



## CANADIAN TOURISM COMMISSION: MEETINGS & CONVENTIONS INCENTIVE BROCHURE

### THE BRIEF

Promote Canada as a viable competitor to high profile locations such as Vegas and Dubai. Commute that Canada is a very action-packed, metropolitan location well-equipped for corporate gatherings and conventions.

### THE OBSTACLE

Canada is seen throughout the world as cold and boring. Although we hold a strong persona of being free-spirited and 'nice', it's not a strong enough incentive for corporations to hold business events where the activities outside of work hours are just as important as those within. Being a Federal organization, the Canadian Tourism Commission needs to provide equal branding and promotion for most of it's provinces.

### THE CREATIVE STRATEGY

Leveraging our persona of being open-minded and 'outdoorsy', I decided to focus on the underlying message of understanding and freedom – to communicate "we know what you're really looking for". Although work is important, so is the play time.

### THE DESIGN RATIONALE

For this reason I developed two separate brochures to clearly differentiate our corporate hosting abilities with our experiential, personal adventure offering.

To give a contemporary, unconventional feel the outer folder and each brochure is square in size. The typesetting is large and open to provide an easy read. After extensive research to evaluate the level of knowledge our neighbours to the south have about Canada, the corporate brochure addresses some of the common misconceptions and educates on some of the basic facts when traveling to Canada.

A balance of large and small shots with contrasting content in both brochures suggests Canada is a place of great adventure and exploration.

The pleasure brochure gives a good cross reference starting in the West and closing off in the East.

Overall, with Canada providing such a large, natural landscape, I focused both pieces on the idea of 'places to meet' and 'room to explore'.