



PARTNER GUIDE

ONTARIO
Yours to discover

OTMPC

IN THIS GUIDE

CANADIAN CANOE CULTURE	3
THE BENEFITS OF PARTICIPATING	4
CAMPAIGN VISION	5
CONSUMER INTEGRATED CAMPAIGN	7
PARTNER CONTENT SHARING CAMPAIGN	8
CAMPAIGN TIMELINE	9
TARGET AUDIENCE AND MARKETS	10
OTMPC & INDUSTRY PARTICIPATION	11
HOW TO PARTICIPATE	12
CAMPAIGN THEME: CONNECTIONS	13
CAMPAIGN PILLARS	15
CHALLENGE YOURSELF	17
PADDLE THE PAINTED LANDSCAPES	18
MAKE A REAL CONNECTION	19
SHARED KNOWLEDGE	20
PROUD TO BE A CANADIAN PADDLER	21
COMMUNICATION & CONTENT DIRECTION	22
TONE AND WRITING STYLE	24
WRITING FOR SOCIAL MEDIA	25
SAMPLE OF CONTENT SHARING	
USING SOCIAL MEDIA	26
HARNESS THE POWER OF CASCADING MARKETING	27
VISUAL GUIDELINES	28
OPPORTUNITIES TO ALIGN WITH “WHERE AM I?”	29
PARTNER BADGE	30
COLOUR	35
PHOTOGRAPHY	36
CAMPAIGN TEMPLATES	37
CANADIAN CANOE CULTURE WEBPAGE TEMPLATE	38
SOCIAL MEDIA TEMPLATE	39
DIGITAL ADVERTISING TEMPLATE	40
PRINT TEMPLATES	41
POINT OF SALE TEMPLATES	43



CANADIAN CANOE CULTURE

There's nothing else like it: your paddle cutting through the water, leaving eddies in your wake as you explore Ontario's vast natural wonderland. Whether you're canoeing, kayaking, stand-up paddling or rafting, paddling is a fun, healthy and social activity. But more than that, paddling connects us to unforgettable memories and exciting adventures, to our heritage, to family and friends—and to what it means to be Canadian.





THE BENEFITS OF PARTICIPATING

There are many benefits that come with participating in the Canadian Canoe Culture campaign. Firstly, you help create a strong foundation to support and promote Ontario as the world's premier paddling destination. Beyond that, it's great for business. We can help you maximize your profits through the power of "cascading marketing" and extend your reach through our strategic social media campaign.

CAMPAIGN **VISION**





The overarching goal of the Canadian Canoe Culture campaign is to position Ontario as the top-of-mind paddling destination.

To achieve this, we've adopted a two-pronged strategy focused on attracting these groups and supporting partners. Through these dual channels, we want to capture the essence of Canadian Canoe Culture and promote it through compelling content, leveraging the feelings and emotions that paddling evokes amongst our target audiences.

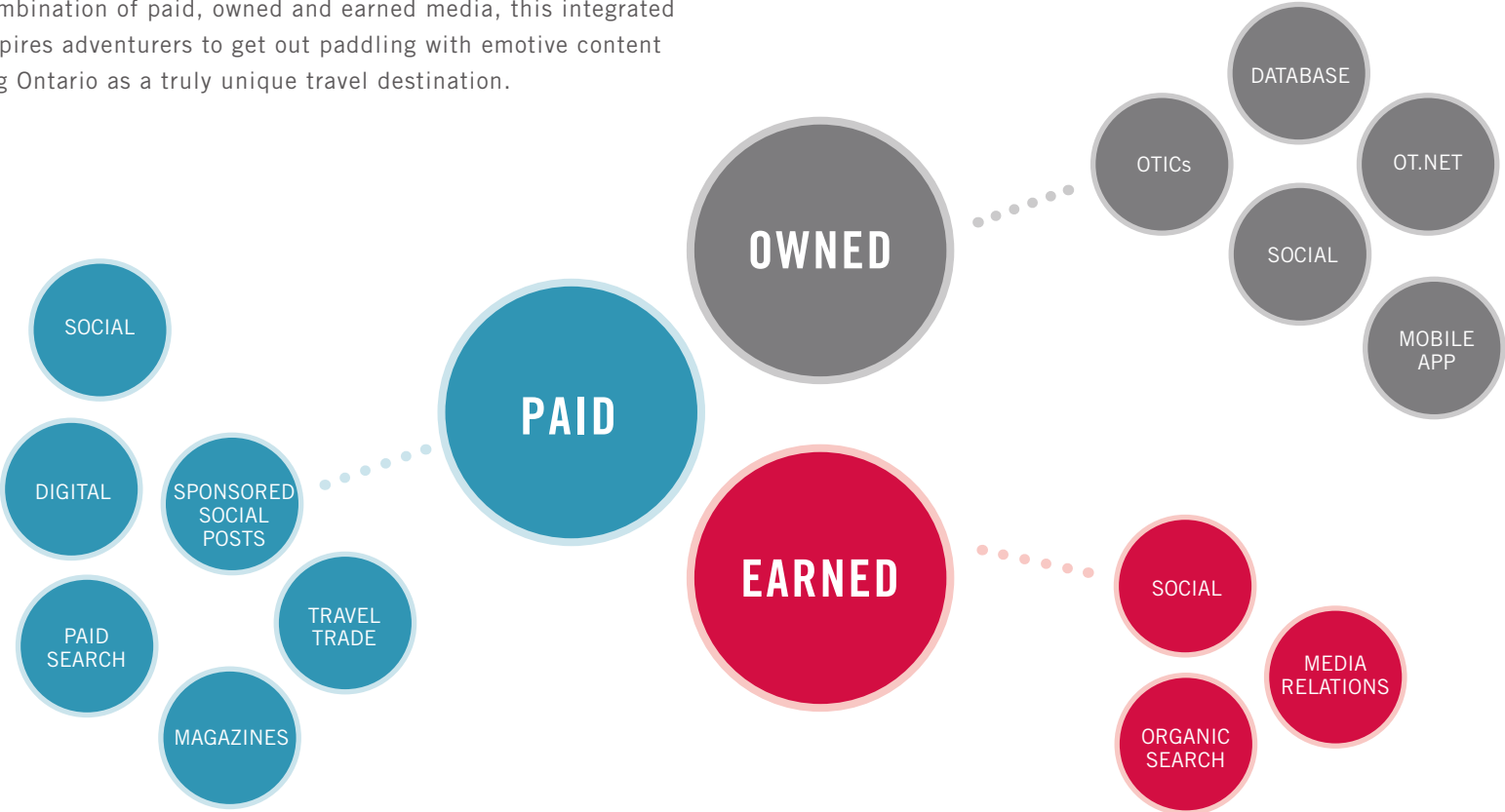
Paddling enthusiasts can be found in all corners of the world, and we have included several international groups in our target audiences. These include the United States, United Kingdom and Germany. We have developed campaigns that target these specific groups, and we will continue to do so with the Canadian Canoe Culture campaign.

We will connect these international audiences, along with our other targets, with unique experiences and partner packages on OntarioTravel.net, OntarioTravel.net/UKadventure, OntarioTravel.net/Germanyadventure and the Northern Content Site.

Through this approach, we will create a forum for consumers and industry partners to share their stories, extend our reach to important influencers and increase traffic to our digital properties.

CONSUMER INTEGRATED CAMPAIGN

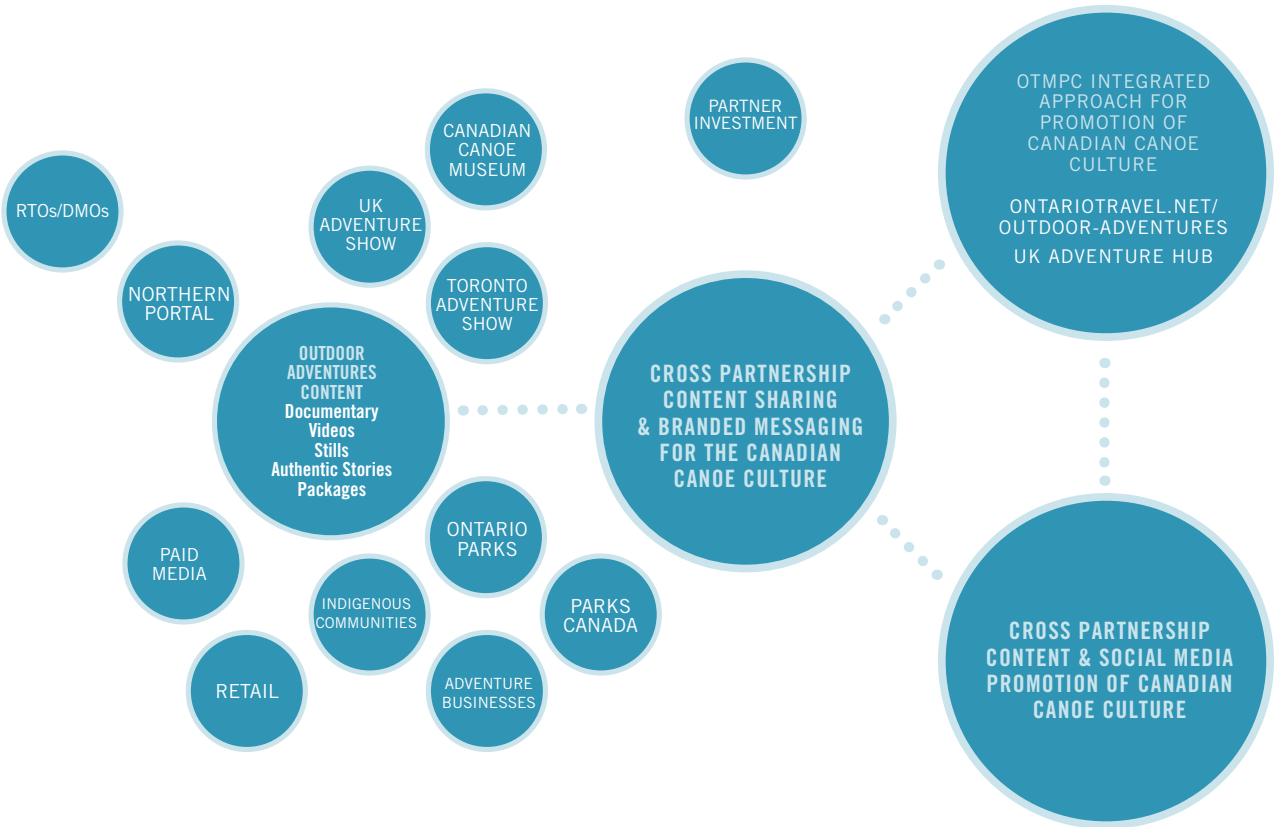
Through a combination of paid, owned and earned media, this integrated campaign inspires adventurers to get out paddling with emotive content distinguishing Ontario as a truly unique travel destination.



PARTNER SHARED CONTENT CAMPAIGN

The partner campaign unites the paddling community throughout Ontario via a content sharing platform. This provides partners with diverse, rich and authentic content to help promote the Canadian Canoe Culture.

The chart below outlines how we'll connect with our targets with authentic, compelling content, which includes video, branded content and in-depth stories that focus on Ontario-based paddling experiences. As you can see, we are including all important stakeholders in the Ontario paddling community to help us craft our message and reach as many paddling enthusiasts as possible.



CAMPAIGN TIMELINE

Our two-pronged strategy connecting consumers and partners rolls out over three years to maximize exposure and promotional opportunities for the Canadian Canoe Culture.

	YEAR 1	YEAR 2	YEAR 3
CONSUMER	Create an authentic 10 to 12 minute documentary-style video, featuring the 5 campaign pillars outlined later in this document. Mini-campaigns targeting specific markets will be launched to gather/create content for each theme.	Build upon the equity of Year 1, establish new partnerships and continue to build awareness for canoe culture in Ontario through digital, social and traditional channels.	Create new and exciting products that are more closely tied to the creative themes and vision.
PARTNER	Form a Partner Working Group, build platform for partners to share paddling content on and create branded messaging with common visual/emotive elements for the promotion of Canadian Canoe Culture.	Continue to connect consumers with operators and their unique paddling product offerings. Support partner content sharing through digital, social and traditional channels.	Continue to grow the partner and retail campaign, possibly adding co-branding opportunities into the mix.

TARGET AUDIENCE AND MARKETS

Our target audience is composed of three main segments: Avid/ Special Interest Travellers, Up & Coming Explorers and Connect Explorers. Each segment is unique, has unique attributes but all are heavy users of technology, especially when it comes to travel. They often research, book, plan and share their travel experiences online.



TARGET MARKETS

1. **PRIMARY:** Ontario, Quebec, Northern USA, UK
2. **SECONDARY:** Germany and France

PRIMARY

AVID/SPECIAL INTEREST TRAVELLERS*

Age: 28+
 HHI: \$100k+
 Living in: Northern US, ON, QC, UK

Predominantly male, although female interest is on the rise, this segment skews towards an older and more affluent demographic.

*Data from 2012 TNS Research

UP & COMING EXPLORERS*

Age: 18-34
 HHI: \$88k
 Living in: Northern US, ON, QC

Up & Coming Explorers are typically young families seeking adventure, but they often start with what's nearby and considered a core tourist attraction. New Canadians are also a part of this segment. They differ from other 'Up & Coming Explorers' in that they are new to Canada and its culture, and have a vested interest in seeking experiences that will help them better understand and appreciate what it means to be Canadian.

SECONDARY

CONNECTED EXPLORERS

Age: <40
 HHI: \$100k
 Living in: Northern US, ON, QC

Connected Explorers are primarily made up of young couples. Travel for them is about expanding their horizons. While they do not tend to spend as much on vacation as our other segments, their use of technology for planning, booking and sharing their experiences is valuable for this campaign.

OTMPC & INDUSTRY PARTICIPATION



HOW TO PARTICIPATE

There are many ways for you to join and take advantage of the Canadian Canoe Culture campaign. Here are some ideas to help you make the most of this exciting initiative:

CREATE/ENHANCE YOUR PADDLING PAGE OR SECTION ON YOUR WEBSITE

- Use CCC campaign visuals to introduce branded messaging to connect your products to the overarching CCC look and feel.
- Create compelling content for your paddling section using information provided by RTOs for cross-promotion opportunities. Content can include:
 - Paddling Experiences (Guided Trips, Fully Outfitted/Planned Trips and/or Lodge-based Experiences)
 - Lessons, Skills Clinics and Learning Gatherings/Festivals
 - Adventure Outfitters
 - Themed Itineraries/Attractions
 - Competitions
 - Events (Non-Competitive) and Happenings
 - Top 10 Paddling Places/Routes
 - Engaging Related Content/Stories/Videos

SOCIAL MEDIA CONTENT SHARING

Social media channels such as Facebook and Instagram are a great way to get the word out on your business. By teaming up with the Canadian Canoe Culture campaign, you can readily share your content via #PaddleON, RTO locations and other cross-promotional tags.

CONTACT INFORMATION

For more information please contact:

Steve Bruno

OTMPC Partnership Co-ordinator

📞 705-571-5177

✉️ steve.bruno@ontario.ca



CAMPAIGN THEME: CONNECTIONS



The Canadian Canoe Culture evokes nostalgic memories within our target audiences. To some, paddling may remind them of the time they were surrounded by the beauty of nature, or bring back memories of summer camp when they learned to “pull their own weight.” To others, paddling might remind them of quality time spent with loved ones up at the cottage or camp, or an exciting adventure exploring the untamed wilds of Ontario.

These strong connections form the backbone and overarching theme of our Canadian Canoe Culture campaign. Paddling connects us to nature, friends and family, our Canadian heritage and unforgettable memories. It connects younger and older generations. It connects new and existing Canadians. And, paddling connects us all to something greater—the spirit of adventure in the true Canadian wilderness.



CAMPAIGN PILLARS



The Canadian Canoe Culture campaign will be anchored by a shareable documentary-style video that will be built around five Campaign Pillars or storylines to speak to our target audience:

As outlined on page 14, the overarching theme of the entire campaign is built around connections: to family and friends and our environment. These pillars are extensions of our theme, and will help us define the importance of connecting with the Canadian Canoe Culture campaign:

- **Pillar 1:** Challenge Yourself
- **Pillar 2:** Paddle the Painted Landscapes
- **Pillar 3:** Make a Real Connection
- **Pillar 4:** Shared Knowledge
- **Pillar 5:** Proud to Be a Canadian Paddler

Each of these campaign pillars can be used independently to help promote your paddling products and connect with your consumer.



PILLAR 1

CHALLENGE YOURSELF

There's nothing like the adrenaline rush of paddling through rapids, or an epic journey to revitalize the soul. Targeting avid paddlers, this Campaign Pillar shows that challenging yourself can build confidence and character.



CONCEPT

PADDLING
BUILDS
CONFIDENCE



AUDIENCE

AVIDS,
UP & COMING
EXPLORERS,
CONNECTED
EXPLORERS



FEATURED VIDEO

WHITewater
PADDLING



INDUSTRY CONTENT COLLECTION

STORIES, IMAGES,
VIDEO, MEDIA,
SOCIAL MEDIA



BUYABLE EXPERIENCES

PACKAGES,
EVENTS,
OUTFITTING
ITINERARIES,
DAY TRIPS,
LODGBASED

PADDLE THE PAINTED LANDSCAPES

Follow in the wake of the Group of Seven, Tom Thompson and contemporary art adventurers and paddle the iconic landscapes immortalized in their masterpieces. This Campaign Pillar is about our heritage and creating deep connections to the land.



CONCEPT

PADDLING EXPERIENCES CREATE DEEP CONNECTIONS TO THE LAND



AUDIENCE

AVIDS, UP & COMING EXPLORERS, CONNECTED EXPLORERS



FEATURED VIDEO

ART-INSPIRED LANDSCAPES, GROUP OF SEVEN, TOM THOMPSON



INDUSTRY CONTENT COLLECTION

STORIES, IMAGES, VIDEO, MEDIA, SOCIAL MEDIA



BUYABLE EXPERIENCES

PACKAGES, EVENTS, OUTFITTING ITINERARIES, DAY TRIPS, LODGBASED

MAKE A REAL CONNECTION

Sometimes you have to disconnect from everyday stresses to connect with something greater. This Campaign Pillar highlights the connections we make to friends, family, the land—and the core values we learn along the way.



CONCEPT

PADDLING TEACHES CORE VALUES, SKILLS AND LOVE OF NATURE



AUDIENCE

AVIDS, UP & COMING EXPLORERS, CONNECTED EXPLORERS



FEATURED VIDEO

HOW TO GO FAMILY WILDERNESS TRIPPING, ONGOING TRADITION



INDUSTRY CONTENT COLLECTION

STORIES, IMAGES, VIDEO, MEDIA, SOCIAL MEDIA

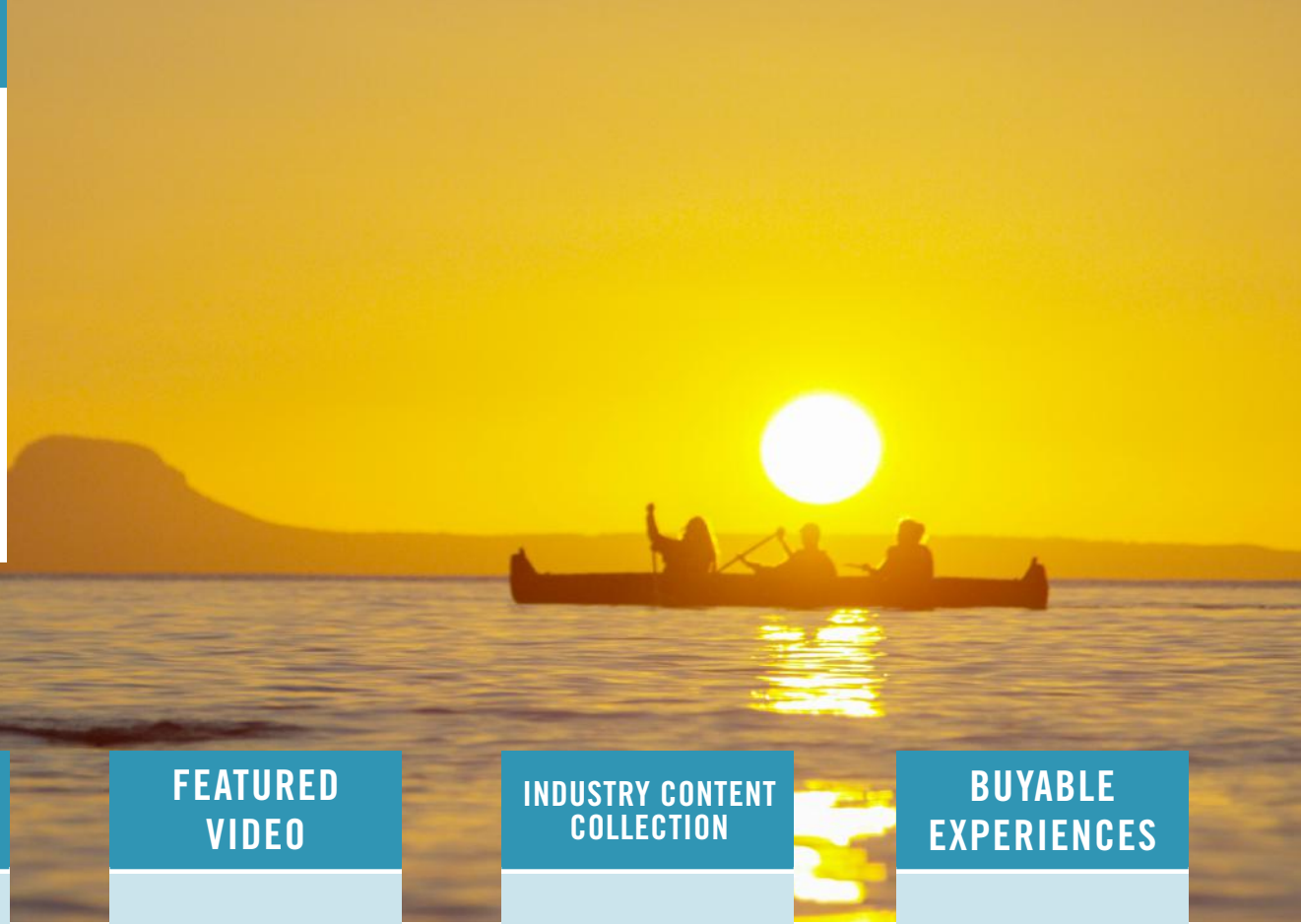


BUYABLE EXPERIENCES

PACKAGES, EVENTS, OUTFITTING ITINERARIES, DAY TRIPS, LODGBASED

SHARED KNOWLEDGE

Originally a technology of Canada's indigenous people, the canoe played an integral part in Canadian history. It became essential to the country's growth and connected the Indigenous, English and French cultures. Without the canoe, there would be no Canada.



CONCEPT

THE CANOE CULTURE DEFINED CANADA'S CULTURE AND HISTORY. IT IS A SYMBOL OF THE GREAT KNOWLEDGE TO BE LEARNED FROM CANADA'S INDIGENOUS PEOPLE AND ELDERS.



AUDIENCE

AVIDS,
UP & COMING
EXPLORERS,
CONNECTED
EXPLORERS



FEATURED VIDEO

INDIGENOUS
STORIES &
HISTORICAL
TEACHINGS



INDUSTRY CONTENT COLLECTION

STORIES, IMAGES,
VIDEO, MEDIA,
SOCIAL MEDIA

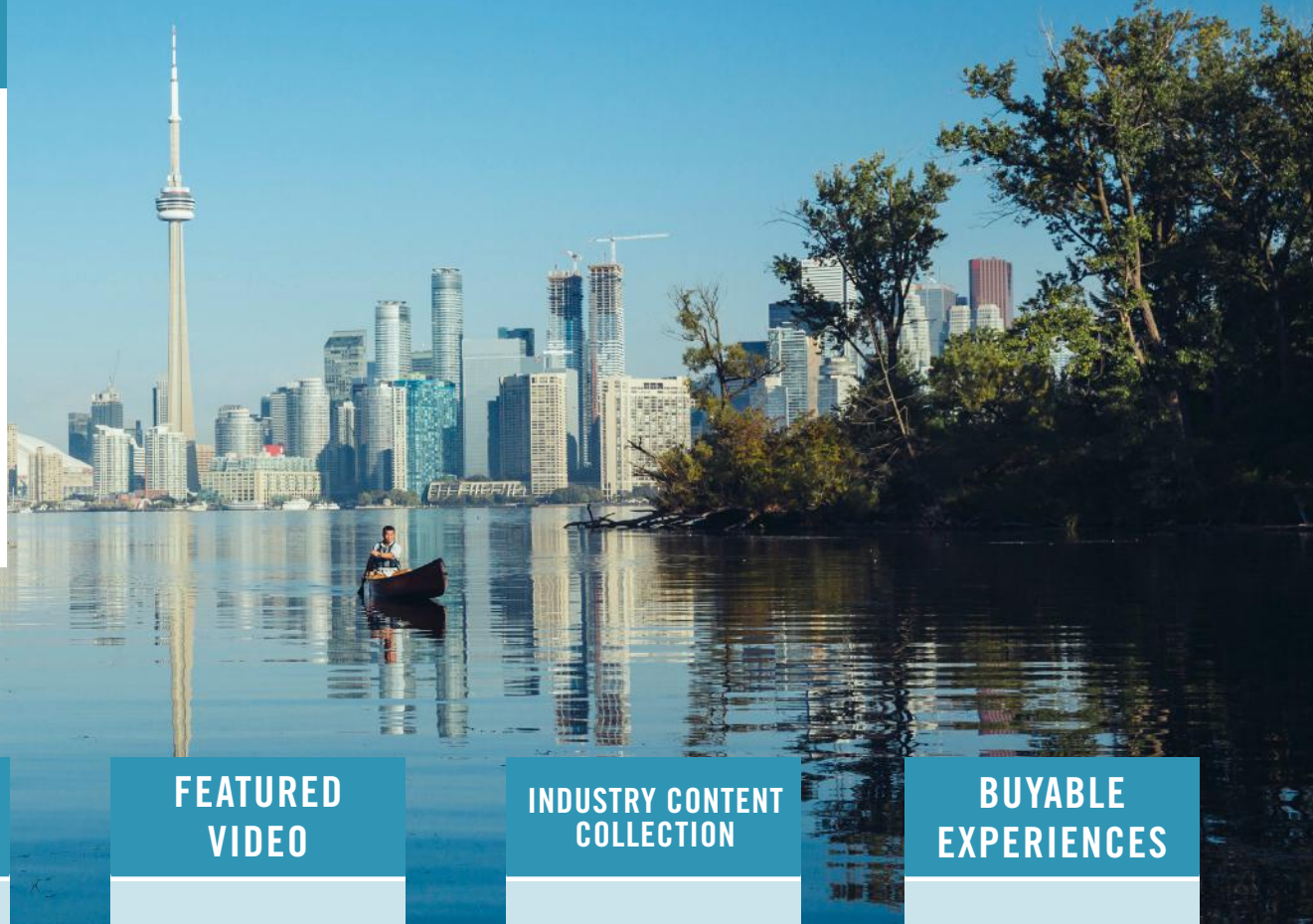


BUYABLE EXPERIENCES

PACKAGES,
EVENTS,
OUTFITTING
ITINERARIES,
DAY TRIPS,
LODGBASED

PROUD TO BE A CANADIAN PADDLER

The canoe is a symbol of what it means to be Canadian. It embodies the core values and ideals of our country, and by connecting individuals with paddling experiences, we help people of all walks of life understand the importance paddling plays in our cultural makeup.



CONCEPT

PADDLING IS THE
QUINTESSENTIAL
CANADIAN
EXPERIENCE



AUDIENCE

AVIDS,
UP & COMING
EXPLORERS,
CONNECTED
EXPLORERS



FEATURED VIDEO

TORONTO
HARBOURFRONT
CANOE & KAYAK
CENTRE



INDUSTRY CONTENT COLLECTION

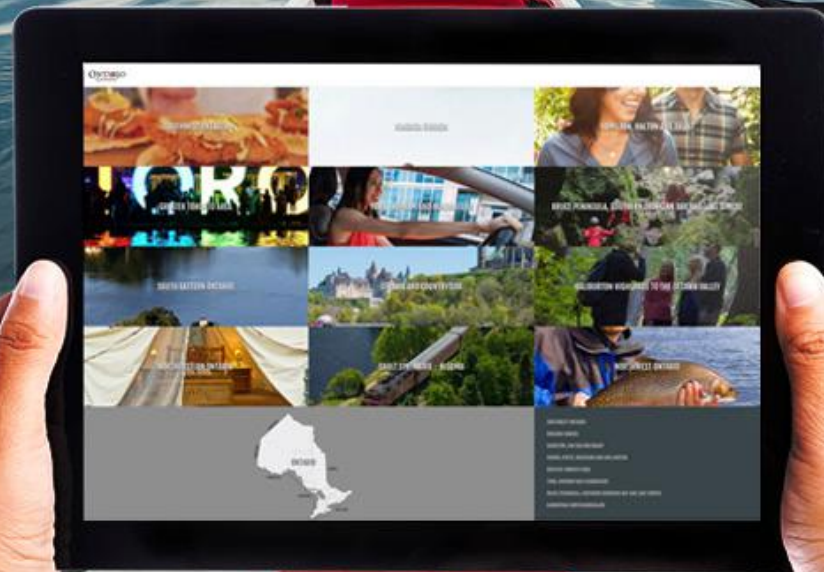
STORIES, IMAGES,
VIDEO, MEDIA,
SOCIAL MEDIA



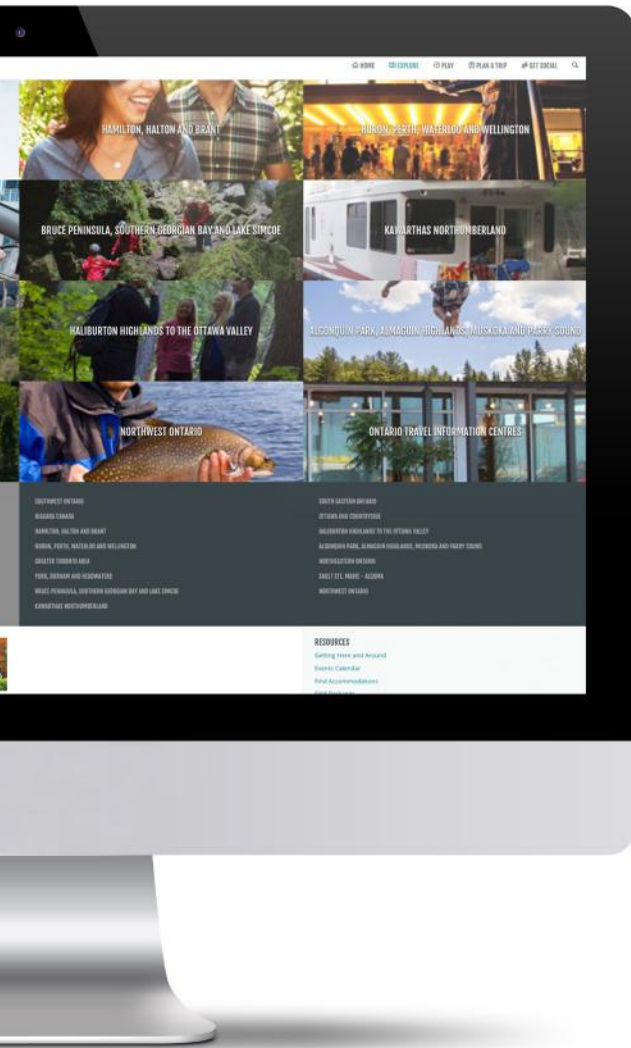
BUYABLE EXPERIENCES

PACKAGES,
EVENTS,
OUTFITTING
ITINERARIES,
DAY TRIPS,
LODGBASED

COMMUNICATION AND CONTENT DIRECTION



COMMUNICATION AND CONTENT DIRECTION



Canadian Canoe Culture content can be created and shared across digital, traditional and social platforms. Partners are encouraged to create content for their own sites, social media and on OntarioTravel.net (if applicable). To ensure the Canadian Canoe Culture campaign maintains a consistent, unified brand presence, partners should:

- Create experiences/packages that align with our Campaign Pillars
- Adapt content to best practices and guidelines found in this guide
- Use available campaign content and material to enhance existing websites and marketing material

TONE & WRITING STYLE

Our brand personality is connected, inspiring, charismatic and welcoming. To reflect this, the tone of our communications should be warm, friendly, uplifting and knowledgeable yet approachable.

All communications should come across in a conversational tone and marketing-speak, jargon and clichés should be avoided. We want to be personable when communicating with our audience.

Colourful, active verbs should be employed whenever possible. For example, replacing words like 'go' or 'get' with more dynamic verbs like 'explore', 'discover', 'connect' or 'enjoy' can add life to a sentence.

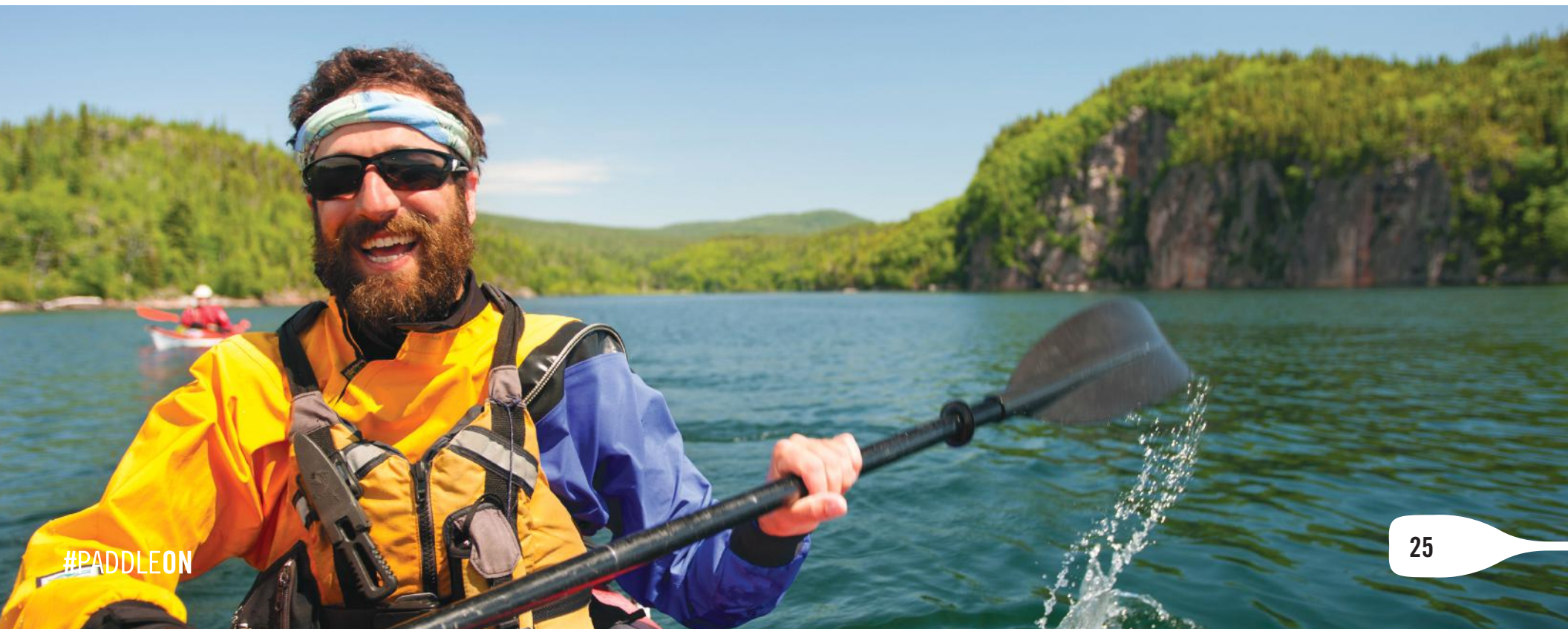
In the end, we want to capture our audiences' imaginations through the authentic experiences and connections that can be found paddling in Ontario.



WRITING FOR SOCIAL MEDIA

Our brand personality is connected, inspiring, charismatic, and when promoting Canadian Canoe Culture on social media, the hashtag #PaddleON should always be integrated into the post. And remember, due to character restrictions, keeping your message short, sweet and easy-to-understand is always the best approach.

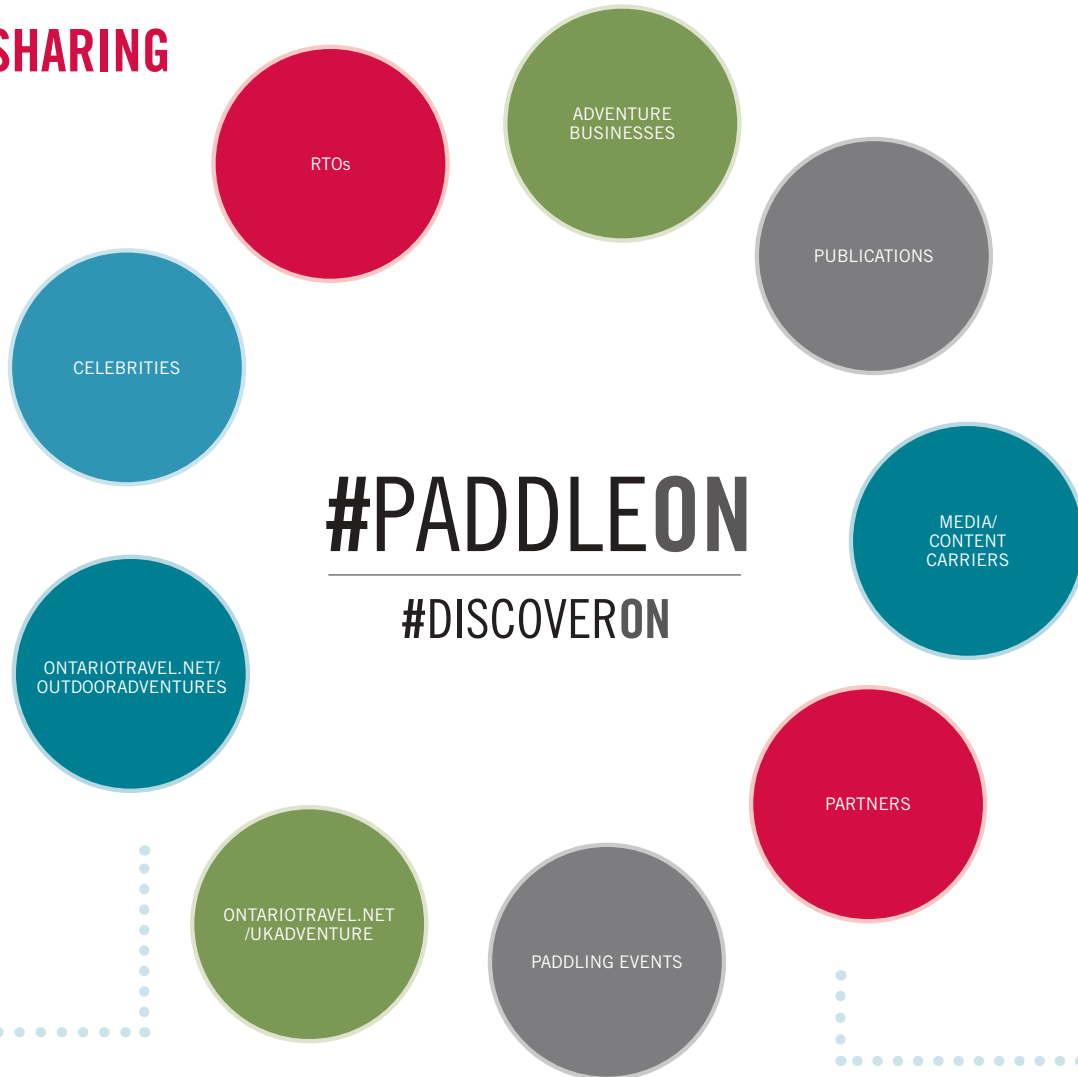
It's recommended that you use #PaddleON in conjunction with #DiscoverON whenever possible (i.e. when character counts allow). #DiscoverON has quite a bit of brand equity, so including it can generate greater interest and subsequent conversations.



COMMUNICATION AND CONTENT DIRECTION

SAMPLE OF CONTENT SHARING USING SOCIAL MEDIA

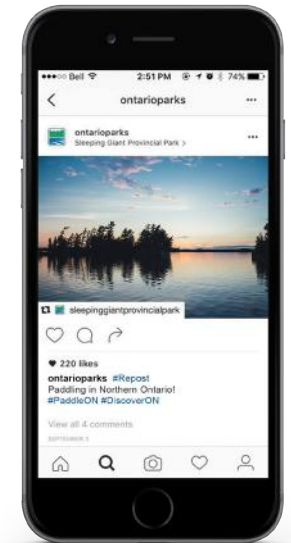
Each partner would be a content source and would share content via FB posts. All partners would monitor #PaddleON and #DiscoverON & share appropriate posts.



SAMPLE CONTENT SOURCE



SAMPLE CONTENT SOURCE



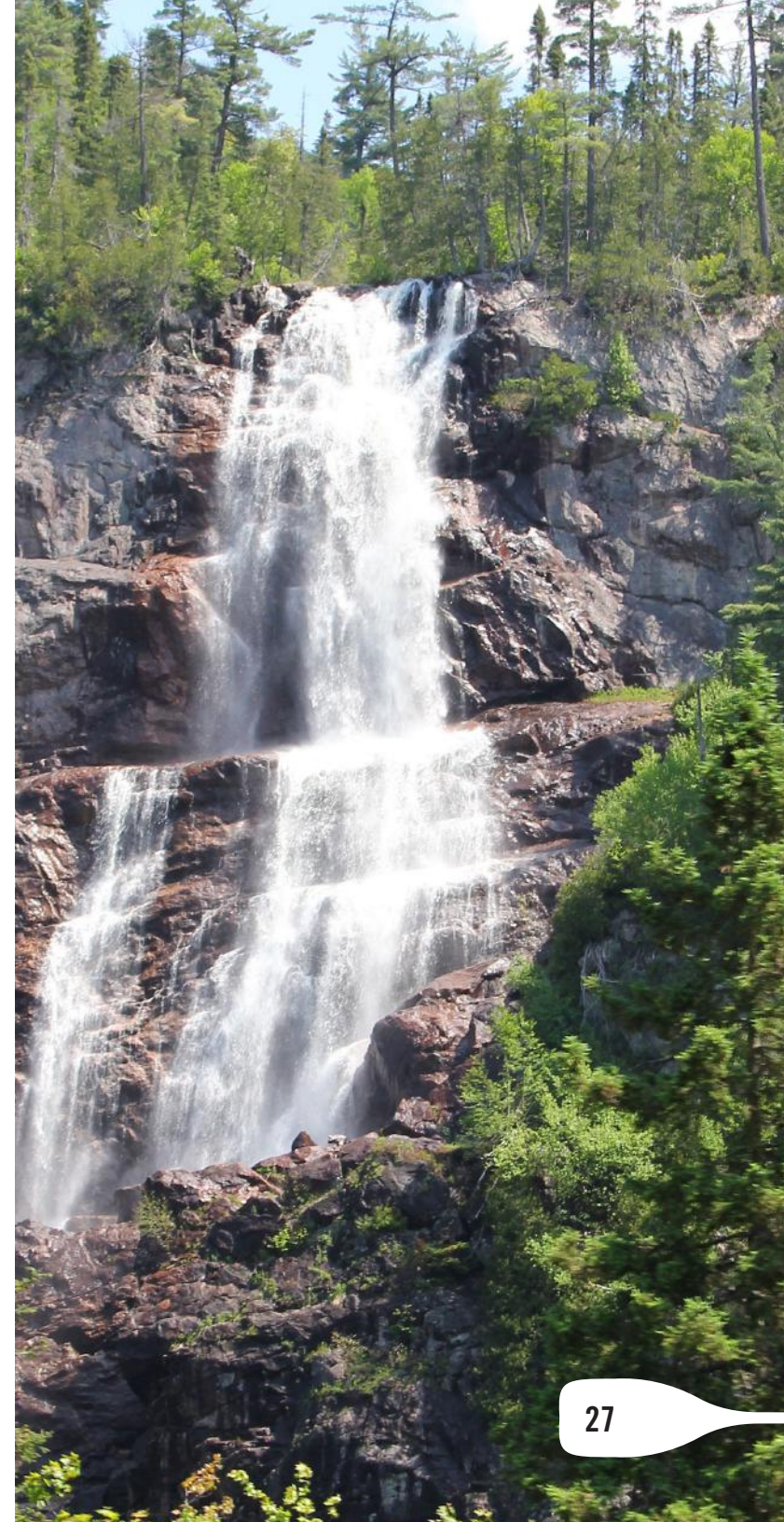
HARNESS THE POWER OF CASCADING MARKETING

The idea of cascading marketing is that content can literally ‘cascade’ into a variety of channels, much like a waterfall pours down from level to level, spreading out and finding new paths. Essentially, it’s a way of extending your reach.

Imagine you have an article about Canadian Canoe Culture you want to share. You can distribute it by posting it on your blog or website. But don’t stop there! Tweet about it, share it on Facebook or Google+ and post it on Instagram or Pinterest, and be sure to use the #PaddleON and #DiscoverON hashtag. Social media can make it easy to increase your exposure exponentially.

It’s all about getting your message, along with stories and experiences of paddling in Ontario. Content fuels conversation and conversation fuels action.

Just remember to brand your communication in alignment with our Canadian Canoe Culture campaign and you’ll be leveraging a much wider audience that’s already interested in and actively seeking out your message.



VISUAL GUIDELINES








OPPORTUNITIES TO ALIGN WITH “WHERE AM I?”

THE 5-STEP “WHERE AM I?” CHECKLIST

OTMPC’s current advertising and marketing program, ‘WHERE AM I?’ acts as the platform, or foundation, for the Canadian Canoe Culture program.

From the images we use to how we write any and all outward communications (i.e. online ads, social posts, etc.), we must ensure to follow the brand guidelines and standards that are synonymous with OTMPC’s program.

Here are five easy steps you can take to ensure your partner messages are on-brand. And make sure to read on for further details on the ‘WHERE AM I?’ program.

 PICK YOUR PLACE/ EXPERIENCE	 SET UP YOUR MYSTERY PLACE/EXPERIENCE	 ASK YOUR QUESTION	 ONTARIO	 ANSWER AT ONTARIOTRAVEL.NET
<p>We'll be following the 'Where Am I?' approach to photography, where we showcase Ontario waterways in a manner that adds mystery and intrigue. In other words, our targets, for the most part, won't be able to readily identify where the photo has been taken.</p>	<p>This year's images are truly majestic and capture the beauty of Ontario. Combined with our focus on the environment, we'll be well positioned to create excitement and subsequent interest for our targets.</p>	<p>The Canadian Canoe Culture campaign won't be directly tied to the 'Where Am I?' campaign as we won't feature riddles/hints. However, our strategy for image usage (capturing our targets' imaginations through authentic experiences and connections that can be found paddling in Ontario) will follow the 'Where Am I?' approach.</p>	<p>Our CTA will boldly pronounce Ontario as 'the' paddling destination for all of our targets. Combined with #PaddleON, we have a solid platform to further promote/position Ontario as a much sought-after travel destination.</p>	<p>Our dramatic images and copy points will tease to the more in-depth and detailed experienced communicated on OT.net, where our targets will also be able to access/book package information as related to the content.</p>



FOR COMPLETE OTMPC BRAND GUIDELINES,
PLEASE VISIT TOURISMPARTNERS.COM

PARTNER BADGE

Circles are representative of many things, including unity or in our case, connection. The shape is also indicative of wholeness and completion. Echoing rings creates a sense of visual harmony and stability, while also communicating feelings of friendliness and approachability. From a strictly design standpoint, the circles provide a nice visual foundation for the wordmark. From a colour perspective, connection is further emphasized through the paddles and the maple leaf both being red. And finally, the blue waves indicate water ripples which are so indicative of the paddling experience..

For further details on the 'Do's and Don't's' on using the Partner Badge, please refer to page 33.



HOW TO USE THE PARTNER BADGE

The proper use of dimension, clear space and minimum size are in place to ensure consistency.

WHERE CAN I FIND THE BADGE?

The Canadian Canoe Culture badge and other campaign assets can be found at www.tourismpartners.com.



Print - 0.75"



Digital- 110 pixels

SIZE

The badge should never be reproduced smaller than 1 in diameter for print, which is the minimal size spec provided to maintain legibility. In digital applications, the minimum size is 110 pixels in diameter.



CLEAR SPACE

To consistently achieve the greatest visual impact, the badge must have a clearance space of 25% of the size of the circle on all sides.

HOW TO USE THE PARTNER BADGE

The following shows how the badge can be displayed when it comes to colour.



4 colour process



Reversed



Black



60% Black

HOW NOT TO USE THE PARTNER BADGE

The following are examples of what not to do.



Do not distort the badge



Do not remove elements from the badge



Do not change the size of any elements



Do not change the colour of the badge



Do not use the badge on a busy background

Rule of thumb:
Only use badges on page 32!

USING THE PARTNER BADGE WITH THE ONTARIO LOGO

When pairing the partner badge with the Ontario logo (both Yours to Discover and the Ontario Canada versions) it is important to remember that in no way should the partner badge be larger in scale or visibility than the Ontario logo.

Ensure that both Ontario logos are no smaller than 50% of the vertical height of the partner badge.

In addition, the “Dos and Don’ts” on page 33 also relate to these versions.



COLOUR

In addition to the standard black and white versions of the Partner Badge, Canadian Canoe Culture has a palette of 4 colours, which all pull directly from the OTMPC brand.



FORT YORK

PMS 200
 CYMK C3 M100 Y66 K12
 R183 G18 B52
 HEX B71234



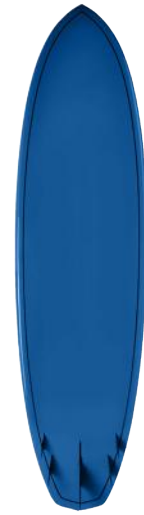
KANADARIO

PMS 7459
 CYMK C76 M6 Y8 K15
 RGB R48 G149 B180
 HEX 3095B4



CANADIAN
 SHIELD

PMS 60% BLACK
 CYMK C0 M0 Y0 K60
 RGB R128 G130 B133
 HEX 808285



LAKE
 ROUSSEAU

PMS 7474
 CYMK C100 M76\5 Y6 K24
 RGB R0 G122 B135
 HEX 007A87

PHOTOGRAPHY



Following the 'Where Am I?' master brand platform, the Canadian Canoe Culture program will use photography that compels our targets to explore the featured destination, while never quite revealing exactly where we are within the province.

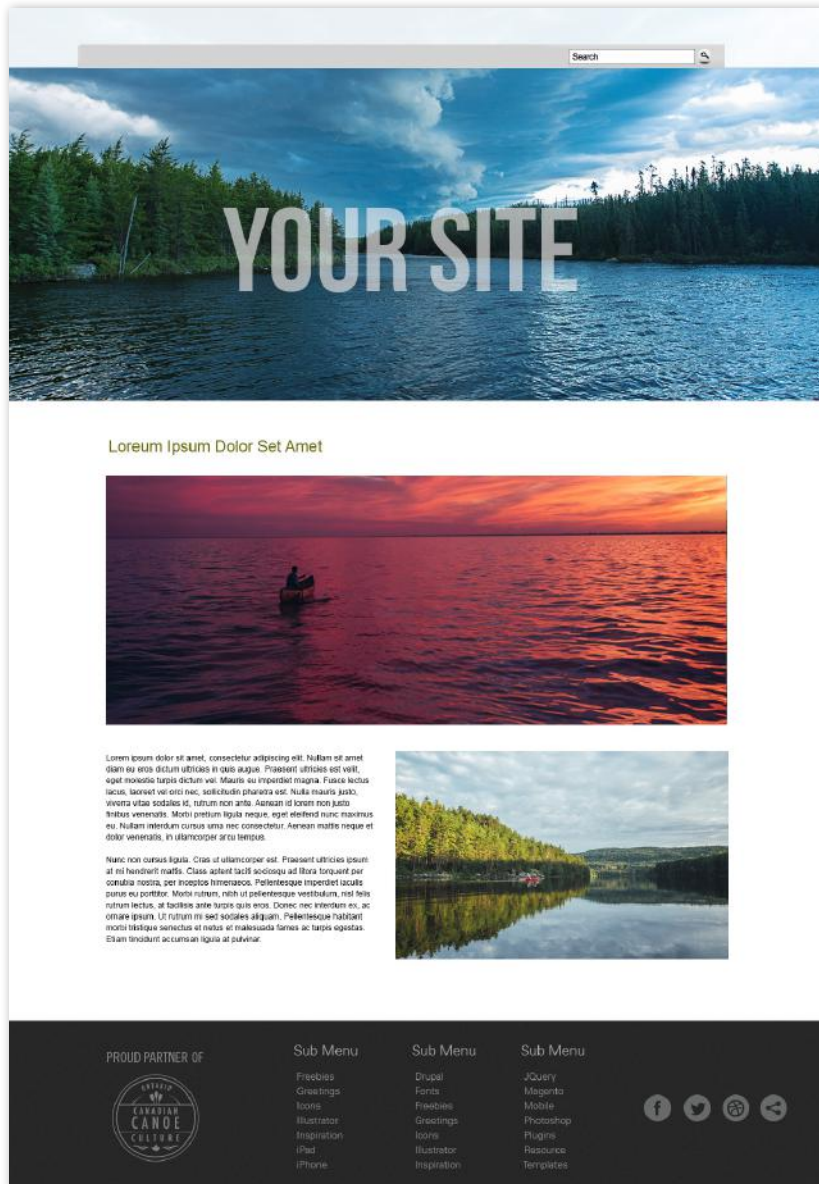
Shots will elicit surprise to support the 'Where Am I?' master brand positioning of the unexpected nature of Ontario, while also paying homage to our Canadian history and the important role paddling played in it.



Photography featured in the Canadian Canoe Culture campaign can be found at www.imageontario.com.

CAMPAIGN TEMPLATES





The Canadian Canoe Culture Visual Identity really comes to life in online environments. This is where stunning photography and expanded copy points can help elicit the emotions and responses we're seeking from our audience.

Like all other marketing materials, you are encouraged to follow our Photography and Copy guidelines to ensure the Canadian Canoe Culture following the OTMPC brand is represented consistently.

Your website is a great place to let people know that you are a proud partner of the Canadian Canoe Culture Campaign.

INSTAGRAM

1



FACEBOOK



TWITTER



INSTAGRAM

2



FACEBOOK



TWITTER



INSTAGRAM

3



FACEBOOK



TWITTER



COPY

Sharing the Canadian Canoe Culture experience is what it's all about! What better way to do that than on social media channels?

Similar to the approach you should take with your webpages, imagery and copy need to be in-line with our brand, so compelling, intriguing imagery and inspiring copy to help capture the spirit of paddling in Ontario!

Be sure to include the hashtag #PaddleON and #DiscoverON in all social channels.

IMAGERY

Shots will elicit surprise to support the 'Where Am I?' master brand positioning of the unexpected nature of Ontario, while also paying homage to our Canadian history and the important role paddling played in it.

PARTNER BADGE

If the partner badge and logo are used on social media images, they should be no smaller than 110 px. They should be positioned to the right of the image, or in an area that ensures their legibility, while not obstructing the focus of the shot.



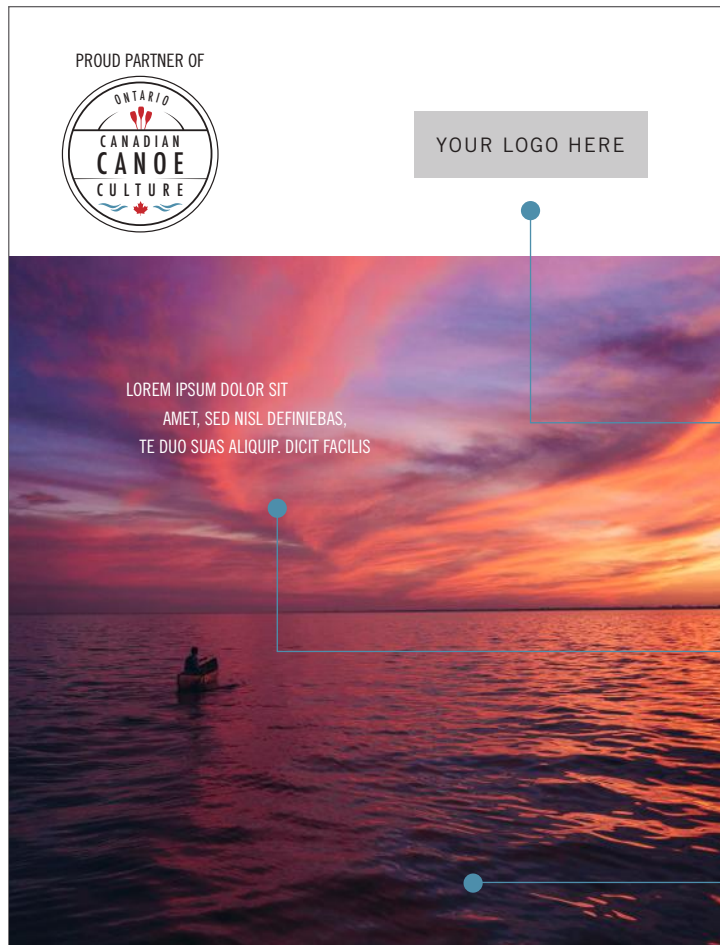
This is where the Canadian Canoe Culture and your business can really come together. Think of it as a partnership approach where by combining elements from both entities you can get one big lift.

Simply follow the photography and copy guidelines to ensure these digital communications deliver the right message to the right audience.

Digital media should lead with the Canadian Canoe Culture partner badge and left no smaller than the minimum size as described in page 31 of this guide.

Type should be no smaller than 14 px, and should be placed in an area that is easy to read, and compliments the image.

The bottom third of the image should remain clear for partner/outfitter information.



Traditional advertising allows us to really focus on the stunning imagery that's synonymous with Canadian paddling experiences.

Because we want to focus on these visual cues, copy should be short and sweet. Similar to the Digital Advertising layout, this is an opportunity to include your businesses' brand in the form of prominent logo placement.

All print ad should lead with the Canadian Canoe Culture partner badge and the partner logo. This area should remain white so as the partner badge and partner logo can be full colour for most visual impact.

Type should be no smaller than 16 pt, and should be placed in an area that is easy to read, and compliments the image.

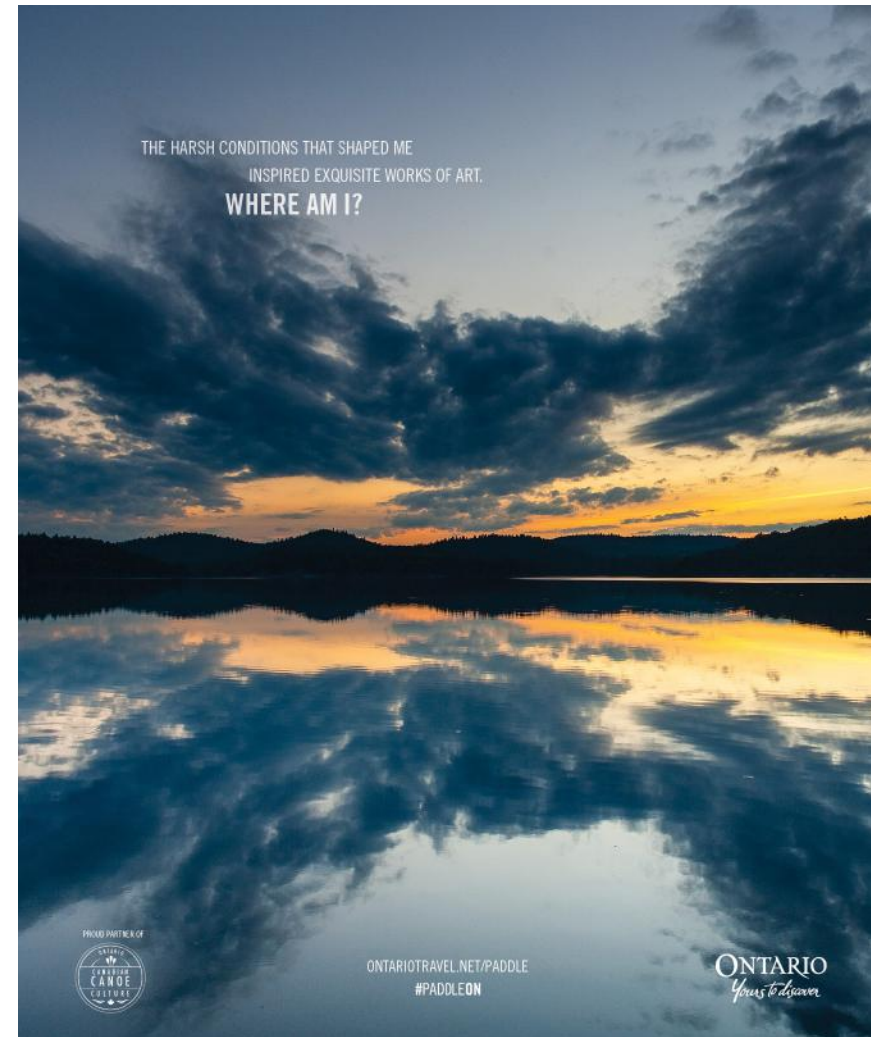
The bottom third of the image should remain clear for partner/outfitter information.

USING THE ONTARIO LOGO

When a piece of marketing collateral requires both the partner badge and the Ontario logo they must both be used in a way where they do not compete against each other.

Ensure that Ontario logo is no smaller than 50% of the vertical height of the partner badge.

It is important to remember that when creating marketing material for presentation to US and International consumers that the Ontario Canada logo is used. Purchased media and communication focused on Canadian consumers should use the Ontario Yours to Discover logo. For more information on using the Ontario logo, please consult the OTMPC brand guide available at www.tourismpartners.com.





If you have a storefront, you can easily let your customers know that you're a Canadian Canoe Culture partner.

A Point of Sale window decal is a great way to do this. As shown, this can be designed to be open and unobtrusive, allowing for a clear campaign message while never interrupting your business' communications.

To download the window decal and other Canadian Canoe Culture assets, please visit www.tourismpartners.com

THANK YOU

