

A person stands on a rocky shore, looking out over a misty lake at sunrise or sunset. The scene is serene, with the sun low on the horizon, casting a warm glow over the water and the surrounding landscape. The person is silhouetted against the bright sky, and the mist on the water adds a sense of mystery and tranquility. The rocks in the foreground are rugged and textured, providing a solid base for the person's stand.

GROUP OF SEVEN 

CONTINUES

2015 - 2016 Marketing Plan for Northern Ontario Tourism Stakeholders

MARKETING NORTHERN ONTARIO'S GROUP OF SEVEN

The Group of Seven to this day, are an incredibly powerful defining piece of Canadian history. They help to shape how people look at their country and develop an appreciation for the vast stretches of Canadian wilderness and they continue to inspire artists of all mediums. They were adventurers, seeking something more, seeking something way beyond capturing landscapes on their canvas or sketchbooks.

The Group of Seven's robust activity in Northern Ontario is highly acknowledged within art communities but its significance is not yet really understood by those simply fascinated by a journey or a trip. There is a strong connection between what motivated the Group to travel 'North' back then, and what motivates people to travel today. A story that is larger than just art. The Group of Seven's travel was motivated to:

- Seek adventure,
- Escape from normal life and life events,
- Appreciate landscapes not impacted by humans,
- Be part of open spaces to feel small, and
- Spend time with friends in nature.

All of these have a strong place in today's travel motivations.

Leveraging these same motivators today and placing them under the context of 'those (iconically famous) who traveled before', creates a desire and intrigue to follow, to be inspired and to learn. Once people understand the story of the Group of Seven in Northern Ontario, they too will want to be a part of it.

Produced in Partnership by:

Tourism Northern Ontario

Northeastern Ontario

Algoma Country

City of Sault Ste. Marie

Produced by:

**BCHughes**
Tourism Development, Management & Marketing


the Tourism Company

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THE GROUP OF SEVEN AND NORTHERN ONTARIO

Algoma, the North Shore of Lake Superior (Algoma/North Shore) and Northeastern Ontario each have different parts of the story of the Group of Seven in Northern Ontario.

Algoma is most closely associated with J.E.H. MacDonald and is where the Group first painted together, riding the Algoma Central Railway to access the wilderness.

The North Shore of Lake Superior including the ghost towns of Coldwell and Jackfish as well as Rossport and Nipigon areas is considered Lawren Harris country where Pic Island is located, now accessible to the general public through Neys Provincial Park.

The white mountains of La Cloche/Killarney, accessible through both Manitoulin Island and Killarney Provincial Park is where Franklin Carmichael produced iconic works at both Grace and Nellie Lakes. A.Y. Jackson, one of the most travelled of the Group, also frequented the region, producing such works as 'Bent Pine' in the La Cloche area. Even venturing eastward to Cobalt, Carmichael was fascinated by the contrasting industrial developments that were occurring here.



Franklin Carmichael, A Northern Silver Mine, 1930

In addition to the landscapes, the Art Gallery of Algoma and the Art Gallery of Sudbury each have originals from the Group of Seven in their permanent collections. These and other smaller galleries throughout the region offer a range of programming that can be included in a tourism experience. Strong connections are also made to the Art Gallery of Ontario, The National Gallery of Canada, and the McMichael Canadian Art Collection and several smaller galleries throughout the Province, through their ownership of original paintings and programming.

This rich asset base in urban, rural and more remote settings provides a strong foundation for a range of tourism activity.

Tourism partners in Algoma and the North Shore of Lake Superior and in Northeastern Ontario have joined together to offer visitors interested in the Group of Seven the ability to come and step into the story.

This tourism development initiative branded under the pan-Northern brand 'Group of Seven Continues' and regional sub brands 'Moments of Algoma' and 'Awakenings of La Cloche' will become a dynamic driver of cultural visitation to Northern Ontario.

THE PRODUCT DEVELOPMENT PROCESS TO DATE

The product development process initiated in Algoma/North Shore in 2013 was replicated in Northeastern Ontario in 2014/15 and includes:

- Extensive research to identify Group of Seven activity in Algoma and the North Shore of Lake Superior and Northeastern Ontario;
- Master plans to guide the development of tourism experiences;
- A Handbook to Develop and Deliver Group of Seven Tourism Experiences; customized to each of Algoma/North Shore and Northeastern Ontario;
- Group of Seven opportunities workshops to inform and engage operators;
- Brand positioning developed for Algoma/North Shore, Northeastern Ontario and for the overall pan-Northern collective;
- Continued development and refinement for new experience development;
- This marketing plan.

Investment in 2015/16 will further advance product and experience development.

THE GROUP OF SEVEN CONTINUES

A NORTHERN ONTARIO CULTURAL TOURISM EXPERIENCE BRAND

THE BACKSTORY

The story of the Group of Seven is not only about a collection of paintings. Neither is it just a historical account of Canadian artists.

It is the story of a group of like-minded artists that were seeking something more - and found it. Their story is as relevant today as the day they took their first step into the Canadian wilderness. It resonates with people from all around the world. The story is

compelling yet incomplete and continues to be written by the people that are drawn to it.

The Group of Seven artists sought something they felt was missing from their life. Once found, they shared their discovery with the world through their art.

They were not special because they were artists. They were special because they found what they were seeking and shared it.

GROUP OF SEVEN 
CONTINUES



THE RELEVANCE

The story of the Group of Seven is more relevant today than ever. With an influx of technology, we are surrounded by infinite information and the world is at our fingertips. We are connected to everyone and everything, yet the connection is synthetic. As a society we are restless and desire “something more”. Something intangible and evasive.

The mass media floods our minds with atrocities. We feel helpless and over whelmed by the bleak future that we are told is ours. An inheritance we endorse by our participation in society.

The Group of Seven faced a similar scenario. But unlike most that stayed and endured, they simply

checked out. They quietly left on their own terms and decided not to be part of the society that caused them disharmony. By escaping a man-made world they discovered a new world of natural isolation. In turn, the isolation filled the void that plagued them and provided a stage to express their discoveries.

The Group of Seven story didn’t die with the artists. Everyone that connects with the visuals of each painting and sketch, continues the story and is part of it. The Group of Seven’s messages were intended to live on beyond their own mortal years. They were painted to inspire others to follow their lead. Follow their passion and maybe even discover the key to happiness.

Group of Seven Continues is a rich tapestry of travel experiences that creates a complete Group of Seven touring experience as well as connections to immersive experiences. It is for people who have been inspired by the Group of Seven and want to continue the story.

Group of Seven Continues, offers people a hands-on insight to what the Group of Seven experienced.

- It is a back-stage pass to the paintings that they know and cherish.
- It allows people to stand and feel what the artist felt.
- It is an opportunity to capture their own moment.
- It is a chance to feel the power and fragility of the Canadian wilderness.
- It is a compelling vacation choice for knowledge seeking tourists.
- It is the ultimate destination for Group of Seven enthusiasts.

GOALS FOR MARKETING NORTHERN ONTARIO'S GROUP OF SEVEN

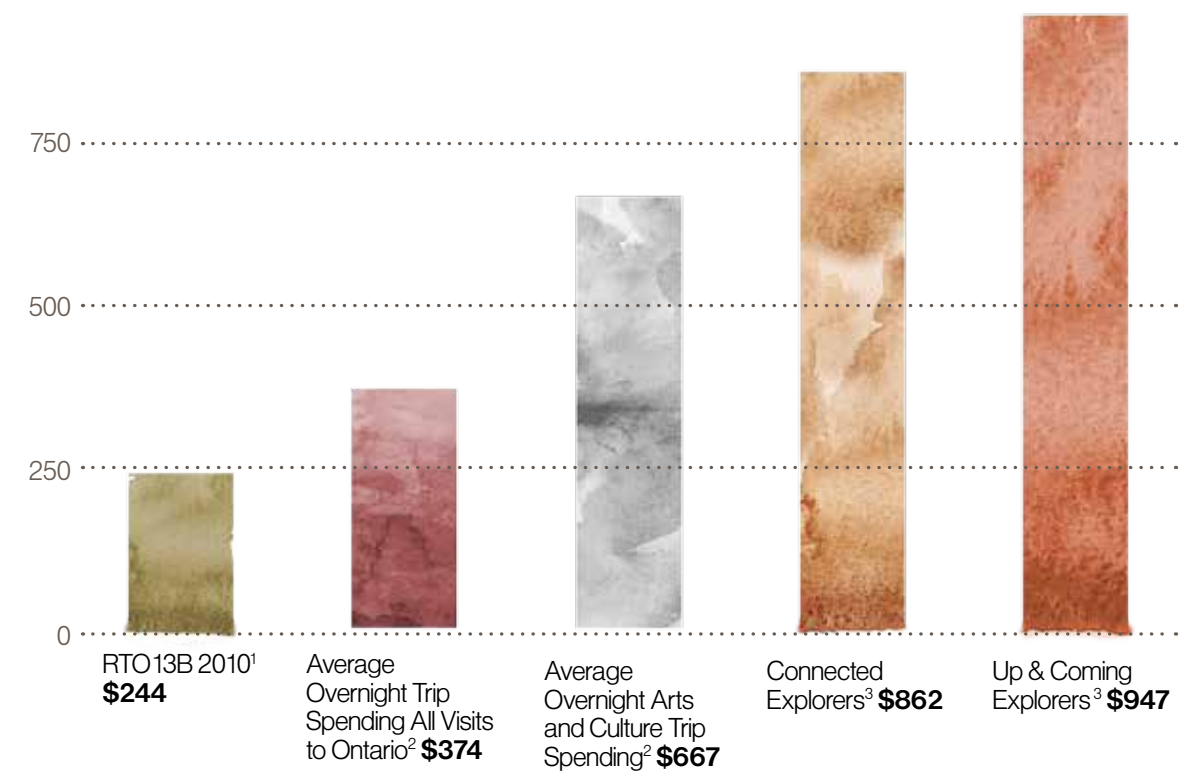
Provide inspiration and knowledge, motivating travel to Northern Ontario to learn about and be inspired by the Group of Seven.

Raise awareness of and leverage the Group of Seven's activity in Northern Ontario to position it as a place to travel to.

Provide a framework for future investment and marketing activities in the Northern Ontario tourism sector surrounding cultural experiences in Northern Ontario.

THE BROAD STROKES - TARGET MARKETS INTERESTED IN GROUP OF SEVEN EXPERIENCES

Target markets for Group of Seven tourism experiences include Up & Coming Explorers, Connected Explorers and Overnight Arts and Culture visitors. These visitor segments have a higher yield and tend to spend three to four times more per visitor per trip than the average overnight visitor to the area now. As a result, the area is expected to benefit from new economic activity.



Sources: 1: Ontario Ministry of Tourism and Culture, 2010; 2: Ontario Arts and Culture Tourism Profile, Research Resolutions & Consulting Ltd. November 2012; 3: Consumer Insight Research 13B, TNS Canada, December 4, 2012

Connected Explorers and Cultural Explorers seek chances to be inspired by and in turn ‘create’ under the guidance of an expert; as well as one-on-one time with a recognized authority.

The level of engagement and knowledge of art and cultural interests ranges for these target visitors. It includes those with no specific interest in Group of Seven, but who would engage in an experience if it were made easily available to them during their

itinerary. It also includes visitors seeking an intensive and very authentic Group of Seven experience.

The experienced arts & cultural visitors tend to be members of art galleries, museums and artist organizations and groups and travel frequently. They travel in small, organized groups with customized itineraries, as a couple or with friends. They like learning and doing and want to be immersed in all things ‘Group of Seven’.

Target Markets	Nature of Northern Ontario Group of Seven Experience Seeking	
	Intensive	General
Ontario’s ‘Connected Explorers’		✓
Ontario’s ‘Up & Coming Explorers’		✓
CTC’s ‘Cultural Explorers’	✓	✓
CTC’s ‘Authentic Experienter’	✓	✓
Touring by car		✓
Touring by RV		✓
Touring by motorcycle		✓
Campers at National and Provincial Parks		✓
Meeting planners, delegates and participants	✓	✓
Motor coach visitors		✓
Pre-formed special interest groups (museum, art gallery travel programs, non-profit travel groups and organizations)	✓	
Alumni group travel	✓	
Special markets such as corporate donors and patrons of art galleries	✓	

Further targeted visitors within these segments include:

- Practicing artists;
- Art ‘avids’ seeking an immersive experience; and
- Those interested in the academic side of the Group of Seven.

Categorizing the interest group segments further into traditional market segments helps create an even more targeted focus. The following segments apply and are used to frame the overall tactical marketing plan:

- Free and Independent Traveller (FIT);
- Visiting Friends and Relatives (VFR);
- Intra-regional/In-market;
- Group Tour;
- Social Group Tour; and
- International Travellers.

As the products and experiences mature, the geographic reach will increase into longer haul markets. For the immediate term, the focus will be to raise the awareness locally and connect with the avid market that has a pre-determined knowledge of the Group of Seven.

GROUP OF SEVEN EXPERIENCES

CURRENT MARKET READY EXPERIENCES 2015



Market Summary

The opportunity to develop year round cultural experiences centered on the Group of Seven creates a consistent economic driver for the regions of Northeastern Ontario and Algoma. The recommended target visitors attract a higher yield than other travellers, stimulating long term investment in the region.

Highlighting the inspired locations in a calculated and responsible manner ensures that natural resources are used in a sustainable manner, while contributing and enhancing the sense of place and depth of experiences available for visitors.

Marketing and developing Group of Seven experiences creates a connection between rural and urban experiences, and has the ability to continuously scale marketing efforts, easily transition and expand into new visitor markets while building additional products.



Franklin Carmichael, Scrub Oaks and Maples, 1935

Current Market Ready Experiences 2015

Group of Seven inspired experiences fall into two primary categories – ‘program based’ available on specific dates and ‘on-demand’ available to the visitor during regular operating seasons.

Experience	Nature of Experience	Target Market	Region
Program-based			
Sea Kayak Rossport to Pukaskwa: Group of Seven Landscapes, Naturally Superior Adventures	July 12 to 19, 2015	FIT	Algoma
Group of Seven and Glenn Gould Train Event	One departure annually in mid-September, this long time event has plans to add an additional departure in future.	Group, Social Group, FIT, VFR	Algoma



Experience	Nature of Experience	Target Market	Region
'Sault Ste. Marie and Mackinac Island: A Trans-Border Discovery' including a themed Group of Seven Agawa Canyon Tour Train component; developed and sold by US based Road Scholar, formerly Elderhostel (Other tour companies have also sold and are selling this package).	This 8-day itinerary, offered June to early October spends 3 days in Algoma/SSM featuring the Group of Seven. Five of the seven 2015 departures, the first year it has been offered, have a wait list, which bodes well for the future.	Group, Social Group	Algoma
Group of Seven two night Group Itinerary	Two-night itinerary including ACR and special programming.	Group, social group	Algoma
Algoma Fall Festival, Sault Ste. Marie	2015 programming highlighting Group of Seven is again part of this annual event, held in October.	FIT, VFR, Group, Social Group	Algoma
Killarney Provincial Park – Group of Seven Symposium of the Arts, Friends Workshops, Artist in Residence Program	A range of programming for campers, visitors and residents including well-established art show and sale July 25 th and 26 th 2015.	FIT, VFR, Social Group	Northeastern
Killarney Provincial Park- Group of Seven Festival	Planned for August 7 to 9, 2015, this three day event takes place in and around the Park, and includes presentations by McMichael curators and other experts as well as hikes and other programming.	FIT, VFR, Social Group	Northeastern
Art Gallery of Sudbury's Festival of the Seven	An annual event from May to October which acts as umbrella for a range of experiences including plein air trips hosted by the AGA as well as off-site offers by other partners.	FIT, VFR, Social Group	Northeastern
PoArtry North with special guests Jim and Sue Waddington in 2015	Held in Cobalt the last week in August 2015, Northern Ontario's only painting/poetry competition will feature a Carmichael works in 2015. This annual event has plans to embrace G7 in all future programming.	FIT, VFR, Social Group	Northeastern

Experience	Nature of Experience	Target Market	Region
Art Escapes Weekend	Lake Superior National Marine Conservation Area (Parks Canada) and coastal communities along the top of Lake Superior are planning to test an art escapes weekend in 2015 for rollout to more communities in future years.	FIT, Social Group	Algoma/North Shore
Presidents' Suites Guest Speaker Series featuring Jim and Sue Waddington hosted at the Temiskaming Art Gallery.	September 4, 2015	FIT, VFR	Northeastern
On-demand			
Agawa Canyon Tour Train. Currently being sold by companies such as: Railserve Canada, Canada Train Vacations, Tru Experience Tours, Jonview and others.	Regular tour train service available on demand during season; new operator may add Group of Seven-specific opportunities.	Group, Social Group, FIT, VFR	Algoma
Art Gallery of Algoma – permanent Group of Seven Collection	Visitors should confirm exhibits as not always on display.	FIT, VFR, Group, Social Group	Algoma
Ontario Parks – <i>Lake Superior Provincial Park Visitor Centre</i> at Agawa Canyon.	A section of the Interpretive Centre is dedicated to G7.	FIT, VFR	Algoma
Art Gallery of Sudbury – Permanent Collection	Visitors should confirm exhibits as not always on display.	FIT, VFR, Social Group	Northeastern
Scenic Lookouts – Onaping Falls/AY Jackson Lookout	Easily accessible at seasonal Visitor Information Centre outside Sudbury	FIT, VFR	Northeastern
Widgawa Lodge – Group of Seven Experiences	A range of experiences offered at this lodge on Manitoulin Island	FIT, Social Group	Northeastern
Pierre Sabourin Killarney Workshops	Hands-on experiences with this artist who is experienced and knowledgeable about all things Group of Seven in Killarney and area.	FIT, Social Group	Northeastern
Artist workshops	Artists of varying mediums, including photography, offer a range of experiences.	FIT, Social Group, VFR	Algoma and Northeastern

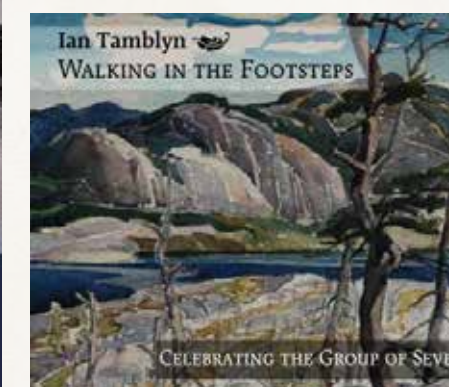
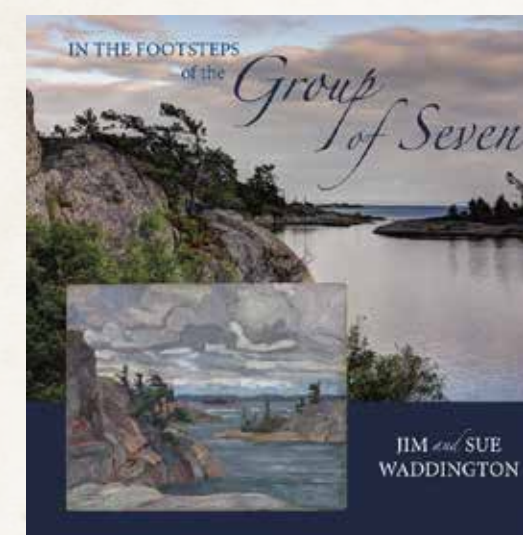
Experiences In Development

Experience	Nature of Experience	Target Market	Region
Algoma Group of Seven Interpretive Signage	Infrastructure to support touring.	FIT, VFR, Group	Algoma
Algoma Group of Seven Touring Route – Self-guided Itineraries	Touring concept.	FIT, VFR, Social Group	Algoma
LaCloche Group of Seven Touring Route – Self-guided Itineraries	Touring concept.	FIT, VFR, Social Group	Northeastern
The Box Car – Interpretative Installation in Sault Ste. Marie	Once a permanent location is identified, the Boxcar will be a great venue for programming and exhibits.	FIT, VFR, Social Group, Group	Algoma
North of Superior Trails Initiatives to link G7 stories to Trans-Canada water and land-based trails.	Long term trail development proposals along the North Shore of Lake Superior would further extend exposure to the landscapes the Group was inspired by.	FIT, VFR	Algoma
Offers at lodges and resorts.		FIT, Social Group	Algoma/Northeastern Ontario

The Art Gallery of Sudbury has released two related products that can further enhance a visitors' experience:

Walking in the Footsteps of the Group of Seven a book by Jim and Sue Waddington and a CD by Ian

Tamblyn: Walking in the Footsteps Celebrating *Tom Thomson, Emily Carr and The Group of Seven*.



Documentaries produced by White Pine Pictures with various partners, that focus on and celebrate the Group of Seven in Algoma and along the North Shore provide opportunities for marketing partnerships. These documentaries are also a means to inspire those viewing them at art galleries and special events to visit to see and experience the landscapes.

Painted Land: In Search of the Group of Seven – to be released Fall 2015

Where the Universe Sings The Spiritual Journey of Lawren Harris – in production.



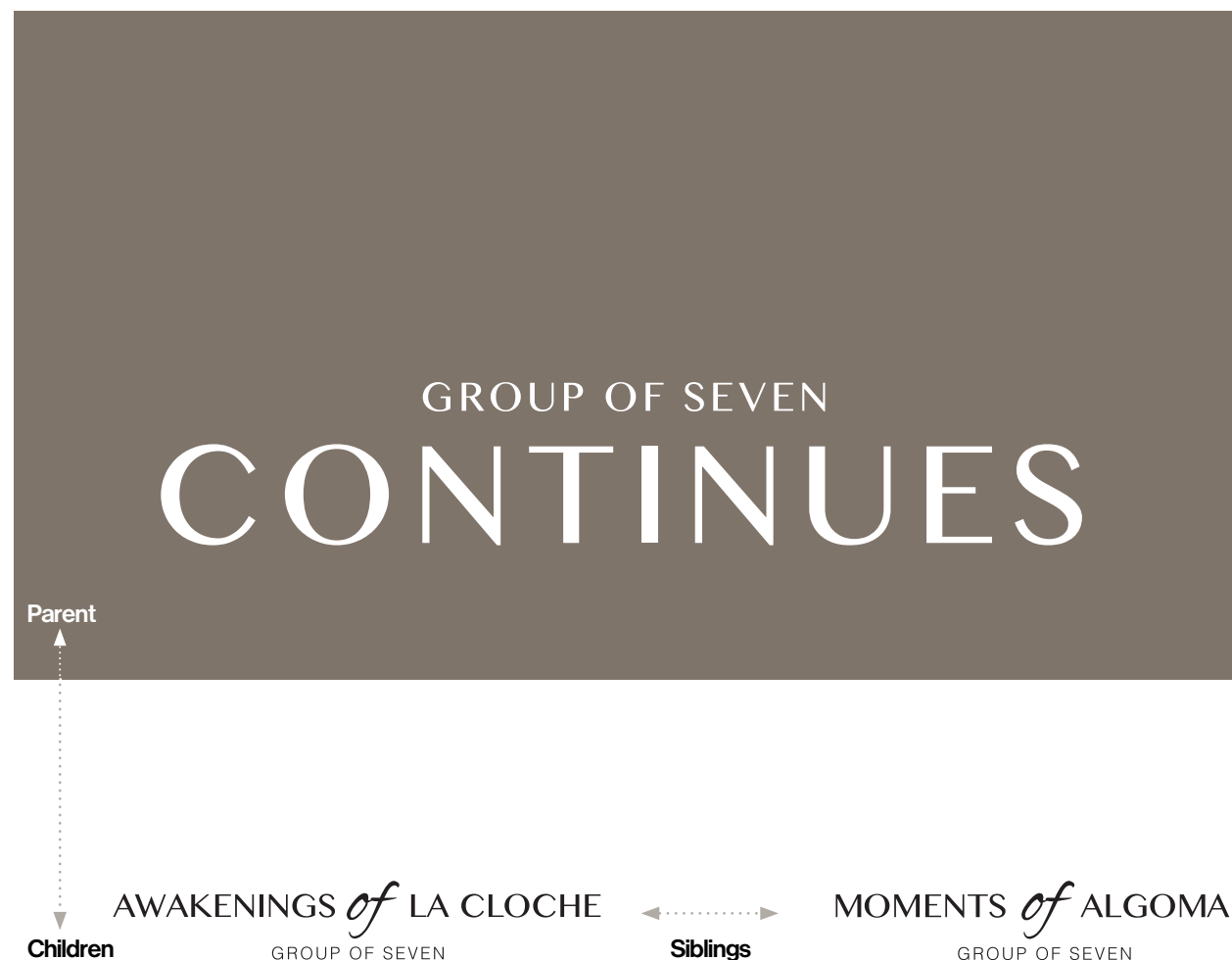
J.E.H. MacDonald, Beaver Dam and Birches

THE PLAN – STEP 1

CREATING THE PLATFORM TO TELL THE STORY

JOIN THE ARTISTS – TO THE LANDSCAPES – THE PROSPECTIVE VISITORS

The Group of Seven story is told through many mediums; documentaries, school curriculums, coffee table books, gallery exhibitions, celebrity interests, courses, workshops, park interpretive programs and special events. The job of this marketing plan is not to recreate this knowledge bank, but to deploy tactics that can leverage these connections to create compelling reasons why people need to visit Northern Ontario for a Group of Seven experience.



1. Mobilize the Brand Positioning

Both Moments of Algoma and Awakenings of La Cloche will be positioned under the parent pan-Northern brand of Group of Seven Continues to create one strong point of entry for the consumer.



When to Use Each Brand Positioning – ‘Continues’ shall be used for major out market efforts when there is value to collectively promote all offers; the further the market reach, the more important to use the parent campaign brand positioning. It is important to establish the parent brand position as the entry point for consumers, where they are exposed to the entire brand story and full range of experiences of both regions.

Sub regional branding will be activated by their respective stakeholders. Since the consumer will engage with the regional brands on the ground through touch points such as interpretive signage, guides, maps, gallery exhibitions etc., it is important that the sub brand is showcased. Each individual stakeholder (DMO, operator, galleries, attractions) shall leverage the sub regional branding and integrate it into their messaging and campaigns as they see fit. Connections to the parent positioning should be a standard part of all tactics, including tagging 'a proud part of Group of Seven Continues', cross-promoted web links and references to the larger program in editorial and to media. It is imperative that the brand rules and messaging be adhered to.

The brand direction of each region and the parent are to be followed as outlined in the respective Brand Toolkits. To ensure creative consistency and brand integrity at the parent level, one firm should be used to undertake the delivery of marketing services. At the sub regional level, individual stakeholders can utilize their respective marketing service providers to activate brand messaging. Individual operators can work with their local DMO to align their products and services within the brand requirements.

Budget: Previously Budgeted

2. Build the Digital Home

Building the website for all Group of Seven products and experiences will form the foundation for all tactics going forward. This site becomes the main call to action, the source of inspiration and trip planning information. The digital home will:

- Be a consumer-facing site that provides enough Group of Seven backstory to inspire and motivate users to dig deeper and uncover the unique ways to have their own Group of Seven experience in Northern Ontario.
- Assume the Parent brand positioning that will tell the individualized sub-regional brand stories organized into connected individualized microsites (Moments of Algoma & Awakenings of La Cloche). Each sub region will control their individual content and brand story.
- Be developed in a highly creative and engaging style that reflects the brand positioning and speaks to an audience that respects quality design and artistry.
- Present buyable market ready offers and experiences for pre-identified market segments, connecting directly to operators.
- Contain ready-made itineraries.
- Feature integrated mapping.
- Showcase stories through rich media.
- Contain blog functionality for content creation.
- Utilize social share integration and functionality.
- Connect back to local DMO fulfillment sites for cross marketing.

Budget: \$85,000

3. Develop Assets to Assist in Telling the Story

Acquire, shoot and or attain the rights to professional photography, videography, and archival material and paintings of Group of Seven experiences and significant events that match the brand style and creative direction. These assets will be used specifically for website development, print catalogue development, social media and other collateral as required.

Potential sources include:

- Gary and Joanie McGuffin
- The Robert McLaughlin Gallery
- Jim and Sue Waddington
- Hart House University of Toronto
- Rob Stimpson
- Custom photo shoots
- White Pine Pictures (Video)
- Digital Howard (Video)
- The McMichael Canadian Art Collection
- National Gallery of Canada
- Art Gallery of Ontario
- Private Collections
- Winnipeg Art Gallery
- Hamilton Art Gallery

Budget: \$40,000

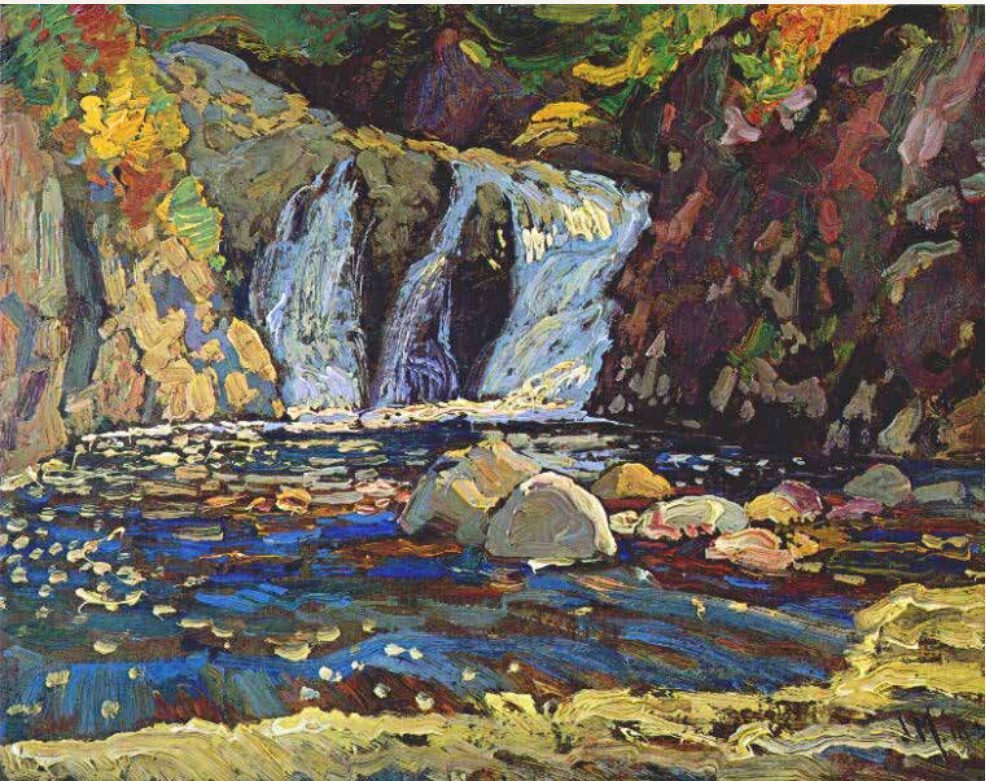


J.E.H. MacDonald, The Beaver Dam, 1919

4. Print Fulfillment

Create a 'gallery exhibition catalogue' style promotional piece featuring Northern Ontario Group of Seven stories and profiled experiences. Gallery catalogues are used to feature specific exhibitions or events at galleries and become sought after collector's items. Enthusiasts in some cases see catalogues as extensions of the art being showcased, and they are a must have item. The proposed Group of Seven Continues catalogue will be distributed at all partner galleries, festivals and art events, and to artist databases including cultural and art association members, media tours, at sponsored film screenings and lecture series, in-market at local tourism touch points (accommodators, operators, travel centers) and at additional locations that connect directly with the target audience. The catalogue itself will act as a compelling visual motivator of the Group of Seven experiences available in Northern Ontario and encourage readers to experience for themselves.

Budget: \$50,000



J.E.H. MacDonald, The Little Falls Sketch, 1918

5. Engage Media & Leverage Celebrity Endorsements

Familiarization Tours: Conduct four media familiarization tours with the following traditional and non-traditional media in conjunction with OTMPC:

- Canadian Art Magazine
- Feature Arts writer Globe and Mail
- Feature Arts writer Food and Drink
- Condé Nast Traveller

Media Events: Attend Go Media Canada and Rendezvous Canada, through the participation of DMO partners, to begin to thread the Group of Seven Story to travel media.



Photo Credit: thestar.com



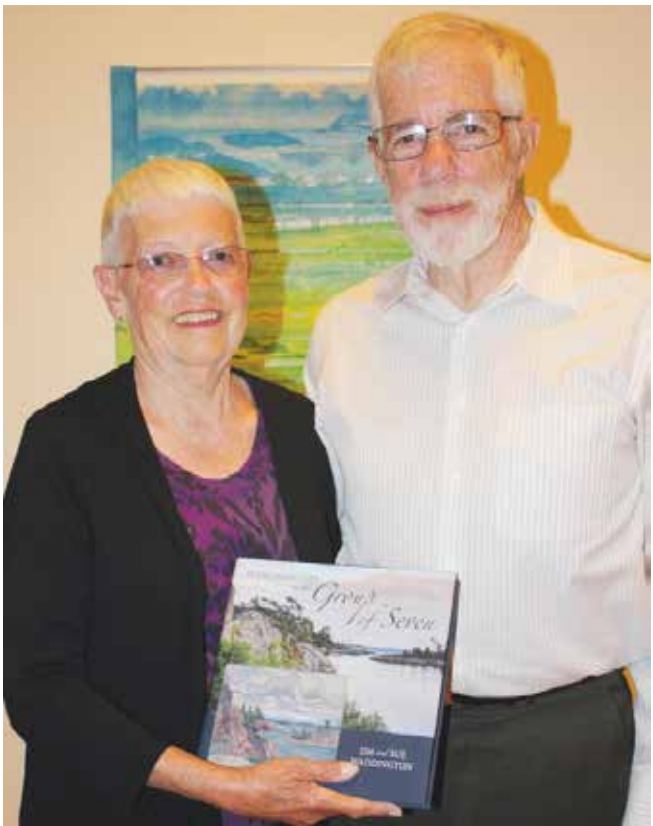
Photo Credit: thestar.com

Celebrity Endorsements: The largest celebrity activity around the Group of seven currently lies with actor Steve Martin and his curated Lawren Harris Exhibition planned to be displayed at the Los Angeles Hammer Museum in the fall of 2015. The exhibition is then proposed to travel globally. Significant opportunity exists to connect Northern Ontario Group of Seven experiences to this international recognition and effort.

Additional media opportunities to leverage include:

- **White Pine Pictures “Painted Land: In Search of the Group of Seven” Documentary showings (Gary and Joanie McGuffin/Michael Burtch):**
 - Distribute copies of lure piece at screenings with inserts of upcoming events
 - Moments of Algoma sponsorship of documentary
- **Jim and Sue Waddington’s “Following in the Footsteps” lecture series:**
 - Distribute copies of lure piece at lectures with inserts of upcoming events
 - Sponsor their lecture series and add sponsorship content to their presentations

Budget: \$25,000



Credit Wellington Advertiser

THE PLAN – STEP 2

POSITION THE EXPERIENCES TO THE TARGET AUDIENCES

Currently there are several experiences that are being offered throughout both Algoma and Northeastern Ontario. As the product development process continues, more offers will become available, creating more diversity and choice for visitors. This plan will help position current market ready offers and experiences into the market with the capacity to showcase new Group of Seven experiences in Northern Ontario as they become available.

FREE AND INDEPENDENT TRAVELLER (FIT)

"Is an individual or small group of less than 10 people travelling and vacationing with a self booked itinerary."

PRODUCT MARKET MATCH

This is by far the largest segment both in market ready experience offering and the market size. These are people who have some appreciation and knowledge of art and more specifically the Group of Seven. They may have books about the Group on their coffee tables, reproductions of their prints on their walls and may be members of their local gallery or have some interest in their local art scene. This is the touring enthusiast, interested in Canadian history and stories who travels in their own car, visits multiple sites, and makes connections to other experiences and offers while in the region. By using the Group of Seven experiences as a core trip motivator, this segment will use this theme to provide cultural insights into a specific area or region.

All experiences currently offered in both regions appeal directly to this market.



Franklin Carmichael, La Cloche Panorama, 1939

HOW TO REACH THIS MARKET?

Since this group wears their appreciation for art on their sleeves, it's relatively easy to speak to them directly within the cultural circles they thrive in.

Digitally

Peak interests for Group of Seven stories and experiences and drive to the website for fulfillment.

- 1. Create rich digital content (stories) about the Group of Seven's activity in Northern Ontario to be housed within the website and leveraged through other digital community art channels. Also enhance the northern portal to house arts and culture content. Use experts and art influencers to uncover the entertaining and engaging stories that target markets will engage with. Stakeholders and partners can also link to this content from their respective sites.
- 2. Develop a targeted social media campaign leveraging newly developed stories, market ready experiences and user-generated content. Target specific art enthusiast related profiles in source market regions on Facebook and use url (tbd) as the call to action. Push content to other social channels such as local DMO channels, Ontario Tourism and art community influencers. Leverage the #groupofseven hashtag.

Budget: \$20,000

Paid Niche Market Advertising

- | | |
|--|--|
| 1. Promote overall program awareness in targeted niche art magazines such as: <ul style="list-style-type: none">a. Canadian Art- most recognized Canadian Art publicationb. Slate Art Guide (Ontario art guide)c. Arabella-Premier Canadian Art, Architecture & Design Magazined. Canada Arts Connect magazine (digital publication)e. Applied Arts (Visual Communications)f. Border Crossings Magazine | 3. Promote overall program awareness using inserts in targeted gallery exhibition catalogues such as: <ul style="list-style-type: none">a. Steve Martin exhibition catalogueb. AGO Group of Seven Exhibitionc. Art Gallery of Sudburyd. Art Gallery of Algomae. Temiskaming Art Galleryf. The Tom Thompson Art Galleryg. National Gallery of Canadah. McMichael Canadian Art Collection |
| 2. Promote overall program awareness in targeted Art School catalogues such as: <ul style="list-style-type: none">a. Haliburton School for the Artsb. Dundas Valley School of Art (DVSA)c. Art Gallery of Ontario (adult art education programming)d. Ontario College of Art & Design (OCAD)e. University of Algomaf. La Cloche Country Art School | 4. Participation in targeted OTMPC publications: <ul style="list-style-type: none">a. Annual Best of Ontario Guideb. Northern Ontario Magazine |

Budget: \$30,000



Partner Cross Promotion

1. Develop promotional relationships with Group of Seven partner galleries: McMichael Canadian Art Collection, Art Gallery of Ontario, Art Gallery of Algoma, National Gallery of Canada, The Tom Thompson Art Gallery, and the Art Gallery of Sudbury. Place content within gallery newsletters, e-blasts, entrances etc.
2. Leverage the sharing of collections and development of curated Group of Seven travelling exhibitions using associated communications.
3. Facilitate additional partnership and referral opportunities through other networks including: Canadian Heritage Information Network, Ontario Museum Association, Ontario Society of Artists, Arts & Letters Club, Ontario Arts Council, Ontario Association of Art Galleries

Budget: \$10,000



JEH Macdonald Sketch, The Lonely North 1913 Vancouver Art Gallery

VISITING FRIENDS AND RELATIVES

PRODUCT MARKET MATCH

Inter-market and VFR is the most significant market for Northern Ontario, however they are usually the last to be considered for experience development and marketing. This segment is extremely important for several reasons. They act as brand ambassadors, tour guides, concierge, and shoulder season customers. They attend events, grand openings, fundraisers, and are most often the backbone for galleries, or local attractions. They bring people from outside the region to experience some of the local assets they are most proud of. This segment is primarily made up of local people that have an interest in the arts and local cultural scene.

Since the Northern Ontario Group of Seven story is largely unknown outside of the local art circles, there is a significant opportunity to create awareness and increase pride and a sense of place amongst its broader resident population. Arming ‘the locals’ with the knowledge to share with culturally interested visitors, makes it an even richer market.

With the exception of the Group Travel offers and some of the highly specialized workshop offers, all products and experiences appeal to this market. They are most interested in the following market ready Group of Seven experiences:

- Visiting attractions (art galleries, tour train)
 - Festivals and events
 - Scenic lookouts
- Parks programming and visitor centres
 - Participating in non-gated attractions (hikes on local trails, etc)
 - Art Gallery programs and events

HOW TO REACH THIS MARKET?

Since there are two local segments they will require two individual approaches.

1. Local Art and Culture Enthusiasts

This group is already connected to their local arts and culture scene. They receive newsletters in the mail, e-blasts to their inbox, get notification from social networks and pay attention to local media all related to their area of interest. Local galleries such as the Art Gallery of Algoma and Art Gallery of Sudbury act as hubs for this type of direct communication to the local enthusiast.

Digitally

1.

Invest in and further develop community arts and culture databases as a direct to consumer communication tool. Consider compiling databases throughout the entire region to promote intra regional travel and expand the audience. As Group of Seven offers arise they can be communicated directly through these channels.
2.

Ensure all local Group of Seven related events, exhibitions and experiences are listed on the campaign website to maximize exposure and cross promoted on individual sites.
3.

Ensure all local Group of Seven offers are represented on local DMO websites.
4.

Leverage local Group of Seven expertise to generate content for the website.
5.

Promote specific events and experiences locally through targeted Facebook ads.

Budget: \$15,000

Print Fulfillment

Distribute the pan northern 'Group of Seven Continues' catalogue annually to all local arts and culture enthusiasts direct through individual databases.

Budget: \$3,000

Paid & Unpaid Traditional Local Media Channels

Leverage local media to inform residents and visitors about special events and programming. Issue press releases, invite media to grand openings, and offer media sponsorship opportunities.

Budget: Individual Galleries/DMOs/ Industry Partners

Partner Cross Promotion

Leverage relationships with other regional attractions to promote Group of Seven experiences through digital communication. All 'official Group of Seven endorsed experiences' offered at partners (galleries, touring events, approved accommodation packages) use the #groupofseven hashtag and link to website where appropriate.

Budget: Individual Galleries/DMOs/ Industry Partners

2. Local Residents Unaware of the Group of Seven

This group is not connected to their local arts and culture scene. They may have little or no knowledge of the Group of Seven and their influence in Northern Ontario.

Group of Seven – Who? Campaign

Similar to a community group public service announcement (PSA), this broader local resident campaign will be designed to make residents aware of the Group's efforts within their community and what it means to be part of it. The goal will be to get people to understand and appreciate about the Group of Seven's impact within their local region.

Tactics could include (as an example):

- Random community Group of Seven themed public art installations
- PSA style campaign advertising feature in public transit, local radio or newspaper
- Messages in conjunction with the local gallery
- Communication themed around a Group of Seven milestone event or celebration
- Local social media campaign featuring #groupofseven hashtag
- Group of Seven themed school group programming
- Ambassador style program development
- Art in the Park workshops, lectures and themed days



From the left: "Untitled" Franklin Carmichael, "Streamside Brooke, 1916" Arthur Lismer and a portrait of Franklin Carmichael, Fred S. Haines. Karen Tait-Peacock (Director) , Josée Forest-Niesing (Board Vice Chair), Carol Rumball-Lesar (Board Member), and Tom Smart (Deputy Director, Curator) . Photo credit Art Gallery of Sudbury

Budget: \$50,000 per major in market region/city

TRADITIONAL GROUP TOUR

PRODUCT MARKET MATCH

Travel markets that this type of product will appeal to include mainstream motor coach tours, pre-formed and specialty groups such as University Alumni groups, adult educational travel groups led by such organizations as Road Scholar (formerly Elderhostel), student travel groups (Student Youth Travel Association), the cruise market and delegates to conferences and meetings. In some instances Group of Seven will be the core feature. In others, it will be a secondary activity.

There is currently one offer in the market that aligns directly with the Group Tour segment:

City of Sault Ste. Marie – Group of Seven Agawa Canyon Tour Train Package, currently being offered by Road Scholar and other operators – Sault Ste. Marie and Mackinaw Island: A Trans-Border Discovery

Agawa Tour Train packages (with limited Group of Seven content) is sold by over 150 tour operators such as:

- Railserve.com
- Canada Train Vacations
- TruExperiences Tours

As more Group Tour specific product is developed it can be added to the current inventory and positioned to operators.

HOW TO REACH THIS MARKET?

The group tour market can be reached direct through pitches to companies specializing in group travel individually, through group tour marketplaces or by offering group buyer familiarization tours. The first step is to introduce new itineraries to companies already visiting the area. These tactics take investments to develop a presence and take time to foster relationships with specific companies. Increase the awareness of Group of Seven packages by increasing and enhancing the presence at trade events.

Digitally

Under the consumer facing Group Travel section of the website, list all group travel offers by the various suppliers.

Budget: Part of Website Build

Print

Develop a branded Group of Seven sell sheet and package for group travel marketplaces and direct sales contacts.

Budget: \$10,000

Marketplaces

Have sub regions book and take individual appointments at respective marketplaces to sell products, but also create a pan-Northern brand presence in the 'destination mall' components of marketplaces to generate buzz and excitement.

Attend the following group tour marketplaces and pitch operators on market ready packages:

- American Bus Association (ABA),
- Ontario Motor Coach Association (OMCA),
- Rendezvous Canada,
- Bienvenue Quebec Tradeshow and Marketplace,
- National Tour Association (NTA),
- Educational Travel Conference and Trade Show.
- Student Youth Travel Association Show

Budget: \$20,000

Group Tour Operator Familiarization Tour

Host a targeted group of tour operators to showcase the Agawa Train Group of Seven Package. Host additional familiarization tours as new product comes online.

Budget: \$10,000

SOCIAL GROUP TRAVEL

PRODUCT MARKET MATCH

This segment is interested in travelling with their social, recreational, educational and hobby group peers. They seek learning vacations that appeal to their area of interest. This segment will purchase pre-packaged experiences through operators such as Road Scholar (formerly Elderhostel), and they will also organize their own self guided routes and trips by putting the pieces together independently.

Many of the existing market ready offers across Northern Ontario appeal to this segment. They can be easily customized to accommodate a small group’s needs. The majority of operators are set up to accommodate small group travel. Activities for this group may include:

- Visiting attractions (Galleries, Tour Train)
 - Festivals and events (Glenn Gould Group of Seven Train Event)
- Scenic lookouts
 - Parks programming and visitor centres
 - Individual operator offers
 - Packaged offers (Agawa Canyon Group of Seven packaged offer)



Franklin Carmichael, Waterfalls On The Way Into Nellie Lake

HOW TO REACH THIS MARKET?

This segment is heavily influenced within their social, educational, hobby, or interest circles. Getting Group of Seven offers into their spaces is the most direct route to get exposure. Below is a list of potential groups where formal and informal group organizers and influencers can be reached:

- University/college alumni
- Art gallery members
- Artist guilds and organization members
- Historical associations

Digitally

This market will be influenced by the website that tells the rich story and presents the Group of Seven experiences in a highly creative professional format. Speaking to them within their own digital spaces by promoting content about the Group of Seven and connecting them directly to the call to action will create significant interest. Examples of interest group digital spaces include:

- | | |
|--|--|
| • www.wetcanvas.com | • www.painters-online.co.uk |
| • www.ontariosocietyofartists.org | • www.retreatsonline.com |
| • www.ontariopleinairsociety.ning.org | • www.painterskeys.com |
| • www.artistsnetwork.com | • www.cspwc.com |

Position packaged offers directly with alumni travel associations, places experiences within online inventories, banner ad placement, develop newsworthy content for sites and newsletters or social media content.

Budget: \$15,000

Fulfillment Distribution

Develop relationships with and send copies of 'Group of Seven Continues' catalogue to social groups for distribution to their memberships.

Budget: \$5,000

Print Ads

Purchase ad space in targeted interest group newsletters and publications such as:

- | | |
|---|------------------------|
| • Canadian Art Weekly | • Leisure Group Travel |
| • Alumni newsletters | • CAA |
| • National Gallery of Canada Newsletter | |

Budget: \$15,000

Familiarization Tours

Coordinate familiarization tours for Social Group operators to key market ready attractions and experiences.



Budget: \$10,000

INTERNATIONAL

Currently the only International market ready product is the Agawa Tour Train package. This appeals primarily to US markets, but also draws overseas visitors from Germany and Korea, for example and is sold through group tour channels. International efforts will be increased once there is further investment in product for this segment.

Until more international ready experiences are developed there are currently no opportunities outside of general brand awareness about the Group of Seven and their efforts in Northern Ontario.

Future channels to engage the international market with brand awareness content include:

- OTMPC overseas marketing initiatives (provide storylines for conversations, leverage events/ special events to create interest ie. milestones, anniversaries, and exhibitions, highlight self-drive itineraries and exploring).

Budget: \$30,000



Franklin Carmichael, Lone Lake, 1929 watercolour

FUTURE OFFERS AND OPPORTUNITIES – STEP 3

Development of New Experiences

It is anticipated that with the adoption and use of both parent and sibling brands, and the implementation of the marketing activities outlined in this plan, operators and partners will advance and expand their Group of Seven tourism experiences. New offers will be added into the messaging as they become available.

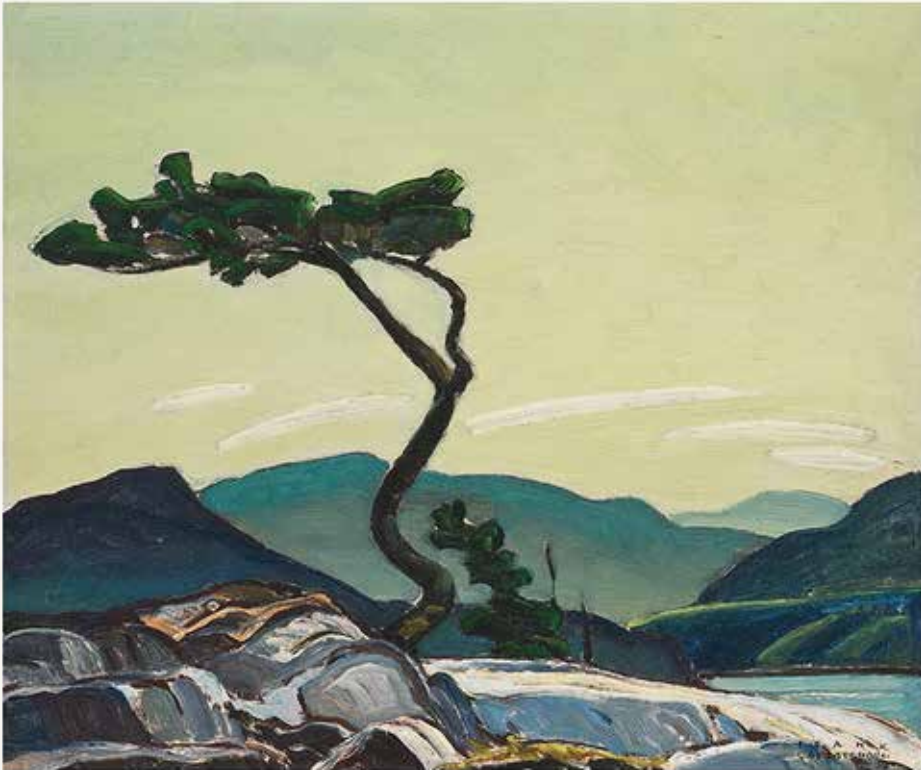
Sub-regional organizations should take a lead role in supporting the development of new and refined offers and experiences to add to the inventory of Group of Seven products. As traction begins to occur with the current offerings, operators and partners will see the opportunity to position new experiences into the marketing process.



Franklin Carmichael, A Northern Silver Mine, 1930

Experiences currently in development include:

Experience	Nature of Experience	Target Market	Region
Algoma Group of Seven Interpretive Signage	Infrastructure to support touring.	FIT, VFR, Group	Algoma
Algoma Group of Seven Touring Route – Self-guided Itineraries	Touring concept.	FIT, VFR, Social Group	Algoma
LaCloche Group of Seven Touring Route – Self-guided Itineraries	Touring concept.	FIT, VFR, Social Group	Northeastern
The Box Car – Interpretative Installation in Sault Ste. Marie	Once a permanent location is identified, the Boxcar will be a great venue for programming and exhibits.	FIT, VFR, Social Group, Group	Algoma
North of Superior Trails Initiatives to link G7 stories to Trans-Canada water and land-based trails.	Long term trail development proposals along the North Shore of Lake Superior would further extend exposure to the landscapes the Group was inspired by.	FIT, VFR	Algoma
Offers at lodges and resorts.		FIT, Social Group	Algoma/Northeastern Ontario



Carmichael, Twisted Pine, 1939

Leveraging Milestones & Anniversaries

Special attention should be paid to leveraging Group of Seven related milestones and anniversaries for marketing purposes.

	2015	2016	2017	2018	2019	2020	2021
Canada’s Sesquicentennial			✓				
Trans-Canada Trail: “Countdown to Connection”				✓			
Neys Provincial Park: 50 th		✓					
Pancake Bay Provincial Park: 75 th			✓				
Lake Superior Provincial Park 75 th						✓	
Sleeping Giant Provincial Park 75 th							
100 th anniversary of painting from Boxcar along ACR				✓			
First Journey of Group of Seven artists to North Shore Lake Superior							✓
100 th anniversary of first Group of Seven exhibition						✓	
Birth of Carmichael: 130 th						✓	
Birth of Johnson:130 th				✓			
Birth of Harris: 135 th						✓	
Birth of Jackson: 135 th			✓				
Birth of Lismer: 135 th						✓	
Birth of Varley: 140 th							✓
Birth of MacDonald:145 th						✓	
Death of Lismer: 50 th					✓		
Death of Casson: 25 th		✓					
Death of Harris: 50 th						✓	
Death of Carmichael: 75 th						✓	
Algoma Fall Festival 45 th					✓		
Algoma Art Society 75 th Anniversary				✓			
100 Anniversary of creation of Group of Seven						✓	
Steve Martin Curated Group of Seven Show in Los Angeles		✓					
White Pine Documentary Film Launch	✓						
Art Gallery of Temiskaming Anniversary 35 th	✓						
Art Gallery of Algoma Anniversary 40 th		✓					
McMichael Canadian Art Collection 50 th Anniversary		✓					
Robert McLaughlin Gallery 50 th Anniversary			✓				
Art Gallery of Sudbury 50 th anniversary			✓				
La Cloche Art Show 40 th anniversary				✓			

SUMMARY BUDGET & TIMELINE

Tactic	Goal	Responsible for Implementing	Budget Year 1 (2015/16)			Budget Year 2 (2016/17)	Year 1 (2015/16)				Year 2 (2016/17)			
							Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Platform Development														
Brand Development	Establish the creative platform and brand story	Gof7 Working Group*	Complete											
Marketing Tactic Development and Execution	Ensure brand and creative consistency in the development of all tactics	Design Firm	Costs included in below tactics and determined as needed			TBD								
Website Development	To become the digital home for all travel experiences and content	Gof7 Working Group	85,000											
Photo/Video/Story Asset Development	To build assets to help tell the story	Gof7 Working Group	40,000											
Catalogue Promotional Print Piece	Create inspirational fulfillment	Gof7 Working Group	50,000											
Media Relations/Celebrity Endorsement	Leverage the attention of the Group of Seven to motivate into travel	Gof7 Working Group/ OTMPC	25,000											
Target Audience Engagement														
FIT														
Social Media Content Campaign	Get into the market quickly with a targeted digital campaign	Gof7 Working Group				20,000								
Niche Market Advertising Campaign	Begin to influence the spaces that this market 'hangs out' in	Gof7 Working Group				30,000								
Partner Cross Promotion Campaign	Leverage partner's marketing distribution channels	Gof7 Working Group				10,000								

Tactic	Goal	Responsible for Implementing	Budget Year 1 (2015/16)			Budget Year 2 (2016/17)	Year 1 (2015/16)				Year 2 (2016/17)			
							Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
VFR														
<i>Local Art & Culture Enthusiast Campaign</i>	<i>Gain the support and interest of local art enthusiasts</i>													
Local Social Media Campaign	Target in market residents with Group of Seven messaging	Algoma/NEO				15,000								
Print Fulfillment - In Market Catalogue Distribution	Gain local awareness and interest	Algoma/NEO				3,000								
Paid & Unpaid Traditional Local Media Channels	Leverage local media to promote events/exhibitions and programming	Galleries/DMOs				In-kind								
Partner Cross Promotion	Leverage memberships and customer lists to distribute information	Algoma/NEO/Galleries				In-kind								
<i>Local Resident Awareness Campaign</i>	<i>Create Group of Seven local in-market awareness</i>													
Local Brand Awareness Campaign - Group of Seven Who?	Create local pride and generate VFR visitation	Sault Ste. Marie/Sudbury and Galleries, Partners				100,000								
Traditional Group Tour														
Promote Group Tour Packages on Website	Push group experiences through the branded channel	Sault Ste. Marie/Algoma	in-kind											
Print - Enhanced Partner Group Sales Package	Enhance current marketing efforts by partners to increase sales	Sault Ste. Marie/Algoma	25,000											
Group Tour Marketplace Promotion	Peek more interest from group tour operators	Sault Ste. Marie/Algoma	10,000			In-kind								
Host Group Tour Familiarization Tour	Showcase group tour experiences	Sault Ste. Marie/Algoma	10,000											

Tactic	Goal	Responsible for Implementing	Budget Year 1 (2015/16)			Budget Year 2 (2016/17)	Year 1 (2015/16)				Year 2 (2016/17)			
							Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Social Group Travel														
Digital Niche Group Campaign	Increase awareness of offers, increase bookings/travel	Gof7 Working Group				15,000								
Direct Fulfillment Distribution	Increase awareness of offers, increase bookings/travel	Gof7 Working Group				5,000								
Niche Market Print Campaign	Increase awareness of offers, increase bookings/travel	Gof7 Working Group				15,000								
Host Social Group Familiarization Tour	Showcase social group experiences with operators	Algoma/NEO/Galleries				10,000								
International														
Support OTMPC Overseas Staff to Tell The Story	Start the conversation overseas about the Group of Seven in Northern Ontario.	Gof7 Working Group/ OTMPC	10,000			20,000								
Total			\$250,000			\$243,000								

* Gof7 Working Group = TNO, Tourism Sault Ste. Marie, Algoma and Northeastern Ontario Group of Seven Committee



Carmichael, La Cloche Hills, rocks and streams, 1932



Frank H Johnston, Moose Pond, 1918