



Committee Report

To: Warden Mitch Twolan
Members of the Planning and Development Committee

From: Kara Van Myall
Director of Planning and Development

Date: October 17, 2019

Re: Bruce County Wins EDAC Award for Digital Marketing

Recommendation:

The “Bruce County Wins EDAC Award for Digital Marketing” report is for information.

Background:

The Economic Developers’ Association of Canada (EDAC) has recognized Explore the Bruce’s Instagram campaign for 2019 with a Marketing Canada Award for “Digital Marketing - Social Media”. The awards acknowledge and praise communities across Canada who have succeeded in their marketing efforts. This year, 128 submissions were received and evaluated by an expert panel of judges seeking:

- Creativity and uniqueness of the approach
- Effectiveness in achieving objectives
- User-friendliness
- Ease of extracting information
- Completeness and consistency of approach

The awards were presented on September 22nd at the EDAC Annual Conference in Edmonton, Alberta.

Instagram is a platform to share experiences through imagery. This social channel is different from the other social channels like Facebook or Twitter due to its focus on the image versus the content and the story. The decision by staff to focus on Instagram was done in order to engage more with millennials. Instagram is one of the top ways that this powerful market plans their vacations. 60% of millennials use Instagram for inspiration.

Throughout 2019, a User Generated Content (UGC) campaign was implemented. This means that photos taken by locals, tourists and businesses posted to their Instagram accounts and with their permission, are shared via the Explore the Bruce account. This method works to push a greater variety of experiences, products and expands the audience’s awareness and knowledge of Bruce County. The proof that it works is shown in the number of people that engaged in purchasing decisions for art and food or by tagging friends as a way of motivating

them to come for an experience. This method also allows for varying the image delivery by taking advantage of the amazing Bruce County and Explore the Bruce followers' photography.

In 2018, 40 posts grew the audience by 803 followers. In comparison, in 2019, by using UGC, 137 posts grew the audience by 2,874 or 45% to date.

You can find the award submission here: [EDAC Submission](#).

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

None

Link to Strategic Goals and Elements:

Goal #3 Fine creative new ways to engage our public

Goal #7 Stimulate and Reward Innovation and Economic Development

Written by: Cally Mann, Information Officer, Planning and Development

Approved by:

A handwritten signature in dark ink, reading "Bettyanne Cobean". The signature is written in a cursive, flowing style.

Bettyanne Cobean
Acting Chief Administrative Officer