from award-winning chefs that bring creativity and passion to food.

Outdoor adventure
Winter or summer, outdoor activities like snowshoeing, ice climbing, and picture-perfect hikes are just a few of the ways to explore Maine's unique square miles.

Shopping, arts & culture
Explore small towns, exciting waterfronts, farmers' markets and galleries amidst landscapes that have been inspiring artists to create.

Select offers in Maine

Portland Bar Harbor Bangor Augusta York Brunswick

Let the experts show you around Maine's wonders

Rugged coastline, pristine lakes, winding mountain trails – these enthusiasts will find so much to love in Maine. Registered Maine Guides can help you embark on one-of-a-kind excursions like island kayaking in Kennebunkport and boating in Acadia National Park.

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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.