

A wide-angle photograph of the Toronto skyline at sunset. The sky is a mix of orange, yellow, and blue. The CN Tower stands prominently in the center. The water in the foreground is dark with some ripples and a reflection of the sunset.

HILTON HEAD ISLAND-BLUFFTON VISITOR & CONVENTION BUREAU

Toronto, Meet Hilton Head Island

Prepared by:

VERB



LET'S SHOW *THE SIX* THE SOUTH

Before we know it, the temperatures will be dropping in Toronto. With a direct flight from SAV to Toronto via Air Canada, the Hilton Head Island-Bluffton Visitor & Convention Bureau (HHIBVCB) has an opportunity to make an impact in The Six.

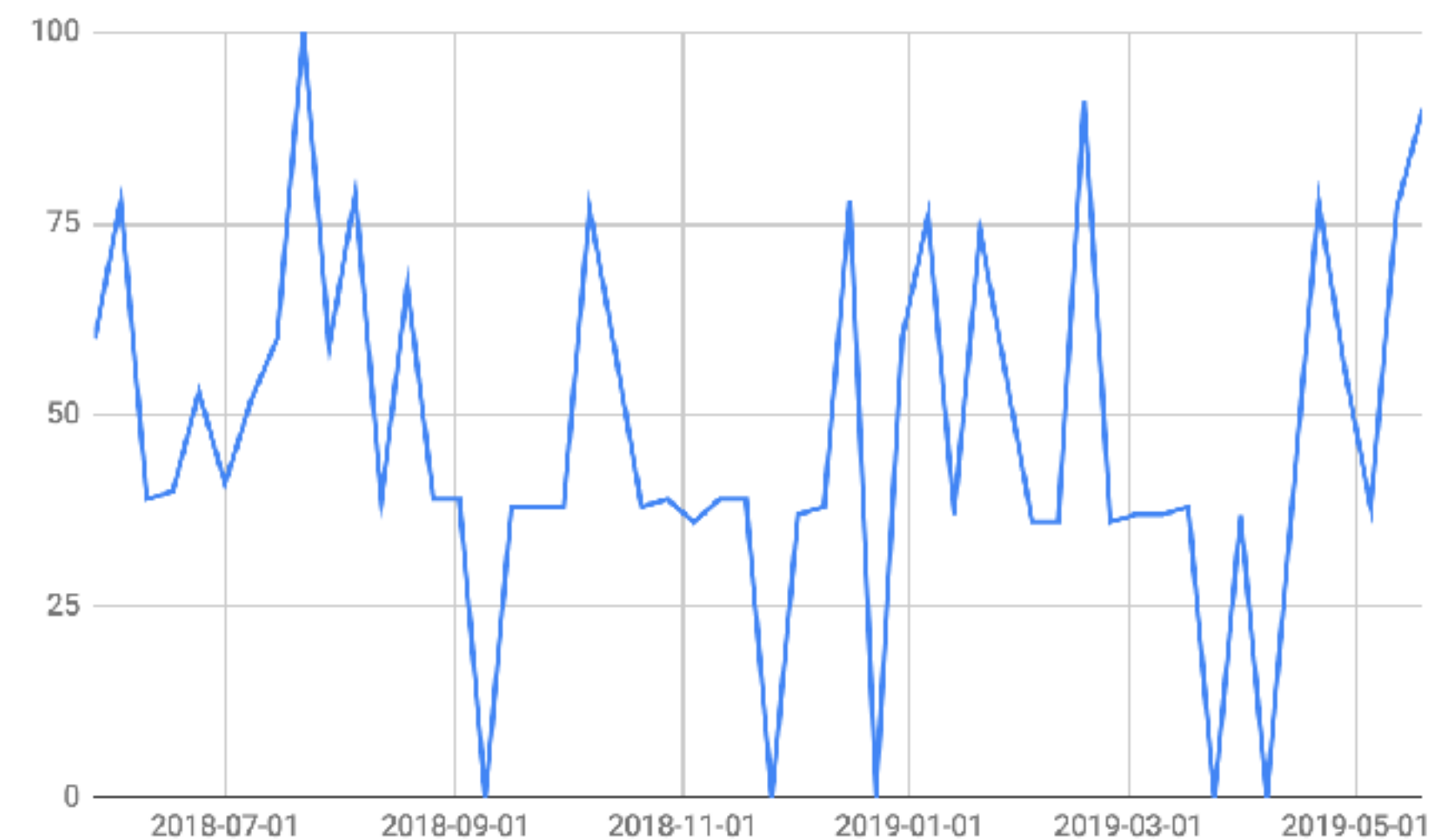
Building on the great success we saw in Nashville, we propose a co-promotion alongside the Savannah/Hilton Head International Airport and Air Canada to drive awareness and flight bookings to take place in mid-January 2020.



WHY TORONTO?

Based on our research, we see Canadians frequently searching for flights from Toronto to Savannah/Hilton Head in early January through to early March.

With direct flights to Savannah, it's easier than ever for Torontonians to experience #LowcountryLife. Building on the success of our event in Nashville, we recommend making an in-person impact with Toronto's media and influencers and generating tangible assets to be used in a digital media campaign targeting the GTA through January 2020.



Search interest over time "Toronto to Savannah" (Google Trends).

CHANNELS & PROMOTION



EXPERIENTIAL

Making a real impact with an in-person event.



PR/INFLUENCER

Leveraging Toronto's media & influencers generate buzz and social content.



SOCIAL & CONTENT

Documenting the experience live, distributing the assets at multiple touch points (Social, Blog), and extending the impact with a digital media campaign.



PAID MEDIA

We'll extend the impact of our on-the-ground event with a strategic paid media campaign targeting potential visitors in the GTA with assets collected at the event and driving to a campaign landing page.

A group of people are gathered outdoors, likely at a consumer event, toasting with wine glasses. The scene is set under large trees, and the atmosphere is warm and social. In the foreground, a table is laden with a variety of food items, including corn on the cob, shrimp, and other seafood. The people are dressed in casual, light-colored clothing, and their expressions are joyful and engaged.

CONSUMER EVENT: NEW YEAR, NEW DESTINATION

Taking the quintessential Hilton Head Island hospitality straight to Toronto's press and tastemakers for a warm, island-inspired night of mingling, eating, and learning about their new favorite sunny escape.

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This concept is all about bringing Hilton Head Island's warm, southern hospitality to our Canadian neighbours to the North.

Guests will spend an evening meeting and mingling with the HHIBVCB while enjoying pop-up demos, activations, and lessons that will inspire them and their followers to take a trip to the Lowcountry from Toronto in 2020.

New Year, New Destination

Toronto in the middle of January can be bitterly cold, dark, and dreary. Torontonians are used to bundling up, layer upon layer, and braving the snow, sleet, and slush all winter-long. To say they're going to be craving an easy beach-y getaway is an understatement—and what better time to plan a visit to a brand new destination than at the beginning of a new year and new decade?

We'll invite a select group of local tastemakers, media, and influencers to feel the warmth of the Lowcountry while surrounded by greenery at Toronto's most stunning and sought-after event space, Case Loma. Guests will enjoy:

- A Hilton Head Island-themed menu
- A DIY/Craft lesson where guests will make a Lowcountry-themed floral or plant arrangement
- A signature cocktail featuring Hilton Head Island's iconic blue umbrellas
- A photo op inspired by a Lowcountry porch party
- Insta-worthy activations to enjoy with friends. Think: tarot card readers, fortune tellers, silk-screen stations, and more.



Activities

To ensure guests have lots of opportunities to mingle, socialize and have something to take home, we've come up with a series of activities to have throughout the party.

We'd like to have the following activities:

- **Tarot Card Reader:** To personalize this experience, we would order Hilton Head Island branded tarot cards for the reader to use.
- **Build-your-own beach planter:** Through the company Plant Nite, we would have a build-your-own terrarium station where people can plant their plants, and decorate the terrarium with Hilton Head Island inspired items (Eg. beach sand, a rock with Hilton Head Island engraved)
- **Screen Printing Station:** A hit at last year's event, would have personalized beach bags created for all guests.



Extending the Impact

Influencer Outreach:

The real value in the event, however, comes from documenting the experience, as well as strategically working with a handful of our Influencer guests to generate coordinated buzz beyond the event.

Like our event in Nashville, we'll document the entire evening and capture B-roll footage of Toronto to be used in a promotional video that extends an invitation to Torontonians to visit Hilton Head Island this Winter & Spring.

We will outline a comprehensive video distribution plan for maximum buzz.

Media Outreach:

We have proactively created a Toronto media list that we will pitch closer to the event date to help secure media coverage as well as land potential TV and radio interviews.



A top-down view of a platter of oysters on ice. The oysters are arranged in a circular pattern around a central garnish of green herbs, lemon wedges, and two small metal bowls containing condiments. One bowl contains a light-colored, chunky sauce, and the other contains a darker, smoother sauce. The platter is set on a dark, textured surface.

B2B EVENT: OYSTERS IN THE SIX

Shuck yes! We'll take over a popular oyster bar in Toronto for a casual evening mixing, mingling, lots of Lowcountry oysters.

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**We may be biased, but we think the Lowcountry has the world's best oysters.
Let's show Toronto what they're missing!**

Industry colleagues will spend an evening meeting and mingling with the HHIBVCB while enjoying oysters the Lowcountry way while introducing them to everything else we have to offer.

Oysters in the Six

We'll invite a select group of Toronto industry colleagues for an oyster-themed meet & greet at one of Toronto's best oyster bars, where they'll enjoy:

- A Hilton Head Island-themed menu, heavy on the oysters
- Lively discussion with Bill Miles, Lori Lynah, and Ariana Pernice
- A short presentation about Hilton Head Island and why it should be considered a 'must-visit' destination for Torontonians.



A Look at our Invite List

VERB Interactive is pleased to have strong, established relationships with a large network of Toronto-based VIPs, including local in-demand Influencers, media personalities, industry colleagues, and PR contacts. We will curate a diverse and strategic mix of invitees, ensuring that we make the biggest impact possible across all verticals.



@ThisRenegadeLove - Toronto Travel
Blogger & Content Creator



Johanne Belanger - CEO & President of
Tourism Toronto



Howard Eng - President & CEO of Greater
Toronto Airports Authority



Priya Sam - Global Toronto Morning
Reporter

A close-up photograph of a platter of oysters on ice. The oysters are arranged in a circular pattern, with their shells open, revealing the glistening meat. In the center, there are two small metal bowls: one containing a light-colored, chunky sauce and the other containing a darker, chunky sauce. Several bright yellow lemon wedges are scattered around the oysters, and a sprig of green herb is visible in the foreground. The background is slightly blurred, showing more of the platter and a pair of tongs.

FOR CONSIDERATION

To extend the reach and impact of our efforts, we recommend some additional opportunities to make a splash in Toronto.

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Sweepstakes in the Six

We'll strategically target users in Toronto and the surrounding area by using the video asset to drive to a landing page where users can submit entries to a sweepstakes to win a trip from Toronto to Hilton Head Island. The same landing page will be amplified by contracted influencers.

This integrated approach ensures our efforts from the event are measurable and extend well beyond the first night.



OOH Advertising

We recommend investing in high-profile Out of Home advertising opportunities. This includes digital “posters” on the Toronto “Path” system - an underground shopping and dining system of paths connecting corporate offices throughout the downtown core. Well trafficked in the winter by upwardly-mobile professionals, this is a key way for HHI to stand out from the crowd.

Additionally, we recommend investing in digital signage at the Union Pearson Express station with Skywalk Digital Walls. Used heavily by business travellers and those who live in downtown Toronto, the Union Pearson Express is an upscale, high-speed train with a station inside Pearson Airport. Both flights would be for a four-week period.



Measuring our Success

We would measure the success of the event:

- Event attendees/invite attrition
- Share of Voice
- Estimated OOH Impressions
- Toronto-based traffic to the HHI site
- Referrals to SAV/Airport/Air Canada from the campaign landing page
- Video View/Time Viewed



CONCEPT 1 - ESTIMATED BUDGET

Based on our past experience and quotes we've sourced we estimate the cost of this project (if concept #1, 'New Year, New Destination' is selected) would be:

Solution	Investment
Project Management and Strategy (includes cost for B2B dinner management)	USD \$5,000.00
Event: venue, food & beverage, activations, execution, print materials, rental props	USD\$25,000
Digital Media Paid Spend	USD \$8,000
Out of Home Advertising (4-weeks) (Path and UP Express Digital Placements)	CDN \$24,742.5 (USD \$18,955.24)
Media Management Fees	15% of paid spend
Video Shoot, Audio Capture, Production and Still Photography	USD \$25,150.00



ESTIMATED BUDGET

If the B2B dinner is pursued in conjunction with the consumer event, the following additional costs will apply.

Solution	Investment
B2B dinner for tourism industry colleagues (20) at Oyster bar	USD \$5000



Thank You