

Go RVing
Canada[®]

REPORT TO CRVA

JANUARY 2017



A LOOK AHEAD

During the 4th Quarter of 2016 the association and its Integrated Agency Team (IAT) spent much of its time developing plans for the upcoming year. Throughout the fall and early winter season we held two Board meetings that aimed to review and assess the results from our previous year's campaign, as well as identify new initiatives and projects that will further our efforts in promoting the RV lifestyle to Canadians.

For 2017, stakeholders can expect to see some extremely new and bold initiatives that will not only captivate our audience's attention, but go further than ever before to reach our primary and emerging demographics.

Starting with wildhood, our current award winning campaign will be in market for the first time ever throughout the year. In partnership with the outdoor media group and Fish.tv we have secured broadcast spots across 8 networks starting late January. Wildhood is now in its 3rd year and as such we will look to refresh the creative, but still retain the successful platform.

In March, we anticipate the launch of the Food Networks new primetime show "Chuck & Danny's Road trip", where our lifestyle messaging and ads will run throughout the series on multiple channels, now including Global. This show, the first of kind will provide the audience with insights into the RV camping lifestyle through two chef celebrities, while encompassing the very element that is Canada on its 150th birthday from coast-to-coast.

Given the special nature of this years Canada 150 celebrations, Go RVing Canada will take on several special projects both on-the-ground and through the digital space that will illustrate the very fundamentals of RVing, camping and Canadiana.

In addition to these special projects, stakeholders can expect to see the Canadian RV and Camping week back this May, and it promises to be better than ever with more campgrounds and RV dealers participating across the country. On the traditional side of the PR ledger we will be extremely busy throughout Q1 2017 promoting RV shows and driving media across the country as well as starting our winter press trip series.

On the digital side, we have architected a new buy that is our largest to-date. The team is excited to execute this across multiple channels and technologies, ultimately helping to drive traffic to our website.



With that in mind, the association has committed to undergo a complete revamp of the site, using our knowledge of current users for both prospect and RV enthusiast audiences we will refresh the site with a new format and imagery, as well as launch rich media and interactive tools.

Finally, our social media efforts will extend to French this year as we implement a new strategy across Quebec and French Canada. In addition to these efforts, we will continue on with our extremely successful influencer series project, sending social media influencers out on the open road.

For our Dealer Tie-in program we have the addition of over 40 new images and the English and French video from our RV lifestyle video shoot in Charlevoix Québec. In addition, new poster designs will also be created to help decorate RV dealerships from coast-to-coast.

We have a very busy year planned and as always welcome our dealers and stakeholders to get involved and participate wherever possible. Should you have any questions or comments please don't hesitate to reach out.

A handwritten signature in black ink that reads "Chris Mahony".

Chris Mahony, President
chris@gorving.ca

2017 PLANNING

Marketing plans for 2017 will continue “expanding the definition of Wildhood” while addressing the opportunities identified in GRVC’s 2016 Tracking Study.

Upcoming activities

No Evidence of Campaign Fatigue

Existing 30-sec “Wildhood” TV spots will continue running for one more year as the platform proved to be highly motivating, significantly impacting recallers’ propensity to take positive actions towards RVing.

Continue to establish GRVC as an entity to help drive recall

New TV billboards will be developed to incorporate “Wildhood” messaging and continue establishing GoRVing.ca/Liberte-en-VR.ca as “the destinations for everything RVing”.

Existing 60-sec “Wildhood” online videos will continue running with the addition of alternate versions to test performance of GRVC branding presented upfront.

- Branding in the form of a slate preceding creative.
- As part of YouTube text overlay units linking to GRVC website.

Expanded search ads will continue to incorporate additional GRVC branding to reinforce entity and “Wildhood” messaging.

Efforts to reduce “Affordability” barrier are working

Existing online banners will continue to address the “affordability” physical barrier – linking to “Affordability Calculator” and reminding Canadians that the RV lifestyle is truly within their reach.

- Specific units to retarget hand-raisers in addition to banners served to all users.

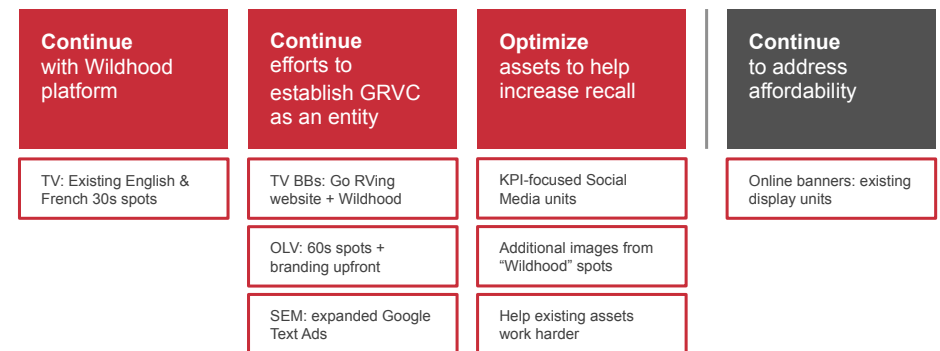
Increased exposure helps drive recall

Paid social media (Facebook and Instagram carousel ads) will continue to expand campaign exposure through KPI-driven executions incorporating best-performing imagery from “Wildhood” 30s and 60s spots.

- Recognizing stage of intender in purchase journey – specific units to retarget hand-raisers in addition to all-user units.

New social media assets will be developed to introduce existing imagery in additional formats (GIF & Cinemagraph), as well as additional lifestyle images from “Wildhood” spot

2017 Creative Summary



2018 PLANNING

doug&partners, along with Go RVing Canada’s integrated marketing team, has started working on the evolution of “Bring Back Wildhood” for 2018.

Two campaign areas are currently being considered by the GRVC Board of Directors to further develop the emotional connection and social relevance established by GRVC’s current “Wildhood” campaign. Production of 2018 advertising assets is expected to commence late summer once the evolved platform is approved.

2016 CAMPAIGN - FULL OFFLINE ACTIVITY

	GRPs	Mar				Apr				May				June				July							
		29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25		
d35+:	924																								
English	924																								
News Overlay :30	400	25	25	25	25	25	25	25		25	25	25		25	25	25		25	25	25					
Specialty :30	524	35	35	35	35	35	35	35		35	44	35		30	30	30		25	25	25					
French	915																								
Conventional :30	450	30	30	30	30	30	30	30		30	30	30		25	25	25		25	25	25					
Specialty :30	465	30	30	30	30	30	30	30		30	30	30		30	30	30		25	25	25					

Plan Details	Totals
\$000 Actualized	\$1,180.1K Net
# of weeks	16
# of GRPs	915 F/924 E (inc. Raptors Basketball spot w.o May 9)

- There was no television activity planned in Q4
 - To finalize the year, the buys have been reconciled and a post buy summary report has been prepared:
- Note: All English markets purchased against Toronto and all French markets purchased against Montreal
- Campaign deliveries exceed industry benchmarks:
 - Toronto = 124
 - Montreal = 120
 - All major markets achieved
 - Impressions Estimates:
 - Total Adult 35+ Impressions actualized at 222,713.0M
 - 176,126.0M in English Canada

Market	Planned GRPs	Actual GRPs	%
QUEBEC CITY	915	1009	110
CHICOUTIMI/JONQUIERE	915	854	93
SHERBROOKE	915	925	101
TROIS RIVIERES	915	872	95
MONTREAL (FR)	915	1098	120
OTTAWA/HULL (FR)	915	611	67
ST JOHN'S/CORNER BROOK	924	927	100
HALIFAX	924	1380	149
SYDNEY/GLACE BAY	924	1455	157
SAINT JOHN/MONCTON (E)	924	1130	122
MONTREAL (ENG)	924	1336	145
OTTAWA (ENG)	924	1244	135
KINGSTON	924	771	83
PETERBOROUGH	924	873	94
TORONTO	924	1146	124
BARRIE	924	911	99
KITCHENER	924	1264	137
LONDON	924	944	102
SUDBURY/TIMMINS	924	1459	158
WINNIPEG	924	1212	131
YORKTON	924	836	90
REGINA/MOOSE JAW	924	1471	159
SASKATOON	924	1301	141
PRINCE ALBERT	924	926	100
CALGARY	924	1059	115
EDMONTON	924	1124	122
OKANAGAN/KAMLOOPS	924	457	49
VANCOUVER/VICTORIA	924	874	95

2017 CAMPAIGN - FULL OFFLINE ACTIVITY

Current Status and Next Steps

2017 planning has concluded and the P1 buys are being processed
The following provides a view of 2017 plans:

	Q1				Q2								Q3					
	MARCH				APRIL				MAY				JUNE				JULY	
Specialty: 100%	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26
Prime % = 60%	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	28
Holidays																		
TELEVISION	Unit	#																
Market	Time	Wks.																
Television																		
EN TV WEEKLY TOTALS																		
English News																		
High and Low Demand	:30	12																
English Specialty	:30	12																
FR TV WEEKLY TOTALS																		
French Conventional																		
High Demand	:30	8																
Low Demand	:30	4																
French Specialty	:30	12																

- In addition to the base support, a media partnership is being negotiated with Corus
- 20 weeks
- 700 GRPs
- Once the buys are finalized, a pre-buy summarizing purchase details will be shared

METRICS

Total 2016 impressions to-date: 122,765,455 (inclusive of RV Show Season, Canadian RVing and Camping Week, Press Trips and News Bureau coverage).

- Additional anticipated coverage from Q4 includes the Winter Press Trip with the Calgary Herald and coverage from the Yukon Press Trip with the Toronto Star (to be published in March).

Key wins in Q4

- Edelman continued news bureau efforts throughout the fall and winter months, engaging media in stories surrounding fall camping tips and winterizing your RV. The team also worked with Fifth Story to record and distribute an audio news release about Fall camping tips with Chris Mahony as a spokesperson and secured over 1,476,900 impressions.

- Edelman outreached to media in Toronto and surrounding area for the Toronto Fall RV Show which took place from October 14-17th at the International Centre in Mississauga. Edelman secured a total of 6,116,149 impressions for the Toronto Fall RV Show this year, nearly doubling impressions from the Toronto Fall RV Show in 2015. .

- Edelman received and shared coverage from secured press trips in 2016, which included a front page article in the travel section of the Toronto Star from the Killarney Park Press Trip and a series of articles from wheels.ca from the Yukon Press Trip.

COVERAGE HIGHLIGHTS

Wheels.ca

Mark Stevens shares wisdom learned on his RV trip throughout the article, such as remembering to plan ahead for both travel and campground stays, understanding your RV and picking the right one for your needs, and trying the RV before deciding to purchase. The writer aims for a balanced article, highlighting both the good and challenging aspects of the trip.

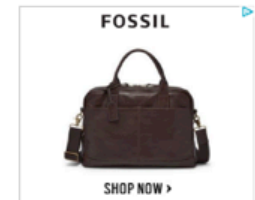
Life Lessons From an RV Newbie

OCTOBER 13 2016

We've parked our RV mere feet from the lake's rippled windswept cobalt surface, an expanse dominated by mountains painted red by the dying sun.



(©Sharon Matthews-Stevens)



RELATED LIFESTYLE ARTICLES FOR:

- Outdoor
- 2017 Land Rover Discovery Full of off-road
- Astronomy and Road

Toronto Star

Drive editor, Norris McDonald included the Toronto Fall RV show in a Saturday edition of Wheels in print, online and in the e-edition. The article included show information, timing, and ticket costs. Norris directed readers to rvshowontario.ca for more information.

The Toronto Star

Freelance writer Daniel Otis tells the story of a group of 30-something city folks on an RV trip, determined to explore the RV lifestyle. Along the way, he meets seasoned travelers who are a testament to the RV lifestyle by helping out when they can, and learns valuable lessons about RVing in Canada. The article was focused on first time RVing and making RVing accessible to the average person.



COVERAGE HIGHLIGHTS CONTINUED

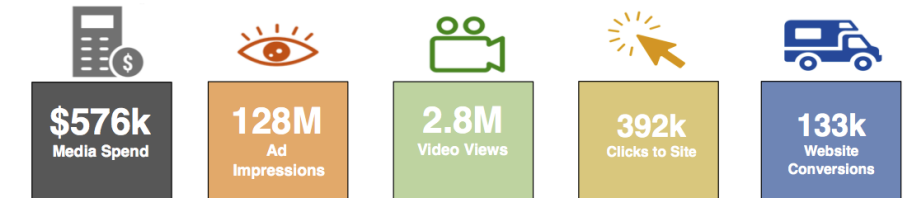
RV Times

The editor published the “Winterize Your RV” story in the November/December edition which was leveraged from the Go RVing Canada playbook.

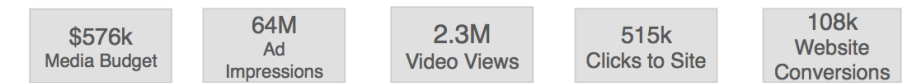
UPCOMING ACTIVITIES

- RV Show Season - Edelman began planning for RV Show season which begins with the Toronto, Halifax and Calgary RV shows in January. Edelman began outreach in local markets and will continue to secure interest from media for interviews at each respective show.
- Winter Press Trip - Edelman coordinating winter press trip with Andrew Penner (Calgary Herald), including coordinating itinerary details with Jeff Redmond and determining travel plans.
- English Market Press Trips - Edelman monitoring for coverage from English market press trips from Cody Punter (Toronto Star).

METRICS



CAMPAIGN METRICS TO DATE



2016 BENCHMARKS

100% **200%** **110%** **76%** **123%**

DELIVERY TO DATE

Key wins in Q4

- The 2016 campaign surpassed all targets, despite a reduction in traffic.
- Paid search was the most significant driver of leads for Go RVing Canada throughout 2016. Google search ads accounted for 73% of web traffic and 75% of total conversions, while Bing search ads had the lowest cost-per-click (\$0.67) and cost-per-conversion (\$2.08).
- Find a Dealer was the most popular conversion in 2016, with a total of 67,417 people visiting the Find a Dealer page.
- The English Discover campaign performed the best in Q4, garnering a total of 3,985 clicks and 1,765 conversions
- Motorhome Rentals was the top performing English ad group in Q4 with 1,546 clicks and 656 conversions, while Rentals led the way for French Canada (796 clicks and 320 conversions).

Recent changes

- The Google RV show ads campaign launched in both English and French at the beginning of January, while other campaigns are paused until March.

METRICS

We've continued to execute our strategic plan by increasing frequency and engagement on all social channels. Here are the highlights:

Facebook

Likes: 35,949 (+14.7% y/y)
 Average Reach: 2,718 per post (+125% y/y)
 Sessions driven to website: 2,495 (+737% y/y)

Top posts

Key learnings in Q4

- 3rd party links get, on average, more impressions and engagement than links to Go RVing Canada website or photos
- Recipes are fan favourites
- Content that is rich with information did well this quarter

Instagram

Followers: 1,875
 Sessions driven to website: 73

We are continuing to build our community on Instagram by sharing great images and inspirational quotes, plus reposing from the RVing community.

Twitter

Followers: 3,680
 Reach: 91,700 total impressions (+178% y/y)
 Sessions driven to website: 808 (+2,348% y/y)

Top posts

Key learnings in Q4

- Twitter is and always will be a fantastic communication channel with our community
- Top Posts are primarily Go RVing Canada-related
- Spike in Twitter traffic this quarter

SPECIAL PROJECTS



EMAIL MARKETING

Social Sesame continues to work with LEVEL on developing email newsletter campaigns for our subscribers with one sent in October. Our core focus has been to share content created on GoRVing.ca blog, resources on the site plus one information-rich third party resource.

We also sent out a Christmas salutation email as a way to stay connected to our lists and provided a recipe on the blog to drive traffic

BLOGGING

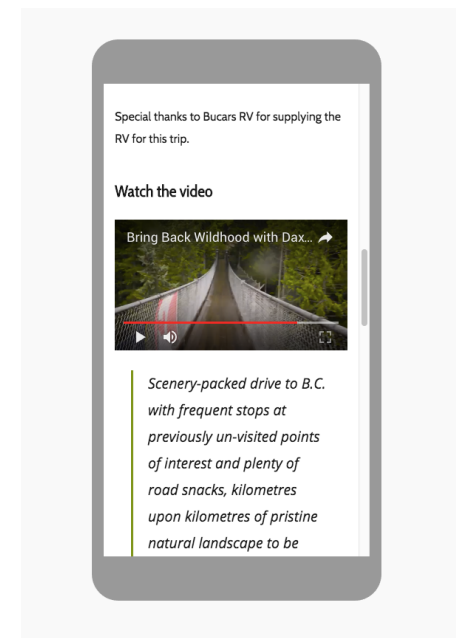
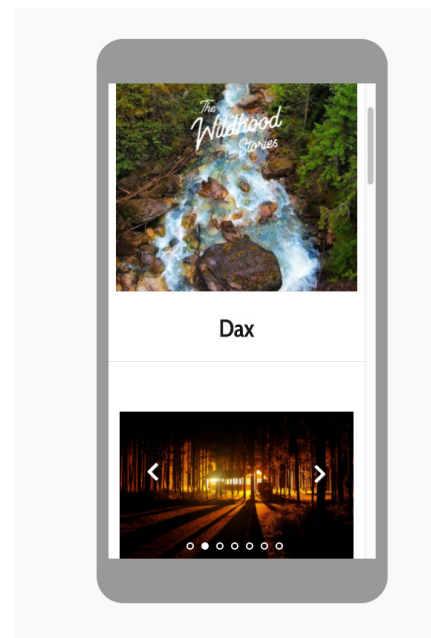
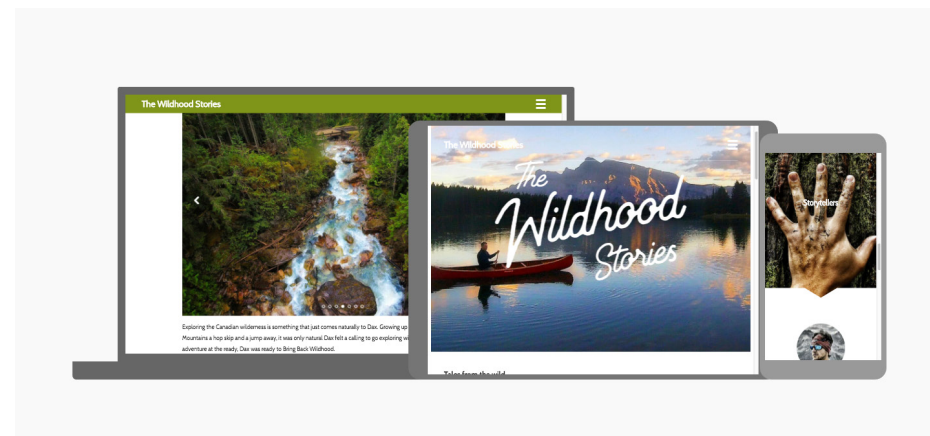
We continue to post weekly blogs related to our core KPIs and general RVing interest such as tips and tricks, how-to's and travel-related content.

October 1 -December 31 Blog Posts and Page Traffic:

Date	Title	Total Visits as of December 31, 2016
Oct 4	Park Models: the conveniences of home	617
Oct 11	Keeping Healthy During Those Lengthy Drives	137
Oct 18	RV Rentals to Explore Fall in Canada	53
Oct 28	RV Maintenance Tips For Exterior	154
Nov 1	Winter Wonder Wildhood	138
Nov 16	Evolution of the RV	229
Nov 22	RVing to the US	383
Dec 8	RVs on the Silver Screen	81
Dec 13	Last min <u>xmas</u> gift ideas	162
Dec 21	Spice Apple Cider Recipe	589
Dec 21	<u>Photoss</u> from Canadian <u>RVers</u>	232
Total		2775

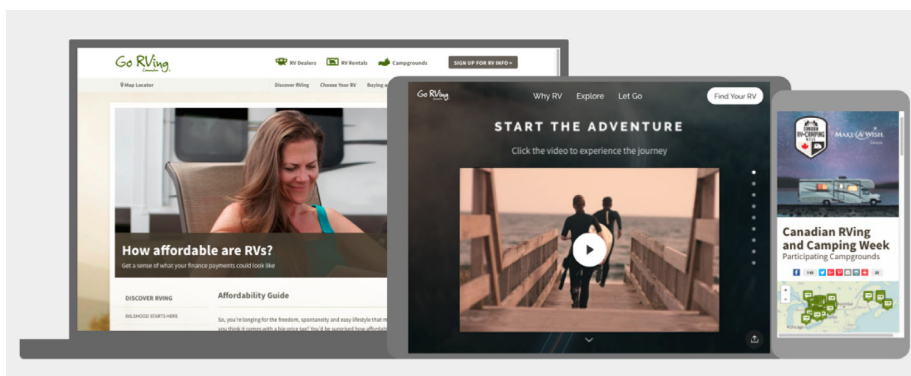
INFLUENCER WEBSITE

We soft launched the wildhoodstories.gorving.ca microsite where we are sharing our two influencer stories, photos and videos. We'll be adding to the site this year as more influencers go on RV trips in 2017, and promoting the Wildhood stories and GoRVing.ca website via social media channels throughout 2017.



OVERVIEW

Throughout 2016 we experienced consistent growth in conversions to our core KPIs, and continue to deliver useful and relevant information about the RV lifestyle to consumers across Canada. With 1.3 Million visitors to our site we have evolved our approach to better direct consumers to complete our conversion goals and move further down the path of consideration of the RV lifestyle. The addition of the Affordability tool and constant testing and improvements to our core “Find a Dealer” system has provided added content to help educate consumers. We’ve also seen an increase in consumer insights captured through our RV Persona Quiz and emails and these tools will continue to serve as added research tools in the years ahead.



Website initiatives in Q4

- Influencer website officially launched with the “Wildhood Stories”
- New content added to ‘How to Buy an RV’ section
- RV show links added to homepage and all 2017 listings updated

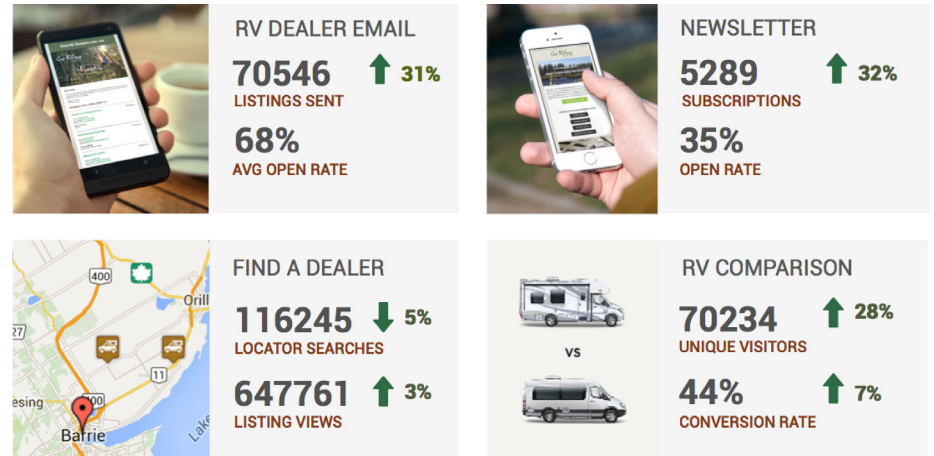
Website audit and digital tool review

In Q4 we will undertake a full website audit and review our analytics. This analysis revealed that in order to better address the changing needs of our consumer and deliver the best possible user experience and fulfillment we recommend a website design refresh. This project will benefit our digital brand and demonstrate that we are in step with emerging trends and digital experiences for the consumer. Our existing tools will be integrated into the refreshed design and moving forward we will be positioned for future growth, more website traffic and new branded integrations. Let’s continue to build the GoRVing Canada website as the hub for all things RVing.

METRICS

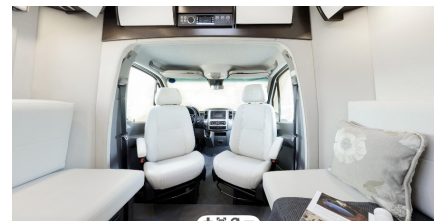
Key wins in Q4

Overall traffic is up 9% YOY, while most KPIs continued to experience growth from optimization testing and targeted campaigns. 2017 strategy will continue to build on our consumer insights, research and learnings to capture more conversions of our core KPIs, which have been designed to move consumers towards purchase or trial consideration.



Website refresh and immersive 360 views

The benefits of a website redesign include both the opportunity for new imagery and the ability to surface relevant content (including video) to the consumer at various touch points. Our research and user testing indicate that interior views of RVs models are highly valuable to both prospects and active RV shoppers alike. With emerging decor trends and innovations we need to show the consumer what it’s like to step inside an RV and get a feel for the comfort and conveniences of home.



UPCOMING PROJECTS

Here's a snapshot of upcoming projects that we are working on in 2017.



CHUCK & DANNY'S ROAD TRIP UPDATE

The show will begin in March 2017 broadcasting across Canada on the Food Network and Global TV.



2017 PLANNING & RECOMMENDATIONS

Following the GoRVing Canada board meeting on Nov 6, the IAT is busy implementing new tactics and initiatives for 2017, including an update to the creative for the Wildhood platform.



QUEBEC RV LIFESTYLE VIDEO

The Dealer Tie-in program will be updated with over 40 new images and both English and French versions of the Quebec RV lifestyle video.