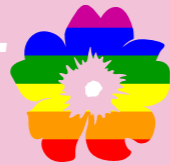


VICTORIA



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Tourism Victoria - LGBTQ Campaign

Tourism Victoria approached Hothouse to create a strategic and highly engaging plan targeting, very specifically, the LGBTQ visitor, driving more LGBTQ visitors to the area, earning their loyalty and encouraging them to share their experiences through various digital channels. To achieve this, we developed a printed and online map of gender neutral bathrooms in the Greater Victoria area. Users are able to see the closest bathrooms to their location on their mobile phone or by typing in a specific address. The campaign marketing was done primarily online through programmatic advertising, with outdoor (TSAs and bathroom advertising) in select markets.





GENDER NEUTRAL MAP AND STICK PACK - PR



ONLINE MARKETING - PROGRAMMATIC



ONLINE MARKETING - PROGRAMMATIC



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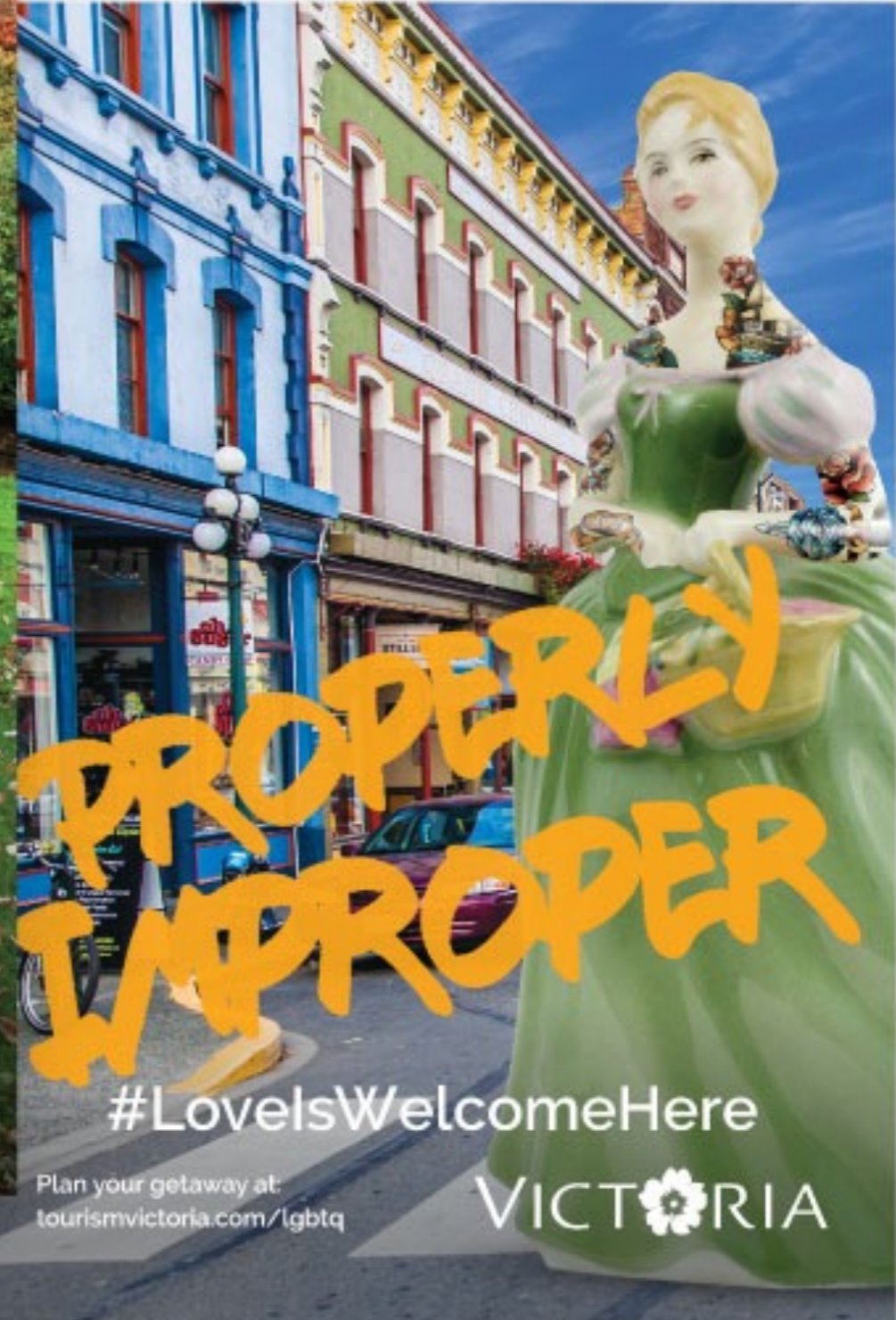
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