



eclipse**360**°




# “What’s Your Rush”

C A M P A I G N   R O U N D - U P

OCTOBER 17 2017







So what makes for  
a great campaign?

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Here are 6 “musts” that we feel make up an impactful and successful advertising campaign. These elements are also what we use to test the success or validity of our campaign concepts.



Drink DELICIOUS Refreshing **Coca-Cola** Soda Fountains 5¢

**DRINK**  
**Coca-Cola**  
At all Soda Fountains 5¢  
and  
Carbonated in Bottles

THE IDEAL BEVERAGE  
FOR DISCRIMINATING  
PEOPLE

*A GLASS ADDS TO THE PLEASURE OF A DRIVE  
OR A WALK BY BRIGHTENING AND REFRESHING  
THE FACULTIES.*

IT IS A CHARMING  
HEALTHFUL DRINK  
THE MOST REFRESHING  
DRINK IN THE WORLD.



Drink DELICIOUS Refreshing **Coca-Cola** Soda Fountains 5¢

**DRINK Coca-Cola**  
At all Soda Fountains 5¢  
and Carbonated in Bottles

THE FOR  
A GU  
OR A  
17  
TH  
D

*You can be sure... if it's*  
**Westinghouse**

All radio-phonographs may look pretty much alike to you... but there can be a big difference in the listening. You will get far more enjoyment out of a set that's built up to a standard than you will from one that's built down to a price. And you don't have to be an expert to tell the difference. You can be sure if it's Westinghouse.

Westinghouse radios and radio-phonographs are available in a wide variety of models. The one shown here is the 186, which has exclusive Astoria record changer, Electronic Partner reproducer, and Rainier Tone FM. The four-front cabinet is a Westinghouse classic. Home Radio Division, Westinghouse Electric Corporation, East Pittsburgh, Pa.

*Listen... and you'll buy* **Westinghouse**  
Listen to Ted Malone every morning Monday through Friday ABC Network



The filter doesn't get between you and the flavor!

**Marlboro**  
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

POPULAR FILTER PRICE

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

Coca-Cola Soda Fountain 5¢

Coca-Cola

THE FOR

Bottles

You can be sure... if it's

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Yes, this easy-drawing but hard-working filter keeps the goods on flavor. Popular filter price. This one makes it easy to change to a filter. This one is the popular filter price.

NEW FLIP-TOP BOX  
First to keep cigarette from crushing. No tobacco in your pocket.

POPULAR FILTER PRICE

(MADE IN RICHMOND, VIRGINIA, FROM PHILIP MORIS TOBACCO COMPANY)

# We Can Do It!

WAR PRODUCTION CO-ORDINATING COMMITTEE

POST FEB. 15 TO FEB. 28

can be sure...if it's

# Westinghouse

Westinghouse radios and radio-phonographs are available in a wide variety of models. The Astoria record changer, Electronic Partner reproducer, and Radiolux Tone FM. The Home Radio Division, Westinghouse Electric Corporation, Bantury, Pa.

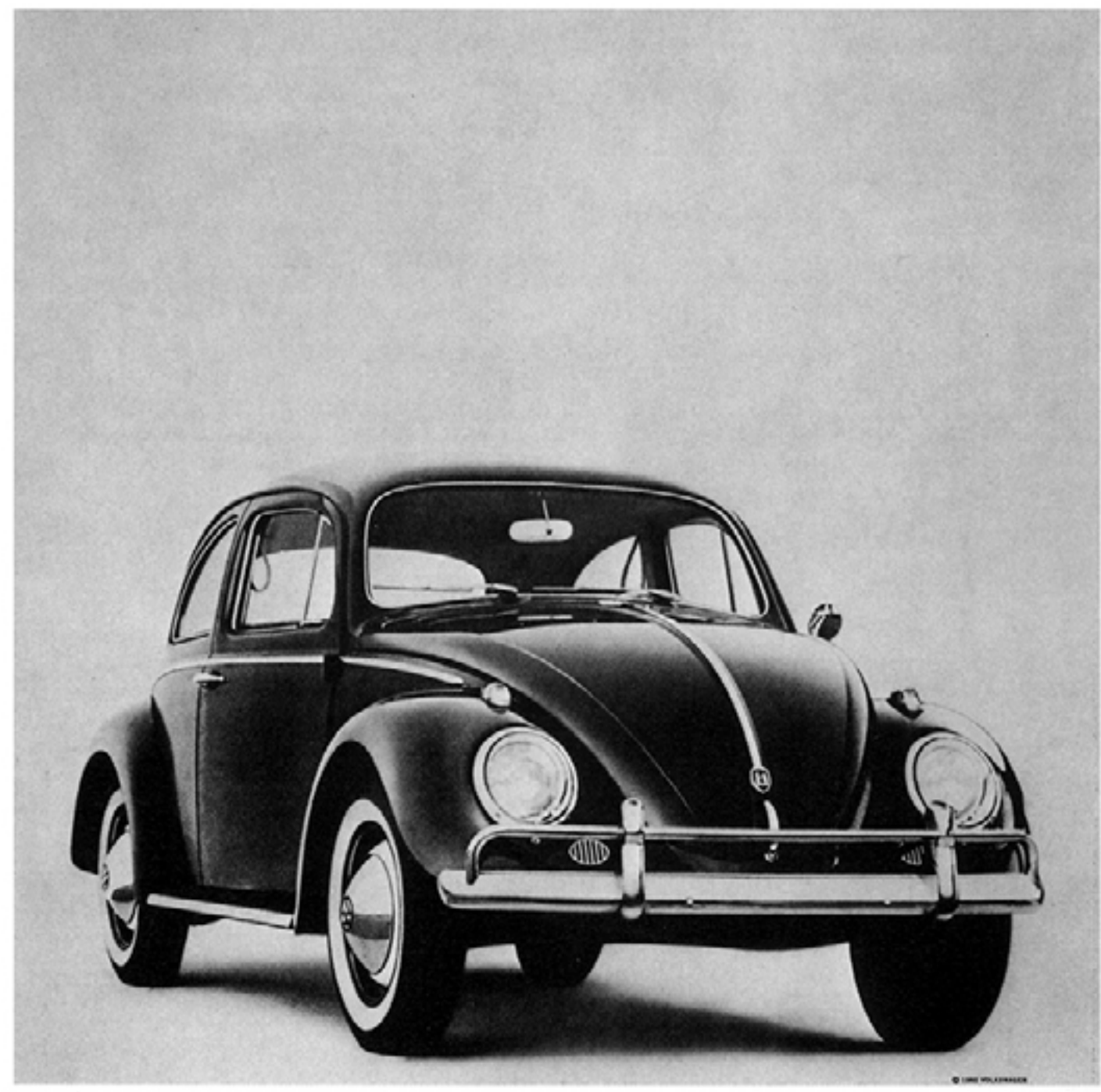
**Westinghouse**  
Monday through Friday ABC Network



The filter doesn't get between you and the flavor!

NEW  
POP-TOP BOX

First to keep cigarette from spoiling. No tobacco in your pocket.



### Lemon.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors than cars.

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.

We pluck the lemons; you get the plums.



POST FEB. 15 TO FEB. 28

# We Can Do It!



WAR PRODUCTION CO-ORDINATING COMMITTEE

can be sure...if it's

## ghouse

Westinghouse radios and radio-phonographs are available in a wide variety of models. The Astoria record changer, Electronic Passenger front cabinet is a Westinghouse classic. Home Radio Division, Westinghouse Electric Corporation, Bantury, Pa.

Westinghouse  
Friday through Friday ABC Network



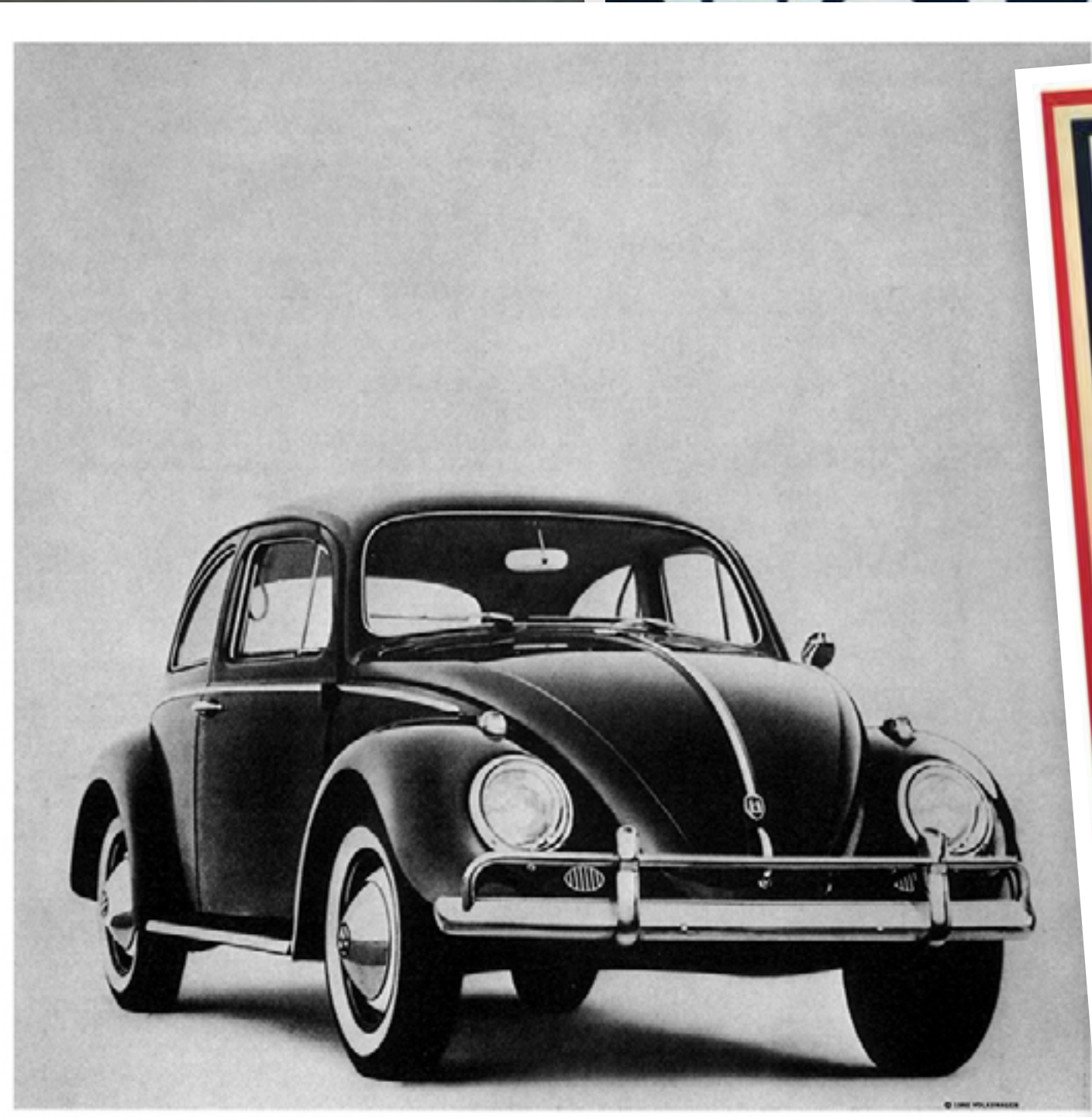
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POST FEB. 15 TO FEB. 28



**I WANT YOU FOR U.S. ARMY**

NEAREST RECRUITING STATION

WALTER DORTCH/ARTIST BY FLAG

...sure...if it's

## ouse



radio-phonographs only of models. The which has exclusive Electronic Partner Time FM. The 40-phonograph classic. 40-phonograph Electric

ouse  
ABC Network



The filter doesn't get between you and the flavor!

**NEW POP-TOP BOX**  
First to keep cigarette crumpled. No tobacco in your pocket.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors

**LEGO**

**LET YOU  
S. ARMY  
RECRUITING STATION**

*...sure...if it's*  
**ouse**

radio-phonograph variety of models. The... has exclusive Electronic Partner Time FM. The... classic. ...house Electric

ouse  
ABC Network

Is it the pictures & video? Is it what is written or said? Is it the creative elements that cause you to feel something after you have been exposed to it?





Be memorable.

The campaign concept must attract attention and get the consumer thinking or spark curiosity in one form or another.





# Resonate.

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The campaign must ring true and deliver a personally meaningful message.





# Be relevant.

Communicate how the experience fits into consumers' lives or works to make them better, more productive, happier, more fulfilled.






Show value.

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Stand for values above and beyond the product or service itself.






Make sure  
you own it.

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Be unquestionably linked to the brand, so the ad won't be attributed to a competitor.







Drive results.

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It doesn't do a thing if nobody listens.





We believe that a good ad campaign is one that is written and designed to emotionally connect with its target audience. Once connected, the ad content strongly persuades the consumer to want the product, service or experience. The individual recognizes a need for it and feels a sense of urgency until the purchase or connection is made.





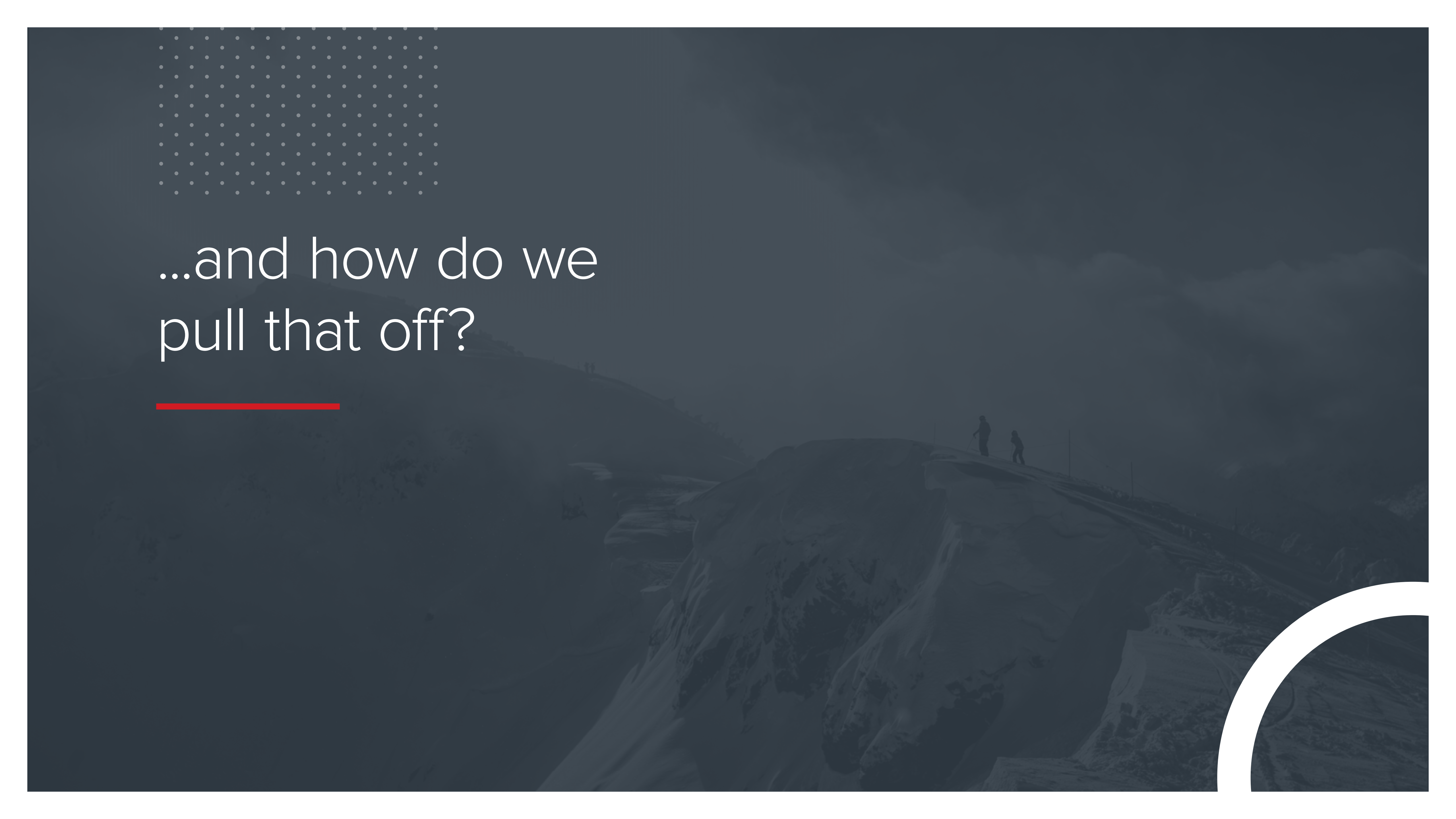
What did we  
set out to do...

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Our main goal was to develop a relatable and inspirational concept and multi-media campaign to raise awareness and heighten the sense of urgency to visit the Kootenay Rockies region. Drive traffic to a campaign site, with an itinerary and links to stakeholders.





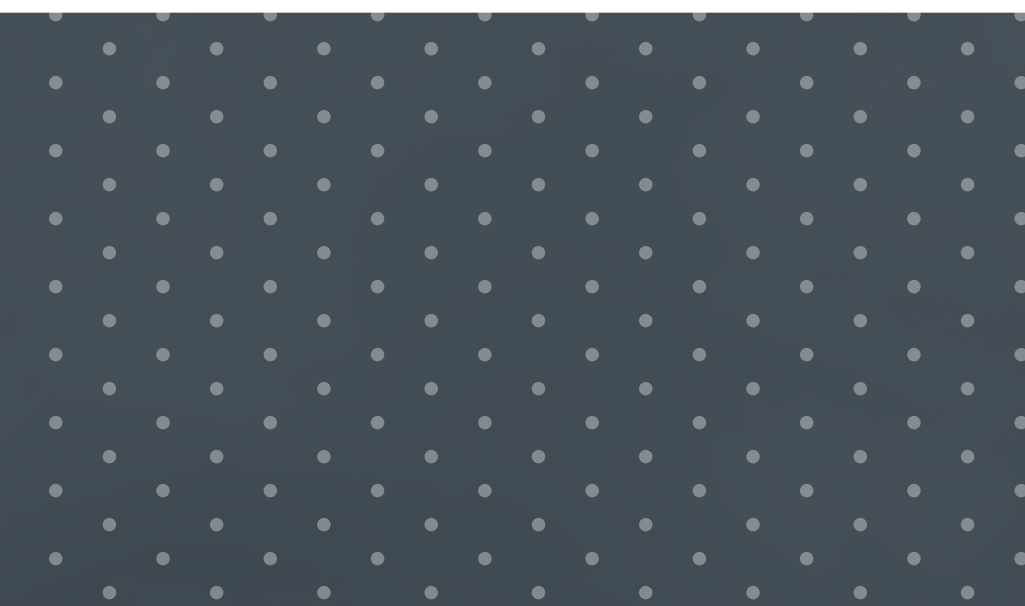
...and how do we  
pull that off?

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It's at this point, the eclipse360 team starts a process combining both creative and strategic thinking. Successful advertising and creative can only come from solid research, analysis and a deep understanding of the product, services or attractions along with its intended audiences.





360°



The background is a dark, atmospheric photograph of a mountain landscape. In the foreground, a dirt trail winds through a field of tall grass. A person is walking a dog on the trail, and a cyclist is riding a mountain bike. The middle ground is filled with a dense forest of evergreen trees. In the background, a range of mountains is visible under a dark sky. In the top left corner, there is a grid of small white dots. A red horizontal line is positioned below the main title. A large white curved shape is in the bottom right corner.

# What is the target market looking for?

---

This involves listing out all features that these groups seek in a travel experience.



WAVE

AUTHENTIC EXPERIENCERS (55+)

NATURAL EXPLORER (35-54)

SEE SPIRITS. (18-34)

CAMPAIGN

OBJECTIVES

→ INSPIRE USERS TO  
CONSIDER A/B.

→ GET CONSUMERS TO  
BOOK WITH STAKEHOLDERS.

360°





360°



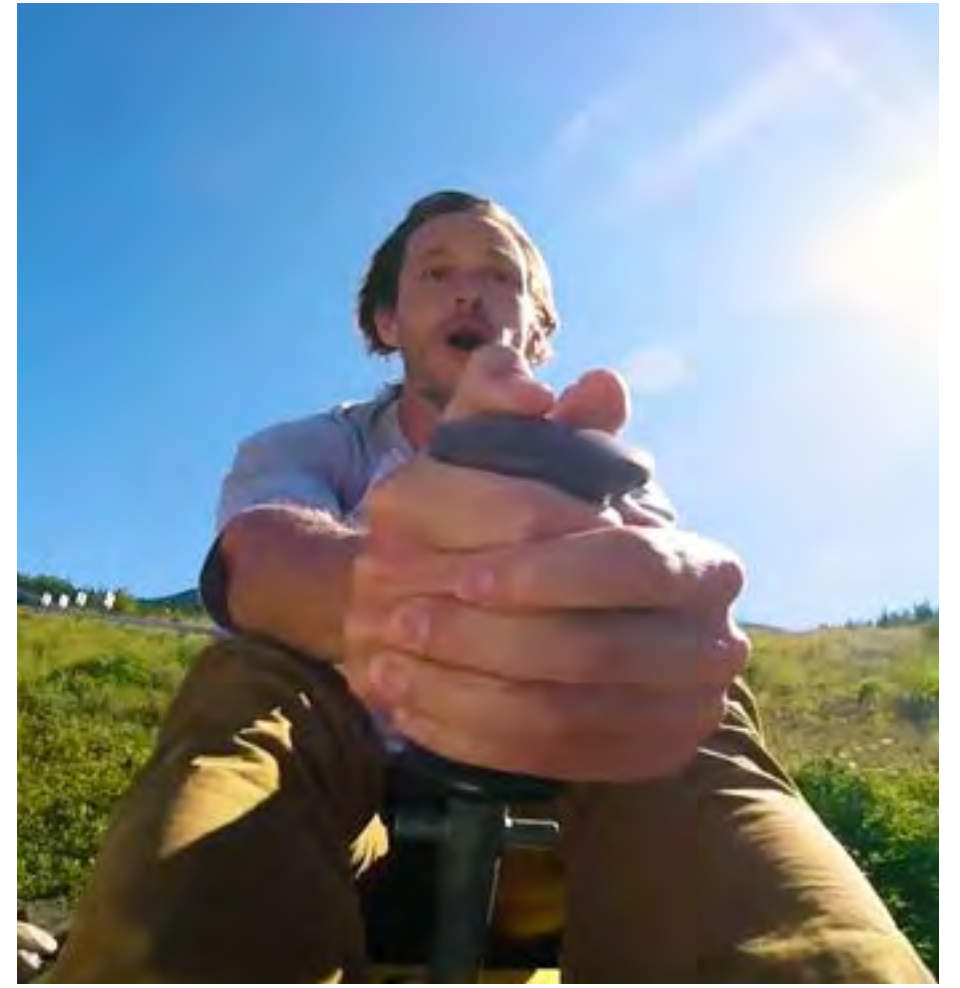
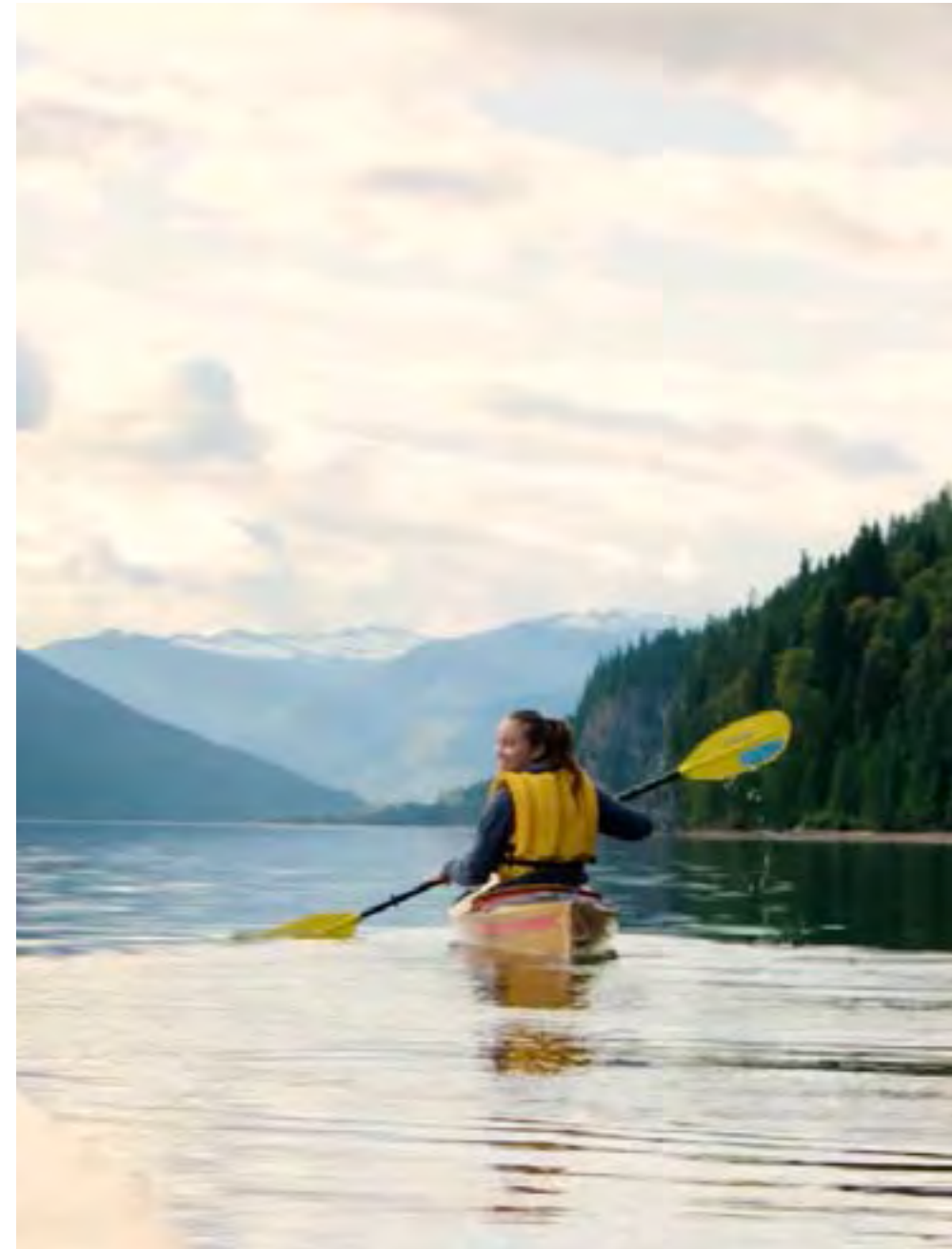


# What is the Kootenay Rockies difference?

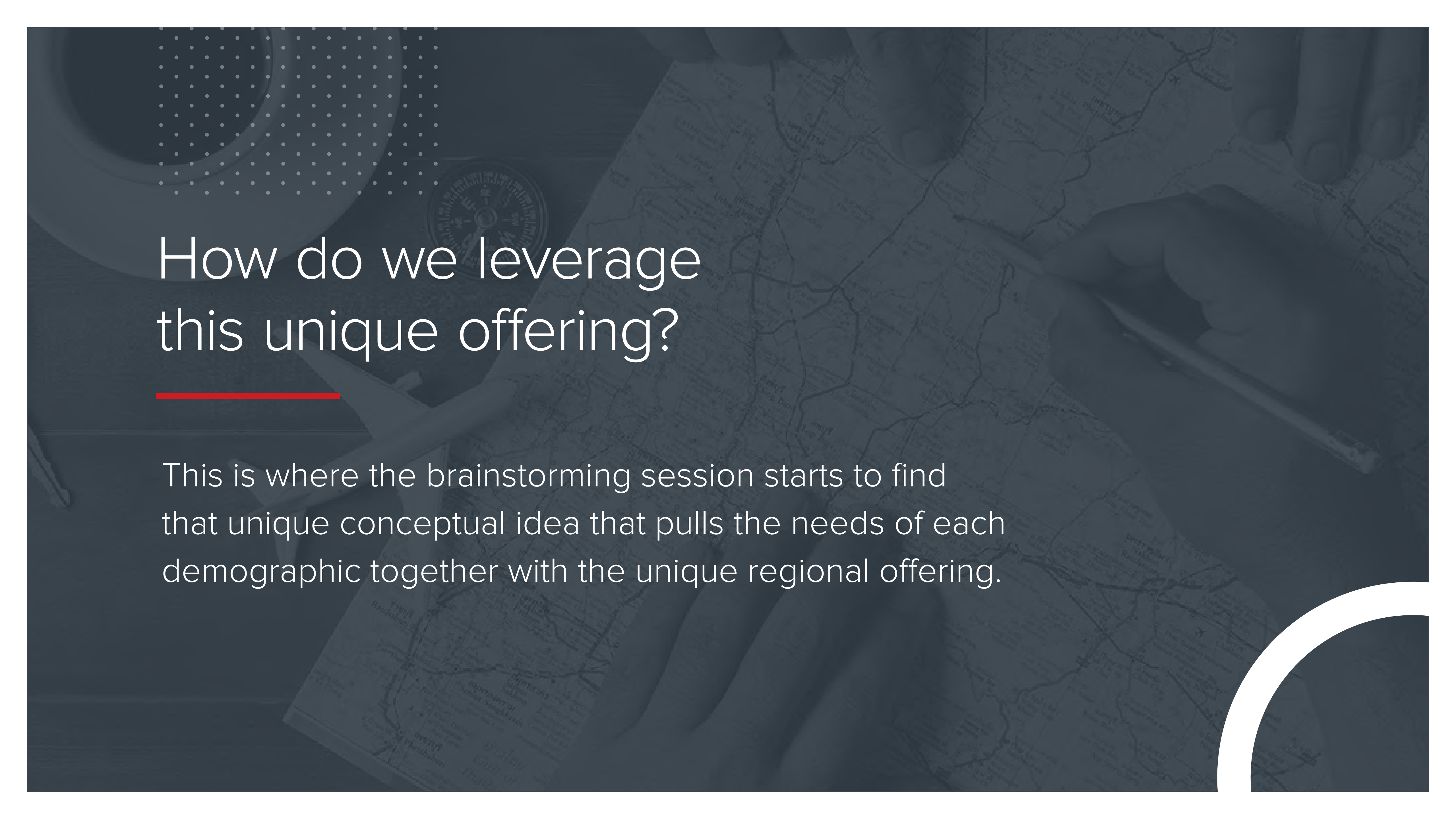
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This process includes identifying any and all unique selling propositions (USPs)









# How do we leverage this unique offering?

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This is where the brainstorming session starts to find that unique conceptual idea that pulls the needs of each demographic together with the unique regional offering.



ADVENTURERS (55+)  
(35-54)  
(18-34)

OBJECTIVES

- INSPIRE VISORS TO CONSIDER KPT.
- GET CONSUMERS TO BOOK WITH STAKEHOLDERS.

OPPORTUNITIES

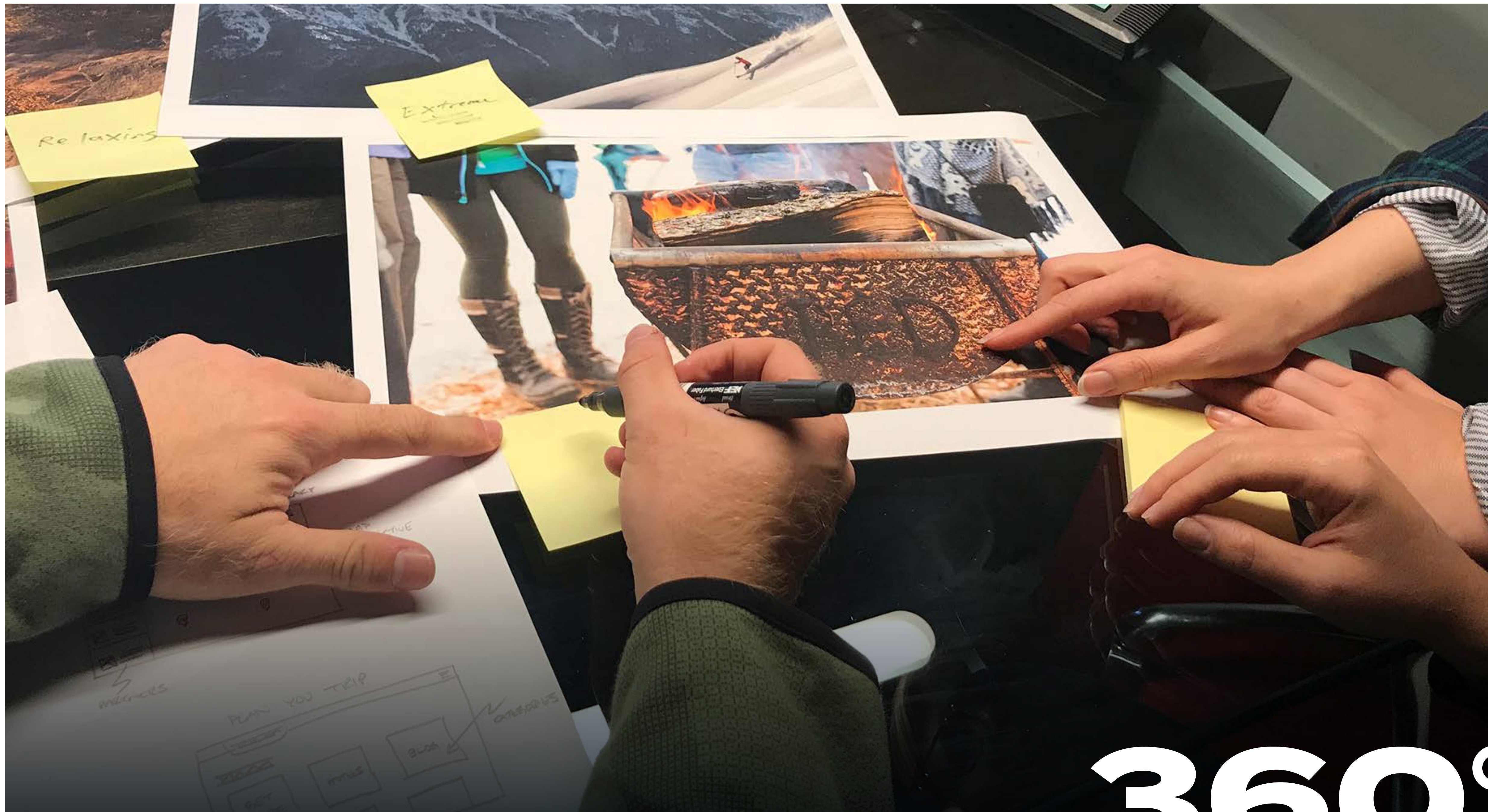
- WHAT ARE THE DIFFERENTIATORS OF THE REGION?
- ALIGN WITH DBC

TRAVELLERS, NOT VACATIONERS



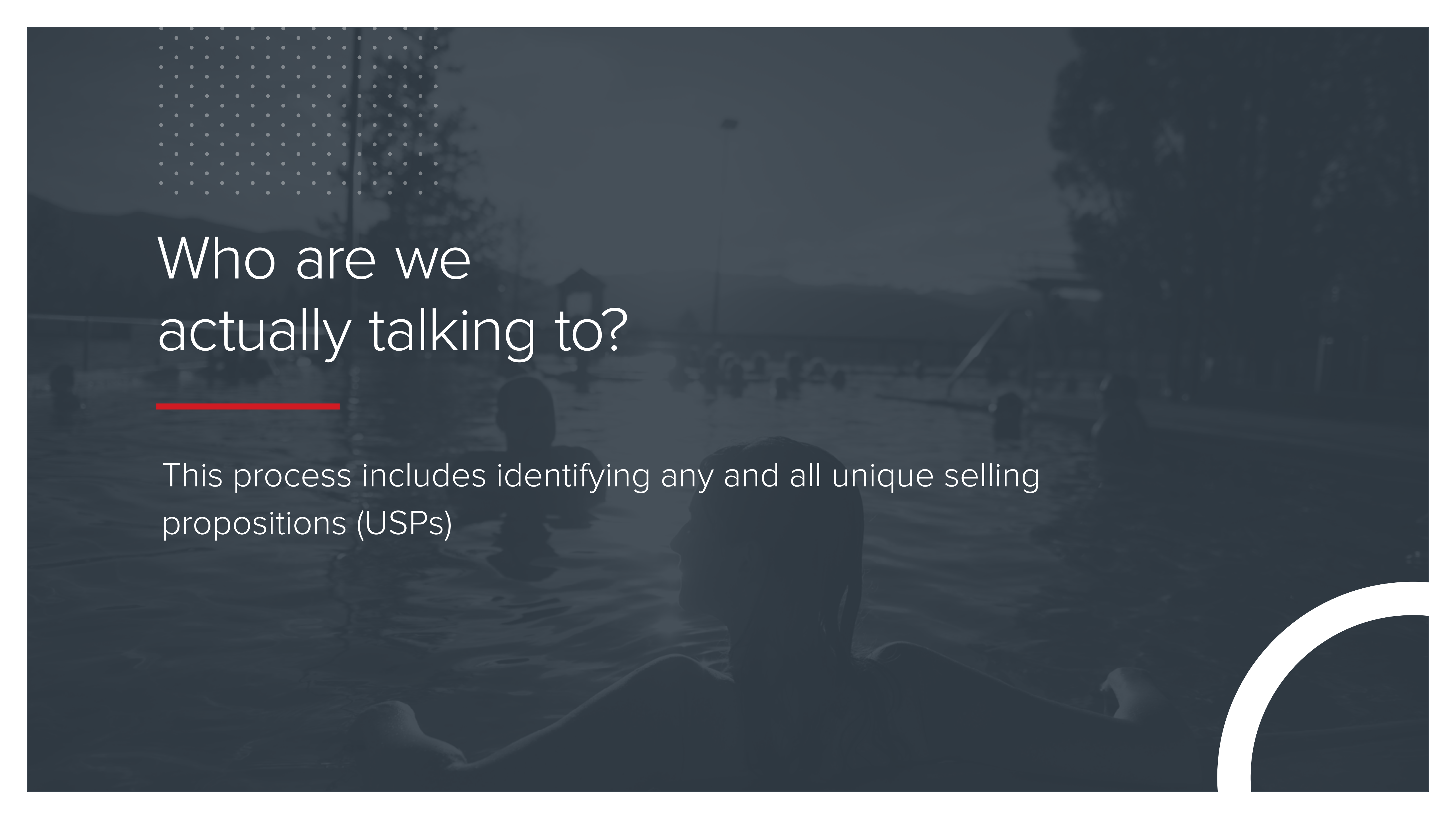
I SEEK TRAVEL THAT CHALLENGES ME...





360°





# Who are we actually talking to?

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This process includes identifying any and all unique selling propositions (USPs)



Identifying the your main demographic is a critical stage in developing a campaign. It gives you key insights into how your potential consumer thinks, how they behave and in this case what they are looking for in a travel experience.


When it came to identifying the demographics, we had a really accurate picture of the groups we are targeting and what they are looking for. Thanks to the Destination BC EQ profiles, they were identified as, the Authentic Experiencers, Cultural Explorers and Free Spirits.



Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with a particular interest in understanding the history of the places they visit.

360°



A group of three people are camping in a forest. A man in a green plaid shirt is sitting on a log, playing an acoustic guitar. He is looking towards a woman in a white top and a hat who is also sitting on the log. Another woman in a red plaid shirt is sitting on the log to the left, holding a metal cup. In the foreground, a campfire is burning brightly. The background is a dense forest of green trees.

Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit.

360°



Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others.

360°

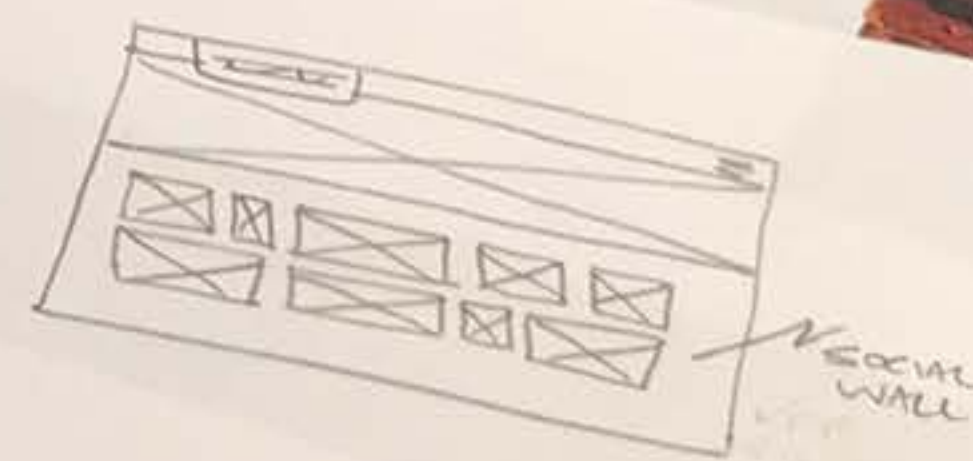
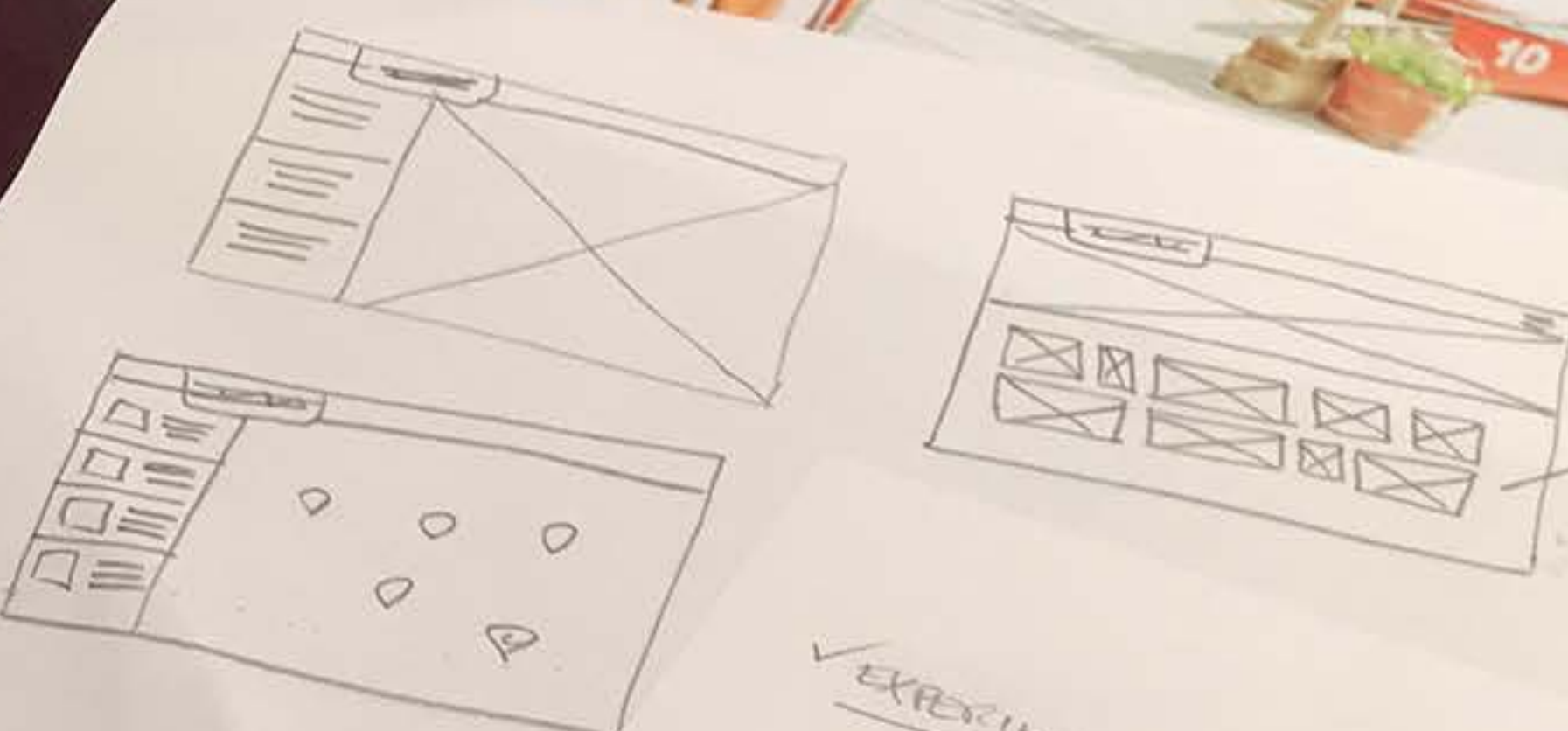


A man and a woman are looking at a map and a tablet together. The man is holding a map, and the woman is holding a tablet. They are both smiling and appear to be in a good mood. The background is a dark, textured wall with a grid of small white dots.

The story  
comes together.

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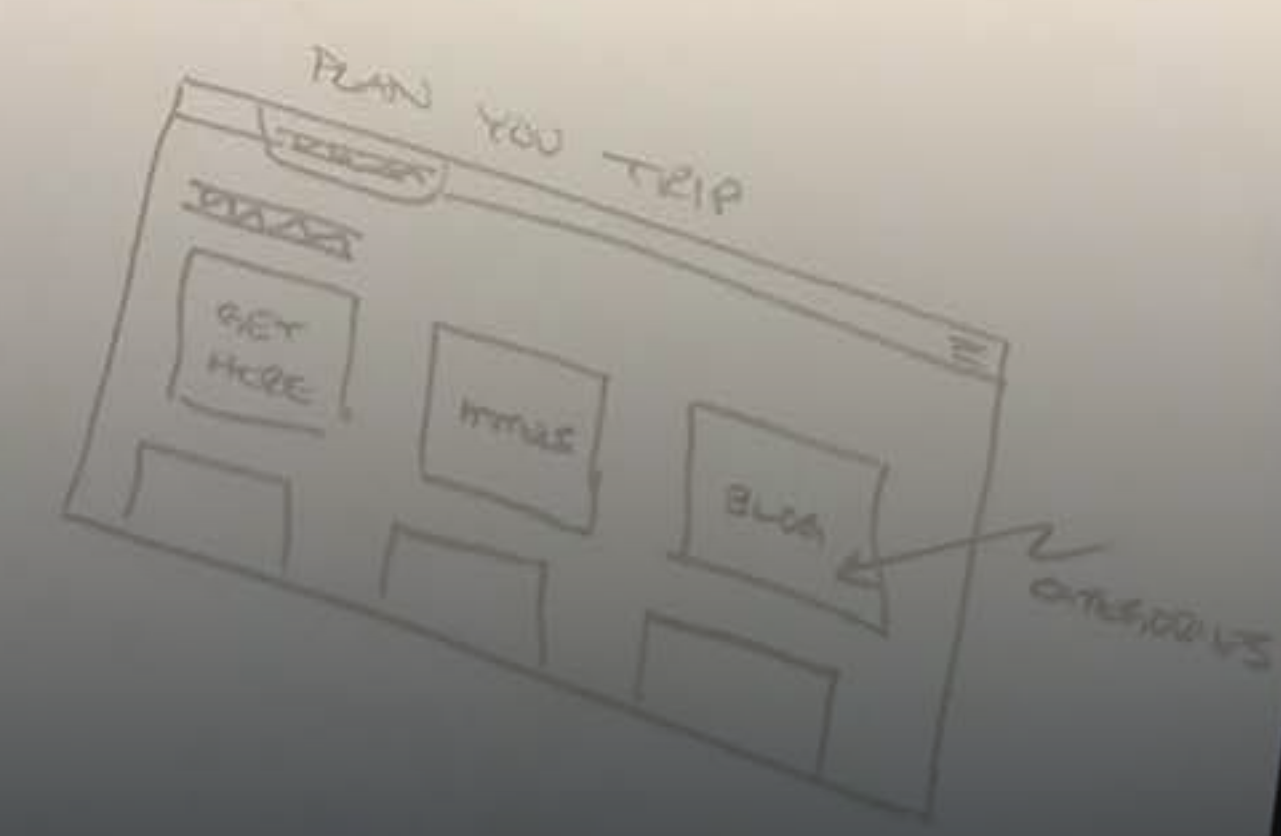




- ✓ EXPERIENCE LEVELS
- LOW
  - MEDIUM
  - HIGH
  - EXTREME



- INTERACTIVE ITINERARY
- LIST FROM HIGH > LOW
  - ADJUSTABLE (DRAG 'N DROP)



Extreme

Co

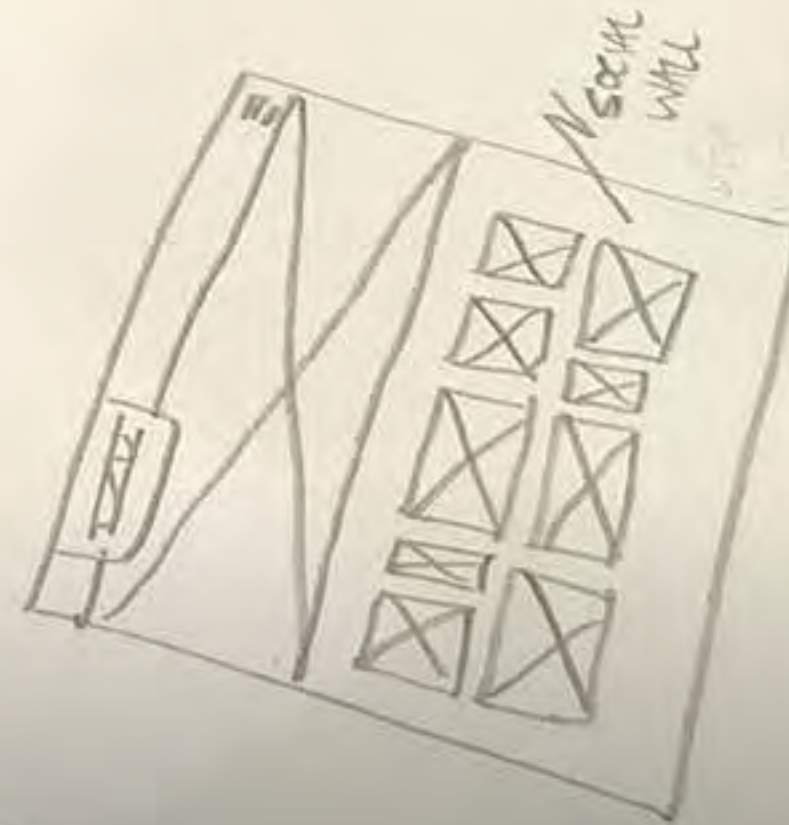
360°





Relaxing

Copy



EXPERIENCE LEVELS

- LOW
- MEDIUM
- HIGH
- EXTREME

EDUCATIVE ITINERARY

LIST FROM HIGH > LOW  
DJUSTABLE (DAG 'N DEUP)

360°



As we begin to explore the layers of opportunity, benefits and challenges, a pattern or roadmap starts to appear. We begin to see a common thread of messaging that ties together and can speak to our different demographics on an emotional level and get them thinking—thinking about making Kootenay Rockies their next getaway opportunity.





What's your rush?

---





It's a great question...

---





...this was our answer.

---





# KOOTENAY ROCKIES





360°





360°



We are a land carved by mother nature over a millenia. Our valleys teem with an abundance of life, energy and history. Pushing upwards, we are home to one of the most awe-inspiring mountain ranges on earth. This unmatched connection to earth and nature binds us. We thrive on experiences with our land—mental, physical and spiritual.

We are a place that encourages you to take your time, let your senses absorb every sight, every smell and every experience. We are a reminder of what should truly matter in our lives.



We value relationships, not just between people, but with ourselves, nature and our hopes, wants and dreams.

In a society constantly moving at the speed of light, often, the first thing we neglect is ourselves. We are the reminder to slow down and take it all in. To find the thing that gets your heart pounding, your blood rushing and your brain focused on that moment and that moment only.



We calm minds with our expansive natural vistas, history and culture and we reconnect you with nature to get your heart racing.

Kootenay Rockies encourages you to find the thing that gets your heart pumping and your blood rushing or reevaluate the pace of life, and just be in the moment.

**KOOTENAY ROCKIES.**

What's your rush?





360°





360°





360°





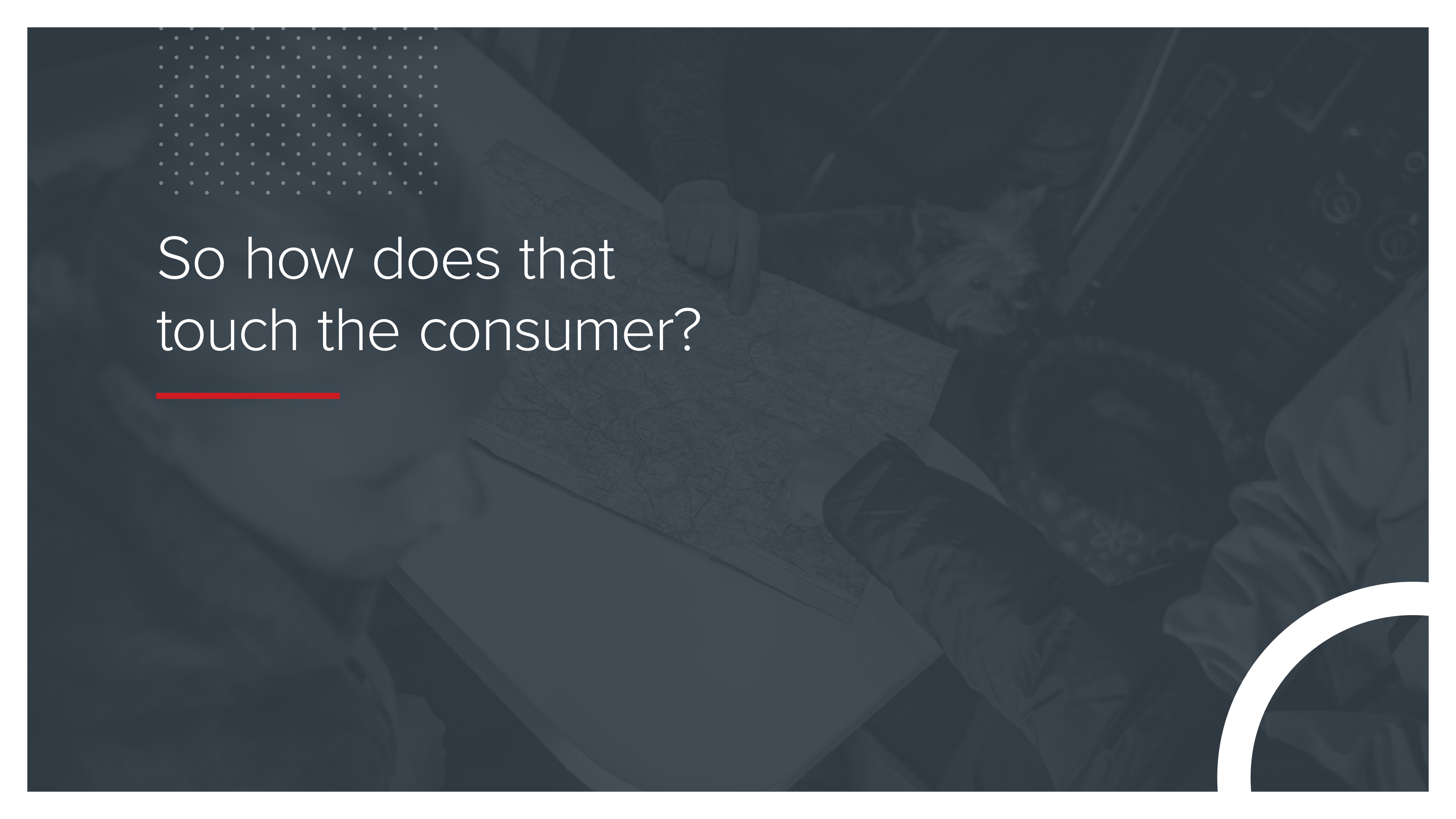
360°





360°





So how does that  
touch the consumer?

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WHAT'S YOUR RUSH?

KOOTENAY ROCKIES

#kootrocks





WHAT'S YOUR RUSH?

KOOTENAY ROCKIES

#kootrocks



This concept speaks to the consumer on two levels. Firstly, “What’s your rush?” speaks to the pace of everyday life that we have all become accustomed too. It stands as a direct question to the consumer—pointing out that it’s time to reevaluate the pace of your life while offering up the Kootenay Rockies as the best solution to find some balance. Slow down, what’s your rush?

Secondly, this conceptual idea speaks to your inner desire to get your heart pounding and your blood pumping. Mountain climbing, wilderness hikes, fishing or kayaking—what’s your rush?



Whichever it is, find it here in the Kootenay Rockies and never let that feeling go.

In a competitive tourism market, it's really important to be able to elevate your message above the rest. A line, in this case a question, that speaks to the consumer in multiple ways, that is disruptive, and that resonates well with the consumer is exactly what is needed to bring people to this magical part of British Columbia.





WHAT'S YOUR RUSH?

KOOTENAY ROCKIES

#kootrocks





KOOTENAY ROCKIES

WHAT'S YOUR RUSH?

#kootrocks



A dark, atmospheric photograph of a mountain trail. In the foreground, a person is riding a bicycle on a dirt path, and a dog is running alongside them. The background features a dense forest of evergreen trees and a range of mountains under a dark sky. The overall mood is serene and adventurous.

How did we  
roll it out?

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KOOTENAY ROCKIES

SUPER. NATURAL BRITISH COLUMBIA  
CANADA

WHAT'S YOUR RUSH.CA





Being a true integrated campaign, executions for this spanned, print, video, billboarding, campaign landing site as well as a heavy digital presence utilizing Google Display and search as well as social media, primarily Facebook.

For virtually all executions, the messaging remained simple and clear. Depending on placement or execution, the simple but thought provoking messaging was combined with a different and inspiring photo of this amazing region.





KOOTENAY ROCKIES

WHAT'S YOUR RUSH?

FIND YOURS AT [WHATSYOURRUSH.CA](http://WHATSYOURRUSH.CA)

SUPER. NATURAL BRITISH COLUMBIA  
CANADA

#kootrocks

SEKIRIC MOUNTAINS - KASLO

KAY  
JEWELERS

KAY  
JEWELERS

20th Floor  
Mey's Guest Services  
Dick's Sporting Goods  
Crestle Experience

IN PROGRESS  
Please visit our new Dining



KOOTENAY ROCKIES

# WHAT'S YOUR RUSH?



Find the things that get your heart pumping, your blood rushing and your mind focused on that moment and that moment alone. Kootenay Rockies, What's your rush?

FIND YOURS AT [WHATSYOURRUSH.CA](http://WHATSYOURRUSH.CA)

SUPER. NATURAL BRITISH COLUMBIA  
CANADA

#kootrocks

KOOTENAY ROCKIES



# WHAT'S YOUR RUSH?



ENTER CONTEST

Find the things that get your heart pumping, your blood rushing and your mind focused on that moment and that moment alone. Kootenay Rockies, What's your rush?

WIN A 3 DAY  
KOOTENAY GETAWAY

[WHATSYOURRUSH.CA](http://WHATSYOURRUSH.CA)

SUPER. NATURAL BRITISH COLUMBIA  
CANADA

#kootrocks



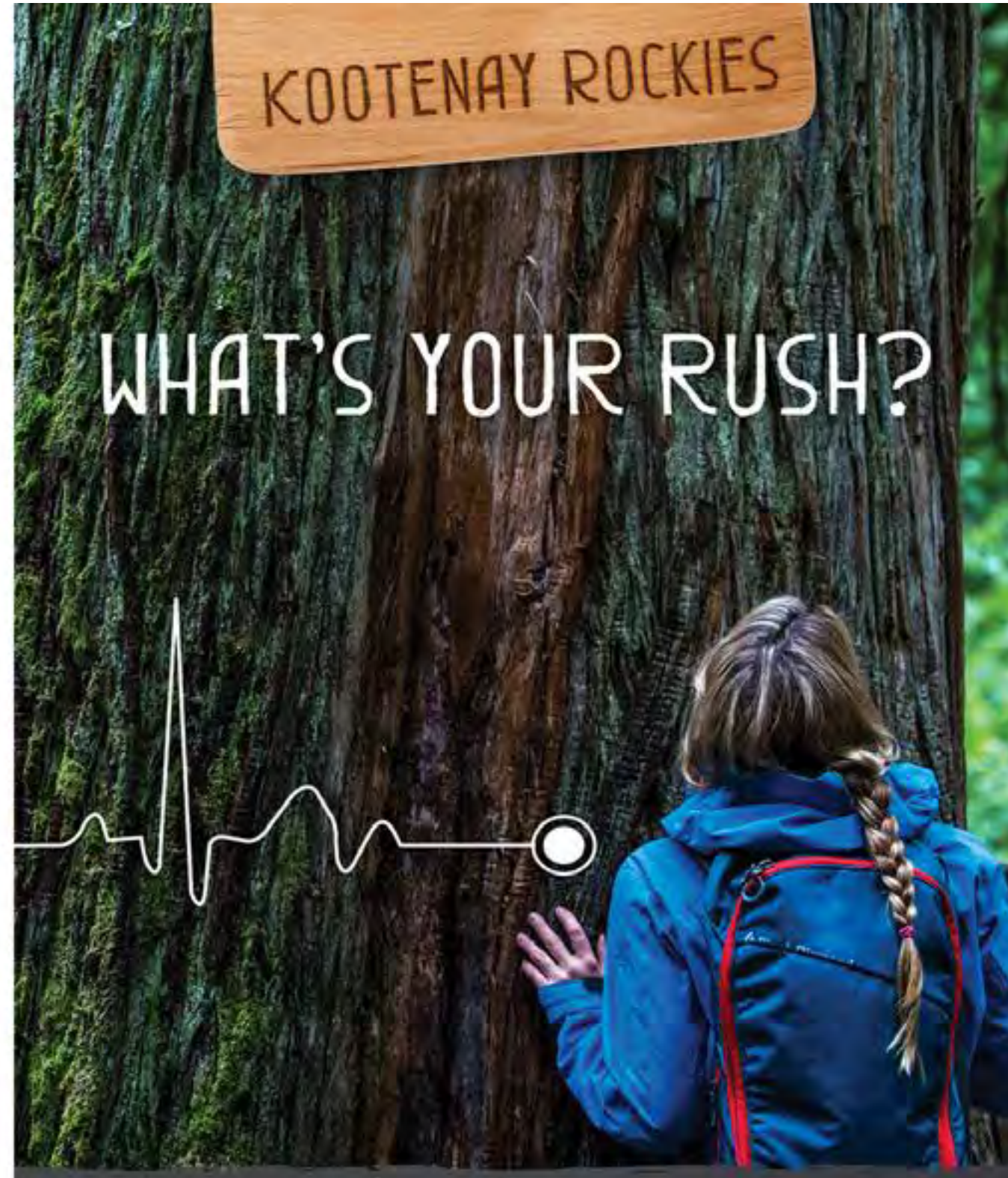


Find the things that get your heart pumping, your blood rushing and your mind focused on that moment and that moment alone. Kootenay Rockies, What's your rush?

FIND YOURS AT [WHATSYOURRUSH.CA](https://www.whatsyourrush.ca)

SUPER, NATURAL  
BRITISH COLUMBIA  
CANADA

#kootrocks



WHAT'S YOUR RUSH?

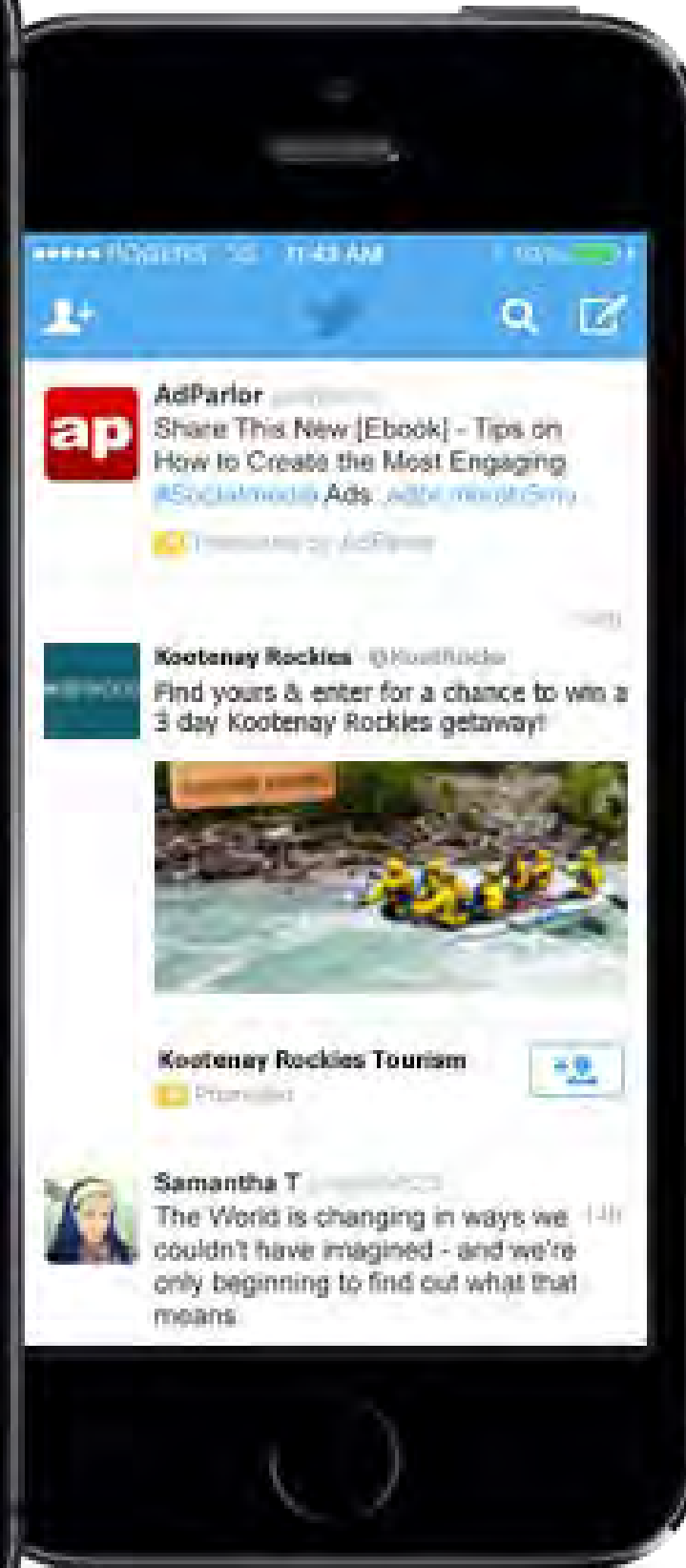
Find the things that get your heart pumping, your blood rushing and your mind focused on that moment and that moment alone. Kootenay Rockies, What's your rush?

FIND YOURS AT [WHATSYOURRUSH.CA](https://www.whatsyourrush.ca)

SUPER, NATURAL  
BRITISH COLUMBIA  
CANADA

#kootrocks







Find your rush & enter for a chance to win a 3 day Kootenay Rockies getaway!



### What's Your Rush?

Enter for a Chance to Win!

[WHATSYOURRUSH.CA](http://WHATSYOURRUSH.CA)

[Learn More](#)

 20

562 Comments 311 Shares

 Like  Comment  Share



# WHAT'S YOUR RUSH?

Kootenay Rockies offers a vast diversity of experiences like nowhere else. From low rush, relaxing mineral pool spas to adrenalin pumping, high intensity heli-skiing. Choose the rush levels you'd like to experience below to start building your Kootenay Rockies experience.

Low  Medium  High  Intense

Or, know exactly what you're looking for?





# KOOTENAY ROCKIES

MENU

## CHOOSE YOUR RUSH

Refine your search by community or search for the specific activity you're looking for. Once you've added at least 3 items, you can enter for a chance to win the ultimate #KootRocks getaway!

Low  Medium  High  Extreme

REFINE BY COMMUNITY

SEARCH BY ACTIVITY

Showing communities: 17/17

124 results found

 **ADRENALIN DESCENTS**  
Box 29, GOLDEN, BC  
1-250-344-0407  
[AdrenalinDescents.com](#)

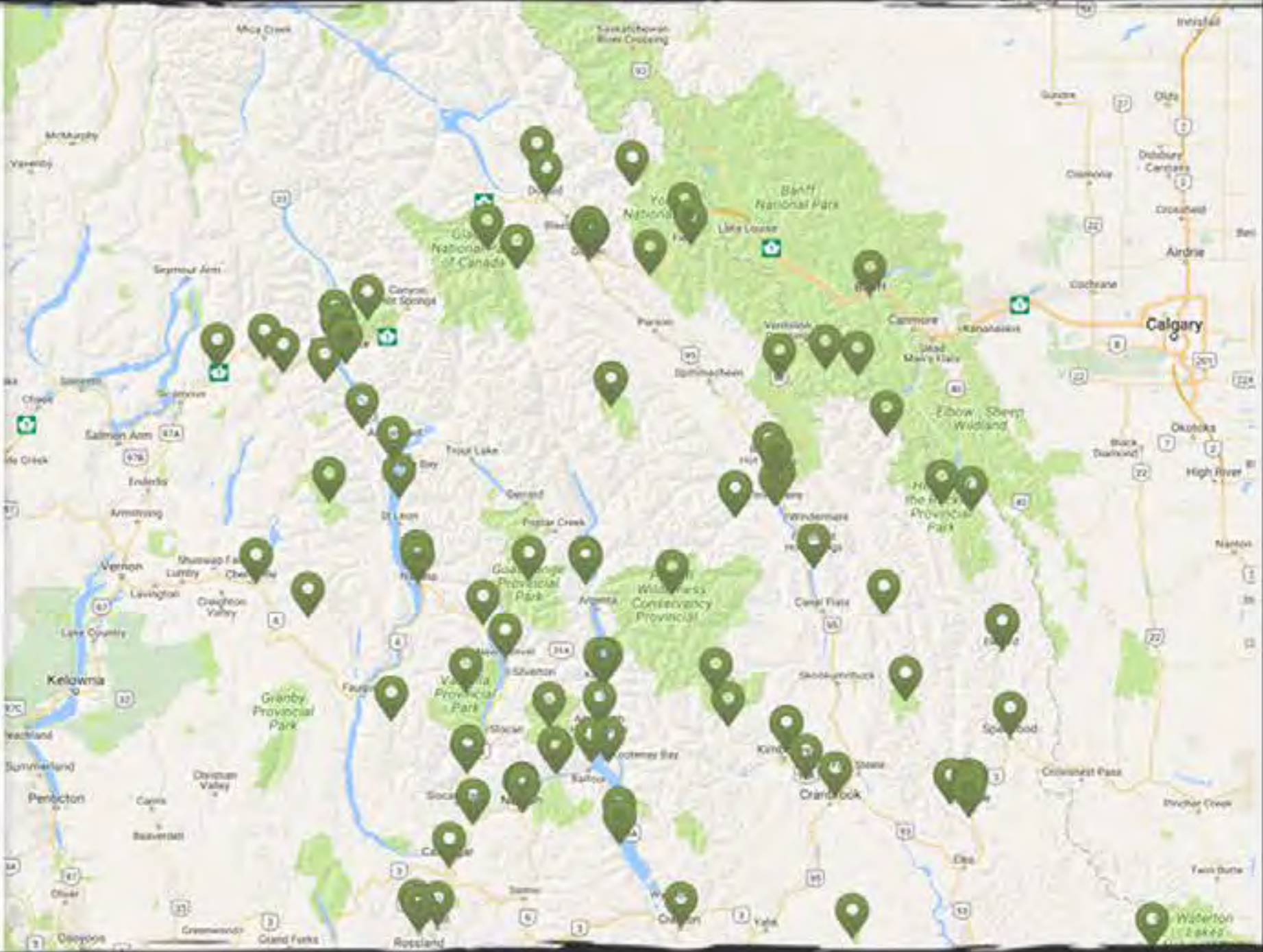
RUSH LEVEL HIGH, EXTREME + ADD TO MY ITINERARY

 **AKAMINA-KISHINENA**  
Southeast corner of region, KOOTENAY ROCKIES, BC  
BC Parks

RUSH LEVEL HIGH + ADD TO MY ITINERARY

 **ALPINE RAFTING**  
101 Golden Donald Upper Rd, GOLDEN, BC  
1-888-595-6294  
[AlpineRafting.com](#)

RUSH LEVEL LOW, HIGH, EXTREME + ADD TO MY ITINERARY



SUPER. NATURAL BRITISH COLUMBIA CANADA

PLAN YOUR TRIP | #KOOTROCKS



© 2017 KOOTENAY ROCKIES

PRIVACY POLICY






# So, how did it work?

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Phase 1 results were achieved in the short time  
between April 17 - July 16







30,000

SITE VISITS





75,000

PAGE VIEWS





2,000

COMPLETED ITINERARIES





24,000

VISITS FROM DISPLAY & SEARCH





2,400

FACEBOOK & INSTAGRAM VISITS





How did actual users  
match our target?

---





1. Cultural Explorers
2. Free Spirits
3. Authentic Experiences







# In conclusion





The Kootenay Rockies is arguably the most beautiful region not only in Canada, but the world (I know, we're all a bit biased here). It's vast lands, varied terrain, extreme climates and rich culture make it an awe-inspiring travel destination. Whether you're looking to escape the hectic pace of your day-to-day grind or discover the ultimate adrenaline rush.





#KOOTROCKS



**To watch the Kootenay Rockies Anthem video,  
click the link below:**

<https://vimeo.com/239685135>

**For more information on eclipse360,  
please visit:**

<https://eclipse3sixty.com>