



Tourism **Winnipeg**

Tourism Winnipeg — “Prove you’re #WinnipegTough”

The Big Idea

The “Prove you’re #WinnipegTough” campaign features a female boxer demonstrating her resiliency: by working out during a Winnipeg snowstorm. In the Facebook ad, she is shown punching a snowball. In the Twitter ad, she is shown eating a Magic In A Bun chicken sandwich (featuring Carolina Reapers) from Magic Bird Fried Chicken. In the Google ad, we bring up Winnipeg and Vancouver’s conflict of a “wet” vs “dry” winter.

The hashtag

The hashtag “Prove you’re #WinnipegTough” (featured in Facebook and Twitter photographs) is a stylistic choice. While it may not directly drive traffic to Tourism Winnipeg, it provides the opportunity to continue the campaign if proven successful. The hashtag also repositions Winnipeg’s weather (normally seen as a weakness) as a strength.

Target Audience

Our primary publics are suburban Vancouver men and women with disposable incomes (age 25-36) who are looking for a quick, week-long getaway in Canada this April.

Primary research shows:

- Many people in Vancouver love to stay active. They hike glorious mountains and swim through ocean waters. This is why the “Prove you’re #WinnipegTough” uses a boxer as a mascot — to embody the fitness community and make our target audience feel represented.
- Many people in Vancouver take pride in their culinary tastes. This is why the “Prove you’re #WinnipegTough” campaign features Magic Bird Fried Chicken — a culinary experience Vancouver folks can only get by visiting Winnipeg.
- Many people in Vancouver argue the “wet cold” they experience is worse than the “dry cold” of Winnipeg winters. The campaign references the tough Winnipeg winters in lighthearted way by teasing Vancouver to come and prove they are as resilient as they say they are.
- Many people in Vancouver who follow @ginayaj are interested in the art scene (many of which started following the account after the RAW’s Vancouver photography exhibit). This is why the “Prove you’re #WinnipegTough” Instagram post features a behind-the-scenes look into the campaign’s photos.

Twitter



Tourism Winnipeg @TourismWPG



Magic Bird Fried Chicken has chicken hotter than the sun. Visit Winnipeg. Prove you're as tough as us. We dare you.



123



456



Promoted

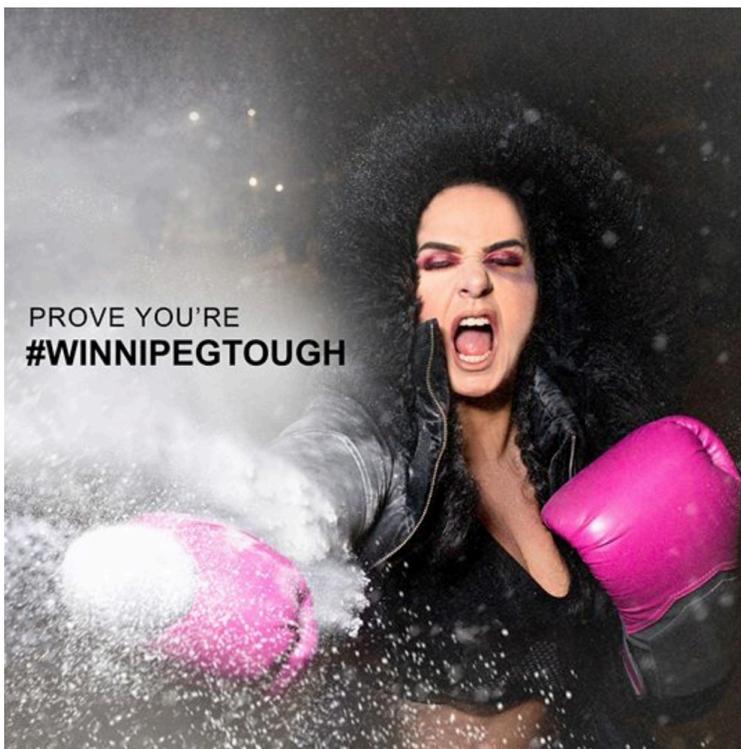
Facebook



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Ad www.tourismwinnipeg.com▼

You may be tough Vancouver, but it's time to see if you're #WinnipegTough. Visit the city once said to be colder than Mars – with chicken wings hotter than the sun.

Keywords

1. How to book trip Canada
2. Where to +travel Canada
3. Vacation ideas Canada
4. Trip ideas Canada
5. +Book a +hotel Canada
6. Book a trip Canada
7. +Travel from Vancouver
8. +Flight deals Canada

Instagram



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♥ 416 likes

ginayaj What's your favourite thing about Winnipeg? I love the arts and culture scene (and how it doesn't stop for snowstorms).

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