

Case Study

Anne of Green Gables



Situation

Tourism Industry Association of PEI (TIA/PEI) was tasked through PEI Tourism with developing a new Web portal to promote the official Anne of Green Gables for PEI. Anne to this day remains one of the world's most popular literary characters. TIA/PEI wanted to add Social Media tools to the portal project and better understand the online brand presence for Anne. We were contracted to conduct this work via an Internet marketing agency.

The Solution

MediaBadger was retained to conduct a Social Media Presence Analysis for the brand Anne of Green Gables. Using our proprietary mediasphere360 monitoring and analysis tool, we researched online content going back to 1985 and the old Bulletin Boards through to 2009 and Social Media channels.

The Result

Through our research we uncovered several major finds for both TIA/PEI and the agency to use in their marketing. Key memes such as "Kindred Spirits" helped the creative team in design cues and marketing materials development. TIA/PEI gained key insights into where to focus their online marketing efforts. This research resulted in their ability to tightly focus their marketing budget and where.

The portal launched to great success and the website www.foreveranne.com will be a focal point of 2010 and 2011 marketing efforts by the PEI tourism department.



Social Intelligence + Strategy