

CANADA KEEP EXPLORING

Campaign Objective

Destination Canada were looking to increase advocacy and consideration of Canada as a destination amongst a target audience of 'curious explorers'. Alongside adventure and the great outdoors, Canada has a great food story to tell.

A number of media partners were selected, including The Guardian and Great British Chefs, to help them with their food-focused campaign. The objective of this campaign was to dramatise Canada's foodie credentials and inspire more people to visit Canada. Metrics were established around driving visits to the Destination Canada website and increasing search volume for Canada as a holiday destination.

The campaign

Great British Chefs created a suite of food content across a two-year period that was hosted on a Destination Canada content hub. The content was then amplified to our premium foodie audience via an integrated cross-channel marketing and social campaign that helped deliver strong engagement with foodies.



Features

Great British Chefs is the go-to destination for foodies looking for advice and inspiration. We commissioned a series of editorial pieces about great foodie destinations within Canada including guides to key cities (such as the fusion restaurants of Toronto and the best places to dine in Vancouver). We also hosted foodie travel articles from bloggers such as Karen Burns-Booth and Niamh Shields who shared stories about their travels around Canada, including an iconic train trip from Vancouver to Toronto and a foodie guide to Montreal.

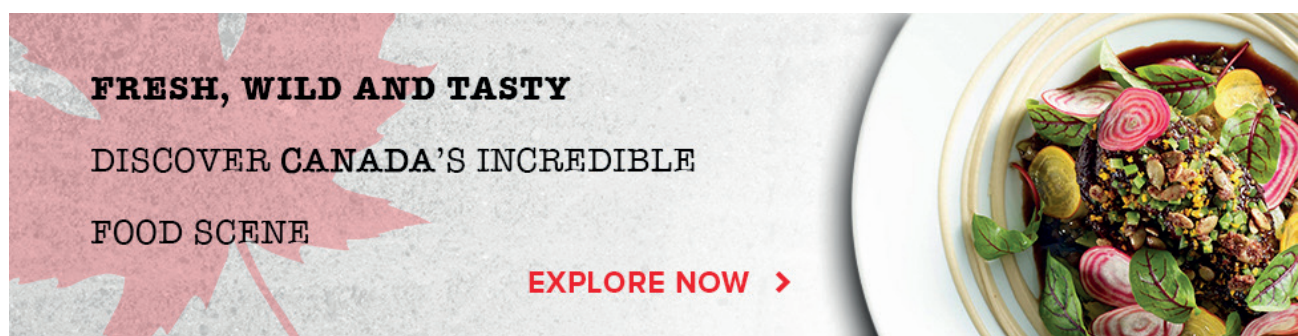


Recipes

In addition to features, we also commissioned food and drink recipes from our bloggers for dishes such as Atlantic surf and turf with ice wine sauce, and blueberry soufflé with maple drizzle. In partnership with some of Canada's best chefs (including Nick Nutting from Wolf in the Fog in Vancouver and Wayne Morris from Boralia in Toronto) we developed recipes for charred humboldt squid with Vietnamese coleslaw, and sous vide rib-eye steak with roasted garlic, grilled lemon, horseradish cream and chimichurri. This content placed Destination Canada at the heart of highly relevant food content that resonated with foodies.

High impact advertising

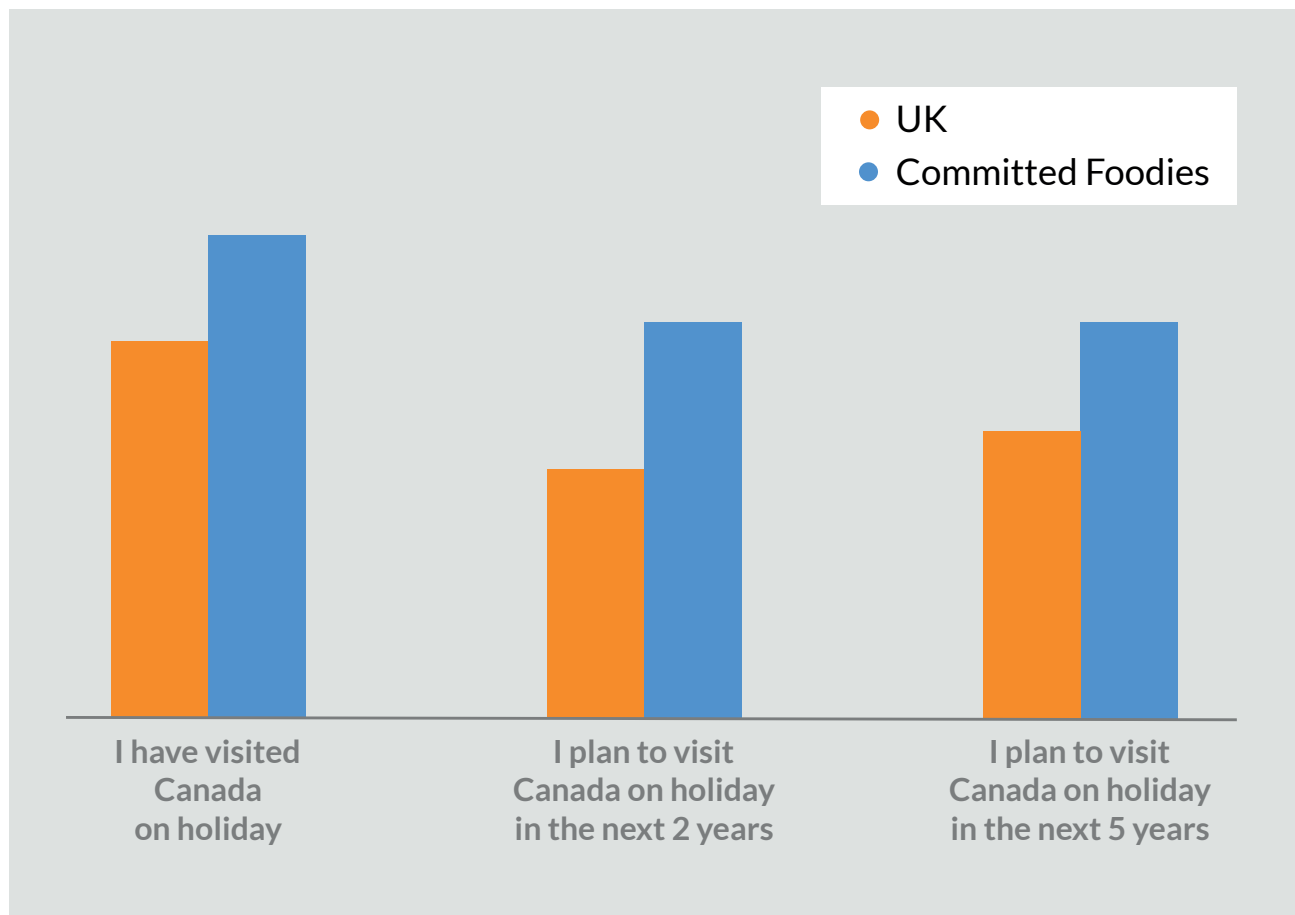
As part of the campaign, Great British Chefs delivered significant targeted advertising promoting Destination Canada and directing people to a content hub. The advertising was placed in contextually relevant content on the site including a tenancy on all the Destination Canada features and recipes. The campaign also included homepage takeovers and an integrated social media campaign across Facebook, Twitter, Instagram and Pinterest.



Results

The Great British Chefs and Destination Canada partnership is an ongoing relationship that started in 2016 and reaches more than four million people a year.

Independent research was also commissioned that showed that committed foodies, many of whom visit the Great British Chefs website, are significantly more likely to have visited Canada on holiday or are currently planning to visit Canada in the near future.



Source: National food survey (SSI), September 2017



The wild chefs of Canada



Grilled whelk with kombu beurre blanc,
sautéed burdock and carrot