

CASE STUDY

Travel Alberta

The Art of Winter



THE TASK

Inspire Canadians (adults ages 18-54) to consider Alberta-bound leisure travel this winter by delivering Travel Alberta's winter promise cohesively across all channels

Invite Canadians to plan a winter holiday in Alberta by romanticizing the season and revealing the comfort, warmth and escape it can offer visitors

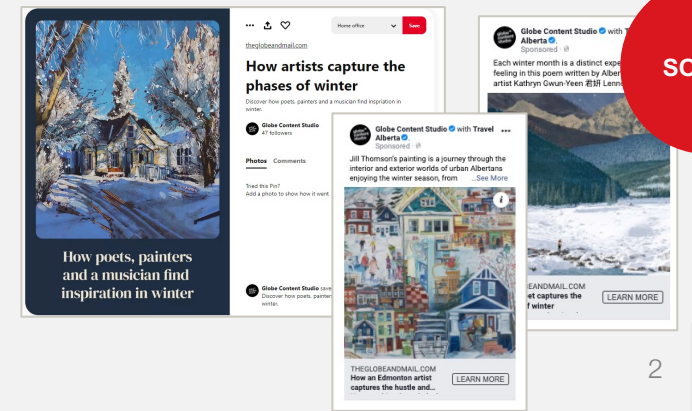
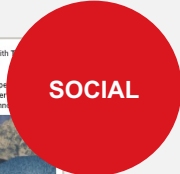
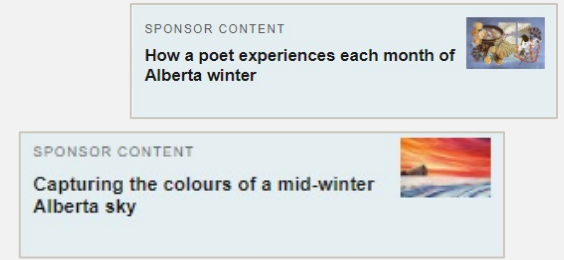
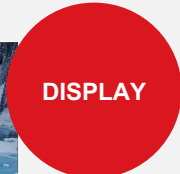
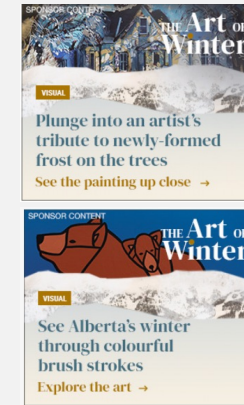
Campaign KPIs: Content reach (measured by page views), content engagement (measured by time spent)

THE STRATEGY

With travel restrictions and stricter safety measures in place due to the COVID-19 pandemic, The Globe Content Studio commissioned artists all over the province to create custom works inspired by their own experiences of what an Albertan winter is really like. By creating an immersive digital world that Canadians can safely travel to through a combination of visuals, audio and text, we brought Alberta's winter beauty to them. Leveraging homegrown artistic talent to shift the narrative around Albertan winters allowed us to amplify diverse voices and connect with a larger, more varied audience of future travellers.

Content was amplified with a multi-touchpoint strategy, including display, native and social formats with a minimum page-view commitment to Travel Alberta. Content was also adapted for print to provide unique, unduplicated reach in a tangible format.

The Campaign



A highly visual, multi-sensory landing page offered a preview of the artists and their original pieces. Nine additional stories were created—one for each artist— profiling the artist's story and inspiration behind each piece.

The series landing page was promoted across all channels, with additional traffic drivers for each story.

[Click here to visit series landing page](#)

The Results

The Art of Winter campaign over-achieved on campaign commitments and key performance indicators, and surpassed applicable Globe and Mail benchmarks.



+245%

Overachieved page view commitment

90,000+

Social engagements delivered

+71%

Efficiency achieved on projected CPV

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Thank you to the whole team yet again for their hard work on this project and ensuring its strong performance. Internally we talk about how our success is dependent on two factors: the final work, and the experience of working on it. In both areas your team delivered to the highest caliber and we look forward to future projects.

CHRIS GAIRDNER, CONTENT DIRECTOR, INITIATIVE MEDIA