

« Je ne me suis jamais rafraîchi sur le toit d'un hôtel à Toronto »

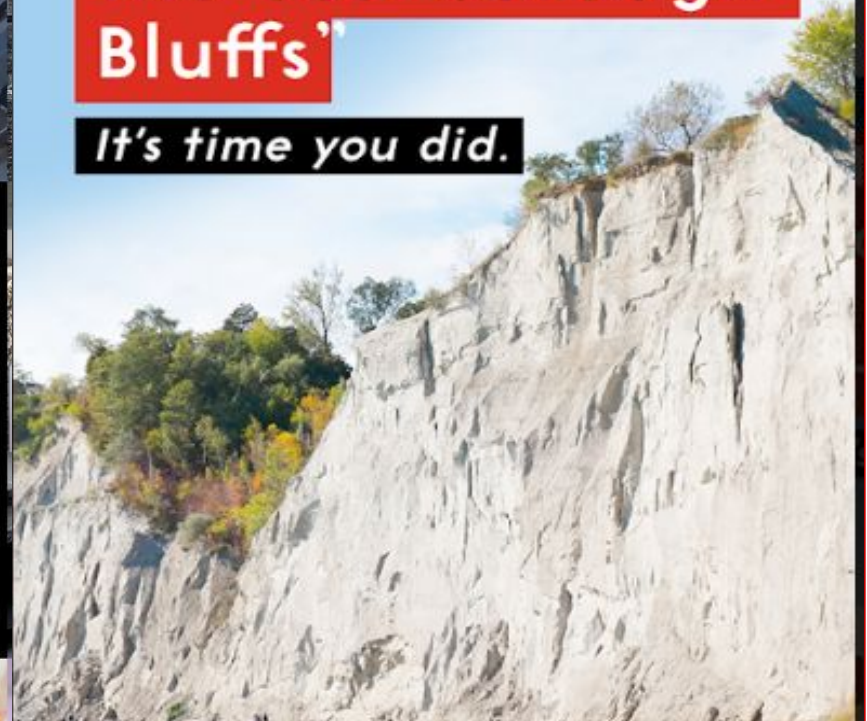
Il est temps que vous le fassiez.



“Never Have I Ever explored the Scarborough Bluffs”

It's time you did.

Never Have I Ever **TO**



TORONTO

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Background

[‘Never Have I Ever, TO Confessions’](#) (NHIE) is the 2022 evolution of the 2021 NHIE campaign launched in August 2021. In 2022 NHIE leans into consumer insight of not playing in ones backyard but revealing their own NHIE confession in light and playful ways as it relates to Toronto as a key travel destination. The media eco-system of the campaign is designed to create greater consumer engagement within the campaign content. Rather than just talking ‘AT’ our audience with a NHIE message, we’ll be actively engaging with them to share their own NHIE Confession and engage with the content being presented to them.

An Integrated Campaign



Key Facts

- Timing: June 2nd - July 31st
- Audience:
 - Hyperlocal (GTA),
 - Ontario markets of London, Windsor, Sudbury Kitchener/Waterloo, Niagara, Ottawa
 - Montreal (French creative)
- Landing Page: Click [HERE](#)



Campaign Objectives & Strategies

1. Launch/Seed/ Challenge

Drive Awareness

Challenge locals on paid, owned and earned channels to confess their #NeverHaveIEver TO experience to their networks

Invite Industry partners to participate and contribute experiences and content about their business

2. Inspire

Generate interest to see, do and experience new things never done in the city

through **impactful video, visuals and editorial** content

targeting locals through influencer, social/online and OOH in high drive by and walk by traffic areas

and the drive market through influencer, video, social/online radio, and OOH

3. Build Intent

Retarget those who have seen 'inspire' stage content, who are already out exploring the city, talking about doing more in Toronto already, engaged with relevant messaging

Provide them with NHIE Confessional examples of the interesting things they've never seen, done or experienced

4. Close the deal (Leads/Redemptions)

Retarget those who have seen/engaged with our content

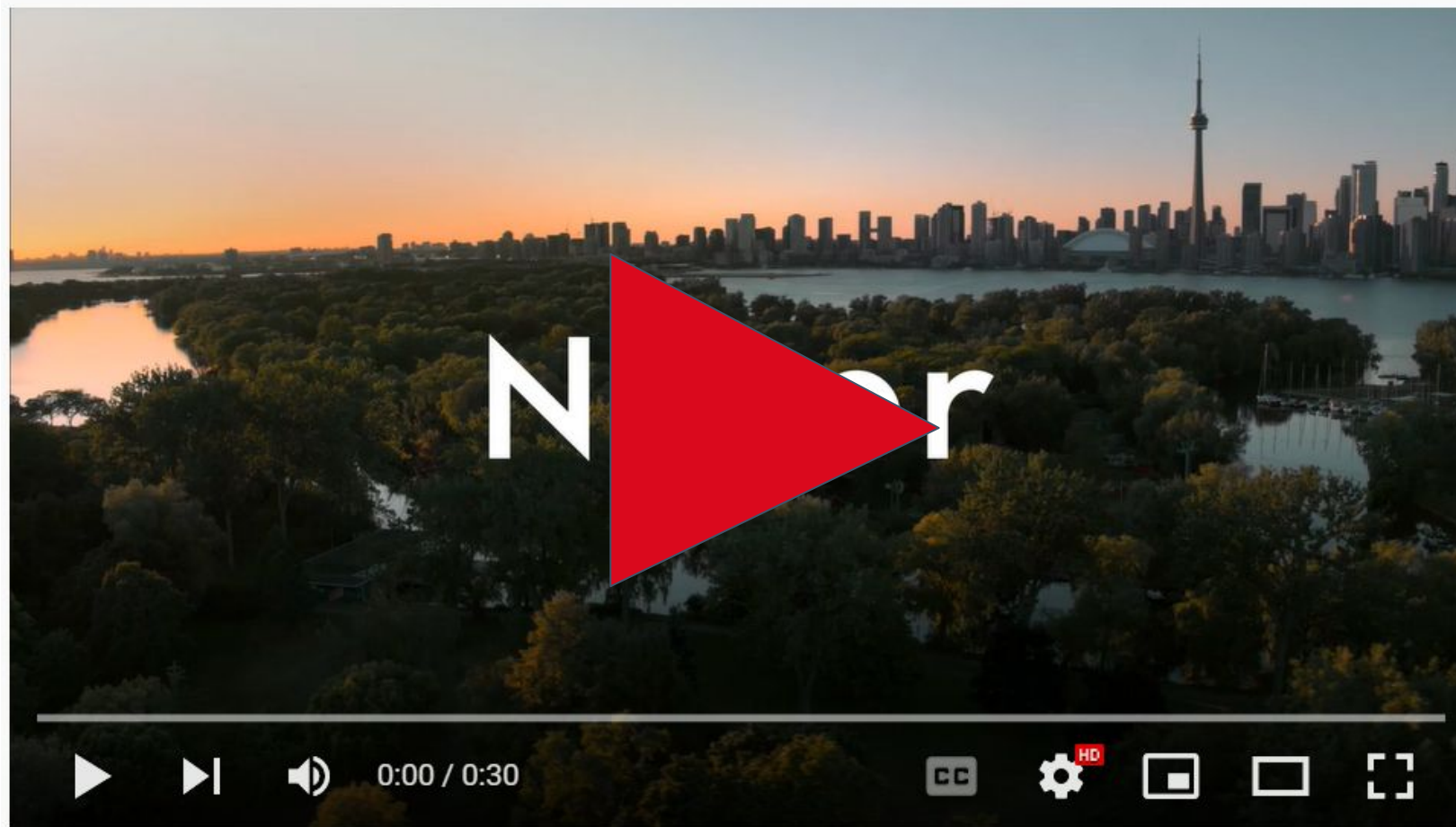
Encourage Downloads & Site Visits - Pass TO Savings, E-Newsletter subscriptions and Hotel bookings

NEW for 2022: The Never Have I Ever Food Truck Roadshow

- Concept: Toronto takes its globally inspired food scene on the road for the first time. Chef Craig Wong of Patois and co-host of CTV's Cook Like a Chef will be creating his own NHIE dishes to be served up with his own Torontonionian flare. More details to follow.
- Timing: Mid July
- Destinations: Kingston, Ottawa and Montreal



:30sec Video (click to view)

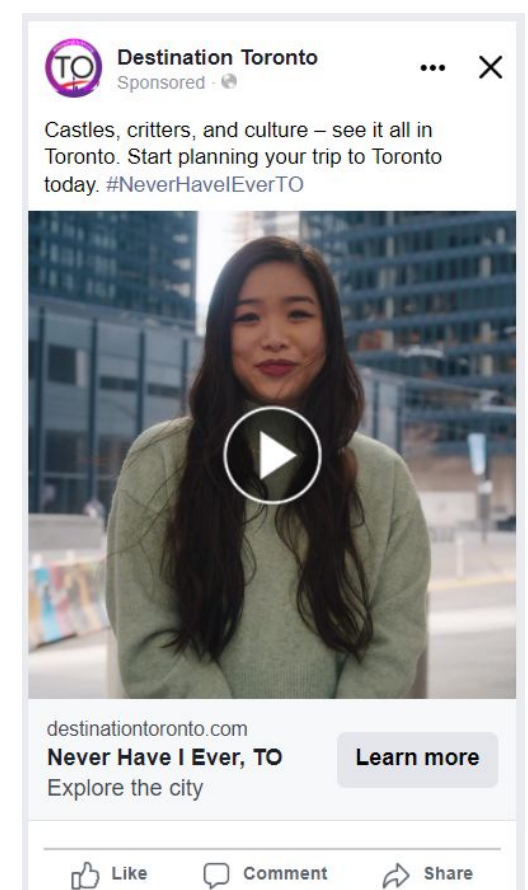
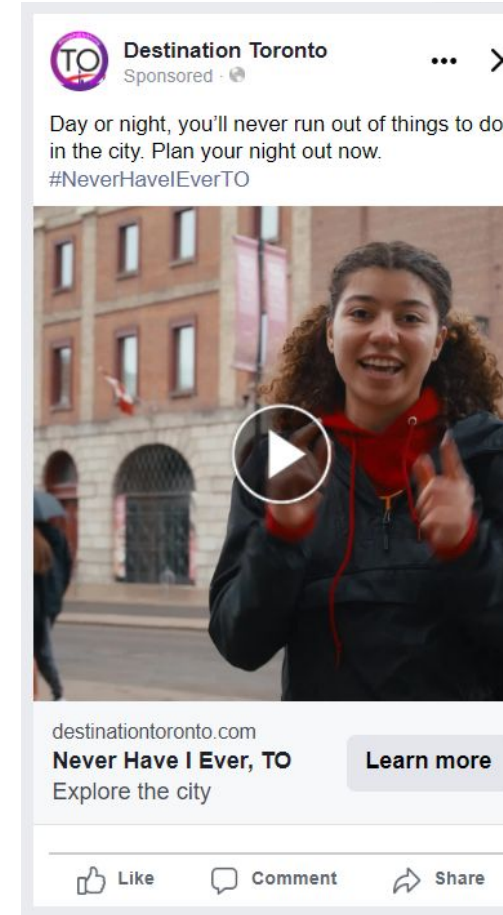


Social Media Creative

Social Media Polls



Social Media Video



How Can I Participate?

- Like, Comment and Share NHIE content on Destination Toronto social media platforms [Facebook](#) [Instagram](#) [Twitter](#) [TikTok](#) [LinkedIn](#).
- Follow and use the #NeverHaveIEverTO hashtag in your own platforms
- Use assets provided in the [Never Have I Ever Digital Toolkit](#)
- Have fun with it! Create your own business NHIE confession, share on your social media platforms using the #NeverHaveIEverTO hashtag

Important Links (click to view)

[NHIE landing page](#)

[NHIE Confessions Tool Kit](#)

[Pass TO Savings](#)

[Media Hub](#)
(downloadable assets)



Contacts

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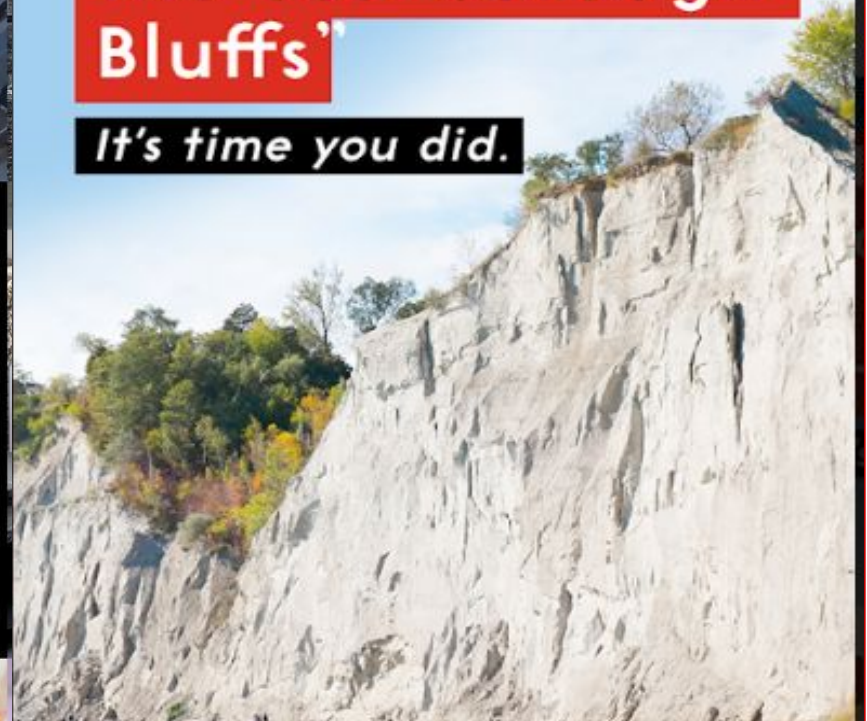
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