



NANAIMO
DISCOVER YOUR 360°

HOTHOUSE MARKETING - AWARD SUBMISSION

AVA DIGITAL AWARDS 2018

CATEGORY 1C. Digital Advertising Campaign

Tourism Nanaimo



TOURISM NANAIMO



Tourism Nanaimo reached out to Hothouse Marketing for a strategic rebranding, the goal of which was to achieve a cohesive, refreshed look for the City. Hothouse created a campaign that highlighted the unique position the City has on Vancouver Island, with a concept speaking to all of the wonderful things that lie within reach and in every direction from Nanaimo: Discover your 360°.

Hothouse created a story-driven website showcasing Nanaimo's position as the hidden gem of Vancouver Island. Through social, digital and video the campaign highlighted the undiscovered delights only known to locals.

This messaging, coupled with striking imagery, resulted in over 5,000 referrals to stakeholder websites. This contributed to an overall growth in occupancy and a \$3.6 million increase in room revenue.



LINKS

Website: <https://www.tourismnanaimo.com/>

Video - PSA: <https://vimeo.com/249716274>

Video - Explore 360: <https://vimeo.com/234367068>

Video - Savour 360: <https://vimeo.com/234367763>

Video - Adventure 360: <https://vimeo.com/234366396>

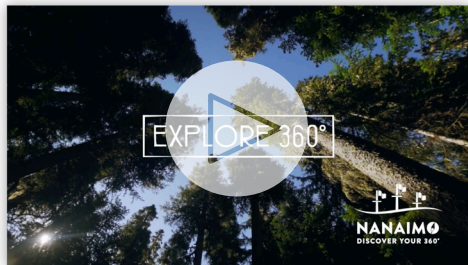
Website: <https://www.tourismnanaimo.com/>



WEBSITE DESIGN AND PRODUCTION



Nanaimo - Discover your 360 - PSA



Video 1 - Explore 360

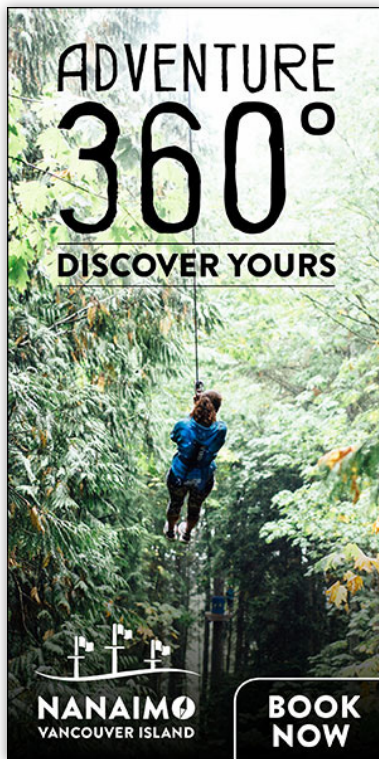


Video 2 - Savour 360



Video 3 - Adventure 360

VIDEO PRODUCTION



ONLINE ADS