

# Marketing and Promotions Toolkit





# Table of Contents

Introduction ..... page 4 - 5

Brand Promise ..... page 6 - 7

Keywords ..... page 8 - 9

Logo Rules ..... page 10 - 15

Typography ..... page 16

Colour Palette ..... page 17

The Campaign Message ..... page 18 - 19

Visitor Icons ..... page 20 - 21

Demographics ..... page 22 - 23

Marketing Plan ..... page 24 - 31

Executables ..... page 33 - 39

Contact Information..... page 40

# Introduction

---

Sauble Beach is the second longest fresh water beach in the world on the pristine shores of Lake Huron. Sauble Beach was originally named by the French explorers for the sandy sable river that empties into the lake at Sauble Falls. “La Riviere Au Sable” was its original name, which means “River to the Sand”. This title was used on maps until 1881, when it was changed to “Sauble River.” Soon after, the beach was named “Sauble Beach” which when translated means Sand Beach or Beach of Sand. The first settler is reported to have been John Eldridge, who built a cottage nearby in 1877. A number of people followed and Sauble Beach began to grow steadily to become the community it is today. It began with a few people building cottages, then a boarding house and finally a store. Development proceeded south and eventually east. In the 1900’s a large sawmill was located just below the falls on the Sauble River, employing 40 people. Although it burned to the ground in 1906 taking half of the surrounding forest with it, dedicated reforestation by Bruce County and the Province has resulted in beautiful tall pine groves.

In the early decades of the 20th century, Sauble Beach became an increasingly popular vacation destination in concert with the growth of the automobile and leisure time among the middle class. Most of the resort development of the modern beach area dates from about 1948, including still-surviving attractions like the Sauble Lodge Motel and the Crowd Inn hot-dog stand. The main street has remained relatively untouched in the past 50 years, drawing visitors back year after year and reminding them of simpler, more carefree days.

Over the years Sauble Beach has received notable Tourism recognition including:

“Sauble Beach – One of Canada’s Top 10 Beaches”

“Sauble Beach – Voted Best Beach in Ontario”

“Sauble Beach- Named one of Canada’s Top 5 beaches”

Each community possesses a unique character and history and although Sauble Beach is part of the amalgamated Corporation of the Town of South Bruce Peninsula, the goal of this Toolkit is to showcase Sauble Beach’s specific and unique community brand and distinct destination development.

The Sauble Beach toolkit is presented to be complimentary to other Town of South Bruce Peninsula toolkits.



# Retro Sauble Beach

---

Sauble hit its stride in the late 1940's when much of the commercial area was under development. Most of the resort development on the current beach area dates to 1948, including the still-surviving attractions like the Sauble Lodge Motel and the Crowd Inn hot-dog stand.

The main street still reflects the atmosphere of the bygone days.

The identity for Sauble Beach should reflect a throwback atmosphere to the mid-20th century with art deco elements and retro-sleek design featuring exciting colours which portray an era and attitude of optimism and opportunity. Sauble Beach brand promise is one of time spent at the beach reflecting on the good old days of summer. The Sauble Beach experience is one of summer family fun, old fashioned values, retro flashbacks all set on a beautiful beach.



# Keywords

Summer  
Family Fun

Retro Flashback

Beautiful Natural  
Beach

A Simpler Time

Old Fashioned  
Values



# Logo

---

The Sauble Beach logo has been developed to highlight retro-sleek design while featuring exciting colours. The logo conveys the fun, classic character of Sauble Beach and quickly reiterates that Sauble Beach's Brand is Retro.



## 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 “S” in the word Sauble (shown as blue in this illustration).



## Logo Variations

Below are examples of the logo used in colour and grayscale. Colour versions of the logos are the preferred version, and should be used whenever possible. The logo can be used when the background of the application is a dark colour.



# Logo Minimum Size

To ensure the effectiveness of the logo in developing Sauble Beach brand, there are minimum size standards for use. The minimum size for print applications should be .75 inches wide. In web applications, the minimum size is 100 pixels wide.



.75 inch



100 pixels

## Please Do Not

Do not skew



Do not change colours



Do not change the spacing





# Typography

## Briquet - Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Helvetica - Compressed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Helvetica - Bold Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

## Helvetica - Narrow

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789

# Colour Palette



## Retro Flashback

CMYK 50/100/15/10  
RGB 135/33/117  
PMS 512 C



## Summer Family Fun

CMYK 0/95/100/0  
RGB 238/49/36  
PMS 485 C



## Old Fashioned Values

CMYK 0/12/100/7  
RGB 241/203/0  
PMS 110 C



## Natural Beach

CMYK 38/4/0/19  
RGB 126/176/204  
PMS 550 C



## Simpler Time

CMYK 20/0/100/19  
RGB 178/187/30  
PMS 383 C

# The Campaign: We've been cool since your Grandma was hot.

---

Sweet ole' Grandma Eleanor. She spends her days crocheting booties and sweaters for her great grandchildren. Such a sweet woman. Surely she was always like this...

The year is 1954. It's July and the people of Ontario are ready for summer fun. A stunning young woman of 22, Elly is ready to get out into the world and discover her true self. She planned with her friends to head to the World Famous Sauble Beach. Summer, sand and boys everywhere - she couldn't wait.

The summer of 1954 was the best of Elly's life. Hanging out with her girlfriends on the beach, grabbing an ice cream and just being seen was exhilarating. She loved the feeling of the sun on her skin and in her skimpy swimsuit she couldn't help but giggle about the attention aimed her way from the boys. She had a date every night-sometimes 2. She knew her parents wouldn't approve but after all it wasn't her fault, she was so ... hot.

Sitting in her rocking chair at her nursing home, Grandma Eleanor can be found recounting the key moments of her life. There are plenty of highlights and among them the summer of 1954 stands tall. She smiles knowing that the tradition continues and people still make the voyage to the one and only Sauble Beach to celebrate summer, their youth and life.



# 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







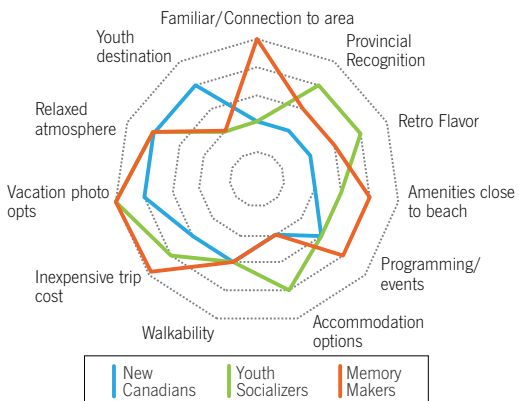
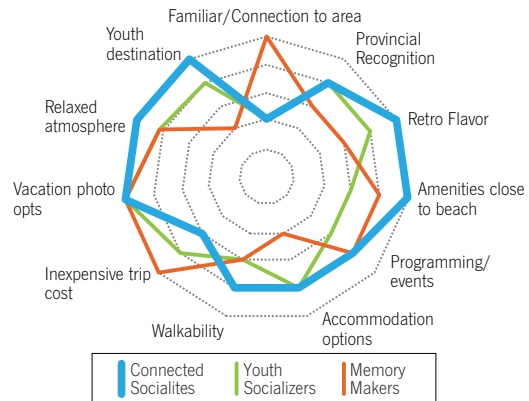


## Connected Socialites

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

■ Sauble Beach's Target Audience

# Target Audience

CATEGORY	NOW	FUTURE
Visitor	 <p>New Canadians   Youthful Socializers   Memory Makers</p>	 <p>Connected Socialites   Youthful Socializers   Memory Makers</p>
Geography		
Season		 May - August
Length	Day Trippers	Extended Weekends
Assets		





# Marketing Plan

---

## Target Audience

Sauble Beach's marketing plan encourages the target market segments; Connected Socialites, Youth Socializers and Memory Makers from Toronto to have extended weekends in Sauble Beach. The marketing plan will promote visitation to Sauble Beach during the shoulder Seasons (May and June) and summer months (July and August.)

The primary target audience for Sauble Beach are the Connected Socialites. Connected Socialites are visitors 18-34 year old, without kids, employed, and constantly connected to digital & social networks. The secondary target audience are Youth Socializers, these are 18-34 year old, extroverts, students and living in suburbs. The third target audience are Memory Makers. Memory Makers are 35-50 year old couples, they are often the sandwich generation with elementary aged children.





## Action Plan

COLLATERAL AND PRODUCT DEVELOPMENT PIECES	YEAR	SPRUCE THE BRUCE FUNDING?
1. 2 Min. Video Development	Year 1	YES
2. Stickers	Year 1	YES
3. 10 Second Videos	Year 1	NO
4. Website Development	Year 1	NO
5. Facebook Ads	Year 2	NO
6. Online Ads Development	Year 2	NO
7. Seasonal Campaigns (based on Itineraries)	Year 2	YES
8. Media Tours	Ongoing	NO

**That the promotion of Sauble Beach 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. 2 MIN. VIDEO DEVELOPMENT

### Action Year: 1

**Design Concept:** Set in present time, the video shows “Grandma” interacting with her grandchildren. We watch as her grandchildren find out there is more to grandma than they thought. They learn that she was once like them and was “hot”. The goal is to show that generations have been enjoying Sauble Beach and it is a proven place to spend your summer.

## 2. STICKERS

### Action Year: 1

**Design Concept:** Develop Stickers to be given away both in market and out market using the campaign “We’ve been cool since your grandma was hot”

## 3. 10 SECOND VIDEOS

### Action Year: 1

**Design Concept:** Using the ‘We’ve been cool since your grandma was hot’ video and make short videos to be promoted on Youtube or Social Media Websites. The purpose is to tease the viewers to encourage them to want to learn more.

## 4. WEBSITE DEVELOPMENT

### Action Year: 1

**Design Concept:** Develop a website incorporating the Sauble Beach messaging. Develop content that speaks to generations having enjoyed the summer here while highlighting attractions of Sauble Beach.

## 5. FACEBOOK ADS

**Action Year: 2**

**Design Concept:** Develop sponsored Facebook Advertisements using either an image or 10 second video to encourage visits to click on the advertisement which will bring them to the website.

## 6. ONLINE ADS DEVELOPMENT

**Action Year: 2**

**Design Concept:** The purpose of redesigning the print advertisement and online advertisement is to ensure the same message is communicated consistently to visitors. The online and print advertisement will have the same look and feel but the message will vary depending on the publication.

## 7. SEASONAL CAMPAIGNS (BASED ON ITINERARIES)

**Action Year: 2**

**Design Concept:** To encourage visitors to travel during the shoulder seasons. Sauble Beach 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: On going**

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







# 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.

## Advertisement



## Rack card





## Sticker



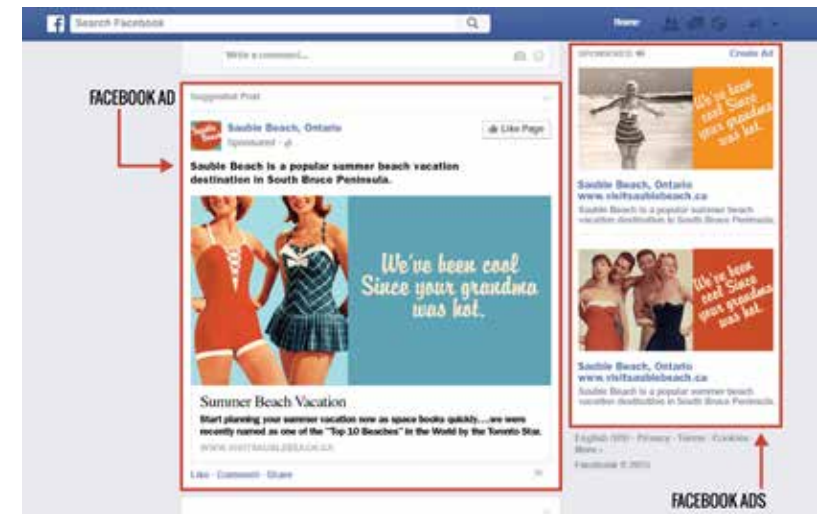
## Interactive Art



# Videos



# Facebook Sponsored Ads



# Contact

---

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



