



Newfoundland & Labrador Tourism

STAY HOME YEAR 2020

Summer Resident Campaign Summary



STAY HOME YEAR 2020

CAMPAIGN OVERVIEW

2020 has been full of obstacles, especially for a tourism destination like Newfoundland and Labrador. Travel restrictions meant that the best opportunity to generate income for the provincial tourism industry was right here at home, with residents. But convincing residents to vacation at home would require some romancing. We had to rekindle their love of home. And demonstrate that it's overflowing with things to see and do. So, how could we appeal to residents' desire for unique travel experiences, while also supporting the industry and promoting local tourism operators?

CREATIVE DIRECTION

In Newfoundland and Labrador, home is much more than a place where you grew up. It's a feeling. So much so, that residents have a longstanding annual tradition called 'Come Home Year', where expats are encouraged to return home for summer festivities. It dates all the way back to 1966. Knowing this, we decided to flip Come Home Year on its head. We launched 'Stay Home Year', a fully integrated campaign that asks Newfoundlanders and Labradorians to consider vacationing at home.





STAY HOME YEAR 2020

PRIMARY LOGO



SECONDARY LOGOS



BRAND IDENTITY

Both warm and inviting, the Stay Home Year brand identity paints a welcoming picture of travel throughout the province. It even borrows a few elements from the provincial flag. This 'master logo' became the basis of seven other logos, each rooted in its own travel activity.

SIGNAL HILL PROJECTION

Stay Home Year launched with a symbolic statement: Cabot Tower lit up the night sky with a massive projection of the word 'HOME'.



STAY HOME
YEAR 2020





STAY HOME YEAR 2020



LAUNCH SPOT



EXPERIENTIAL SPOT 1/2



EXPERIENTIAL SPOT 2/2

TELEVISION

A series of emotive television spots and weather sponsorships on NTV and CBC invited Newfoundlanders and Labradorians to 'rediscover home', encouraging them to experience all the things they've always wanted to experience. The first spot introduced the concept of Stay Home Year, while the latter two spots helped highlight specific destinations and activities that were open to travellers.

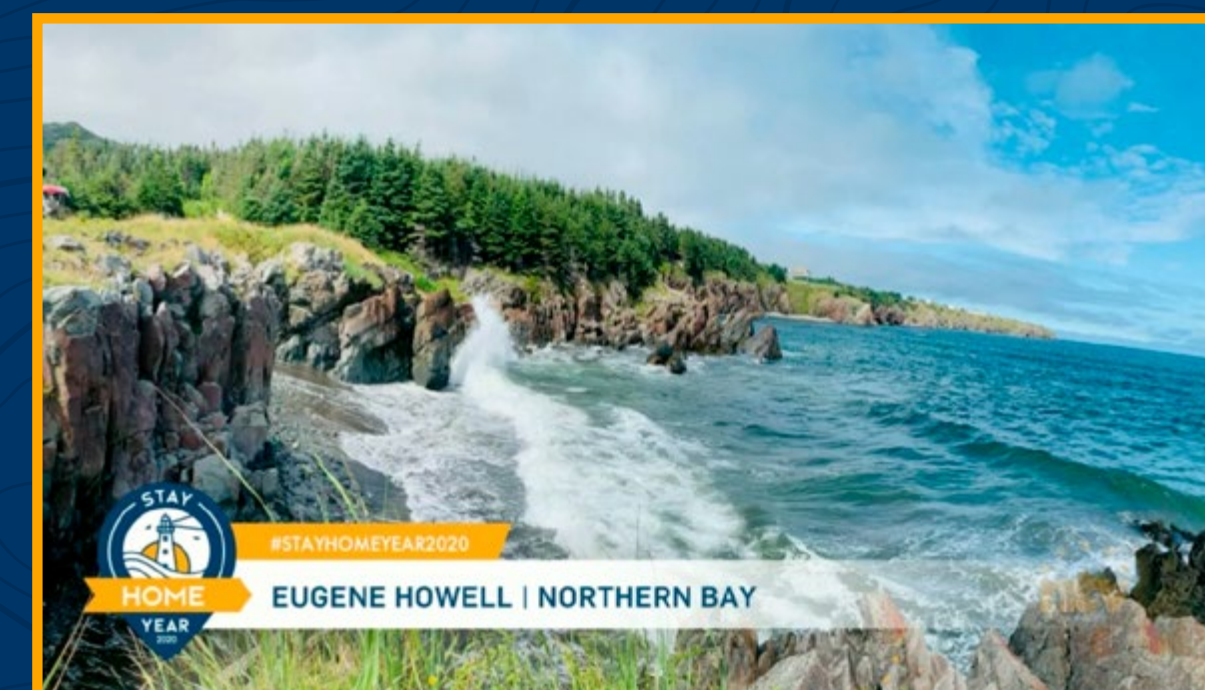


STAY HOME YEAR 2020



NTV PHOTO OF THE DAY

In partnership with NTV, the daily 'Photo of the Day' segment was rebranded to the 'Stay Home Year Photo of the Day'.





STAY HOME YEAR 2020



RADIO

We created a radio series entitled 'Reasons to Stay'. As the title might suggest, the series gave residents reasons to stay and travel at home. It was voiced by none other than Gordon Pinsent himself, Newfoundland and Labrador's most beloved and recognized voice.



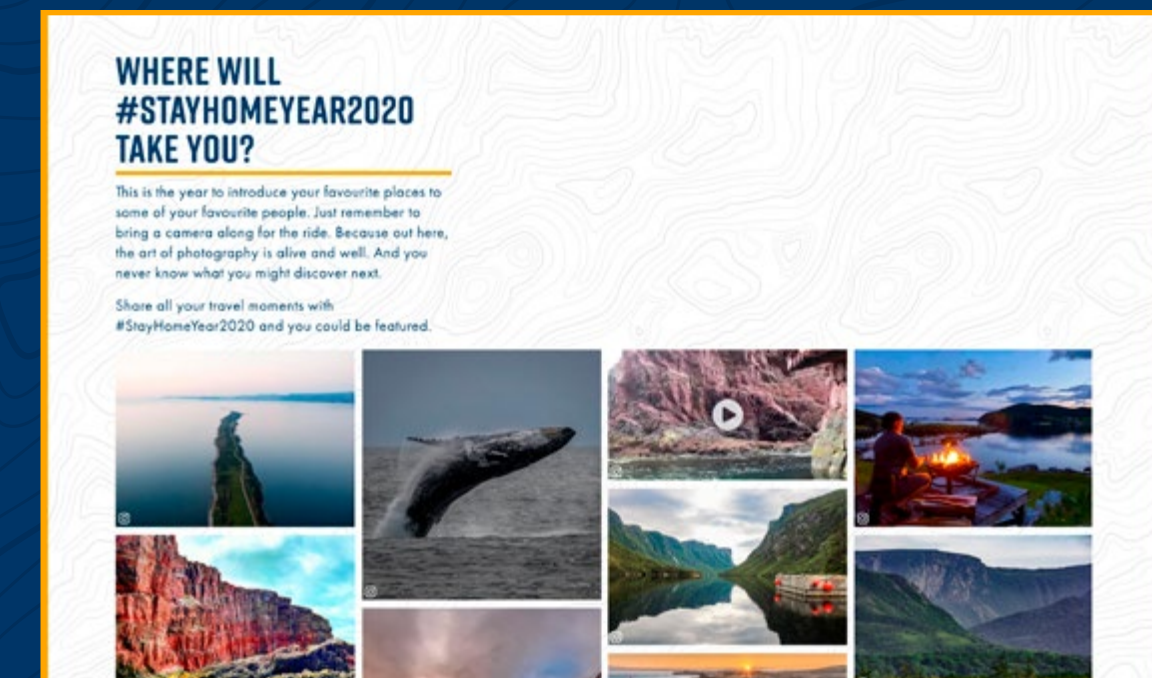


STAY HOME YEAR 2020



WEBSITE

We created StayHomeYear.ca, a travel hub that's chock-full of travel suggestions, packages, and offers for residents to explore and book. Not only does the site provide residents with an abundance of ways to enjoy Stay Home Year, it also gives prominence to tourism operators.



[CLICK HERE TO VISIT STAYHOMYEAR.CA](http://STAYHOMYEAR.CA)



STAY HOME YEAR 2020



DIGITAL DISPLAY ADS

Our display ads reminded residents that 'this is the year to rediscover home', and that there's no better way to do so than by supporting local tourism operators. Each package display ad did this by highlighting a specific travel operator and offer (80 offers to be exact).

STAY
HOME
YEAR
2020

Newfoundland
Labrador

SINBAD'S HOTEL & GANDER GOLF CLUB

DINE, WINE & UNWIND

STARTING AT
\$295
PER COUPLE

Newfoundland
Labrador

SHALLOW BAY MOTEL

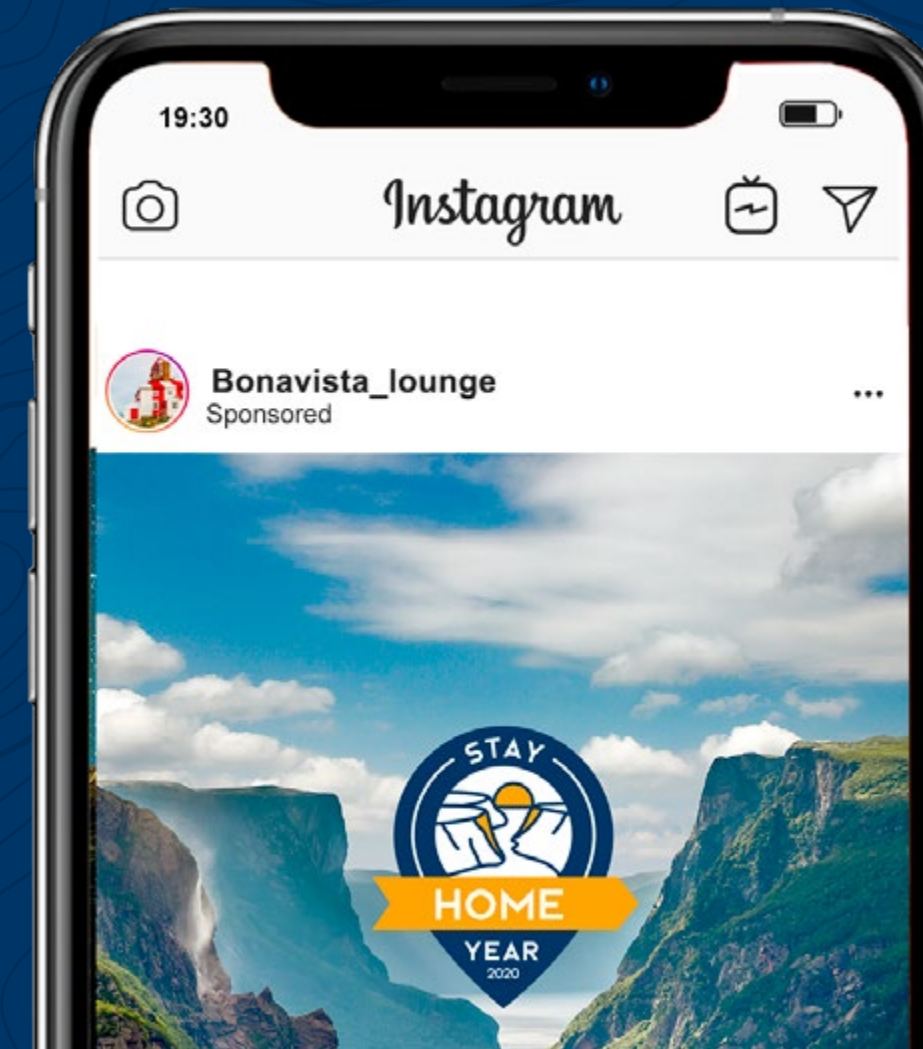
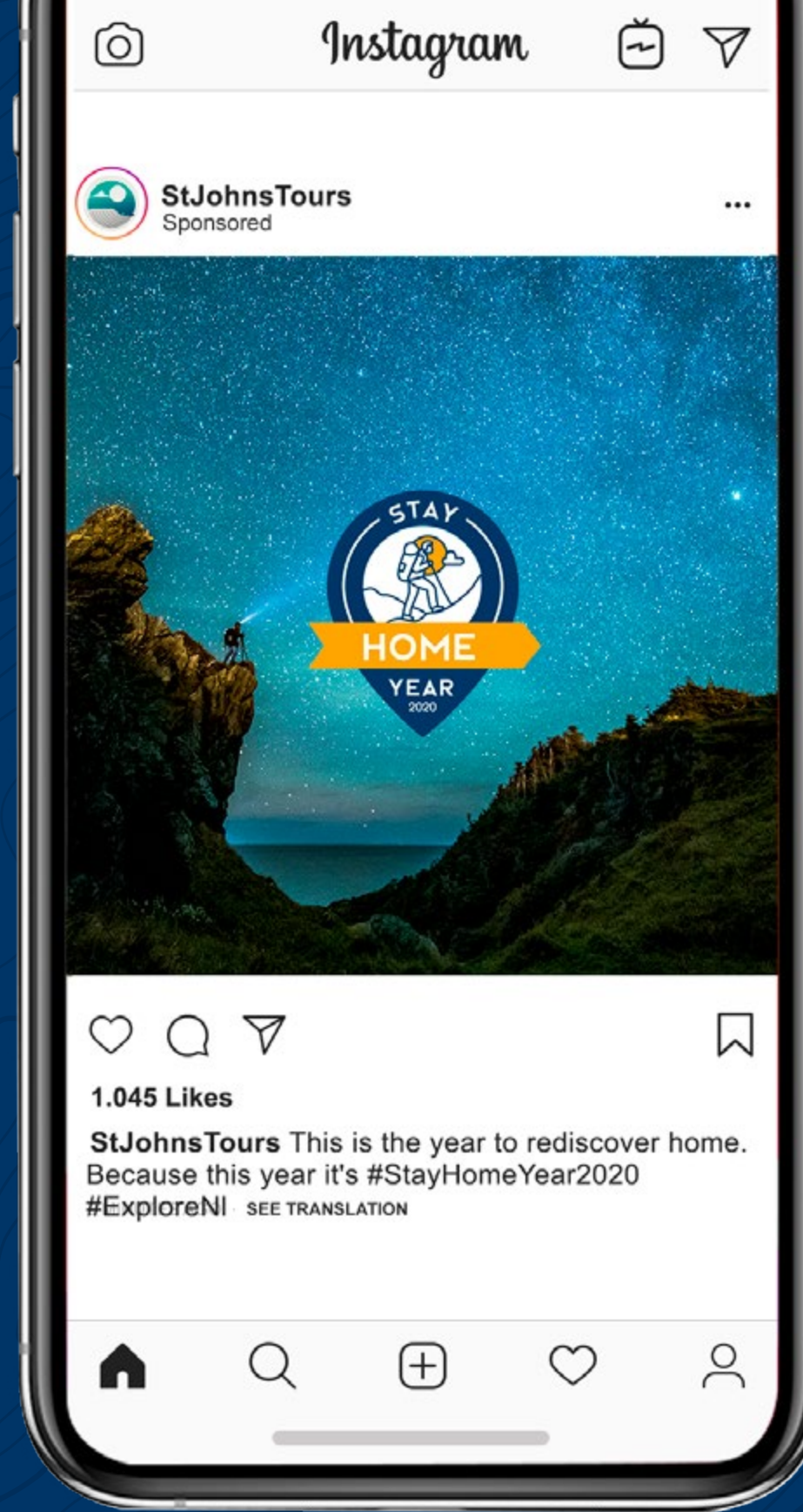
GROS MORNE
CULTURAL ESCAPE

STARTING AT
\$539
PER COUPLE

Newfoundland
Labrador



STAY HOME YEAR 2020



SOCIAL ADS

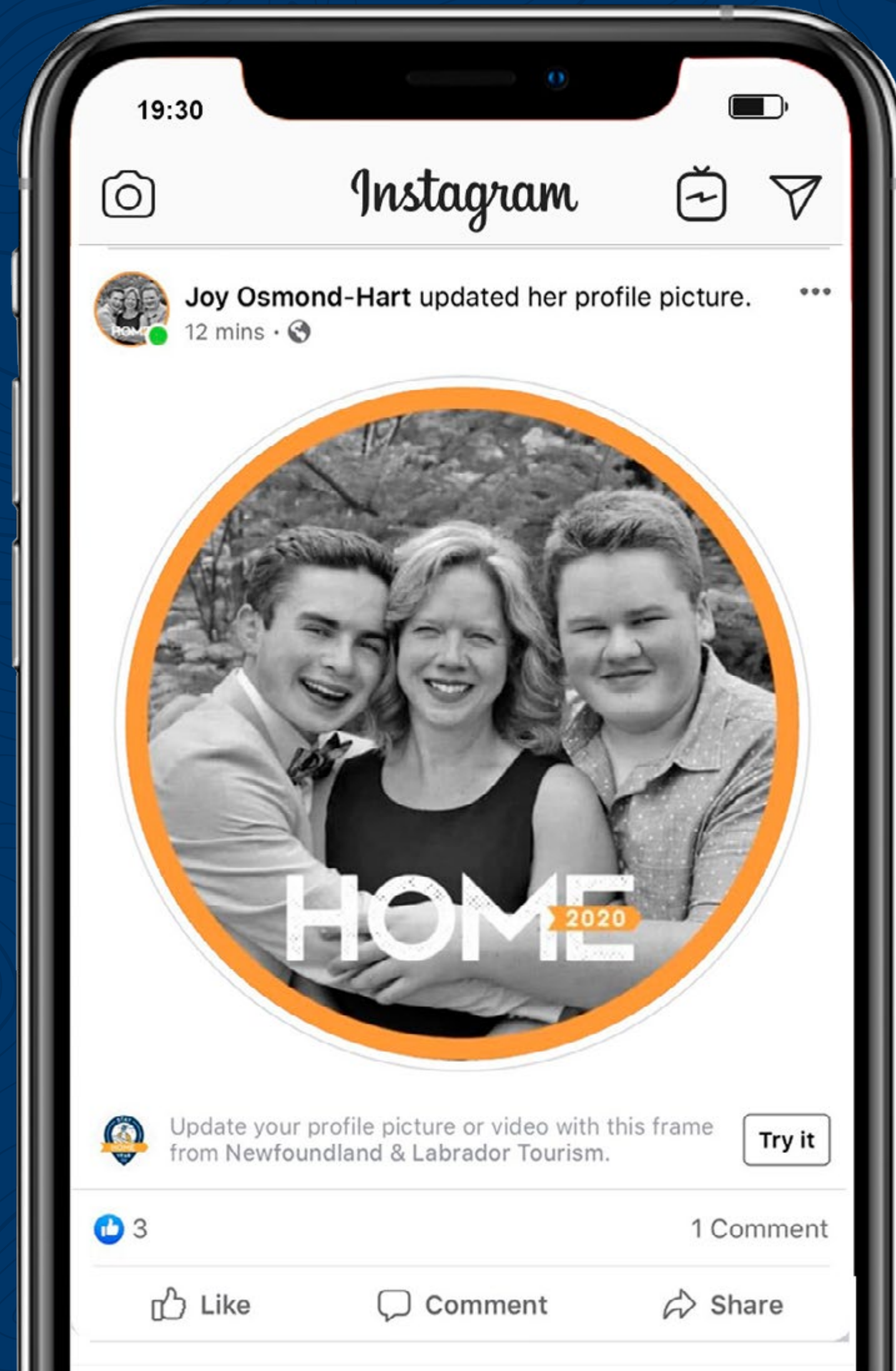
Our social ads were designed to drive relevant traffic to StayHomeYear.ca. Each ad relied upon a corresponding Stay Home Year logo to help communicate the destination or activity being promoted.



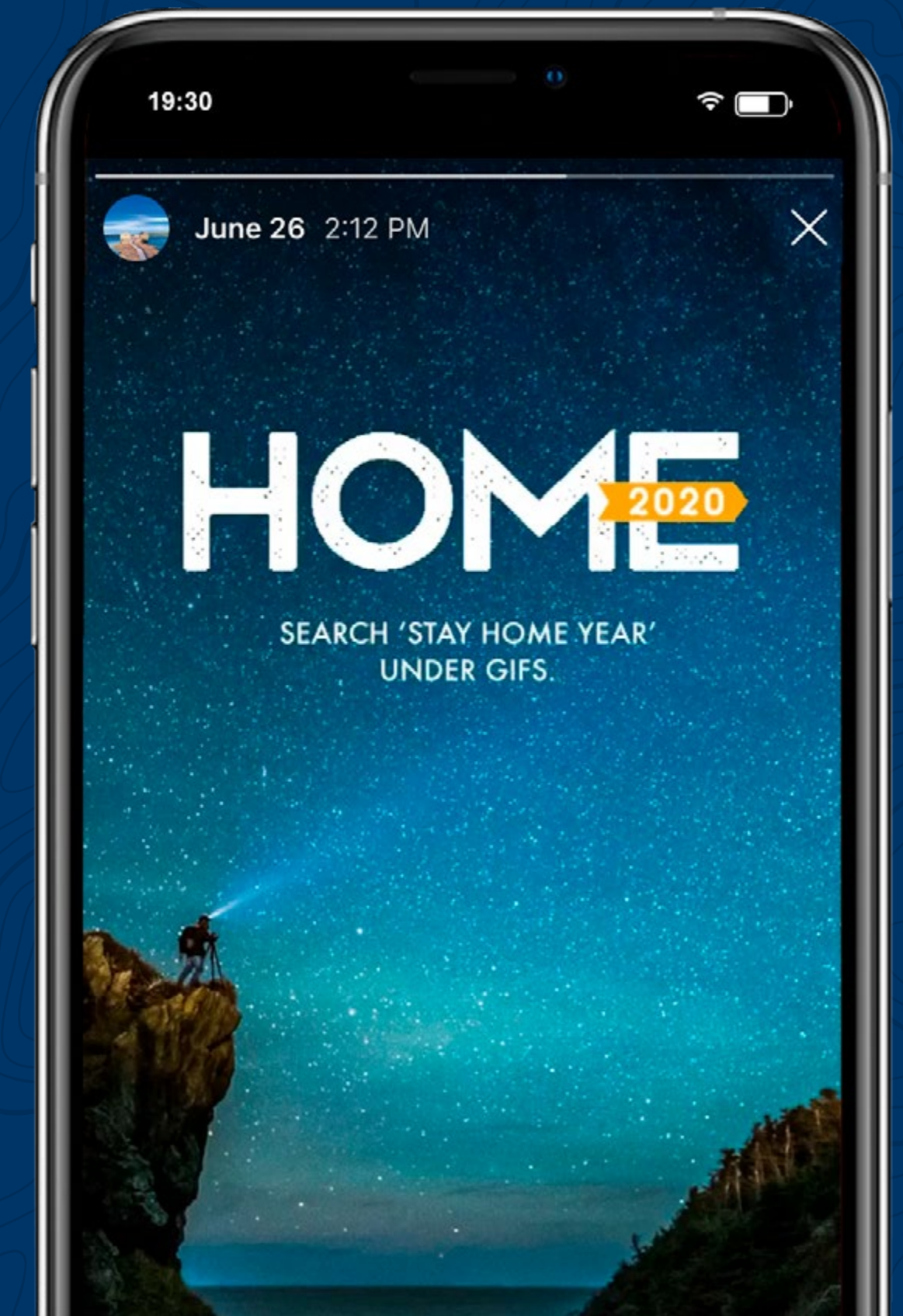
STAY HOME YEAR 2020



Branded Facebook Profile Frame



Branded GIPHY Sticker



FACEBOOK & INSTAGRAM ASSETS

A sticker of the 'HOME' identity for both Facebook and Instagram, and a photo frame for Facebook allowed residents to show support for the campaign.





STAY HOME YEAR 2020



Newfoundland & Labrador Tourism

July 28 · 🌐

The biggest show in the universe plays out above our heads each and every night. This is the year to pull up a chair, sit back, and watch, as it lights up the night #StayHomeYear2020



NEWFOUNDLANDLABRADOR.COM

Top Places for Stargazing

Newfoundlandlabrador.com is your online resource for discovering...



BRANDED SOCIAL CONTENT

From a night of stargazing to a day at the beach, our branded content posts were designed to inspire travel within the province by sharing little-known destinations and activities with our audience.



STAY HOME YEAR 2020



Newfoundland & Labrador Tourism

STAY HOME YEAR 2020 CAMPAIGN TOOLKIT




WHAT IS STAY HOME YEAR?

Stay Home Year is a new marketing and advertising campaign designed to promote and encourage Newfoundland and Labradorians to travel throughout the province. The campaign features TV, radio, social advertising, and social media, and looks to help to support the communities and businesses who make up the tourism industry.

HOW CAN YOU GET INVOLVED?

The tools and tips provided in this Campaign Toolkit will enable your business to become active participants in the Stay Home Year Campaign. Your involvement will help influence resident travel this summer.

CONTENTS

TOOLS & TIPS: CAMPAIGN LOGOS 01
 Campaign Logo: Primary
 Campaign Logo: Colour Variations
 Campaign Logo: Primary Uses
 Campaign Logo: Customizable

TOOLS & TIPS: SOCIAL MEDIA 08
 Social Media Post Overview
 Updating your Brand's Facebook Profile Photo
 Stay Home Year Signage

CAMPAIGN TOOLKIT

To provide the tourism industry with the right tools, a campaign toolkit included campaign logo files and tips on how to participate. It even allowed operators to incorporate their own logo into the Stay Home Year logo.

STAY HOME YEAR TOOLS & TIPS: CAMPAIGN LOGOS

We've designed logos that can be downloaded and used for your Stay Home Year promotional activities. From social media posts to merchandising opportunities to a presence on your website.

The Campaign Logos fall into two distinctive categories:

- Primary campaign logo
- Customizable campaign logo

CAMPAIGN LOGOS: PRIMARY

The Primary campaign logo can be used for and will help promote the Stay Home Year campaign.

Suggested usage:

- Website
- Social Media
- Printed Promotional Material
- Outdoor Signage & Decals

Primary Stay Home Year logo
[Download logo](#)



CAMPAIGN COLOURS:

- SOLO:** #E67E22 / #F1C40F / #F1C40F / #F1C40F
- PEPPERMAN BLUE:** #005696 / #005696 / #005696 / #005696
- WHITE:** #FFFFFF / #FFFFFF / #FFFFFF / #FFFFFF

CAMPAIGN LOGOS: PRIMARY COLOUR VARIATIONS

To ensure that the Primary campaign logo can be used anywhere, we have provided multiple colour options for different placements and backgrounds.

Primary
 Consists of blue background and gold arrow. Should only be featured on light backgrounds to create contrast.

Reversed
 Consists of white background and gold arrow. Should only be featured on dark backgrounds to create contrast.

Outlined
 Consists of white fill and blue outline. Should only be used over photography to create contrast.

Primary logo colour variations
[Download logo](#)



CAMPAIGN LOGOS: PRIMARY LOGO USES

Only use the Primary campaign logo files provided without altering them. Consistent use of the Primary campaign logo will help strengthen the integrity and impact of the Stay Home Year campaign.

Things to avoid:

- Don't stretch, re-size, change the typeface, or add the Primary campaign logo in any shape or way.

What files to use:

- Print Materials: Use CMYK PDF files.
- Social Media: Use RGB PNG files.
- Web Materials: Use SVG files.

The manufacturers of printed merchandise can determine the best file format to use.

SVG file types are available in the download links.

WHAT NOT TO DO:

- Do not flip
- Do not distort
- Do not add drop shadows
- Do not add watermarks
- Do not change typography
- Do not alter any elements

CAMPAIGN LOGOS: CUSTOMIZABLE LOGO

The Customizable campaign logo was designed to maximize opportunities for your business to get involved. It allows you to keep the same core with your own logo, establishing your business as a partner in the Stay Home Year campaign. Think of this logo as a stamp. You can apply it to any marketing or merchandising collateral. Whatever makes sense for your business.

You can upload your logo to our site, and it will generate a Custom campaign logo for you to download. It only takes a few minutes. And it's easy to do. To get started, [Click here](#).

For non-digital use (i.e., merchandising), you can download the files directly.
[Download logo](#)

This will ensure some settings in Adobe Creative Suite.

Merchandising inspiration:

- Signage
- Stamps
- Shirts
- Coffee Cups
- Stickers
- Hats
- Postcards
- Menus
- Coasters



SOCIAL MEDIA POST OVERVIEW


You'll find step-by-step directions on how to combine a Stay Home Year social media post template. You will also be able to download a series of branded images.

Step One:
 Choose from one of our eight social media pictures, one that best captures what you and your business are trying to communicate.

Step Two:
 Write a few optimistic words to inspire residents to visit your business. The Stay Home Year 'call to action' is a great place to start. "This is the year to rediscover home."

Step Three:
 Always use #StayHomeYear2020. The Stay Home Year hashtag will give your business greater visibility on social media platforms.

Social media post images
[Download logo](#)




UPDATING YOUR BRAND'S FACEBOOK PROFILE PHOTO

You can use the Stay Home Year customizable logo you created for your Facebook Profile photo.

Step One:
 Upload your logo [here](#).

Step Two:
 Log in to your brand's Facebook page and update your profile photo with your Customized campaign logo.


"What is a Customized campaign logo?"
[Back to Page 7](#)



STAY HOME YEAR SIGNAGE

Download a Stay Home Year sign for your business' window.
[Download logo](#)

EXAMPLE OF A BUSINESS PHOTO:





STAY HOME YEAR 2020



[Click here to see how it works](#)

OPERATOR LOGO GENERATOR

This enabled the tourism industry to visibly attach themselves to the Stay Home Year campaign. With a few clicks, they could download a personalized logo to use on their social media accounts.

Indian Falls Chalets
@indianfallschalets · Vacation Home Rental

Book Now

Home Videos Photos Reviews More

Like Message

Coronavirus (COVID-19) Update From Indian Falls Chalets
Due to coronavirus (COVID-19), we've made changes to some of our policies, which may affect the services we provide.

About See All

344 Little Bay Road
Springdale, Newfoundland and Labrador A0J 1T0

Beautiful 4.5 star chalets in Springdale, NL. Come enjoy luxury and nature in one. You'll never want to leave!

3,136 people like this
3,213 people follow this
163 people checked in here

Create Post
Photo/Video Check in Tag Friends

Indian Falls Chalets
23h ·

Come & Visit - Plan to Stay!
Learn more about our wonderful town in this promotional video from a couple years back.
Book Your Staycation Today: <https://indianfallschalets.com>
+ 1 (709) 673-3227... See More





STAY HOME YEAR 2020



INFLUENCER PARTNERSHIP

We enlisted the services of popular local bloggers 'Gays Around the Bay' to write and share a fun travel article that compared places in Newfoundland and Labrador to exotic places around the world. The idea being you don't have to travel far to see the world. It's all right here at home.



With the world locked down until who knows when, traveling outside our province of Newfoundland and Labrador is looking much less appealing. But should it really take a GLOBAL PANDEMIC to make everyone appreciate staying home this summer??

We're Chris and Larry, two proud Newfoundlanders and avid travel bloggers at GaysAroundTheBay.com. Home grown from Mount Pearl and Burin, we LOVE travel and have lived and travelled to over 40 countries on five continents. We've learned so much from traveling the world but one of the biggest lessons we are happy to continue to learn is that we ALREADY have so many of the world's wonders right here at home!

Better still, they can be seen without the hassle of going to the airport!

So what are you missing this summer if staying home? We say NOTHING because Newfoundland and Labrador's got you covered!

Let's make Stay Home Year 2020 a summer to remember and to help, here's our list of the world's most popular destinations you can give the cold shoulder because you can experience them right here at home...

1. No Way New Zealand!



New Zealand (Hobbit houses pictured) vs Newfoundland (L'Anse Aux Meadows pictured)

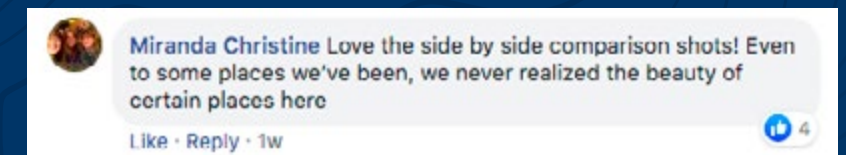
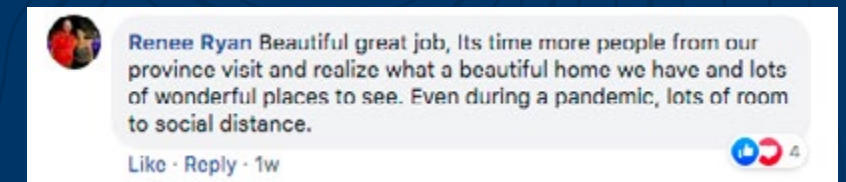
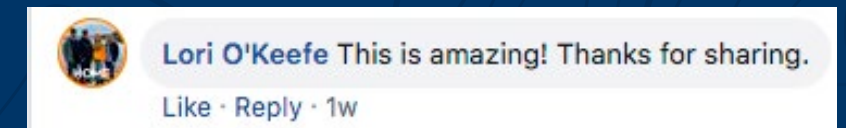
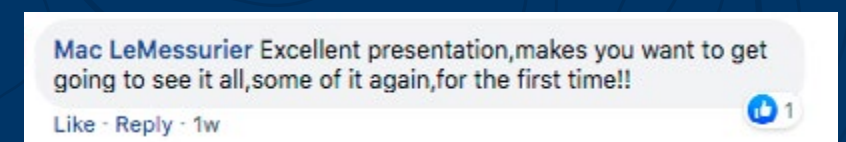
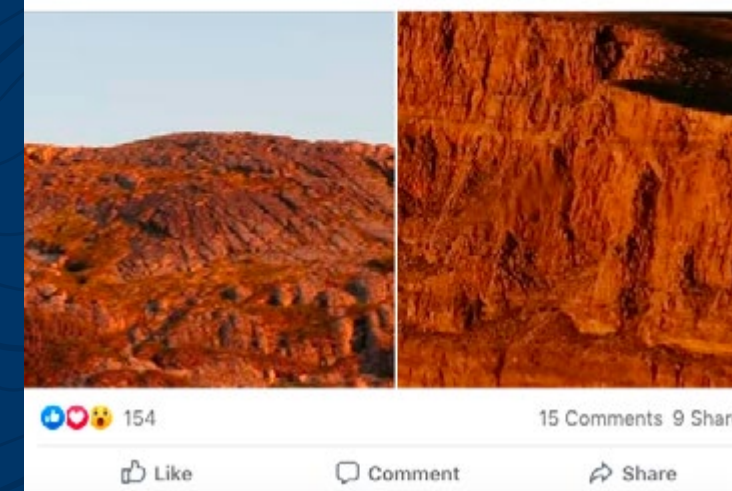
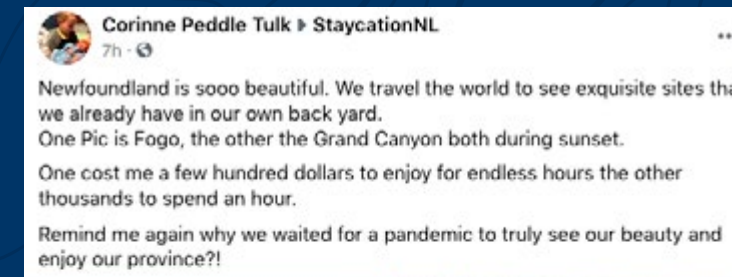
If you're Lord of the Rings obsessed like Larry, maybe you'd want to visit New Zealand to see the movie-set of grass-roofed hobbit habitats. But why visit the holes of frolicking imaginary characters when you can visit an original settlement village of actual VIKINGS from over 1,000 years ago in L'Anse aux Meadows on the Great Northern Peninsula? Outside of Greenland, this is the only Viking Settlement in ALL North America! That's a huge deal! Sorry Frodo, why don't you cry into your second breakfast.

2. Goodbye Grand Canyon!



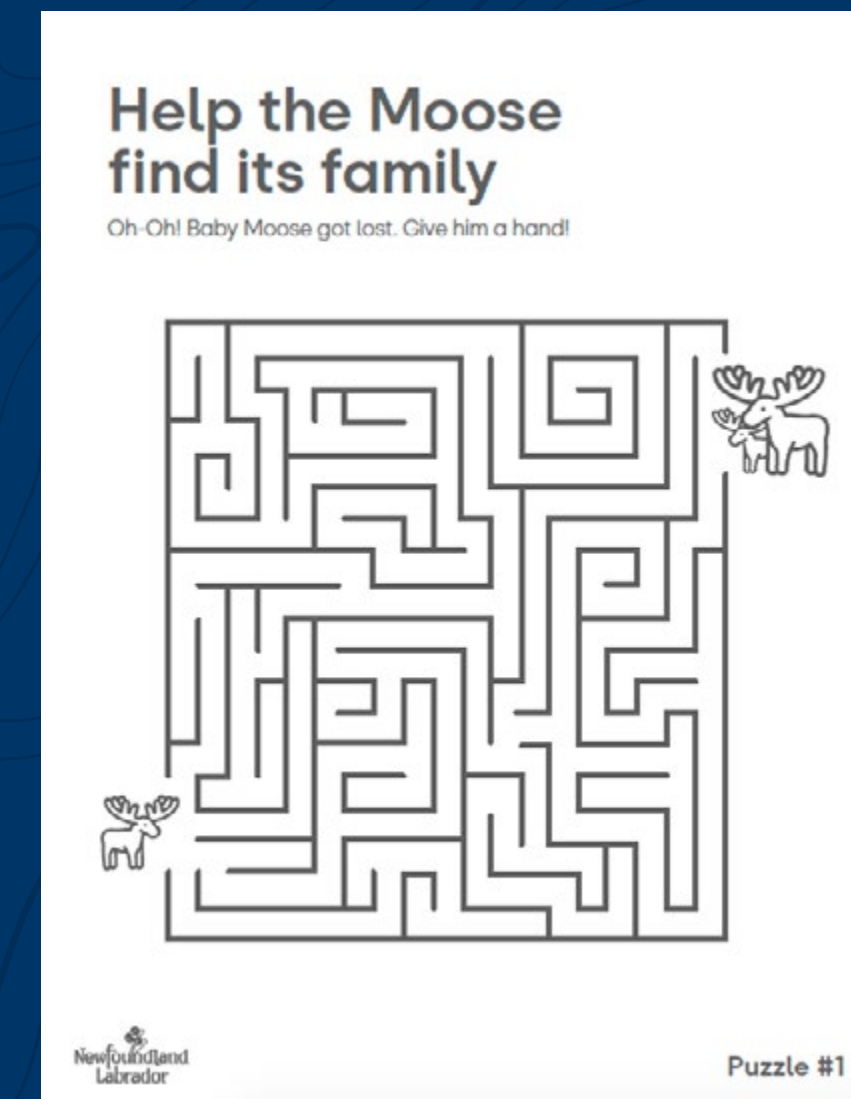
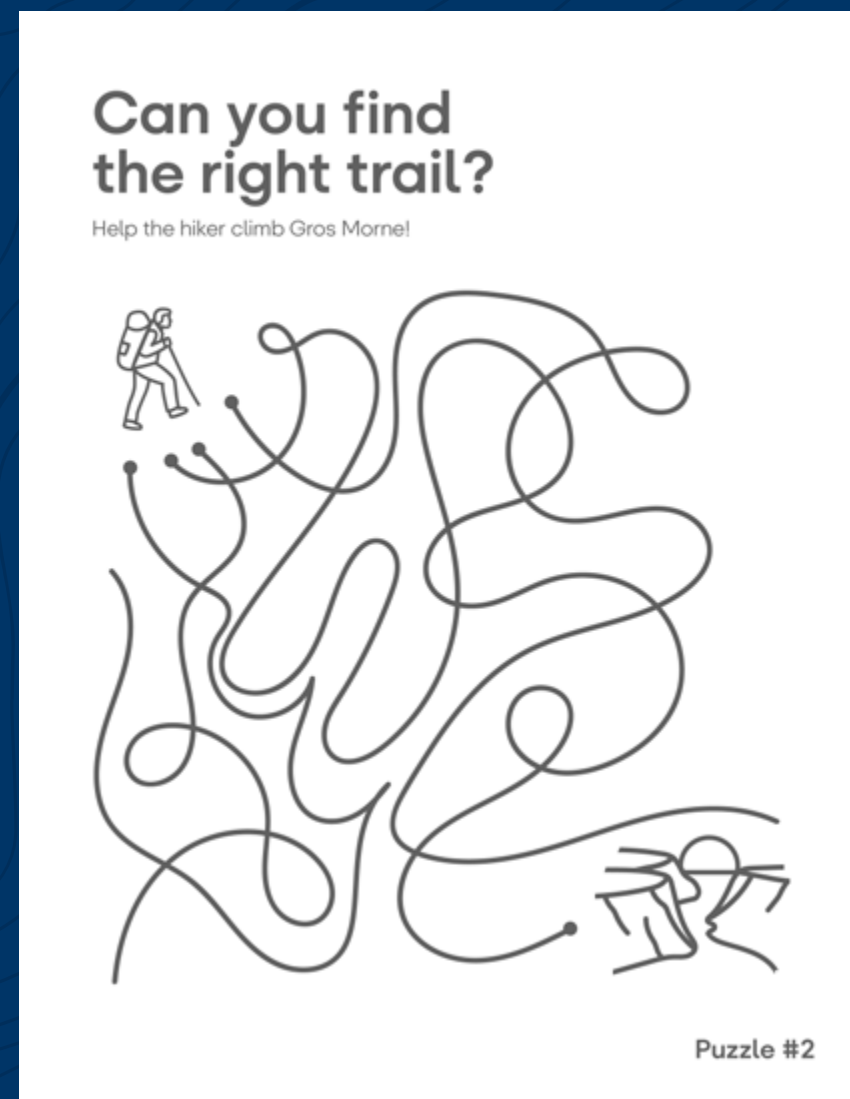
Grand Canyon vs Newfoundland & Labrador (Gros Morne National Park pictured)

The desert of the Grand Canyon in The States may give you the feeling of being on Mars, but did you even know that we have a desert too?? The Tablelands inside Gros Morne National Park will make you think you stepped onto a different planet. The continents of Africa





STAY HOME YEAR 2020



ACTIVITY BOOK

For many Newfoundlanders and Labradorians, a road trip across the province typically includes a car full of kids. To help keep them busy, we created a free downloadable Stay Home Year activity book that was shared through social media.



STAY HOME YEAR 2020



REACTIONS FROM RESIDENTS

Newfoundland and Labrador's love of home is alive and well.

Lee Lee Stuckie
I am so excited to visit places I have not been. Hotels booked, local restaurants and seeking fun general stores. 🌈

3w Like Reply


Ron Wanda Matthews
Walking the trail and enjoying lunch in Bonavista.



2d Like Reply

Government of Newfoundland and Labrador
Tuesday at 9:40 PM · 🌐

We are LIVE from Cabot Tower in St. John's with the...



Heather Power • 16:55
Love it! ❤️

Alice Collins O'Keefe • 16:55
👏👏👏👏

Angela Parsons • 16:57
Love it!

Sasha Morgan • 16:57
Love this. Staycation 2020!

Deb Bee • 16:58
Love it

Charlene MacIsaac Bowden • 16:59
That's awesome 😊

Share Write a comment... 👍 🗨️

Sheila King-Andrews
How many different logos do you have? My daughter is painting them for our staycation. We seen the hiking one last night wondering if there were any more.



2w Like Reply

Jeanine Collins
Got my trip planned in July for gros morne ❤️

3w Like Reply

Maggie Baker
OH, what a lovely photo for Newfoundlanders' to share. Residents need to stay home where its safe, and have a stay-cation to support their local businesses.

3w Like Reply

Linda Ivany
You guys are amazing. Make me proud to be a Newfoundlander!!!!

3w Like Reply

Andrea Newbury
@newbury_andrea

I may have some criticisms of the way they went about it...but I will give credit where credit is due...the people involved in creating the website for #stayhomeyear2020 did a fantastic job. Easy to use and full of amazing ideas for staycations in NL. #nlpoli #WearYourMask

Premier of NL @PremierofNL · 6h
Make your vacation a staycation this year and enjoy what Newfoundland Labrador has to offer.

Explore the unique delights you can find here by visiting the new Stay Home Year 2020 campaign website - stayhomeyear.ca

Kärin Holditch
From Alberta....kudos to this fantastic campaign! Well done! Altho I am sulking a bit that my August trip will not happen this year!

2w Like Reply



STAY HOME
YEAR 2020



CAMPAIGN **RESULTS**



**STAY HOME
YEAR 2020**



STAYHOMEEAR.CA

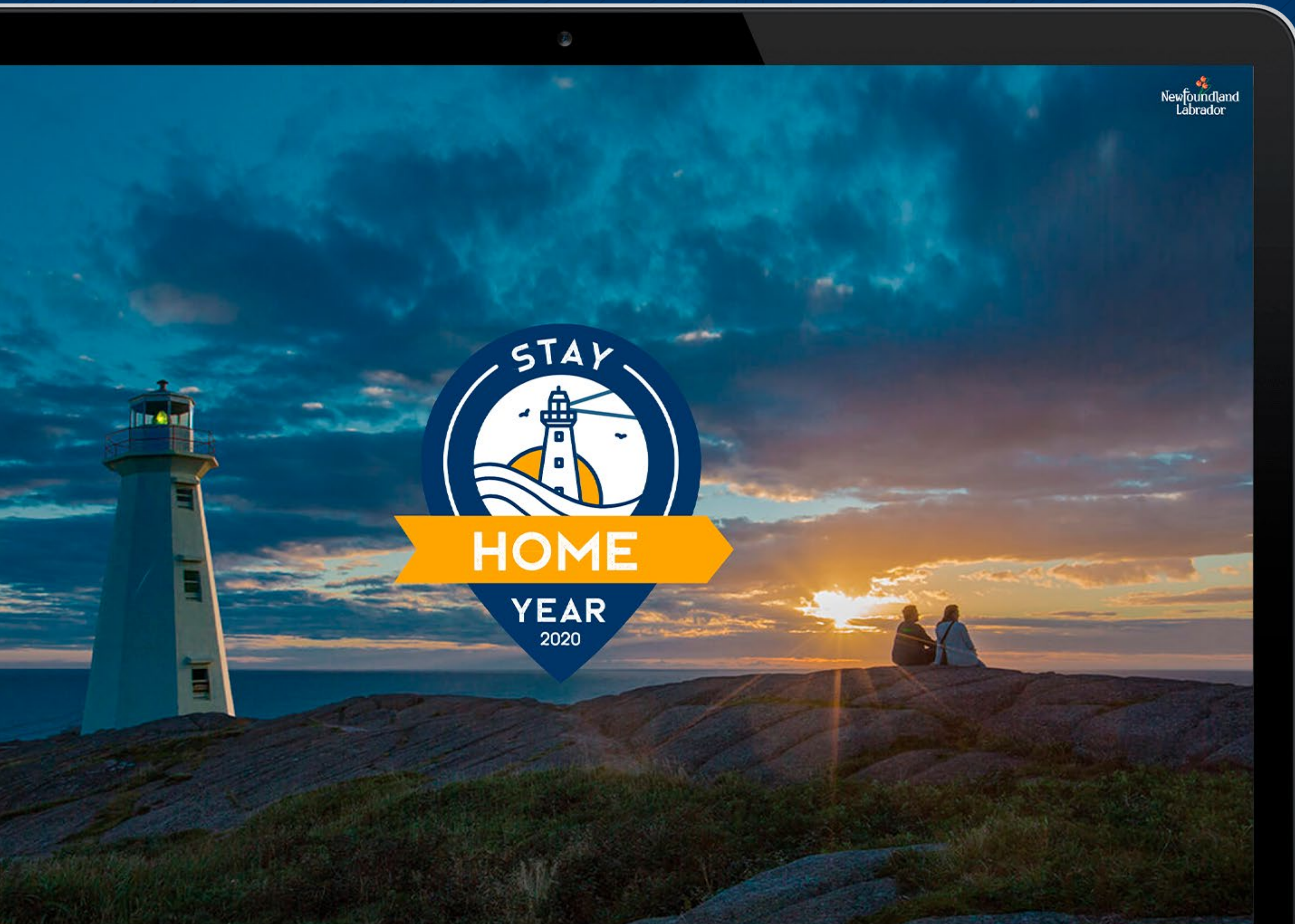
45,884 Sessions to the campaign page

26,539 Clicks on Plan & Book icons

9,040 Clicks on Featured Packages

NEARLY 60%

Of visitors clicked on summer travel planning information





STAY HOME YEAR 2020

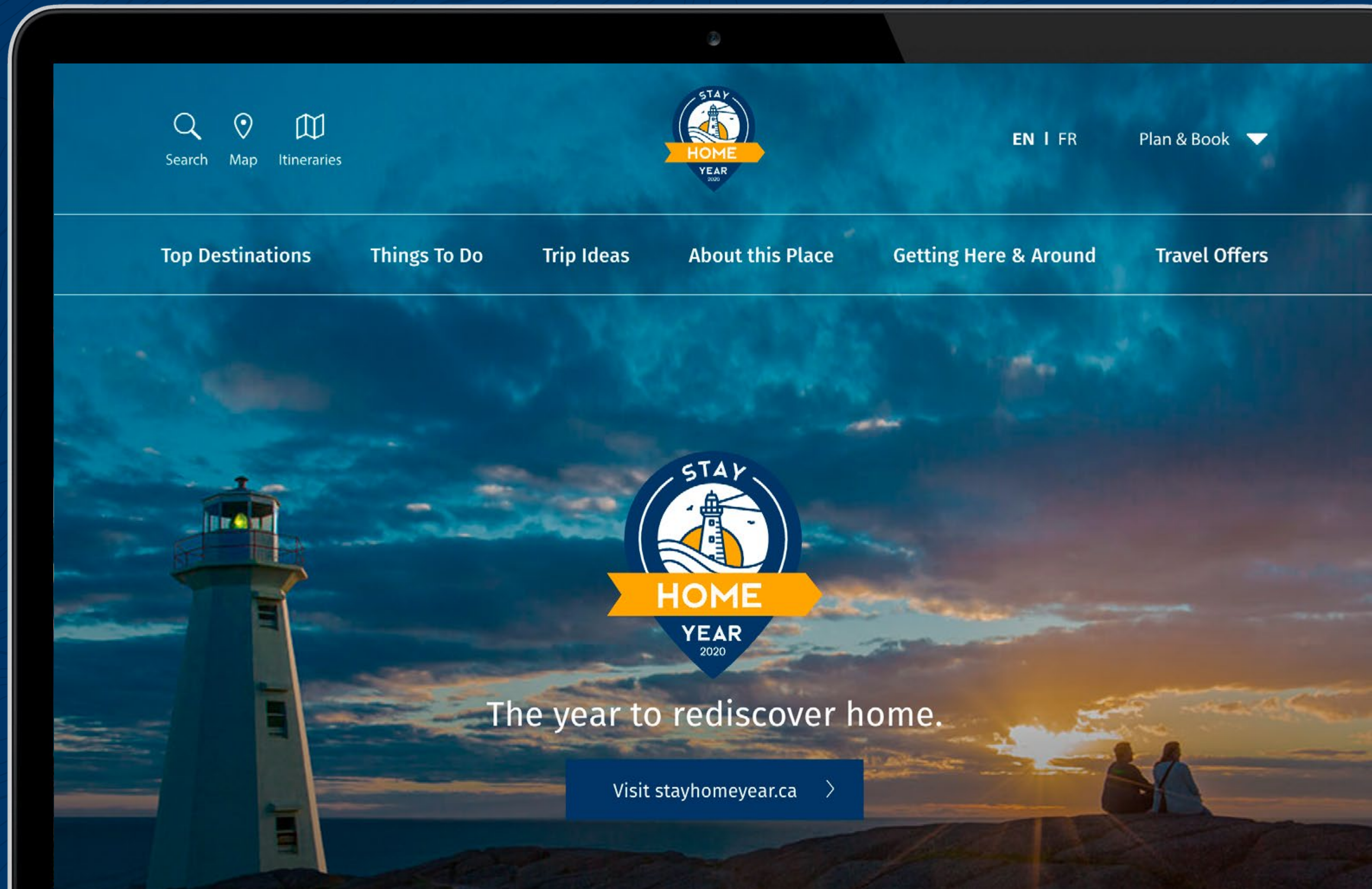


NEWFOUNDLANDLABRADOR.COM

25,597

Direct referrals from
StayHomeYear.ca

Summer campaign
visitors spent an average
of 6 minutes & 33
seconds onsite – **3x the**
average time of 'regular'
online visitors





STAY HOME YEAR 2020



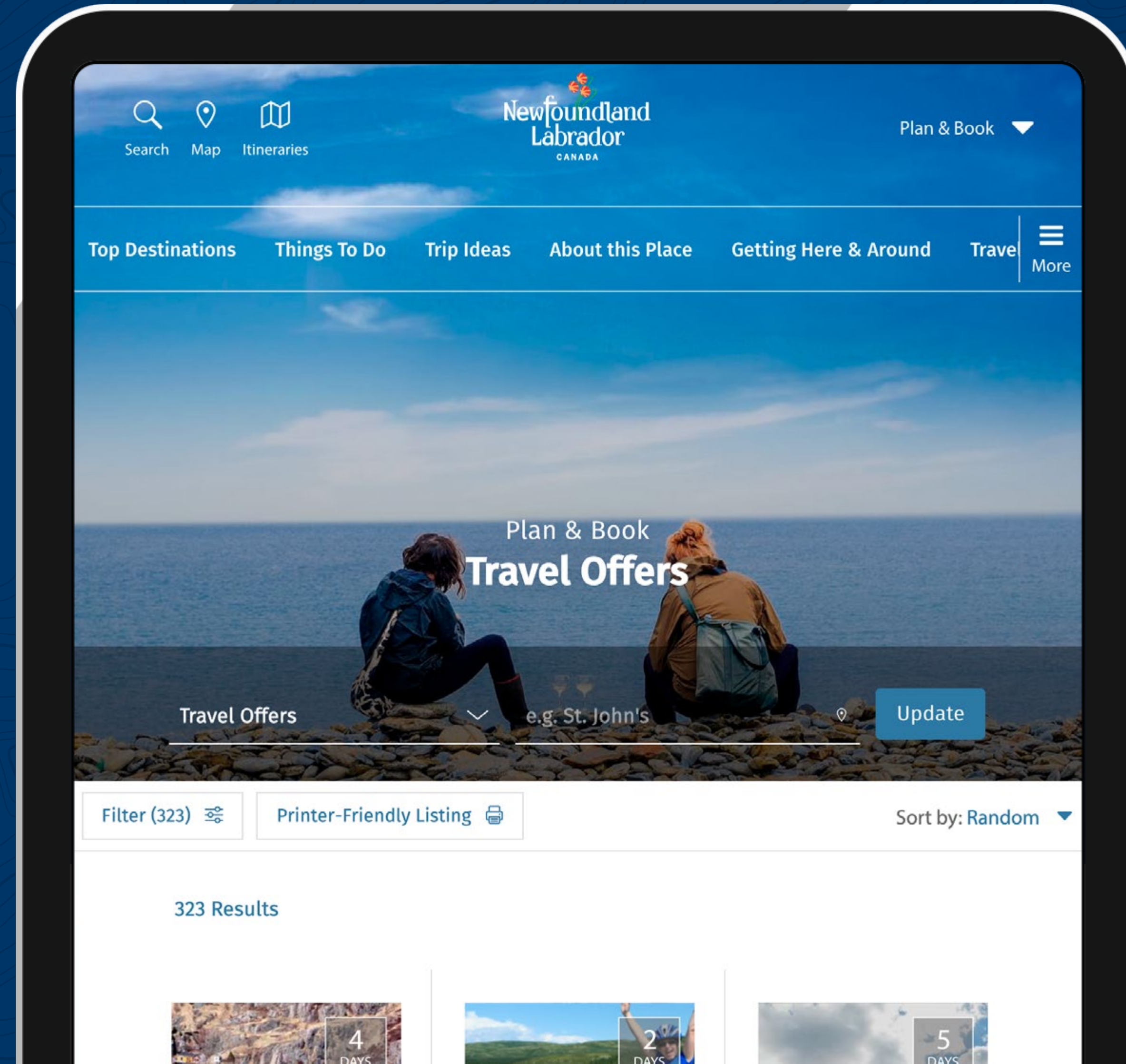
PROVINCIAL TOURISM OPERATORS

Operator packages featured in the campaign received 45,763 pageviews and 6,127 referrals

On NewfoundlandLabrador.com, there were:

469,542 Business Listing Pageviews

164,850 Total Operator Referrals



Year-over-year activity from residents of the province increased dramatically:

+37% Traffic

+65% Business Listing Pageviews

+38% Operator Referrals



STAY HOME
YEAR 2020

Newfoundland
Labrador



PAID DISPLAY ADS

10M + **75K**
Impressions delivered Website conversions

23,656 Total operator referrals





STAY HOME YEAR 2020



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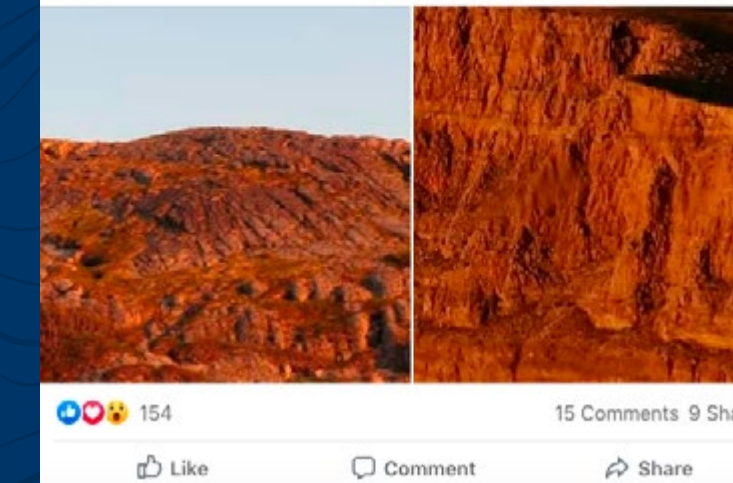
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Corinne Peddie Tulk StaycationNL
7h

Newfoundland is sooo beautiful. We travel the world to see exquisite sites that we already have in our own back yard. One Pic is Fogo, the other the Grand Canyon both during sunset. One cost me a few hundred dollars to enjoy for endless hours the other thousands to spend an hour. Remind me again why we waited for a pandemic to truly see our beauty and enjoy our province?!



ENGAGEMENT

Social media generated nearly 350K engagements, with engagement per post up **320%**

Our 'Stay Home and Travel the World' travel article generated

16,545

engagements during the last few weeks of the campaign



STAY

HOME

YEAR

2020