

# Case Study

## Signature Attractions of Atlantic Canada



### Situation

Signature Attractions of Atlantic Canada is a joint marketing project between the four Atlantic Canadian provinces and the federal government of Canada to market the region on the Web. Headspace Design was retained to develop a new online presence and wanted to understand what people were saying in Social Media about the region.

### The Solution

MediaBadger conducted an in-depth analysis of both Social Media and traditional news media online. This comprehensive analysis needed to identify key tourism groups, memes and the digital media channels they were using.

### The Result

Through our research we uncovered several major finds for both Headspace and SAAC for online marketing (SEO keywords and terms), target markets and the best channels for advertising.

As a result the provinces learned of new marketing verticals for their campaigns, identified the best online advertising channels and were able to more tightly focus the design elements. The creative team identified new ways to address design and creative cues for the Art Director and design team.

Website:

<http://www.signatureattractions.com/>



Social Intelligence + Strategy