



discover
BOATING®



découvrez
LE NAUTISME®

objectives

A photograph of three women in swimwear sitting on the edge of a white boat on a body of water. The woman on the left is holding a smartphone up to take a selfie. They are all smiling and looking towards the camera. The background shows a clear blue sky and a distant shoreline with trees.

build awareness
and positive perceptions of boating

drive qualified consumers
to manufacturer websites

INDUSTRY CHALLENGES IN 2014

Youth

- Need to appeal and facilitate getting our future boaters on the water



Diversity

- Inviting new audiences into boating, reflecting population shifts

Affordability/Value

- Highlight that there is a boat for every budget
- Boating is worth the price





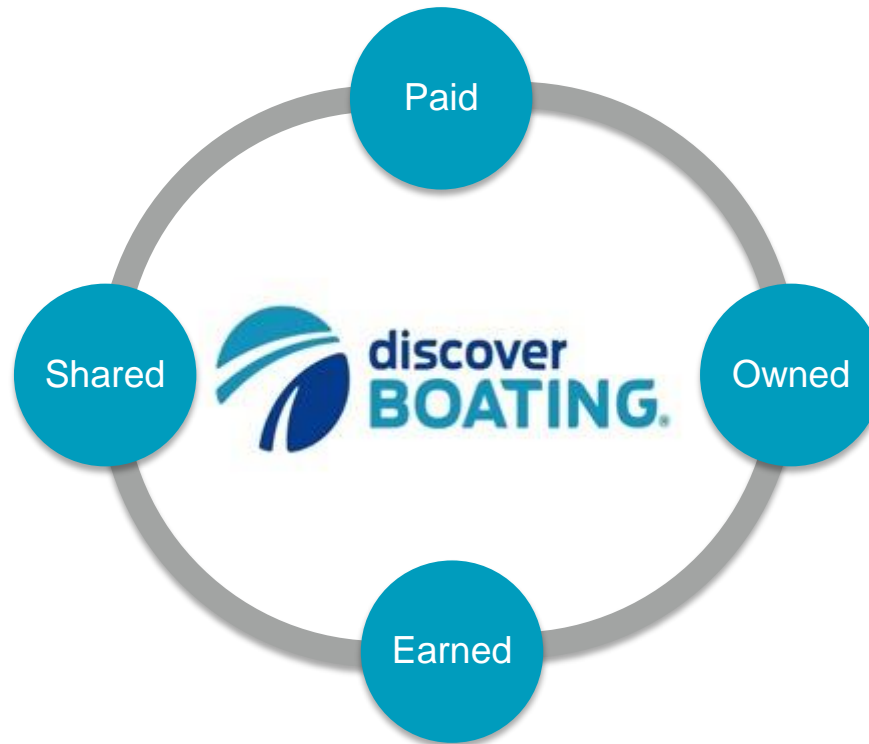
discover
BOATING®

2014 CANADA MARKETING PLAN

OUR PATH TO SUCCESS IN 2014

Strategy

Leverage content through paid, owned, earned and shared media



INSPIRATIONAL BOATING CONTENT



Content Marketing

Creating & distributing relevant information to attract a clearly defined audience



Video



Social/WOM



Website



Tools

OUR CONTENT:

BOATING DOCUMENTARY SERIES



everyone
has a
boating
story

MEET OUR STORYTELLERS



Justin Caskey - wakeboarder



The Ader Family - powerboaters



Jake Owen – angler



Coming soon...

Glenn Ader & family

Glenn Ader has spent his entire life boating. His father took him out on the water when he was a boy and now he's passing on the tradition to his two sons. "Apart from spending time on the water and on the boat, this is an opportunity for a connection to my own childhood that allows me to share this in a unique way with my children. These are experiences and memories they will share with their children."

Glenn Ader is unexpectedly charming and witty and has a unique way of drawing the viewer into his stories. Glenn will appeal to the everyman and bring newcomers to boating with the desire to spend quality time with their families on the water.



Justin Caskey & friends

Justin Caskey has such a strong love for boating and water sports that he didn't let adversity stop him from enjoying time on the water.

Excerpt from submission:

After two years battling the bone cancer that was found in Justin Caskey's left femur, a doctor explains to him that a tumor was found in his hip tissue and the best option is to amputate. Justin quickly adapts after surgery and with the help of his friends and family, he is back on the water teaching himself how to wakeboard again. Now with the help of local businesses throughout his community, Justin is building a state-of-the-art wakeboard prosthetic so that he can further his progress and show the world how to truly follow your passion.

Justin's Story of Discovery is an emotional tale that will tug at viewers' heartstrings and show them that when you're out on the water, stress seems to simply fade away.



MARQUEE STORYTELLER

Jake Owen

Jake Owen is a country music superstar. His catchy music appeals to the masses and his female fans find him "easy on the eyes." Jake draws inspiration for his music from the time he spends with friends and family out on the water.

His love for boating is contagious and makes its way into his song lyrics and music videos. Jake will bring a broad audience into our Stories of Discovery series and his universal appeal will attract people to the boating lifestyle.





“I made a record based on what it feels like to be out on the water.”
— Jake Owen

JAKE OWEN'S "DAYS OF GOLD" TOUR PRESENTED BY DISCOVER BOATING

■ Concert Integration

- Large video screens with footage of Jake boating & Discover Boating videos
- Pier/tiki theme



■ Media Coverage

■ Full Tour Branding

- Signage
- TV, radio and online ads

■ Social Media

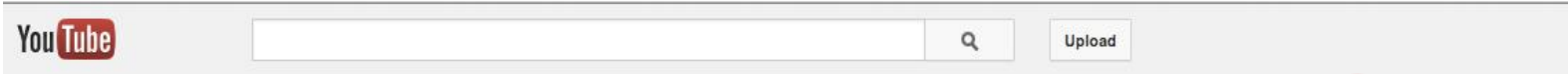
- Facebook
- Twitter
- Instagram



ADD'L MARKETING:

**INTERACTIVE AND VIDEO
BANNER ADVERTISING
SEARCH
SOCIAL MEDIA**

PRE-ROLL VIDEO








GUIDE
MORE RESULTS
canada travel



Vancouver, Canada Travel Guide - Top 10 Must-See Attractions

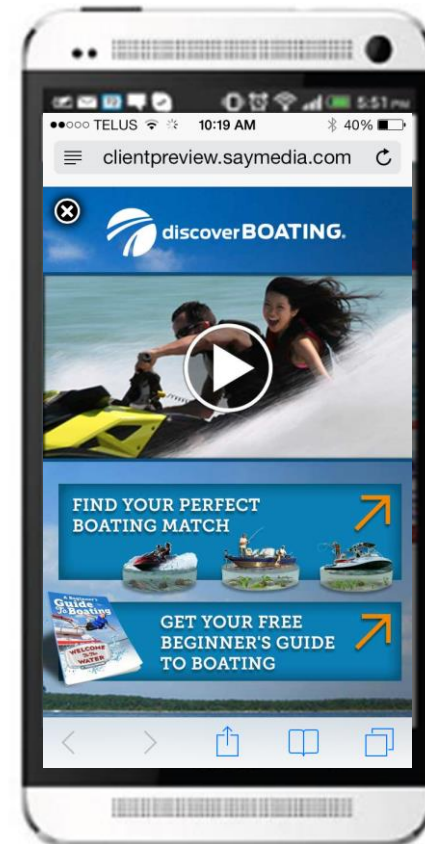
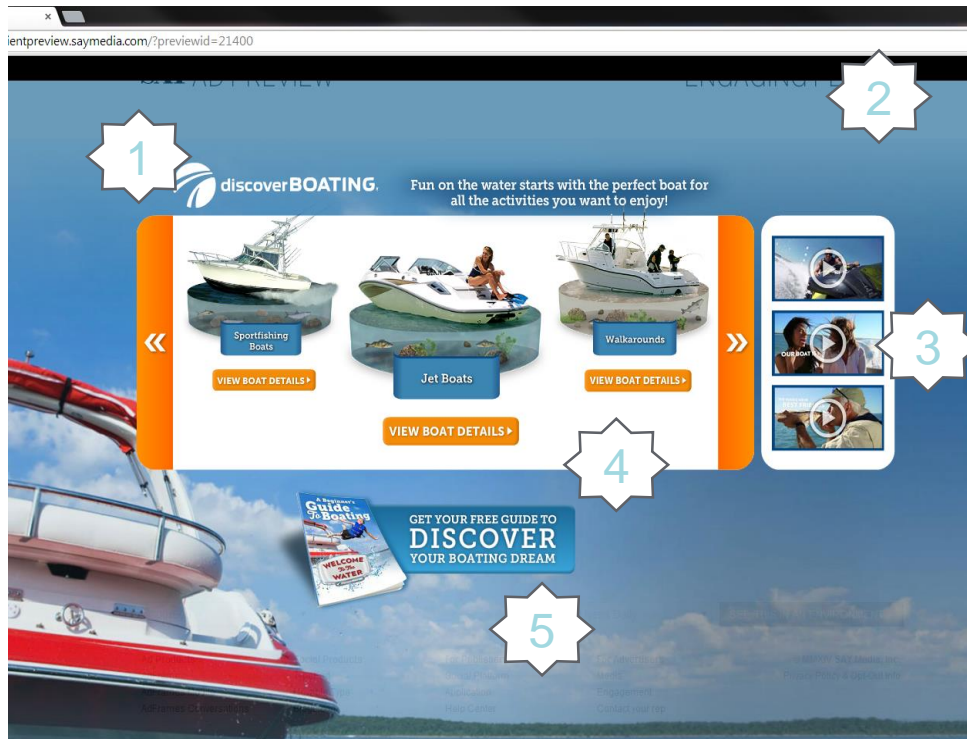
A companion ad unit for Discover Boating. It features the Discover Boating logo on the left, a small image of a 'Guide to Boating' book in the center, and the text 'get your free beginner's guide to boating' on the right. A blue button with the text 'learn more' is located at the bottom right of the ad. A red circle highlights the entire ad unit, and a red arrow points from the text 'Companion ad unit' to the circle.

Companion ad unit

-  **Mc Cancun Hotel**
by HotelsCancun
9,123,862 views
3:58
-  **Canada's Geographic Challer**
by STRATFORvideo
32,345
2:12
-  **Travel Time - VANCOUVER C Episode)**
by Next Stop Travel TV Show
26,215 views
22:25
-  **Day to Day Life in Canada - G**
by GNACanada
60,830 views
53:18
-  **Vancouver, Downtown CANA**
1:21



INTERACTIVE BOAT SELECTOR AND VIDEO AD UNITS DRIVING PEOPLE TO DISCOVERBOATING.CA



SEARCH ADVERTISING

Google discover boating +Tracey [grid] [bell] Share [profile]

Web Images News Videos Maps More Search tools [user] [share] [settings]

About 28,500,000 results (0.32 seconds)

Official Boating Exam - Canada's Largest Boat Card Issuer ⓘ
Ad www.boaterexam.com/ ▾
Free Retries.Print Card Immediately
Free Practice Quiz Lost Cards
Official Course & Exam Who Needs the PCOC Card?

Canadian Boating Safety - Boat-Ed.com
Ad www.boat-ed.com/Canada ▾
Transport Canada Approved Course. Everyday Low Price. Pay After Pass.
Boater Card in 3 Steps - Transport Canada Approved - Who Needs a Boater Card?

National Safe Boating - safeboatingcouncil.org
Ad www.safeboatingcouncil.org/ ▾
National Safe Boating Council provides resources for safe boating


Boat Information, Find a Boat, Guide to Boating | Discover ...
www.discoverboating.ca/ ▾
Visit Discover Boating Canada for a wealth of information on boating. Find your dream boat with our Boat Selector Tool, get your free copy of our Guide to ...

Choose the right boat **"Get Started in Boating" DVD**
... Green Boating Tips · Boat Music · Get Started>FREE 'Get Started' DVD
Find Your Boat>Choose the What's in our video ...

[More results from discoverboating.ca »](#)

Discover Boating Canada [Follow]

Recent posts



Who's the real boss on your #boat – mom, dad, or the kids?! 58 minutes ago

BING/YAHOO RICH ADS

The screenshot shows a Yahoo! Canada search results page for the query "discover boating". The search bar at the top contains the text "discover boating" and a yellow "Search" button. Below the search bar, it indicates "5,600,000 results". Navigation tabs for "WEB", "IMAGES", "VIDEO", "NEWS", "LOCAL", "MAPS", and "MORE" are visible. The "Search In:" section is set to "the Web".

On the left side, there is a "FILTER BY TIME" section with options: "Anytime", "Past day", "Past week", and "Past month".

The main content area features a rich advertisement. At the top of the ad, it says "Also try: [discover boating canada](#), [discover boating .ca](#), [discover boating ontario](#), [more...](#)". Below this, it says "Ad related to discover boating" and "Discover Boating - Need Help Finding The Perfect Boat?". The ad includes the URL "DiscoverBoating.ca/FreeBoatingGuide" and the text "Get Help With Our Beginners Guide." There are two links: "Choose The Right Boat" and "Beginner's Boating Guide". A "Close" button is located in the top right corner of the ad.


The central part of the ad is a video player showing a boat on a lake at sunset. The video player controls at the bottom show a play button, a progress bar at 0:01 / 0:30, and icons for information, SD resolution, volume, and a Yahoo! logo.

GOOGLE IMAGE ADS

Google discover boating

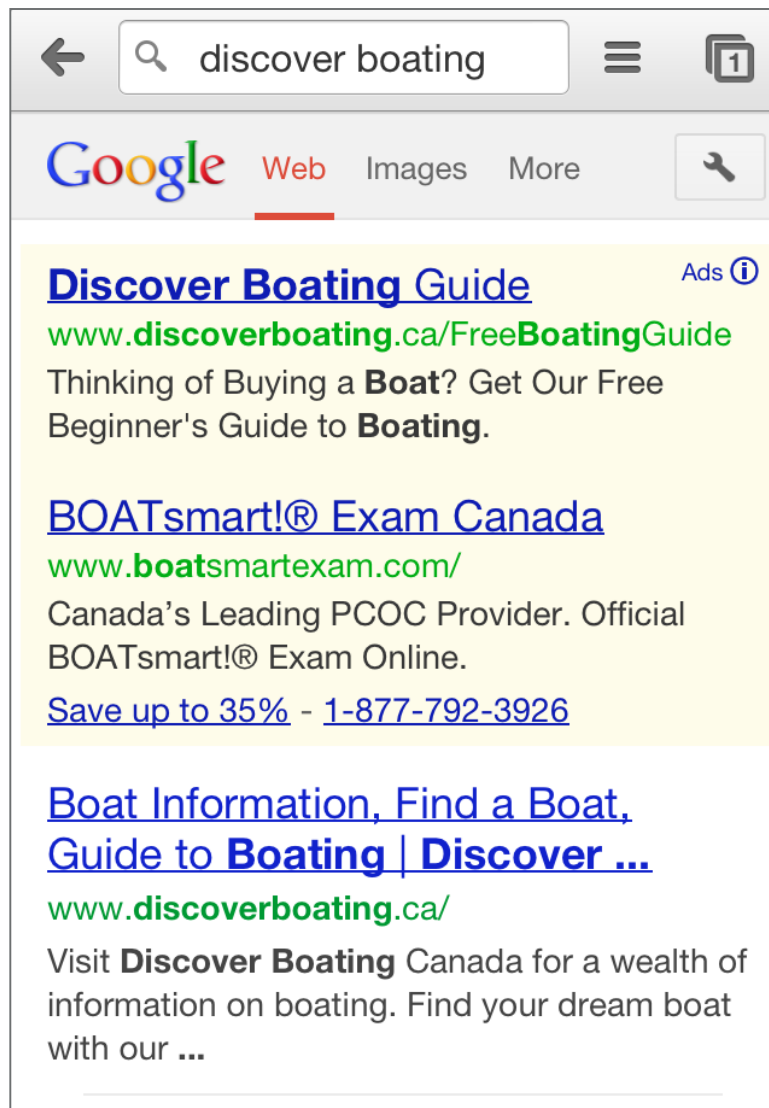
Web Images Maps More Search tools

Ads ⓘ



DiscoverBoating.ca - Discover Boating Guide
www.discoverboating.ca/FreeBoatingGuide
Thinking of Buying a **Boat**? Get Our Free Beginner's Guide to **Boating**.

MOBILE SEARCH



DIRECT RESPONSE: 2 WAYS TO ENGAGE



find your dream boat with our boat selector

explore boats



discover BOATING

This advertisement features a speedboat with several people and a dog on a lake. The text 'find your dream boat with our boat selector' is positioned in the upper left. A blue button with the text 'explore boats' is located below the main text. The 'discover BOATING' logo is in the bottom right corner.

BOAT SELECTOR



get your free beginner's guide to boating

learn more



A Beginner's Guide To Boating

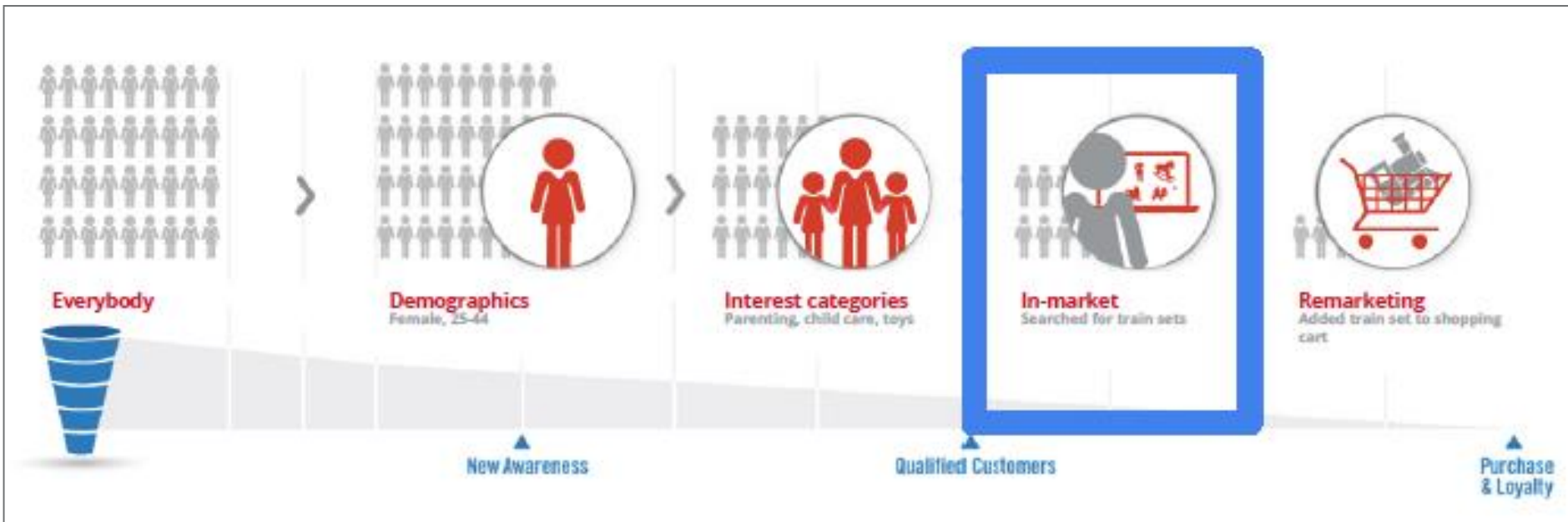
WELCOME TO THE WATER

discover BOATING

This advertisement shows a person fishing from a boat. The text 'get your free beginner's guide to boating' is in the upper left. A blue button with 'learn more' is below it. A book titled 'A Beginner's Guide To Boating' with a 'WELCOME TO THE WATER' sign is shown in the foreground. The 'discover BOATING' logo is in the bottom right corner.

BEGINNER'S GUIDE TO BOATING

GOOGLE'S IN-MARKET SEGMENTS



THE SOCIAL MEDIA LANDSCAPE



- **FACEBOOK**

- A place to engage with boaters, old and new
- A place to create inspiring visual impact
- A place to share the joy of boating



- **TWITTER**

- A place to interact with others in the boating industry
- A place to share pieces of inspiration with other boaters
- A place to answer questions for those considering boating



- **PINTEREST**

- A place to share striking visuals
- A place to innovate, using new Place Pins

SOCIAL MEDIA:

facebook

- Grow & engage **34,000+ Facebook fans** through activation and engagement:
 - Contesting throughout the summer
 - Paid campaign elements

Discover Boating Canada Timeline Recent Admin Panel

discover BOATING.

Happiness is a journey, not a destination

Discover Boating Canada

34,683 likes · 150 talking about this

Sports/Recreation/Activities
Add Your Phone Number
Add Your Hours

About Photos Beginner's Guide to B... Boat Selector Movie Maker

Discover Boating Canada

The only kind of therapy we need: hydrotherapy . #sigh #b...

SOME CALL IT BOATING.
WE PREFER
HYDROTHERAPY.

DiscoverBOATING

Like · Comment · Share · 109 4 50 · Sponsored

WHAT WE HOPE TO SEE



SOCIAL MEDIA:



TWEETS 1,154 PHOTOS/VIDEOS 31 FOLLOWING 785 FOLLOWERS 1,756 FAVORITES 11 [More](#) 

Discover Boating Cda

@DB_Canada

DiscoverBoating.ca is the hub for everything you need to know about boating in Canada! New boater? 'Old Salt'? We've got answers to all your boating questions.

 Canada !

 discoverboating.ca

 Joined November 2009

 31 Photos and videos




Tweets Tweets and replies

 Discover Boating Cda @DB_Canada · 1h

A boat that's fast, maneuverable & exciting? A jet boat might be for you: bit.ly/1c9D6iU

 Discover Boating Cda @DB_Canada · 2h

Happy Monday! Spend your morning planning your [#boating](#) adventures by using our Boat Marina & Ramp Locator. bit.ly/1gGbUc1

 Discover Boating Cda @DB_Canada · Apr 26

We're dreaming of sunsets and sails with this Saturday [#Sailing](#) inspiration.



Follow Discover Boating Cda

Full name

Email

Password



 Follow



Sperry Top-Sider @Sperry... 

Followed by Don Hyde Marin...

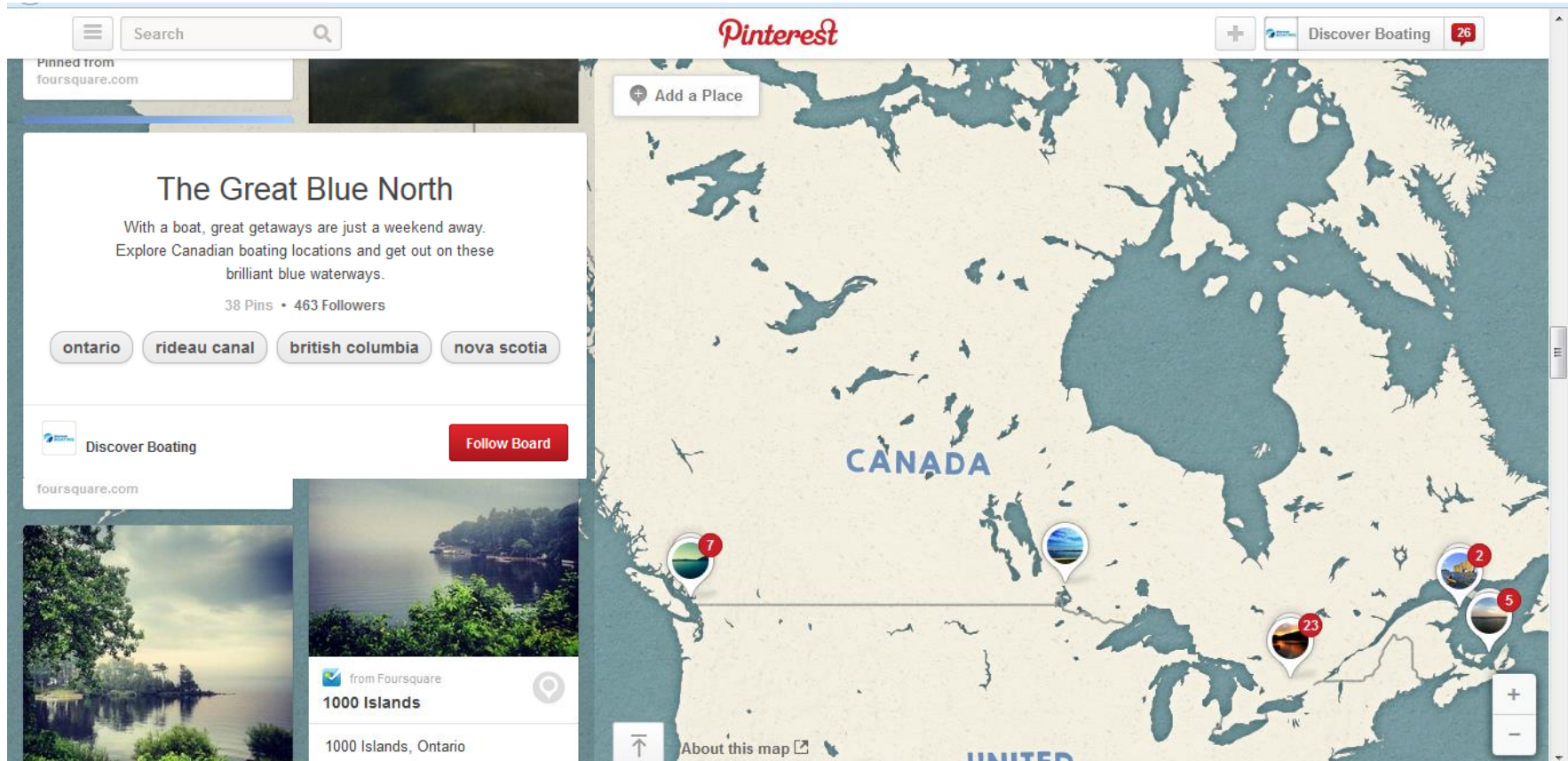
 Follow

Popular accounts · Find friends

Trends · Change

Norris Trophy
#Matrix14
#WIBN
Vilonia
#EUdebate2014
Jane Mayer
#BuyProblemOniTunes
#Problem
Paul Simon
Sterling

SOCIAL MEDIA: Pinterest



The screenshot shows a Pinterest board titled "The Great Blue North" with the following content:

- Header:** "Pinned from foursquare.com" and a search bar.
- Board Title:** "The Great Blue North"
- Description:** "With a boat, great getaways are just a weekend away. Explore Canadian boating locations and get out on these brilliant blue waterways."
- Stats:** "38 Pins • 463 Followers"
- Filters:** Buttons for "ontario", "rideau canal", "british columbia", and "nova scotia".
- Discover Boating:** A section with the "Discover Boating" logo and a red "Follow Board" button.
- Image Grid:** A grid of images, including a prominent one for "1000 Islands" from Foursquare, with the text "1000 Islands, Ontario".
- Map:** A map of Canada with several location pins. The word "CANADA" is written across the map. Pins are numbered 1, 2, 5, and 23. A pin in the west is numbered 7. A pin in the east is numbered 2. A pin in the south is numbered 5. A pin in the south is numbered 23. An "Add a Place" button is visible at the top left of the map.
- Footer:** "About this map" link and a "UNITED" label at the bottom.

DISCOVERBOATING.CA AND NATIONAL PROMOTION

The screenshot shows the Discover Boating website interface. At the top left is the logo for Discover Boating, presented by the Boating Industry. A search bar is located at the top right. Below the header is a navigation menu with categories: Home, Get Started, Find Your Boat, Buying a Boat, Get on the Water, and Owning & Operating. The main content area features a large banner for a promotion: "YOU COULD WIN A SPECTACULAR FLY-IN FISHING ADVENTURE For Two". An orange button labeled "ENTER HERE" is positioned below the text. Below the banner are five blue buttons: "FREE Beginner's Guide to Boating!", "Boat Selector Tool", "Boat Shows & Events", "Boat Loan Calculator", and "Marina and Ramp Finder". To the right of these buttons is a photo of a man holding a large fish, with the text "You Could Win" below it. At the bottom left, the text "SEARCH BOAT BRANDS" is displayed. At the bottom right, there is a form with the text "by selecting the perfect boat type that fits you:" followed by a dropdown menu labeled "Choose Boat Type" and a "SEARCH BRANDS" button with a right-pointing arrow.

YOUTH OUTREACH

- Create a boating and fishing themed colouring book
- Print 5,000 pieces
- Distribute nationally
 - MTA events



PUBLIC RELATIONS 2014

- **Ongoing News Engine:** Outreach to consumer media throughout boat show season and spring/summer boating season
- **On-Water Experiences:** Invite key national and regional media to the water to experience boating firsthand (ie. Invite Weather Network to do live broadcast on the water)
- **National Fishing Week:** Leverage National Fishing Week through media relations and social media to generate awareness of Discover Boating and drive consumers to DiscoverBoating.ca.





- On-water training program for consumers
- 5 one hour modules covering close quarters handling for beginners or established boaters and various propulsion types
- Established program
- Working with industry to offer courses
- Montreal In Water Boat Show, Toronto Boat Show (on 'The Lake'), and Vancouver Boat Show

CANADIAN ANTI SPAM LEGISLATION (CASL)

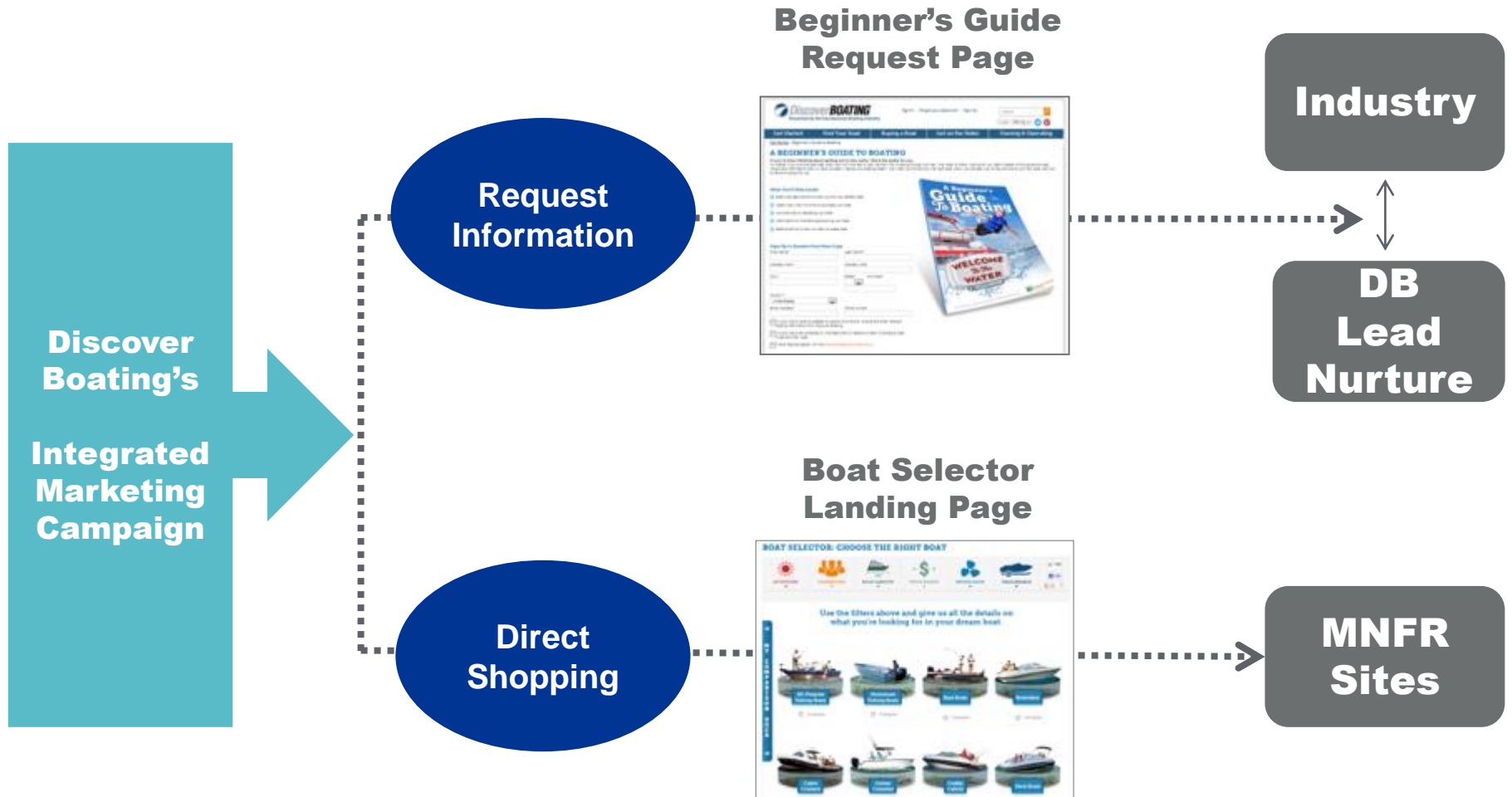
- Majority of legislation goes into effect July 1st, 2014
- Penalties are significant and per occurrence
 - \$1 million for individuals (directors/officers are liable for employee actions)
 - \$10 million for corporations
 - Law is designed so that directors are not protected by corporation
- Personal, family and some existing business relationships are okay to continue communications
- Impacts prospecting
- Topline CASL specific webinar to be provided to industry in May.

CASL – 3 KEYS AND WWW.FIGHTSPAM.GC.CA

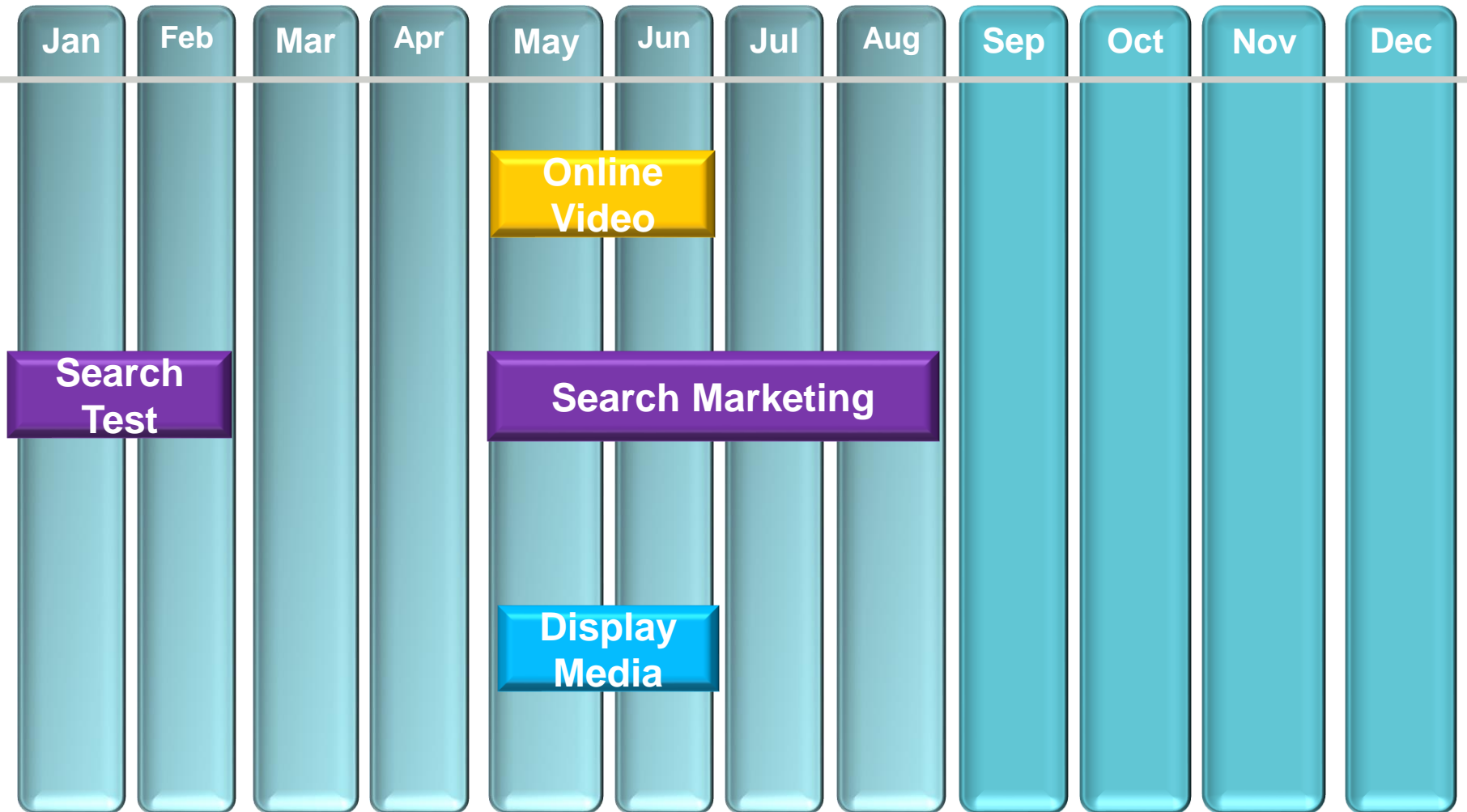
- 3 key factors to determine if CASL applies
 1. Where is the message sent from OR accessed (if in Canada, then yes)
 - Legislation applies to CEMs being sent from outside of Canada (ie. from USA)
 2. Is it a commercial electronic message (CEM), essentially is the intention is to encourage participation in a commercial activity
 3. Do you have proof of consent to send the CEM to the recipient?
 - Express consent – okay to send until unsubscribed
 - Implied consent or not sure? - must secure express consent before July 1st to continue to send email
- Legislation and FAQs – www.fightspam.gc.ca

TURNING CONSUMERS INTO SHOPPERS

GIVING CONSUMERS CHOICES



2014 CAMPAIGN FLIGHTING



YOUR DISCOVER BOATING TEAM IN CANADA

- Carl Blackwell – cblackwell@nmma.org: General, Advertising & Collateral
- Tracey Hart – thart@nmma.org: Discover Boating Canada, Marketing
- Sara Zammit – szammit@nmma.org: Discover Boating Canada, PR

WEBINAR RECORDING

- DiscoverBoating.ca/tools
- New Discover Boating Logo
- Welcome to the Water Logo and event materials