

# Discover Boating Canada

## 2015 Marketing Plan

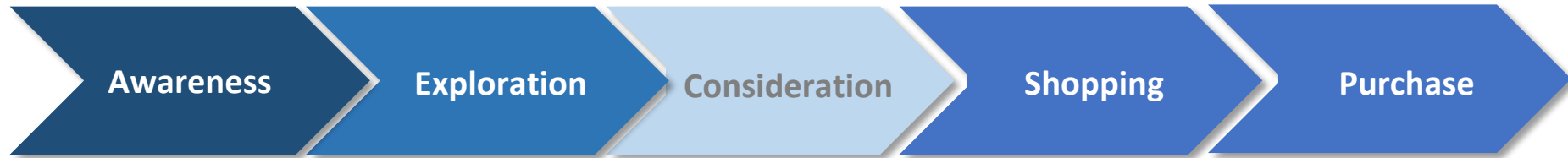
Webinar : May 27, 2015

# mission

**Inspire and excite,** share knowledge and motivate  
people to spend time on the water.



# 2015 campaign objectives



## **AWARENESS**

Increase  
Discover  
Boating brand  
awareness

Think about  
boating

## **EXPLORATION**

Increase  
boating as a  
lifestyle priority

Explore  
boating

## **CONSIDERATION**

Drive  
manufacturer  
referrals

Consider buying  
a boat



Discover Boating  
hands off to  
boat brands

The background features a dark blue field with subtle, horizontal wavy patterns. Overlaid on the right side are two broad, diagonal stripes in a lighter, vibrant blue color, creating a dynamic geometric contrast.

# STORIES OF DISCOVERY





## THE ADER FAMILY

a boating legacy that spans three generations



Watch Story



## JUSTIN CASKEY

Justin may have lost his leg, but he still catches air on the water



Watch Story



## JAKE OWEN

country star Jake Owen shows how boating inspires his life and music



Watch Story



your story starts with the perfect boat

find yours today with our Innovative boat selector

BOAT SELECTOR



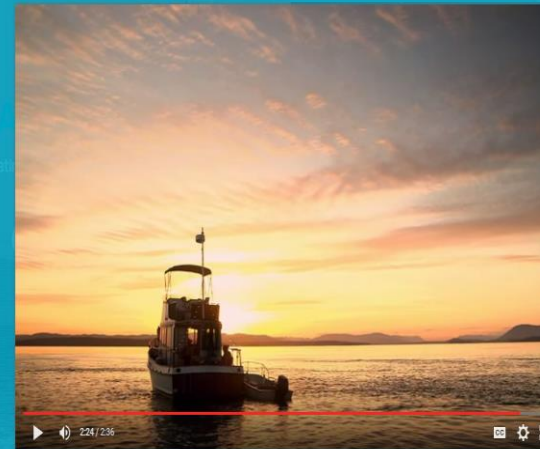
STORIES OF  
DISCOVERY



# Our documentary series celebrating life on the water

- Long- & short-form web videos
- Real boaters from all walks of life, different ethnicities, and all across North America
- Captures the emotional value of boating – why it's worth it

Watch the *Stories of Discovery* videos  
on [DiscoverBoating.ca](http://DiscoverBoating.ca)



# JAKE OWEN: A prominent & NATURAL boating storyteller

- Building on momentum from 2014
- Opening for Kenny Chesney's BIG REVIVAL TOUR
- Jake's social reach up 50% over 2014



1.7MM+ Fans



1.6MM+ Followers



Want to wakesurf like [@jakeowen](#)? Check out his tips in our latest blog post:

[bit.ly/1zPC2Wz](http://bit.ly/1zPC2Wz)



RETWEETS 44 FAVORITES 185



# Introducing Two New Stories

## **Ashley Rae**

*Ottawa, Canada*

Angler and blogger who shares her love of fishing and being on the water



## **The Norwitch Family**

*Miami, Florida*

Saltwater fishing family shares how boating provides a bond for their family



The background is a solid dark blue on the left and a lighter, vibrant blue on the right, separated by a diagonal line running from the top right towards the bottom center. A large, light blue teardrop-shaped graphic is positioned on the right side, pointing downwards and slightly to the left.

SOCIAL  
MEDIA

# Connect via social media

Facebook Advertising will play a pivotal role of increasing awareness and connecting consumers to Discover Boating.



# Reach new audiences



Geographic



Interest



Look-a-Like



Placement



# Engage our fans

- Promoted posts will help us engage our fans and beyond

facebook®

twitter

**Discover Boating Canada**  
May 22 at 7:57pm · Edited · 🌐

There's something for everyone on the water! We want to know, what's \*your\* boating bliss?



36,144 people reached

Boost Post

Like · Comment · Share

👍 Gregory Belanger, Hadi Choudry, Jennifer Argue and 465 others like this.

↪ 18 shares

**Donny Gerrow** I can't wate  
Like · Reply · May 23 at 9:16am

**Gail Baird** Some great memories!  
  
Like · Reply · May 23 at 9:40am

**Denny Day** Just working on the boat right now.  
Like · Reply · Yesterday at 1:58am

# Paid Video: INSPIRE potential boaters



**Discover Boating**

Sponsored · \*

Justin Caskey didn't let cancer keep him off the water—or the wakeboard. Check out our short video to watch his inspiring tale of determination.



4,841 Views



@discoverboating



2:17

His love of the water helped him heal.

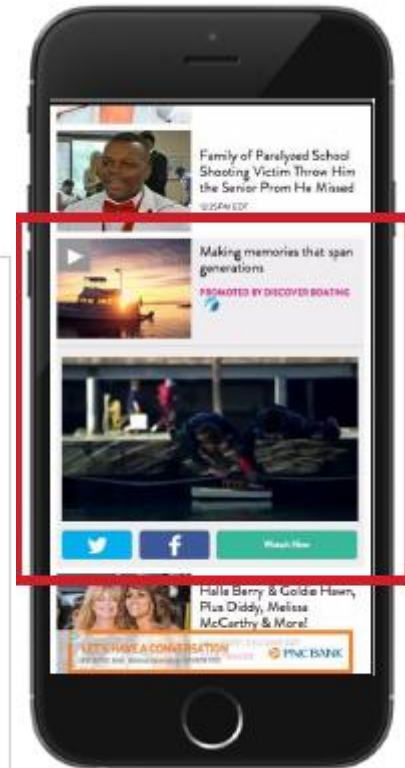
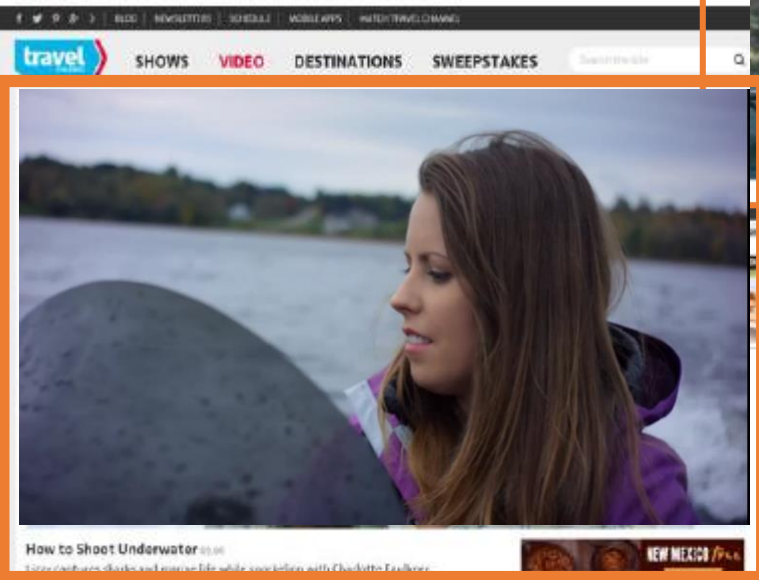
The background is a solid dark blue with two prominent diagonal stripes in a lighter, vibrant blue color running from the top right towards the bottom left. The text is white and positioned on the left side of the image.

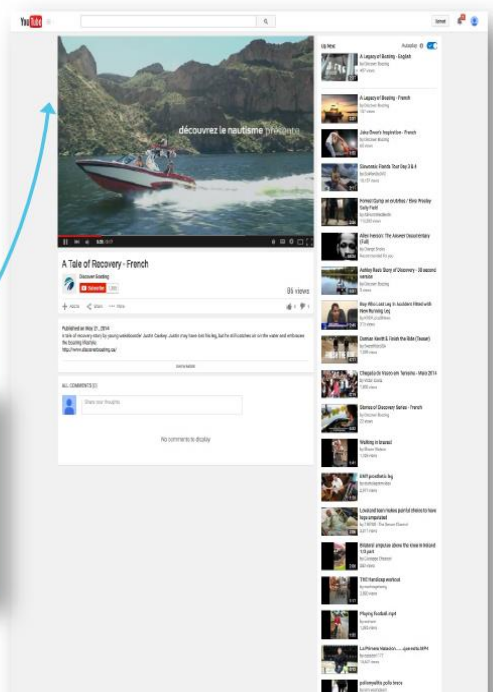
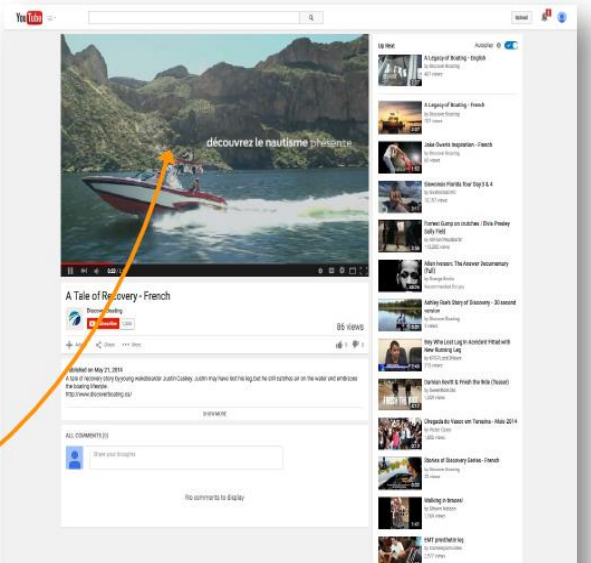
# BRINGING OUR CONTENT FORWARD: PAID MEDIA



# Our advertising on websites including ...









# Web search drives consideration of boat ownership

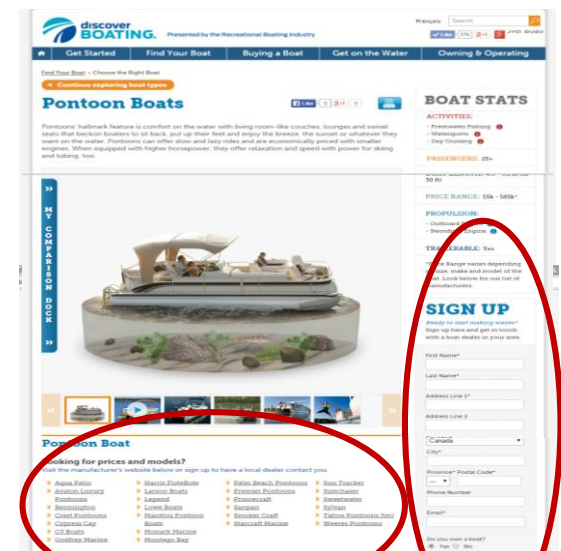
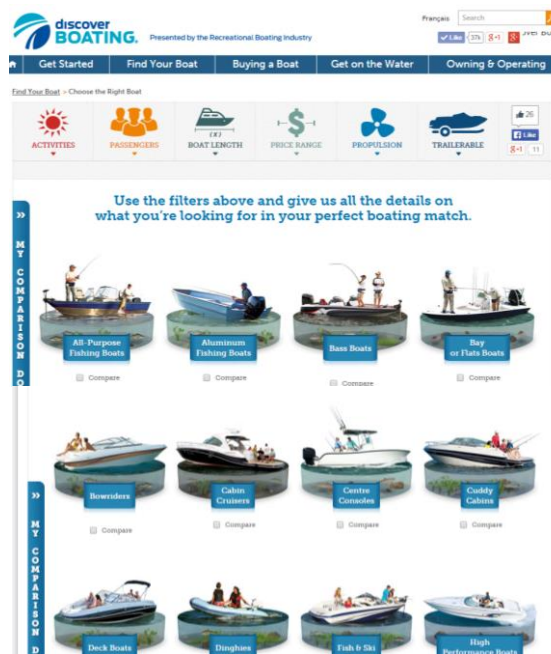
**Step 1:** Search and Display drive traffic to the Boat Selector tool

**Step 2:** The Boat Selector guides people to their ideal boat type

**Step 3:** Boat detail page encourages people to explore brands via links or dealer contact

Google

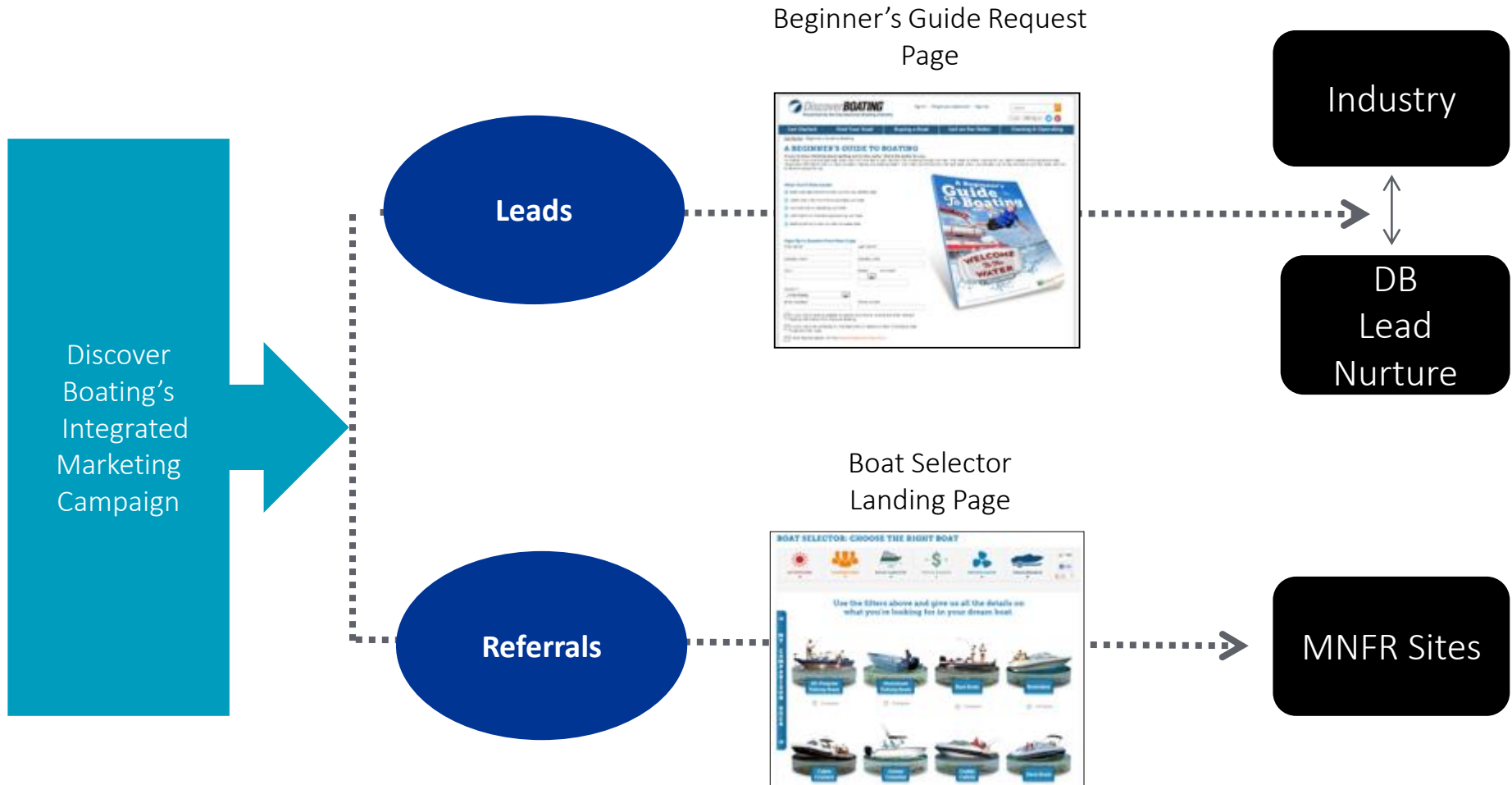
Google  
Display Network



Manufacturer Referral  
(people who visit a  
manufacturer website)

DBLS Prospect

# Giving PEOPLE choices



The background is a solid dark blue with a subtle, wavy texture. Overlaid on the right side are two broad, diagonal stripes in a lighter, vibrant blue color, creating a dynamic geometric pattern.

# PUBLIC RELATIONS



# Key Messages

- Boating is a fun, affordable and accessible leisure activity for Canadians
- Boating offers a unique experience that creates a sense of community among Canadian
- Boating is a relaxing and engaging activity that can be enjoyed by all ages



# Tried & True, and New

- **Traditional:** Educate the public with strategic story placement.
- **Media Experiences:** Create positive on-water experiences to inspire shared stories
- **Create Collaborations:** Expand audience with notable influencers outside of the sports and recreation media.
- **Strategic Social Media Campaign:** Integrated social media campaign.



The background is a solid dark blue with two diagonal stripes of a lighter, medium blue color running from the top right towards the bottom left. The stripes are parallel and have a consistent width.

CONTENT IS KING



# Content is King

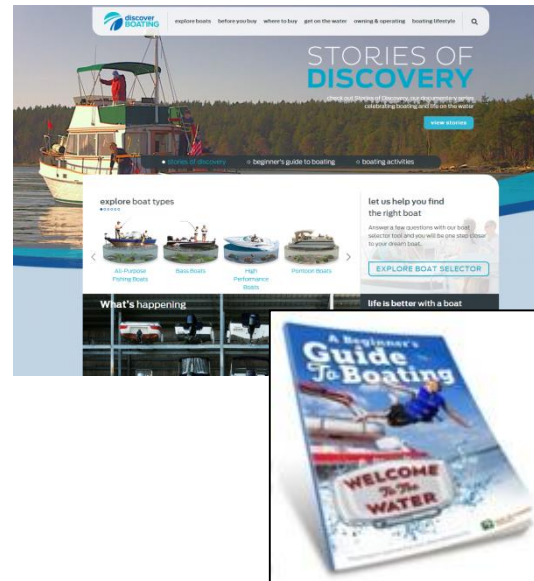
*Creating & distributing relevant information to attract a clearly defined audience*



**Video**



**Social/WOM**



**Website**



**Tools**





## THE ADER FAMILY

a boating legacy that spans three generations



Watch Story



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BOAT SELECTOR



STORIES OF  
DISCOVERY



# DiscoverBoating.ca



Presented by the Recreational Boating Industry

Français

Search

Like 38k 8+1

COVER BOA

Get Started

Find Your Boat


Buying a Boat

Get on the Water

Owning & Operating

Get Started > Articles Library


BOATING ARTICLES



**Essential Wakeboarding Hand Signals**

Communication is key in any relationship, and the rapport between a towboat driver and the rider is no exception. Since most of the time the rider and driver are out of earshot of one another, hand si...


Continue reading >



**Canada Prov. View**

Fall has ways to heading views (vantage along p...


Continue reading >



**Great Boating Locales on Canada Day and Beyond**

Drop your anchor in our favourite boating destinations!...


Continue reading >



**Learn Wake**

Waters activitie Whether or wait enough


Continue reading >



**Buying A New or Used Boat**

Before you decide on boat size or cost, the most important thing you can do is be sure to buy the right boat type for you and your needs....


Continue reading >



**How Engin**

Choose boat wi want ei

Continue reading >



Presented by the Recreational Boating Industry

Français

Search

Like 38k 8+1

COVER BOA

Get Started

Find Your Boat

Buying a Boat

Get on the Water


Owning & Operating

Get on the Water > Destinations

Discover great boating locations to get out on the water anywhere in the country. Take a look at our featured boating destinations. With a boat, great getaways are just a weekend away. These popular boating locations may be just a few miles from home, but it feels like you're a million miles away from the hustle and bustle of your daily routine.

You can also search through our library to find **boat marinas and ramp locations**, body of water names, parking facilities, directions and types of launch ramps.


Manage Destinations



**Howe Sound - British Columbia**

Cutting deep into the Coast Mountain Range that lies northwest of Vancouver, Howe Sound is a mini cruising ground in its own right.


Rating: 83%



**Desolation Sound - British Columbia**

The setting: it's an early August morning of 1792 and it's looking to be yet another stifling hot summer day, much the same as it has been since mid-June. Captain George Vancouver of the British Royal Navy, has been working his way up the west coast of North America.


Rating: 82%



**Mighty Fraser Country, BC**

The Mighty Fraser River, the longest in BC, rises in the heart of the Rocky Mountains. The river's turbulent waters widen and flow south through fertile valleys until they curve west and empty into the Strait of Georgia.


Rating: 78%



**Northumberland Strait - Maritimes**

Colourful coastline and the Confederation Bridge make the Northumberland Strait an attractive destination.


Rating: 72%



**Historic Coastal Nova Scotia**

Home to some of the Maritime's most majestic lighthouses and the region's largest metropolitan center, a cruise along the coast of Nova Scotia is sure to be a highlight of any boater's log.

Rating: 68%



**Muskoka and the Haliburton Highlands - Ontario**

The perfect getaway for transient boaters looking for the ultimate in cruising and unparalleled scenery.

Rating: 63%

GET ON THE WATER

Hands-on Skills Training >>

Big Name Boaters >>

Marina finder >>

Boating Activities >>


Destinations >>

Apps & Offers >>

Safety >>


**BOAT SELECTOR**

Find your dream boat



START EXPLORING >

**A Beginner's Guide To Boating**



26



# DiscoverBoating.ca/findadealer fr.DiscoverBoating.ca/trouvezdetaillant

 **discover BOATING.** Presented by the Recreational Boating Industry

Français

    COVER BOA

[Home](#) [Get Started](#) [Find Your Boat](#) [Buying a Boat](#) [Get on the Water](#) [Owning & Operating](#)

[Buying a Boat](#) > [Certified Boats and Dealers](#) > [Find a Nearby Dealer](#)

## FIND A DEALER NEAR YOU



Search by **City or Postal Code**

City  Province

Postal Code

Radius

List of boat dealers in your area:

**Mariner's Cove Ltd**  
317 Healey Lake Rd  
Mactier, ON CA P0C 1H0  
Phone: (705) 375-2097  
[info@marinerscove.ca](mailto:info@marinerscove.ca)

**Moon River Marine**  
Georgian Bay & Area  
Chris Holmes  
714 Healey Lake Road, Box 109  
Mactier, ON CA P0C 1H0  
Phone: 705-375-2342  
[accounts@moonrivermarine.com](mailto:accounts@moonrivermarine.com)



**Gordon Bay Marine**  
55A Hatherley Road, Rr 1  
Mactier, ON CA P0C 1H0  
Phone: 705-375-2623  
[www.gordonbay.com](http://www.gordonbay.com)



**Hamer Bay Marine**  
Muskoka And The Haliburton Highlands  
Mike Johnson  
92 Hamer Bay Road  
Mactier, ON CA P0C 1H0  
Phone: 705-375-2232  
[info@hamerbaymarine.com](mailto:info@hamerbaymarine.com)  
[www.hamberbaymarine.com](http://www.hamberbaymarine.com)



### BUYING A BOAT

- [Certified Boats and Dealers](#) >>
- [Financing a Boat](#) >>
- [Insuring Your Boat](#) >>



## BOAT SELECTOR

Find your dream boat

[START EXPLORING >](#)



### A Beginner's Guide To Boating

WELCOME To The WATER

[ORDER YOUR FREE GUIDE >](#)



MEET OUR BIG NAME BOAT

**SAFE Boating = HAPPY Boating**

# Downloadable Beginner Guides



Cantonese



Mandarin

# National Contest

 Commencez votre **vie de plaisancier !**



**VOUS POURRIEZ GAGNER 10 000 \$**  
à porter à l'achat de votre bateau neuf !

[Participez ici](#) [Enter Here](#)

Notez que nous ne vendrons ou ne partagerons pas vos renseignements ou votre adresse de courriel sans votre permission expresse.

 Launch your  
**Boating Life!**

**YOU COULD WIN \$10,000** towards the purchase of your new boat!





Escape the everyday. Enjoy the great outdoors.  
Spend time with family and friends.  
Make memories that will last a lifetime.



# hands-on

## skills training



# HOST Shows 2014

- Montreal In-Water Boat Show
  - September 5-7, 2014
  - 1 powerboat
- Toronto International Boat Show
  - January 10-18, 2015
  - 3 powerboats
- Vancouver International Boat Show
  - January 21-25, 2015
  - 1 powerboat, 1 sailboat



# HOST Shows 2015

- DiscoverBoating.ca/HOST
- Dedicated registration webpages
- Promotion - social media, show marketing and PR teams, partners
- MIWBS booked/waitlisted
- TIBS booked/waitlisted
- VIBS booked/waitlisted – all power





# 2015/2016 Plans

- Victoria Inner Harbour Boat Show
- Port Credit Spring Boat Show
- Georgian Bay In Water Boat Show
- Rendez-vous Nautique (Festival du Nautisme)
- Muskoka In Water Boat Show
- Montreal In Water Boat Show
- Toronto International Boat Show 2016
- Vancouver International Boat Show 2016

The background is a solid dark blue with two prominent diagonal stripes in a lighter, vibrant blue color running from the top right towards the bottom left. The text 'RESULTS TO DATE' is centered horizontally and partially overlaps the stripes.

RESULTS TO DATE

# Referral results TO DATE: on track for success in 2015



**235,000**

Manufacturer Referrals

**231%**

Increase from  
FY 2014





PUT DISCOVER BOATING  
TO WORK FOR YOU

DiscoverBoating.ca/tools  
fr.DiscoverBoating.ca/outils

## Promotional Materials



- ▶ [Door Window Clings](#)
- ▶ [Bumper Sticker Pack](#)
- ▶ [Windshield Sticker Pack](#)
- ▶ [Welcome to the Water Continuous Loop DVD for Video Displays](#)

**Web Content:**

## Videos



- ▶ [Stories of Discovery](#)
- ▶ [Good Run Video](#)
- ▶ [Boating Guy Videos](#)
- ▶ [Discover Boating Commercials](#)

## Interactive Tools

## LOAN CALCULATOR

- ▶ [Boat Loan Calculator](#)
- ▶ [Cost Comparison Tool](#)
- ▶ [Spousal Conversion Kit](#)
- ▶ [Take Me Fishing](#)
- ▶ [Hotspot Map](#)

## Logos



Download these Discover Boating logos to be placed on your web sites or your print materials. [Click for Logos](#)

## Facts & Figures



Our Statistics and Research department provides members with the latest boating industry forecasts, market data, research and trends. **Review Facts & Figures**

# JOIN THE CONVERSATION



/DiscoverBoatingCanada



@DB\_Canada



+DiscoverBoatingCA



The-Great-Blue-North



# QUESTIONS?

Tracey Hart [thart@nmma.org](mailto:thart@nmma.org)

# Discover Boating Canada 2015 Marketing Plan

Webinar : May 27, 2015