

# Marketing and Promotions Toolkit





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# Introduction

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The Town of South Bruce Peninsula is comprised of the two main urban communities of Wiarton and Sauble Beach and includes the rural hamlets of Allenford, Hepworth, Oliphant, Colpoys Bay, Red Bay and Howdenvale. Geographically, the Town of Wiarton is defined by the rugged limestone cliffs of the Niagara Escarpment and the picturesque shores of Colpoys Bay.

Over the years, Wiarton has received recognition as being part of the broader Ontario Tourism product offering, including:

“Wiarion – Home of Canada’s Foremost Weather Prognosticator, Wiarton Willie”

“Wiarion – Gateway to the Bruce Peninsula”

“Georgian Bay – Voted Canada’s # 1 Hidden Travel Gem”

“Niagara Escarpment – A UNESCO World Biosphere Reserve”

“The Bruce Trail – Canada’s Longest Footpath”

Wiarion is affectionately known for Wiarton Willie, the albino groundhog who predicts the length of winter every Groundhog Day and tourism is an integral part of the Town’s economy, attracting seasonal visitors

to the area’s cottages and resorts and to the Town’s extensive marina. The community is also renowned nationally and internationally for its landscape, UNESCO World Biosphere Reserve Designation and local limestone quarries. Part of the local landscape includes the Bruce Trail, Canada’s oldest and longest footpath, which provides public access to the 895-kilometre-long Niagara Escarpment directly through the Town.

Tourists and residents alike are attracted to places that offer unique and exciting experiences and are more likely to return to places where they have experienced this first hand. Residents and visitors stay longer, spend more, return to and speak well about places where they form positive impressions.

Each community possesses a unique character and history and although Wiarton is a part of the amalgamated Corporation of the Town of South Bruce Peninsula, the goal of this Toolkit is to showcase Wiarton’s specific and unique community brand and distinct destination development. The Wiarton Toolkit is presented to be complimentary to other Town of South Bruce Peninsula toolkits.



# Basecamp to the Bruce Peninsula

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As the provisioning headquarters to the beautiful Bruce Peninsula, Warton is the perfect central basecamp for any day hike, boat trip or camping adventure. Pack your bags and explore the wilderness of the region and look forward to coming home to Warton. Nestled between the rugged limestone cliffs of the Niagara Escarpment and the shores of Colpoys Bay, you can't help notice the stunning landscape and opportunities to touch, climb and experience the outdoors right at your fingertips.

Combining a sense of outdoor adventure with the iconic Warton Willie—Canada's foremost weather prognosticator, Warton is a central basecamp throughout all seasons for your Bruce Peninsula adventures.

# Keywords

Basecamp

Natural  
Environment

Wiar-ton Willie

Family Adventure

Provisioning



# Logo

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The logo conveys the rugged natural great outdoor with the wood textures and tones in the logo. Wiarton is a central basecamp throughout all seasons for the Bruce Peninsula and the compass icon nested in the logo gives you a sense of direction when you start out on your adventure.





## Logo Positioning

The Logo should be surrounded by a minimum amount of clear space to allow for optimal messaging. The clear space around all versions of the logo is equal to the height of the letter "W" in the word Wiarion (shown as blue in this illustration).



# Logo Variations

The distressed versions of the Wiarton logo is preferred and should be used whenever possible.



A coloured version of the logo should be used when the background of the application is light in colour.



A reverse version of the logo should be used when the background of the application is a dark colour.



A grayscale version of the logo should be used when the background of the application is light in colour and grayscale has been requested.



A black version of the logo should be used when the background of the application is a light colour and grayscale has been requested.



Solid variations of the Wiarton logo can be used when the other versions are not applicable or if the application of the logo is small.

# Logo Variations



The coloured version of the logo can be used on a light or dark coloured background.



The grayscale version of the logo can be used on a light or dark coloured background.

# Logo Minimum Size

To ensure the effectiveness of the logo in developing Wiarion brand, there are minimum size standards for use. The minimum size for print applications should be 1.5 inches wide. In web applications, the minimum size is 133 pixels wide.



1.5 inches



133 pixels

# Please Do Not

Do not skew



Do not change colours



Do not change the font



Do not change the size of portions of the logo



Do not add text



Do not use portions of the logo on their own



# Typography

## Cambria - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz123456789

## Light up the World - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz123456789

## Helvetica Neue - Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz123456789

## Helvetica Neue - Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz123456789

# Colour Palette



## Family Adventure

Pantone 511 C

CMYK 60/91/41/33

RGB 95/41/79

Web #5f294f



## Provisioning

Pantone 280 C

CMYK 100/89/24/19

RGB 0/40/120

Web #002878



## Bruce Peninsula

Pantone 574 C

CMYK 67/47/97/43

RGB 68/80/38

Web #445026



## Basecamp

Pantone 462 C

CMYK 40/59/78/50

RGB 96/68/43

Web #60442b



## Natural Environment

Pantone 466 C

CMYK 22/26/57/0

RGB 201/178/128

Web #c9b2805



## Warton Willie

Pantone 672 C

CMYK 8/42/0/0

RGB 226/164/202

Web #e2a4ca

See your Community Toolkit and expanded colour pallet.

# The Campaign:

# Basecamp

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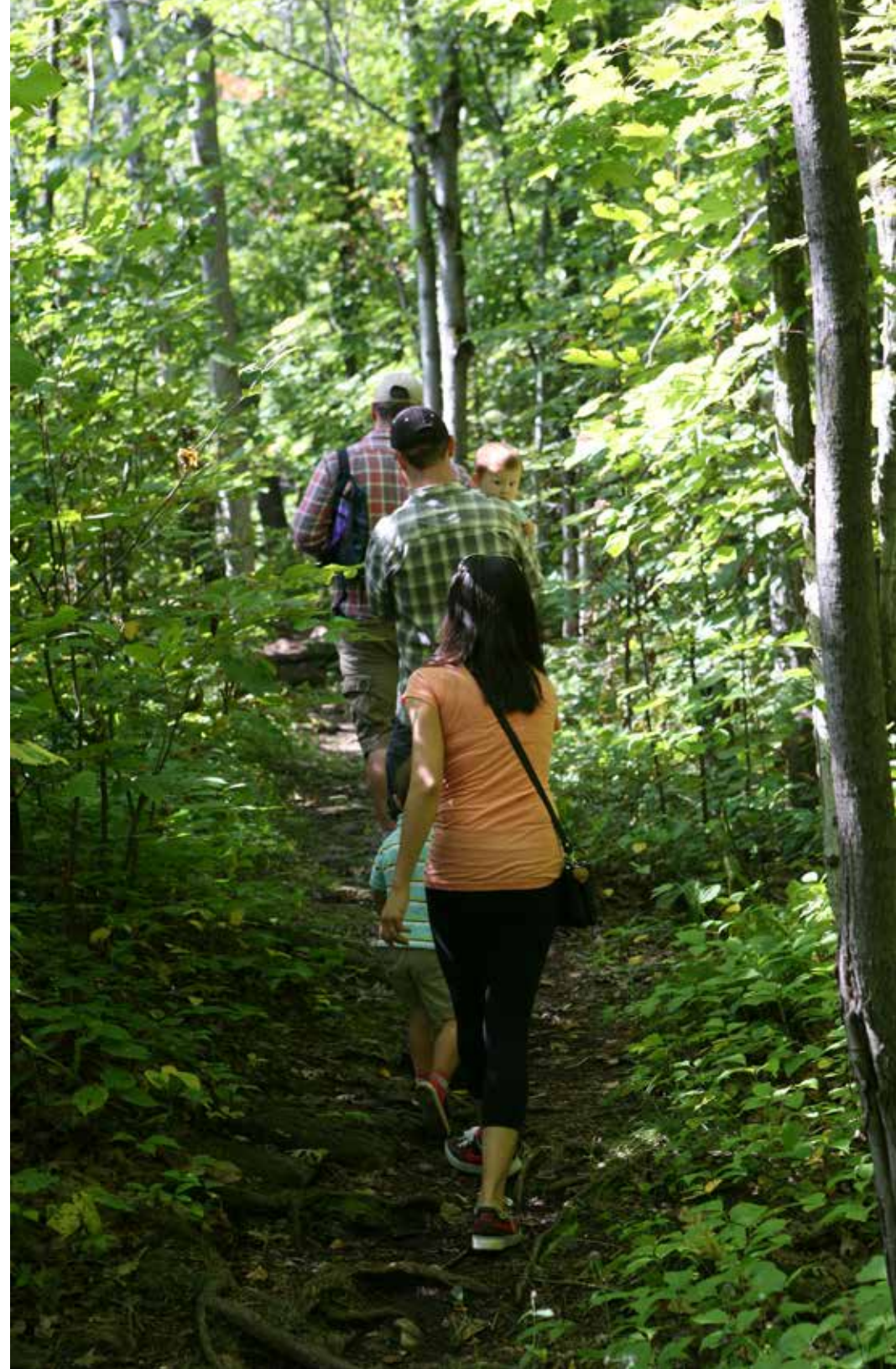
Who wouldn't want to be an adventurer - especially in the Canadian outdoors. Taking life by the horns and riding it wherever it takes you. Oh, to be one of those people on the travel poster. Rugged, good looking and living life to the fullest. But you could never be that person. I mean, where would you even start?

Where can you find a place with a sense of adventure in the heart of iconic Canadian landscapes? If only there was a place that had skilled guides that could show you the ropes and support your adventure. Wouldn't it be nice if you had a preplanned itinerary that made sure you experience all the things you desire and you don't miss a thing? Funny you should ask...

Nestled into the base of the Bruce Peninsula lies a small rustic Town called Wiarton. Its home to many great outdoor adventurers who can show you how to be just like them.

From hiking the Bruce Trail, to learning how to kayak, fish or sail your own boat- your outdoor Canadian adventure awaits. You may not be the person on the poster right now - but after a few days in Wiarton you might just feel like them.

So when you're ready to play in the Canadian outdoors, you know where to go. It's playtime!



# Visitor Icons



## Mellow Vacationers

55+ year old, quiet, introverted, working couples without children, seek rest & relaxation



## Social Boomers

55+ year old, social couples, retired, love entertainment



## Memory Makers

35-50 year old couples, often sandwich generation with elementary aged children



## Nature Lovers

35-54 year old couples, with young children, budget conscious, love outdoors



## Youth Socializers

18-34 year old, extroverts, students, living in suburbs



## Pampered Relaxers

35-50 year old females, high income executives, 1/3 identify as part of a visible minority



## Knowledge Seekers

55+ females with grown children, employed, higher levels of education



## Active Enthusiasts

35-54 year old males, enjoy spectator events, down to earth, employed, value recreational opportunities



## New Canadians

25-34 year old couples with young kids, high levels of education, influenced by trends, large networks, majority identify as part of visible minority/ immigrant segment







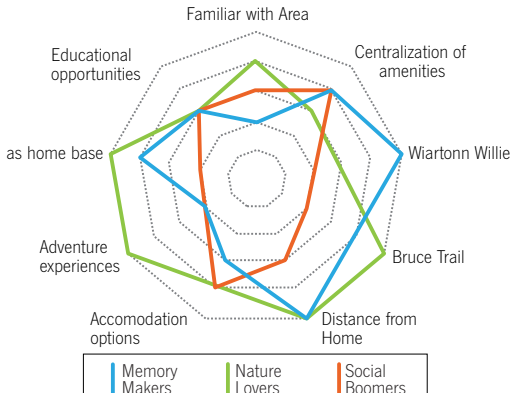
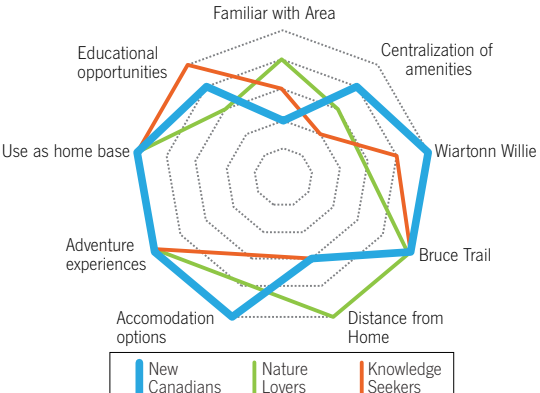


## Connected Socialites

18-34 year old, without kids, employed, constantly connected to digital & social networks, majority identify themselves part of visible minority

Warton's Target Audience

# Target Audience

CATEGORY	NOW	FUTURE
<p>Visitor</p>	 <p>Memory Makers   Nature Lovers   Social Boomers</p>	 <p>New Canadians   Nature Lovers   Knowledge Seekers</p>
<p>Geography</p>		
<p>Season</p>		 <p>May - August</p>
<p>Length</p>	<p>Weekends</p>	<p>Extended Weekends</p>
<p>Assets</p>	 <p>Legend: Memory Makers (blue), Nature Lovers (green), Social Boomers (orange)</p>	 <p>Legend: New Canadians (blue), Nature Lovers (green), Knowledge Seekers (orange)</p>



# Marketing Plan

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## Target Audience

Warton's marketing plan encourages the target market segments; New Canadians, Nature Lovers and Knowledge Seekers from the Greater Toronto Area to extend their weekends in Warton. The marketing plan will promote Warton as a May to August destination.

The primary target audience for Warton are the New Canadians. New Canadians are visitors 25-34 year old couples with young kids, high levels of education, influenced by trends, large networks and majority identify as part of visible minority/ immigrant segment. The secondary target audience are Nature Lovers, these are 35-54 year old couples, with young children, budget conscious and love outdoors. The third target audience are Knowledge Seekers. Knowledge Seekers are 55+ females with grown children, employed and higher levels of education.



# Action Plan

COLLATERAL AND PRODUCT DEVELOPMENT PIECES	YEAR	SPRUCE THE BRUCE FUNDING?
1. Bruce Peninsula Map, In Market Piece	Year 1	YES
2. Bruce Peninsula Best of Guide	Year 1	YES
3. Bruce Peninsula Poster	Year 1	NO
4. Bruce Peninsula Sticker	Year 1	YES
5. Parks Canada Distribution Piece	Year 2	YES
6. Video Development	Year 2	NO
7. Seasonal Campaigns (based on Itineraries)	Ongoing	YES
8. Media Tours	Ongoing	NO

**That the promotion of Wiarton be strengthened and leveraged through specific and targeted brand enhancing marketing initiatives.**

\* Spruce the Bruce Funding criteria subject to change

\* Additional marketing and promotion Action Plan Items recommended as a result of the Brand Development project.

# Collateral and Product Development Pieces

## 1. BRUCE PENINSULA MAP, IN MARKET PIECE

### Action Year: 1

**Design Concept:** This marketing piece will be distributed in market, at local visitor information centres, grocery stores and local retail shops. This is to encourage visitors to travel around to the key destinations of the peninsula. The goal is to increase visitors length of stay and increase amount of spending.

## 2. BRUCE PENINSULA BEST OF GUIDE

### Action Year: 1

**Design Concept:** This lure market piece is to highlight the Top 10 Activities for Beginners on the Bruce Peninsula. It showcases Wiarton as the Basecamp to the Bruce Peninsula. Some beginner style activities include: climbing on the high ropes course, hiking and paddling from Cameron Lake to Cyprus Lake or Stand Up Paddle Boarding.

## 3. BRUCE PENINSULA POSTER

### Action Year: 1

**Design Concept:** This poster can be used in local businesses wall, community boards or visitor information centre. It can also translate to becoming an advertisement in a magazine. This advertisement will highlight the Top 10 things to do on the Bruce Peninsula

## 4. BRUCE PENINSULA STICKER

### Action Year: 1

**Design Concept:** Develop Stickers to be given away both in market and out market using the campaign “Basecamp to the Bruce Peninsula”.

## 5. PARKS CANADA DISTRIBUTION PIECE

### Action Year: 2

**Design Concept:** This piece will be distributed to visitors turned away at the Bruce Peninsula National Park. This piece will encourage people to venture down the Peninsula and visit areas such as Greig’s Caves, Spirit Rock or Bruces Caves. The goal is to encourage visitors driving through Wiarton to stay longer.

## 6. VIDEO DEVELOPMENT

### Action Year: 2

**Design Concept:** Create videos to showcase the key assets of the Bruce Peninsula while highlighting Wiarton as the Basecamp to the Bruce Peninsula. This video should be humorous and play on the beginners' type of activities.

## 7. SEASONAL CAMPAIGNS (BASED ON ITINERARIES)

### Action Year: Ongoing

**Design Concept:** To encourage visitors to travel during the shoulder seasons, Wiarton should develop itineraries for their different target audiences. These itineraries should include, places to stay, eat, shop and do. This will help visitors plan their vacation.

## 8. MEDIA TOURS

### Action Year: Ongoing

**Design Concept:** The purpose of this is to invite media writers and bloggers to come to Wiarton. Design itineraries that can be posted on the Wiarton's Website, Media Request page, and design printed copies to be given out at Travel Media Association of Canada (TMAC) events and design online copies to be e-mailed out to journalists, media writers and bloggers. Create activity based itineraries that is unique to Wiarton and interesting enough for media writers to write about Wiarton. Developing a pitch kit will entice writers to visit Wiarton.



# Executables

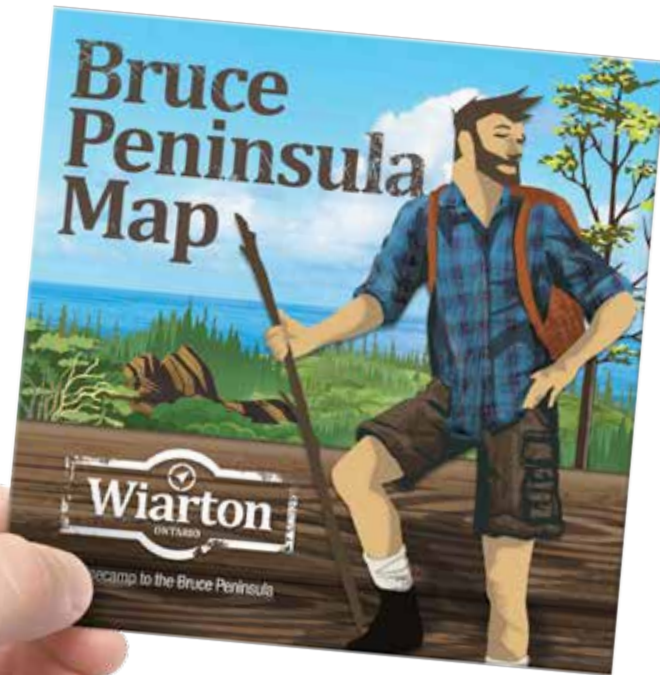
The executables provided are samples to illustrate the use of the brand elements in common marketing tactics, and should not be considered final artwork.



# Lure Brochure



# Maps Brochure



**Top 10 Experiences**

- 1 Kayaking & Hiking**  
**Cameron Lake to Cyprus Lake**  
Paddle and hike in one day. This light paddling adventure will take you from Cameron Lake to Cyprus Lake. You will then hike around Cyprus Lake to the iconic View of the Turquoise Waters of Georgian Bay from the Grotto. This trip is made for beginner level kayakers and hikers.  
Business: SUNTRAIL Source For Adventure  
Phone No.: 1-877-882-2696  
Website: www.suntrail.net  
Address: Highway #5 Hepworth, ON N0H 1P0
- 2 Kayaking & Hiking**  
**Flowerpot Island**  
Take a Glass Bottom Boat Tour or a Lake Boat Tour through Fathom Five National Marine Park to Flowerpot Island! Both tours will take you to the best view of Big Tub Lighthouse, two shipwrecks and the famous flowerpot!  
Business: Blue Heron Company  
Phone No.: 1-855-598-2399  
Website: www.blueheronco.com  
Address: 24 Carlton Street, Little Tub Harbour, Tobernory, ON N0H 2R0  
Business: Bruce Anchor Cruises  
Phone No.: 1-800-591-4254  
Website: www.bruceanchorscruises.com  
Address: 7458 Highway #5 P.O. Box 160, Tobernory, ON N0H 2R0
- 3 Kayaking & Hiking**  
**LossLines of the Bruce Peninsula**  
Learn how to Stand Up Paddle and experience the magnificent coastline of the Bruce Peninsula. Explore the natural wonders and clear blue waters of Bruce Peninsula, Fathom Five National Marine Park and surrounding waters with an experienced guide. From basic to advanced touring.  
Business: Fathom Paddling Guiding/Fathom SUP  
Phone No.: 1-226-923-1227  
Website: www.fathompaddlingguiding.ca  
Address: Tobernory, ON N0H 2R0
- 4 Kayaking & Hiking**  
**Greig's Caves**  
Hike through 10 natural limestone caves that were formed thousands of years ago. Rugged forested trails, beautiful ferns and wild flowers and the spectacular turquoise waters of Georgian Bay from 300 feet above!  
Business: Greig's Caves  
Phone No.: 519-277-8182  
Website: www.greigscaves.ca  
Address: 407 Scenic Cave Road, Lion's Head, ON N0H 1W0
- 5 Kayaking & Hiking**  
**Skinner's Bluff to Bruce Caves**  
A breathtaking 11 km hike along the Bruce Trail, atop the Niagara Escarpment. Spectacular lookouts over Coboko Bay showcasing the ring Escarpment. Explore Bruce Caves, an ancient sea cave now surrounded by rich forest greens.  
Business: Spirit Rock Outpost and Lodge  
Phone No.: 519-534-6155  
Website: www.spiritrock.com  
Address: 877 Bedford St, Highway #5, Wiarnton, ON N0H 2T0
- 6 Hiking**  
**Little Cove's Adventure**  
Test your limits on both the High Ropes and Low Ropes Course. Climb from tree to tree, swing from tree to tree, or zip from rope to rope! Your guide will provide you with all the necessary safety equipment and show you through the course. No experience needed.  
Business: Little Cove Adventures  
Phone No.: 519-596-8622  
Website: www.littlecove.ca  
Address: 7311 Highway #5, Tobernory, ON N0H 2P0
- 7 Kayaking**  
**Slice of Light**  
Kayak within the islands of Lake Huron, explore the shores around a beautiful hidden lighthouse and catch a glimpse of shore birds. Half or full day options available (full day includes a gourmet lunch) all gear is included.  
Business: Explorer's Treas  
Phone No.: 519-270-8461  
Website: www.explorestreas.com  
Address: R.R. #3 Lion's Head, ON N0H 1W0
- 8 Hiking**  
**Forty Chin Whips**  
Not to worry, this trek is not 40kms long nor will your chin be whipped. Serenity is easily found by exploring the forests and scenic vistas of the Bruce. Moderate terrain, scenic views, half or full day options available (full day includes a gourmet lunch).  
Business: Explorer's Treas  
Phone No.: 519-270-8461  
Website: www.explorestreas.com  
Address: R.R. #3 Lion's Head, ON N0H 1W0
- 9 Kayaking**  
**Explore Fishing Islands**  
Enjoy kayaking and test your skills from the shelter of small islands. Venture into a small archipelago for views of amazing wildlife. The wide range of topography and island terrain is geared for paddlers of any skill level.  
Business: SUNTRAIL Source For Adventure  
Phone No.: 1-877-882-2696  
Website: www.suntrail.net  
Address: Highway #5 Hepworth, ON N0H 1P0
- 10 Hiking**  
**Stone Rush**  
Stones, Spikes and Snakes. Ride rolling and rugged single track through a logging forest while discovering hidden treasures all around you. You will be amazed with what you find. Single track, eleven levels of difficulty, half or full day option available (full day includes a gourmet lunch).  
Business: Explorer's Treas  
Phone No.: 519-270-8461  
Website: www.explorestreas.com  
Address: R.R. #3 Lion's Head, ON N0H 1W0

**Top 10 Best Lookouts**

1. Bruce Peninsula National Park, Lookout Tower ..... C - 3
2. Big Tub Harbour ..... B - 3
3. Devil's Monument ..... H - 6
4. Cabot Head Lighthouse ..... H - 4
5. Sandy Beach ..... G - 10
6. Lion's Head Lookout ..... J - 9
7. Sydney Bay Lookout ..... L - 12
8. Purple Valley Lookout ..... M - 13
9. Wiarnton Willie's Home ..... K - 15
10. Sauble Beach Sign ..... H - 18

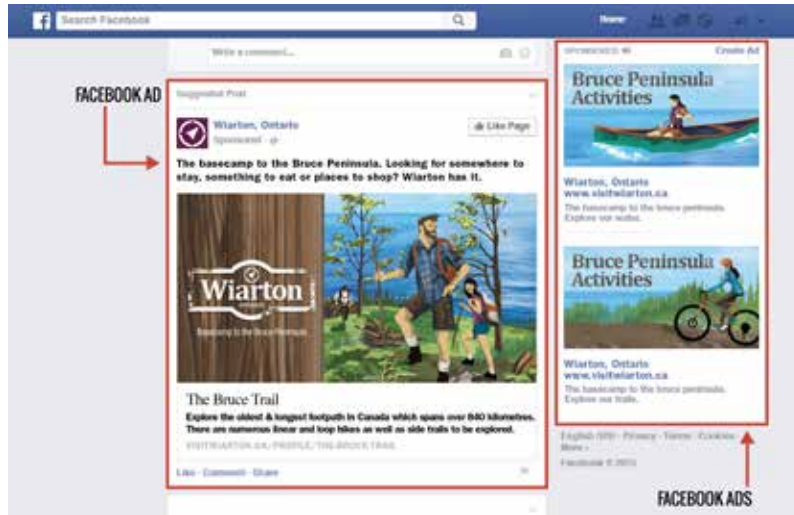
See map on reverse side for use of the coordinates.

**Legend**

**Points of Interest**

- Attraction
- Beach
- Boat Launch
- Camping Site
- Clear Site
- Dog Park
- Flowers Market
- Historic Sites
- Interpretive Centre
- Lighthouse
- Lookout Tower
- Museum
- Municipal Cemetery
- Municipal Office
- Park Area
- Park
- Public Library
- Public School
- Public Restroom
- Personalized Trip
- Private Property
- Scenic View
- Point of Interest
- Point of View
- Public School
- National Park
- Provincial Park
- Private Property
- Quartz Point Lookout

# Facebook Sponsored Ads



# Rackcards



# Sticker



# Rack cards

## Wiarton Wednesdays

**Kick-Off event on July 3<sup>rd</sup>**

Live Music & Entertainment, Market Vendors, Special Promos, Demonstrations and more.

**Every Wednesday in July & August Stores Open Late**

BUSINESS NAME	FEATURE
The Cluttered Cupboard .....	Yarn Sale
Great Canadian Dollar Store .....	Balloons
Northern Confections .....	Candy Making Demos
Unforgettable Petz .....	Pet Rescue Fundraiser
Cocoa Vanilla .....	Live Music
Karen's Scrapbooking .....	Scrapbook Classes
Crabby Cabbie .....	Free Water & Weekly Prize
Lloyd's Smoke Shop .....	Flat Rate Unlimited Pool
Balloon Headquarters/The Painted Turtle .....	Jewellery Classes
Bluewater Travel .....	Travel Savers Promotions
The Green Door .....	Open Late
Josie's Fashions .....	Open Late
Rankin River Trading Co. ....	Digging For Discounts
Ram Trophies & Sportswear .....	Colour A Willie Cool Shirt
Wiarton Home Building Centre .....	Door Crasher Special
Complete Wellness .....	Facebook Feature Product
Wiarton Farmer's Market .....	Local Food Basket Giveaway
In Style .....	Feature Canadian Made
The Source .....	Open Late
Wiarton Inn Restaurant .....	2 can dine for \$



We got it in Wiarton


- Tent
- Sleeping bag
- Air mattress
- Thermos
- Matches

VisitWiarton.ca



Basecamp to the Bruce Peninsula


# Ad



It's playtime!

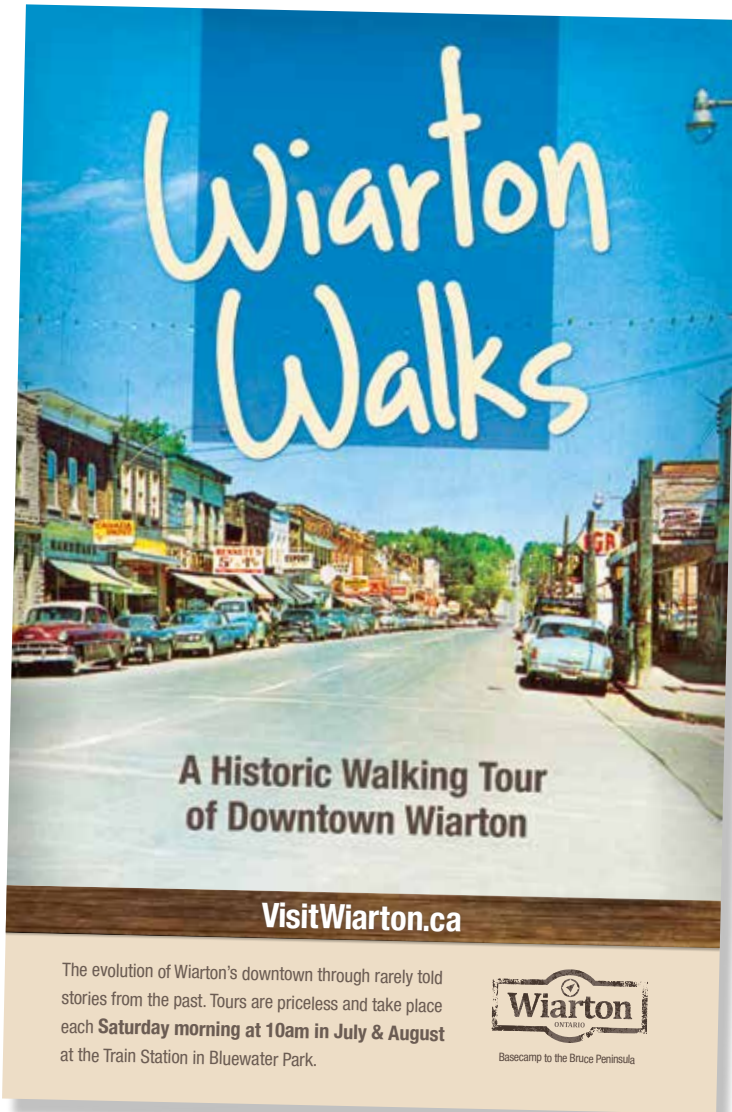
## Hike the world famous Bruce Trail

Located within a hop, skip and jump from Wiarton, the Bruce Trail offers groups a safe and exhilarating Canadian experience. [VisitWiarton.ca](http://VisitWiarton.ca)

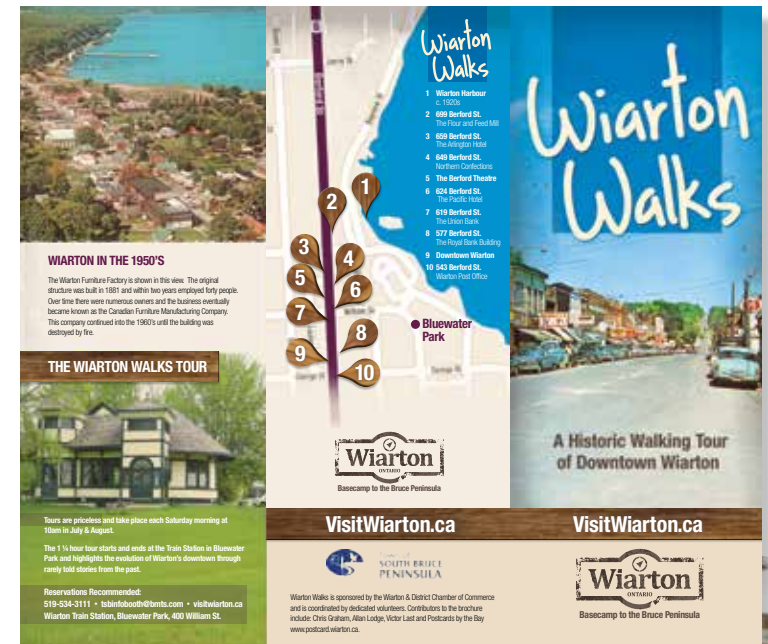


Basecamp to the Bruce Peninsula

# Poster



# Brochure



# Contact

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For more information, further instructions for use or digital copies of this toolkit and its associated elements please contact:

Department of Planning and Development

County of Bruce

[stb@brucecounty.on.ca](mailto:stb@brucecounty.on.ca)

1-800-268-3838

Economic Development

Town of South Bruce Peninsula

[tsbpecodev@bmts.com](mailto:tsbpecodev@bmts.com)

1-519-534-1400



