



# POST-CAMPAIGN REPORT

FEAST ON : FIND YOUR TASTE OF ONTARIO

September – October 2016

An initiative of the Culinary Tourism Alliance





# THANK YOU TO OUR 2016 PARTNERS

This campaign was made possible by the generous support of many partners, including:

- The Ontario Greenbelt
- Tourism Windsor Essex Pelee Island
- Grey County Tourism
- Tourism Simcoe County
- Durham Tourism



Possibility grows here.



## CAMPAIGN OVERVIEW

The CTA coordinated a strategic promotional campaign to build consumer awareness of the Feast On Program, as well as its partner initiatives.

The campaign helped grow the organization's social media following on Facebook, Twitter and Instagram, as well as increase traffic on the Feast On website between September 1<sup>st</sup> and October 29<sup>th</sup>. It also supported content creation with key influencers in Southern Ontario.

Jacky Yoh of TheEverydayFoodie.com, Liora Ipsum of The Hive and Annie Chu of ChuOnThis.com were recruited to help create thoughtful, authentic content promoting Feast On and three (3) Ontario Brewery Discovery Routes.



# THE NUMBERS

**257**

TWITTER FOLLOWERS GAINED

**1,389**

FACEBOOK FOLLOWERS GAINED

**1,258**

INSTAGRAM FOLLOWERS GAINED

**466**

NEWSLETTER SIGN-UPS

**4500**

AVERAGE WEEKLY UNIQUE WEB VISITS

**35,956**

TOTAL UNIQUE WEB VISITS

**2000**

FEAST ON TENT CARDS DISTRIBUTED

**2200**

CONTEST ENTRIES

**+1,628,000**

IMPRESSIONS EARNED





# GOALS & OUTCOMES

The campaign had three goals outlined to determine success.

## GOAL 1 INCREASE CONSUMER AWARENESS OF FEAST ON

**STATUS : ACHIEVED**

To achieve this goal, the following activities were executed and their results measured.

- Content boosts relating to Feast On on Facebook & Instagram
- Paid Facebook ads promoting Feast On program
- Paid Facebook ads promoting Feast On contest (win \$100 gift certificate by tagging #FeastOn)
- Paid Instagram posts promoting Feast On experiences
- Paid ad placed in OTMPC fall weekends magazine

The target results for these actions were:

- 4000 website visit per week across OntarioCulinary.com and FeastOn.OntarioCulinary.com
- Increase Facebook followers to 5000
- Increase Instagram followers to 10,000
- Magazine distribution to 1 million readers

## GOAL 2 INCREASE AWARENESS OF ONTARIO GROWN AND RAISED PRODUCTS

**STATUS : ACHIEVED**

To achieve this goal, the following activities were executed and their results measured.

- Create #FeastOn photo contest curated by Culinary Tourism Alliance and include it in email campaign distributed to 250,000 via Ontario Tourism Marketing Partnership
- Deliver and display Feast On promotional tent cards at 30 restaurants
- Create ingredient based blogs

The target results for these actions were:

- 500 contest entries across three platforms (Twitter, Instagram, Facebook)
- 2000 tent cards displayed at participating restaurants
- Increased engagement on social media

### **GOAL 3 LEVERAGE BREWERY DISCOVERY ROUTE TO PROMOTE FEAST ON RESTAURANTS AND PARTNERS**

**STATUS : ACHIEVED**

To achieve this goal, the following activities were executed and their results measured.

- Include Brewery Discovery Route content in OTMPC email campaign
- Curate influencer coverage of three of five Brewery Discovery Routes
- Paid Facebook ads promoting Brewery Discovery Routes
- Paid Instagram posts promoting Brewery Discovery Routes
- Custom content promoting three of five Brewery Discovery Routes

The target results for these actions were:

- 250,000 campaign emails sent including Brewery Discovery Route content via Ontario Tourism Marketing Partnership
- 3 blog posts created by influencers to appear on third party publications and repurposed on OntarioCulinary.com
- A minimum of 9 social media posts about the Brewery Discovery Routes per influencer engaged





# ONLINE CAMPAIGN RESULTS

In total, the paid Facebook, Twitter and Instagram ads reached 1,416,480 users and generated 142,984 clicks and drove 5,527 users to the CTA websites.

## THE ADS

Facebook/Instagram ads were the primary promotional tool during the campaign. Over 42 ads in eight sets were placed over the course of the 8 week campaign. Ads reached 986,480 users.

Twitter ads were also placed in Phase 1 of the campaign. Twitter Ads garnered 73,057 impressions and 1,144 click throughs.

## THE VIDEOS

Four Feast On videos, produced by the Ontario Tourism Marketing Partnership were promoted through Facebook, YouTube and Instagram. Collectively, they reached 172,449 people, amassed 85,747 combined views on CTA owned channels.

## THE WEBSITES

CTA properties received 36,000 visitors as a direct result of the campaign specific promoted and organic content.

## ORGANIC CONTENT

The CTA curated a total of 30 blogs posts to support the campaign. Organic content was posted to Twitter, Facebook and Google+ to help raise awareness.

Sample content includes:

- **Peach Ciders To Make You Forget Autumn is Almost Here**  
[ontarioculinary.com/peach-ciders-to-make-you-forget-autumn-is-almost-here](http://ontarioculinary.com/peach-ciders-to-make-you-forget-autumn-is-almost-here)
- **Why You Should Be Picking Your Own Apples**  
[ontarioculinary.com/why-you-should-be-picking-your-own-apples](http://ontarioculinary.com/why-you-should-be-picking-your-own-apples)
- **Seven Ways To Dine Out this Thanksgiving**  
[ontarioculinary.com/thanksgiving-2016](http://ontarioculinary.com/thanksgiving-2016)
- **A Fall Lover's Guide to Scenic Drives and Good Eats**  
[ontarioculinary.com/a-fall-lovers-guide-to-scenic-drives-and-good-eats/](http://ontarioculinary.com/a-fall-lovers-guide-to-scenic-drives-and-good-eats/)
- **Ontario's Top 15 Tourist Attractions and What You Should Eat When You Visit Them**  
[ontarioculinary.com/top-15-attractions-and-what-you-should-eat](http://ontarioculinary.com/top-15-attractions-and-what-you-should-eat)
- **10 Local-Obsessed Chefs On Instagram To Follow Now**  
[ontarioculinary.com/10-local-obsessed-chefs-on-instagram-to-follow-now](http://ontarioculinary.com/10-local-obsessed-chefs-on-instagram-to-follow-now)





# BREWERY DISCOVERY ROUTES

To promote the Ontario Brewery Discovery Routes (BDR), content was placed in the OTMPC email, ads were placed on Facebook, Instagram and Twitter; custom content was created around three of five routes for owned platforms and influencers were engaged to create content for external publications and channels.

**TOTAL AD REACH:** 137,050

**TOTAL BDR RELATED WEB VISITS:** 3,277

## CONTENT CREATED

- **Perfect Weekends: Beers of Durham**  
[ontarioculinary.com/perfect-weekends-beers-of-durham](http://ontarioculinary.com/perfect-weekends-beers-of-durham)
- **Perfect Weekends: Saints & Sinners**  
[ontarioculinary.com/perfect-weekends-saints-sinners](http://ontarioculinary.com/perfect-weekends-saints-sinners)
- **Perfect Weekends: Barrels, Bottles & Brews**  
[ontarioculinary.com/perfect-weekends-windsor-2](http://ontarioculinary.com/perfect-weekends-windsor-2)

## INFLUENCER CAMPAIGN: #FEASTON DURHAM REGION

Annie Chu, Blogger, Chu On This

**Total Followers:** 19,000

**Link:** [ontarioculinary.com/a-weekend-in-durham-region-exploring-a-beautiful-ontario-brewery-apple-trail/](http://ontarioculinary.com/a-weekend-in-durham-region-exploring-a-beautiful-ontario-brewery-apple-trail/)

**Link:** [chuonthis.ca/a-weekend-in-durham-region/](http://chuonthis.ca/a-weekend-in-durham-region/)

## INFLUENCER CAMPAIGN: #FEASTON BARRELS, BOTTLES & BREWS

Liora Ipsum, Food Editor, The Hive Toronto

**Total Followers:** 4,600

**Link:** [ontarioculinary.com/a-weekend-in-windsor-i-e-all-that-pizza-beer/](http://ontarioculinary.com/a-weekend-in-windsor-i-e-all-that-pizza-beer/)

**Link:** [dailyhive.com/toronto/toronto-windsor-pizza-2016](http://dailyhive.com/toronto/toronto-windsor-pizza-2016)

## INFLUENCER CAMPAIGN: #FEASTON SAINTS & SINNERS TRAIL

Jacky Yoh, Blogger, The Everyday Foodie

**Total Followers:** 18,600

**Link:** [ontarioculinary.com/weekend-getaway-in-grey-county-saints-sinners-trail/](http://ontarioculinary.com/weekend-getaway-in-grey-county-saints-sinners-trail/)

**Link:** [theeverydayfoodie.ca/blogposts/2016/10/8/weekend-getaway-in-grey-county-saints-sinners](http://theeverydayfoodie.ca/blogposts/2016/10/8/weekend-getaway-in-grey-county-saints-sinners)



# OTMPC PARTNERSHIP CAMPAIGN

A dedicated email campaign was sent to the OTMP list serve promoting Feast On. The campaign was supported by video creation, professional photography and social media.

The email campaign was also supported by ad placement in the Fall Weekends campaign which has a distribution of over 1.25 million, including placement in nearby US markets.

## EMAIL CAMPAIGN CONTENT

1. Feast On Photo Content
2. Explore Ontario's Brewery Discovery Routes
3. Find Your Next Perfect Weekend

**Reach:** 282,000

**Total Opens:** 72,959      **Open Rate:** 15.8%

**Total Clicks:** 5,908

Total online traffic to CTA web properties as a result of this placement is estimated at 4,500 new visitors.

## SOCIAL MEDIA

Email content was supported by 1 tweet and 1 Facebook post on OntarioTravel channels.

### TWEET

Find Ontario food & drink at #FeastOn Certified restaurants. There's over 120 to choose from! <http://bit.ly/2fnd5n2> @OntarioCulinary

Reach: 61,800      Retweets: 5      Likes: 5

### FACEBOOK POST

For locals and travellers alike, #FeastOn is a way to find authentic food & drink experiences in Ontario. <http://bit.ly/2fnd5n2>

Reach: 265,400      Views: 1,400      Shares: 2      Likes: 33





# LOOKING FORWARD

The CTA is committed to improving with every new campaign we run. Based on feedback gathered from partners, staff and participants, the following recommendations have been made:

## NO MORE TWITTER ADS

Convoluting payment methods, changes in content release structures and poor performance of placed ads have led to Twitter no longer being a priority for paid content promotion

## MORE PLANNING TIME

Lack of production time due to a number of factors led to delayed release of video content and hindered video ad performance. More lead time would solve many of these issues.

## LESS VIDEO

While video ads were viewed over 100,000 times, the click through rate of static ads was exponentially higher. Based on cost of production and campaign results, less priority should be placed on video content in the future.

# NEXT STEPS

This campaign was very successful, despite some challenges. Valuable knowledge was gained about our target audiences and the value of grassroots, social media marketing. The CTA has already begun planning the next edition and would love to have a conversation about how we can further integrate valuable partnerships into our model.

# CONTACT

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