September 23, 2013

Dear [Redacted]

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act [Our File #: TCR 3/2013]

On July 5, 2013, the Department of Tourism, Culture and Recreation received your request for access to the following records:

"Dept. of TCR to provide any and all information with regards to the printed material, input and development process of the 2011/12 Guides to Hunting and Angling Outfitters, as well as the 2013/14 Guides to Hunting and Angling. Details to include, but shall not be limited to, any and all records and internal correspondences of any nature (emails/faxes/notations/letters, etc.) that relate specifically to the inclusion and/or exclusion of a NL Outfitters list, in both publications, and also specifically as to the inclusion and/or exclusion of any professional associations whom represent the NL Outfitters, specifically, but not limited to, the Newfoundland and Labrador Outfitters Association (NLOA). Information to further include how the Guides were distributed and promoted, and what "target markets" were identified for direct mailings, distribution and/or promotion.

I am pleased to inform you that your request for access to these records has been granted in part. Access to the remaining information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the Access to Information and Protection of Privacy Act (the Act):

27. (1) The head of a public body shall refuse to disclose to an applicant information that would reveal
   (c) commercial, financial, labour relations, scientific or technical information the disclosure of which could reasonably be expected to
   (i) harm the competitive position of a third party or interfere with the negotiating position of the third party,
   (iii) result in significant financial loss or gain to any person or organization, or

30. (1). "The head of a public body shall refuse to disclose personal information to an applicant where the disclosure would be an unreasonable invasion of a third party's personal privacy."

Some of the responsive records were redacted in their entirety and therefore have not been provided:
As required by subsection 7(2) of the Act, we have severed information that is excepted from disclosure and have provided you with as much information as possible.

In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Section 43 of the Act provides that you may ask the Information and Privacy Commissioner to review this partial refusal of access or you may appeal the refusal to the Supreme Court Trial Division. A request to the Information and Privacy Commissioner shall be made in writing within 60 days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner  
34 Pippy Place  
P. O. Box 13004, Stn. A  
St. John’s, NL. A1B 3V8  

Telephone: (709) 729-6309  
Facsimile: (709) 729-6500

In the event that you choose to appeal to the Trial Division, you must do so within 30 days of the date of this letter. Section 60 of the Act sets out the process to be followed when filing such an appeal.

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement’s website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please feel free to contact the ATIPP Coordinator, Jennifer Taylor, at (709) 729-6370.

Sincerely,

JUDITH A. HEARN  
Deputy Minister

Enclosure(s)
ATIPP Request TCR 3-2013

“The Dept. of TCR to provide any and all information with regards to the printed material, input and development process of the 2011/12 Guides to Hunting and Angling Outfitters, as well as the 2013/14 Guides to Hunting and Angling. Details to include, but shall not be limited to, any and all records and internal correspondences of any nature (emails/faxes/notations/letters, etc.) that relate specifically to the inclusion and/or exclusion of a NL Outfitters list, in both publications, and also specifically as to the inclusion and/or exclusion of any professional associations whom represent the NL Outfitters, specifically but not limited to, the Newfoundland and Labrador Outfitters Association (NLOA). Information to further include how the Guides were distributed and promoted, and what “target markets” were identified for direct mailings, distribution, and/or promotion.”

<table>
<thead>
<tr>
<th>Request Component</th>
<th>TCR Response</th>
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<tbody>
<tr>
<td>The Dept. of TCR to provide any and all information with regards to the printed</td>
<td>The last Guidebook to Outfitters that contained a listing of outfitters was produced in 2009.</td>
</tr>
<tr>
<td>material, input and development process of the 2011/12 Guides to Hunting and</td>
<td>These guidebooks were produced for distribution over a 2 year period. The information on outfitters was outdated after the first year.</td>
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<tr>
<td>Angling Outfitters, as well as the 2013/14 Guides to Hunting and Angling.</td>
<td>The Guide to Hunting and the Guide to Angling were produced in 2011 for the 2011 direct marketing campaign with packages. The guide was</td>
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<td></td>
<td>reprinted for the 2012 campaign without packages as the packages were out dated. The Department produces these guides for a two year</td>
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<td></td>
<td>period and highlighted throughout the material to go online for up to date outfitter information.</td>
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<tr>
<td></td>
<td>There has been <strong>no specific guide created for 2013/14</strong> as the guides reprinted in 2012 are still in circulation.</td>
</tr>
<tr>
<td>Details to include, but shall not be limited to any and all records and internal</td>
<td>Department of TCR meets on a yearly basis with the marketing committee of the NLOA to review the year’s Hunting and Angling marketing efforts.</td>
</tr>
<tr>
<td>correspondences of any nature (emails/faxes/notations/letters, etc.) that relate</td>
<td>With the growth in the use of the internet for travel information, and the increased bookings to outfitters from packages, the “call to action” has</td>
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<td>specifically to the inclusion and/or exclusion of a NL Outfitters list, in both</td>
<td>been focused online.</td>
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<td>publications...</td>
<td>Online provides shorter and more flexible timelines that meet outfitters requirements and the opportunity to make easier and quicker</td>
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<td></td>
<td>additions and modifications at a low cost.</td>
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<td></td>
<td>There are no records which explicitly discuss the inclusion or exclusion of an Outfitters list.</td>
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<tr>
<td>Request Component</td>
<td>TCR Response</td>
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<td>-------------------</td>
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</tbody>
</table>
| ...and also specifically as to the inclusion and/or exclusion of any professional associations whom represent the NL Outfitters, specifically but not limited to, the Newfoundland and Labrador Outfitters Association (NLOA). | The “call to action” for the guide books is to NewfoundlandLabrador.com for [angling or hunting](#) where a complete list of licensed outfitters is provided.  
As the NLOA did not have an active, up to date online presence, the NLOA marketing committee felt that it would not benefit the consumer or the association to link the NLOA website until the site was improved. |
| Information to further include how the Guides were distributed and promoted, and what “target markets” were identified for direct mailings, distribution, and/or promotion. | Guidebook to Hunting and Guidebook to Angling are distributed through NewfoundlandLabrador.com, the consumer shows attended by Newfoundland and Labrador Tourism, the NLOA and Provincial Visitor Information Centres.  
The “target markets” are clearly outlined on pages 44, 134 and 135 of the responsive package. |
From: Ernie Brake [ebrake@targetmarketing.ca]
Sent: Sunday, March 07, 2010 11:01 PM
To: Peddle, Andrea; Best, Ed; Kirby, Ed
Cc: Murphy, Carmela; 'Catherine Kelly'; 'Julie Sheppard'
Subject: Hunting and Angling Guides - Agenda Points for Outfitter Meeting Next Week

Importance: High
Hi Andrea, Ed and Ed.

Great discussion Friday afternoon pertaining to the development of the Hunting and Angling guides for the 2011/12 seasons.

As per our chat, I have outlined the agenda points below for our upcoming conversation with Sec. 30 (1) Sec. 30 (1) please take a peek to ensure that I've captured everything moving forward.

Andrea – can you confirm the time of our meeting next week? Be sure to let me know if you have any questions along the way.

Ernie

Hunting and Angling Guides

End-use/Goal of Producing Guides (Communication Objective)

- Trip-planning versus educating the audience re. Newfoundland and Labrador as a hunting/angling destination.

Positioning – Newfoundland and Labrador

- An elite-level hunting and angling destination set against a backdrop of fierce beauty and challenging terrain, offering near-perfect success rates, trophy catches, and world records (that serve as industry benchmarks).

Timing

- Guides will be produced in the year ahead and launch in early 2011 (depending on tradeshow requirements).
- Guides will be distributed for two years (status quo).

Content

- Given the audience and what’s considered relevant, two guides will be produced: one for hunting and one for angling.
- Existing creative approach will remain in-tact:
  - In order of importance, messaging will focus on species first, followed by our Guides (largest competitive advantage; evolution of existing advertising campaign), then the experience of hunting and angling in Newfoundland and Labrador.
Third-party endorsements will be utilized per species to add credibility to the destination and to highlight USPs for each species (to be updated by Tourism team). Ed B to source.

Existing photography to be used where appropriate; Target team to review any new content available for inclusion.

Each guide will highlight the same species for hunting and angling as the current book.

Target team will develop concepts re. look and feel, size and layout, etc.

Quantity of books to be produced – TBD by Tourism team.

Both guides will include operator listings; there will also be an opportunity for outfitters to purchase advertising space in both publications (in addition to appearing on the NLT website and in the direct mail piece in 2011).

When organizing outfitter content, the following criteria will be used:

- Packages, including fly-in versus drive operations (i.e. remote location or not).
- Species offered / Trophies recorded.
- Level of amenities provided (i.e. maybe a classification system to differentiate a ‘lodge’ versus a ‘camp’ – details TBD).
- Page numbers for easy reference between species pages and listings.

**Budget (for Tourism/Target team)**

- TBD based on the total number of guides produced (two runs).
- Printing of guides will go to tender (status quo) while Target will develop creative concepts and layout and manage the production process.

---

Ernie Brake  
Senior Account Manager  
Target Marketing & Communications Inc.  
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ebrane@targetmarketing.ca

---

*Creativity is a powerful business tool*.
End-use/Goal of Producing Guides (Communication Objective)
- Trip-planning/trip booking versus educating the audience re. Newfoundland and Labrador as a hunting/angling destination.

Positioning of Newfoundland and Labrador
- An elite-level hunting and angling destination set against a backdrop of fierce beauty and challenging terrain, offering near-perfect success rates, trophy catches, and world records (that serve as industry benchmarks).

Timing
- Guides will be produced in the year ahead and launch in mid January (depending on tradeshow requirements)
- Guides will be distributed for two years (status quo).

Content
- Given the audience and what’s considered relevant, two guides will be produced: one for hunting and one for angling. This will be dependant on design and budget parameters.
- Existing creative approach will remain in-tact:
  - In order of importance, messaging will focus on species (including type, success rate and size) first, followed by the knowledge and experience of our Guides (largest competitive advantage; evolution of existing advertising campaign), then the experience of hunting and angling in Newfoundland and Labrador.
  - Third-party endorsements will be utilized per species to add credibility to the destination and to highlight USPs for each species (to be updated by Tourism team). Ed B to source.
  - Each guidebook will highlight the same species for hunting (Bear, Woodland, Barren ground and Moose) and angling (Salmon, Trout, Char and Landlocked Salmon) as the current book.
  - Existing photography to be used where appropriate; Target team to review any new content available for inclusion.
  - Target team will develop concepts - look and feel, size and layout, etc. Quantity of books to be produced – TBD by Tourism team. 55,000 copies of the 2009/2010 Book were produced.
  - As of March 8th, 2010.
14,010 2009 - 2010 Guide to Hunting & Fishing Outfitters were requested

There were 1262 inquiries indicating an interest in fishing and 553 inquiries indicating an interest in hunting. Note that this field in TDMS is optional and not often completed therefore the number is not a total representation of interest.

As of end of January 2010, 39,670 copies of the 2009 - 2010 Guide to Hunting & Fishing Outfitters are currently in inventory.

- Both guides will include operator listings; there will also be an opportunity for outfitters to purchase advertising space in both publications (in addition to appearing on the NLT website and in the direct mail piece in 2011).
  - When organizing outfitter content, the following criteria will be used:
    - Include Outfitters that are “in the consumer business of outfitting”
    - Package descriptions, including fly-in versus drive operations (i.e. remote location or not).
    - Species offered / Trophies recorded.
    - Level of amenities provided (i.e. maybe a classification system to differentiate a ‘lodge’ versus a ‘camp’ – details TBD).
    - Page numbers for easy reference between species pages and listings.

Budget (for Tourism/Target team)
- TBD based on the total number of guides produced (two runs).
- Printing of guides will go to tender (status quo) while Target will develop creative concepts and layout and manage the production process.

Comment [u12]: Average used seems to be around 15,000 per year. The second year will see some reduced take up due to using the same book at the same shows. Shows account for about 2000 direct guidebooks.

Comment [AHP13]: To be discussed

Comment [u14]: Differentiating criteria

Comment [u15]: Are we going to develop an outfitter criteria for inclusion in the guidebook?

Comment [u16]: Will there be package fees for inclusion

Comment [u17]: Use as separating category

Comment [u18]: Use as separating category

Comment [u19]: Will there be listing fees for each outfitter or is it free again?

---

1 Tourism Destination Management System II
Publication Request by Publication Monthly Statistics as of 3/8/2010
2 Tourism Destination Management System II
All Inquiries by Interest Monthly Statistics as of 3/8/2010

Sec. 27(1)(c)(i)
Hi Andrea and Ed.

I wanted to follow-up on this one as a reminder that we will need feedback on the information contained in the attached workback schedules, and any possible updates to the HF strategy plan (also attached), prior to revising the creative brief and briefing the team on 2011-12 requirements (guide and campaign elements).

If we are going to increase the 'experiential' nature of the campaign moving forward (working in tandem with the online team), we'll need plenty of time to prepare for the year ahead.

Please review and let me know if you’d like to chat about next steps moving forward.

Thanks so much,

Ernie

Ernie Brake
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709.739.9699 (fax)
ebrake@targetmarketing.ca

Creativity is a powerful business tool®.
Hi Andrea and Ed.

As per our last meeting with [redacted] and [redacted], please see attached for draft workback schedules for the following:

- 2011 Advertising Campaign
- 2011/12 Hunting and Angling Guides

Obviously, these dates are very rough, but it will give us a good idea of what we need to accomplish (and when) if we are to launch as discussed with the guys. Elements of the campaign will also be confirmed as we move through planning for 2011.

Moving forward, we will need your input, and also the input of the 'outfitter' – i.e. hunting/angling seasons as to when we can get footage/sound, etc.

The first step is to gather the research (with any new insights available from Tourism/outfitters) and update the briefing documents (especially the target profiles if possible).

Please review and let me know if you have any questions.

Cheers,

Ernie

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If you wish to obtain a copy please contact the ATIPP Office at (709) 729-7072 or atipoffice@gov.nl.ca.
Sec. 27 (1)(a)(b)(c)
From: Tony Tuck [tony@flyfishinggreyriver.com]  
Sent: Wednesday, July 21, 2010 10:12 AM  
To: Ernie Brake [Sec. 30 (1)]  
Cc: [Blank] Best, Ed; Peddle, Andrea  
Subject: Re: NLT 1658 - 2011 Hunting and Fishing Campaign - Contact Report from 29 June Conference Call

Hi All,

Sorry I missed the teleconference, but been away since early June. Looking at the recap as per Ernie’s email, it looks pretty good and I do not have much to add. Couple of comments however.

Firstly just recap of previous message to Ed with suggestion to possibly use some still shots from the New Fly Fisher filmings, as they would be real life stuff on the river during fishing season. Sometimes hard to recreate that atmosphere artificially.

Also want to reiterate my concerns about the price focussed design of the 2010 DM piece. Personally my fears of the failure of the design were realized as I received only a fraction (less than 25%) of the inquiries this year, as compared to last year. The piece may well have generated a 14% increase in inquiries, but I would speculate that these were skewed heavily toward the lower priced packages, considering the lower number that made their way through to my inbox, and only 2 very brief direct calls. No serious interest generated to date.

I trust that a total assessment of the project will reveal exactly which participants benefited and also those who did not, in order that necessary adjustments may be made to help ensure a more universally successful piece in future.

One final comment about the final topic “Email Lists”. Not sure of what is hoped for here, but I have a big problem with passing on my own contact lists to Tourism or anyone else for that matter. This information has taken many years of hard work and a pile of money to acquire and something that I am unwilling to share with anyone, not to mention the confidentiality issue of this personal information.

Hopefully I will be available for the next step in the ongoing process and look forward to the continuing process.

Best Regards,

Tony Tuck  
Grey River Lodge Ltd.  
tony@flyfishinggreyriver.com  
1-877-466-2440  
Fax: 709-466-2536  
www.flyfishinggreyriver.com  
www.greyltd.com

--- Original Message ------  
From: Ernie Brake [Sec. 30 (1)]  
To: 'Peddle, Andrea'; 'Best, Ed'; [Blank]; 'Tony Tuck'  
Cc: 'Catherine Kelly'; 'kbaker@targetmarketing.ca'; 'Robin Cook'; 'Matt Tucker'; 'Jenny Smith'; 'Murphy, Carmela'  
Sent: Wednesday, June 30, 2010 8:57 AM  
Subject: NLT 1658 - 2011 Hunting and Fishing Campaign - Contact Report from 29 June Conference Call

Hi everyone.
Thanks for the call yesterday afternoon.

I wanted to quickly recap our conversation and outline next steps as we prepare to produce the 2011 Hunting and Fishing campaign.

Please review and let me know if you have any questions or concerns moving forward, or if I’ve missed anything covered in our call.

Cheers,
Ernie

Creative Concept for 2011

- Evolution of the ‘Guides’ platform developed in 2010.
- Goal for 2011 is to incorporate new footage/photography/audio in an effort to bring the experience of hunting and fishing in NL to the audience (through various campaign media – TBD). Important to note that e-marketing should also be on the list of media for consideration for the 2011 campaign, using the NL Tourism house list.
- Timing:
  - Hunting needs to be shot prior to the end of the summer.
  - Creative will still focus on ‘guides’ as one of NL’s greatest competitive advantages; material will be about the guides and no outfitters will be identified. We will need outfitters help to locate and recruit guides for shooting.

- Next step: contact outfitters in an attempt to recruit.
  - Next step: Ed to contact [redacted] [redacted] [redacted] and Tony Tuck in an attempt to recruit.
  - Goal to review photos of guides and make selections prior to travelling.

Packages

- Direct mail produced as part of the 2010 campaign resulted in more than 14% more inquiries for outfitters than 2009 efforts.
  - Web results are also positive thus far (mid-April): 1160 clicks to the Hunting Packages page; 3600 clicks to the Fishing Packages page; 41,000 + clicks to the HF page and more than 56,000 clicks from Google.
- For 2011, we would like to continue with ‘packaging’ efforts versus ‘listings’ of all provincial outfitters.
  - This means that we would produce one marketing piece for Hunting and one for Fishing – versus producing a guide and direct mail pieces.
  - One book will be produced for hunting and one for fishing.
  - Each will contain material similar to the existing guides (i.e. lure, species, regulations, etc.), but instead of featuring a listing, we will include outfitter packages similar to DM. Only those that wish to buy-in will be included; a comprehensive list of outfitters will be located off the HF page of NewfoundlandLabrador.com.
  - Books will now be produced on an annual basis (versus bi-annually) to ensure that packages featured are fresh and relevant.
  - Books will be distributed to the NL Tourism house list and to a DM list similar to the one used in 2010. Books will also be distributed at trade shows and posted online.
  - Creative concept to be carried through campaign materials (i.e. magazine, online, e-news, etc.) plus new guide books.

- Package design:
  - Review template created in 2010 and place more emphasis on content versus pricepoint.
  - Emails collected via inquiries do not always work; include telephone number and ‘best time to contact’ fields in new materials.
• Packages to be organized – i.e. 'Remote (fly-in)' versus other. Others ways to sort?

Next Steps:
• Andrea to analyse relationship of pricepoint featured in packages versus number of inquiries in 2010 DM.
• EB to revise workback schedule and distribute to team – w/o 05 July.
• EB to draft strategy plan and creative brief – w/o 05 July. Mock-up of guide to be presented following concept development phase.

Email Lists
• Potential for operators to supply NL Tourism with private email lists for marketing purposes. Legal implications?

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If you wish to obtain a copy please contact the ATIPP Office at (709) 729-7072 or atippoffice@gov.nl.ca.
From: Ernie Brake [ebrake@targetmarketing.ca]
Sent: Thursday, September 16, 2010 4:54 PM
To: Seach, Denise; Best, Ed; Peddle, Andrea
Cc: Murphy, Carmela; 'Catherine Kelly'; 'Kristen Baker'; 'Robin Cook'
Subject: 2011 Hunting and Fishing Campaign - Budget Summary and Next Steps

Importance: High


Hi guys.

Thanks for a great presentation yesterday!

In addition to receiving creative feedback from [redacted] and [redacted] there are a couple of important next steps that will also involve your team liaising with industry:

- Hunting Photo/Video Shoot.
  - We are hoping to shoot w/o 04 October, as initial material deadlines will start appearing shortly thereafter.
  - Thus far, we do not have any guides [redacted] has expressed interest) or a location confirmed for shooting.
  - Guides: If possible, we would like to secure the services of 5 guides.
  - Location: Reg from Central Outfitters has expressed interest, along with potentially River Run Lodge near Lewisporte. Other?

- Outfitter Participation/Offer for Guide (DM) + Other Info.
  - As per the attached workback schedule from a while back, we had looked at receiving:
    - Updated Editorial Copy, Photos, Listing Info, 'Things to Know' Section, Premier and Minister's Messages and Photos in September.
    - Initial outfitter offer copy and details by 01 October.
  - Knowing we've had to attain approvals before moving forward, is it possible to get some traction going around these items?
  - If we are going to launch early (as per outfitter request), we will have to stay close to the key dates highlighted in the workback.

Please take some time to review and let me know if you would like to chat.

Thanks folks,

Ernie

---

Ernie Brake
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Potential copyright material

If you wish to obtain a copy please contact the ATIPP Office at (709) 729-7072 or atippoffice@gov.nl.ca.
From: Ernie Brake [cbrake@targetmarketing.ca]
Sent: Monday, September 20, 2010 11:37 AM
To: Seach, Denise; 'Kristen Baker'; Peddle, Andrea; Best, Ed
Cc: 'Catherine Kelly'; 'Robin Cook'; Murphy, Carmela
Subject: RE: 2011 Hunting and Fishing Campaign - Budget Summary and Next Steps

Hey Denise. Thanks so much for the update.

Some comments for consideration:

1. **Timing.** Up until now, and based on conversations with [ REDACTED ] we have assumed that we would be shooting in the month of October, as that’s when the moose and caribou seasons are open. Our goal with shooting would be to capture footage specific to each hunt. It’s important that we are as authentic as possible – truly giving someone the feeling of what it is like to hunt here. No different than fishing, we would actually like to capture people hunting on film, in addition to getting their stories and ambient outdoor footage.

2. **Photographer availability.** Right now, we’ve tentatively booked Roth and Ramberg for the first two weeks in October, knowing that we’d likely shoot in one or the other. I would need to check availability if we decided that w/o 27 September was suitable for capturing the content that we’re after.

3. **Guide book photography.** It would be an understatement to say that sourcing photography for the books was a daunting task. I totally agree with the comments below about refreshing the images (where possible), but to do so, we will need your team to supply images for consideration. As per usual, we can contact photographers that we’ve used in the past to see if they’ve updated their libraries, but your team should try and tap into the outfitters for imagery. In addition to featuring the species, we will also utilize photography of the ‘guides’ in the artwork, to ensure creative consistency exists across all elements of the campaign, and to let the audience know that our guides are the difference between a ‘good’ hunting experience and a ‘great’ one. We will also try to incorporate some other material – i.e. any selects that are recommended from the journalist material that Ed sent through last week (and any others that you’d like us to review).

4. **Guide mock.** Based on the info below, we can definitely pull together mocks of each book moving forward. Page count will be determinant upon number of outfitters that participate per species. We’ll take a crack at the ‘Things to Know’ section and you can feedback as we go.

Would love to hear your thoughts. Let me know if you’d like to chat.

Em

---

Ernie Brake
Senior Account Manager
Target Marketing & Communications Inc.
90 Water Street (On The Park)
St. John's, NL, Canada A1C 1A4
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-----Original Message-----
From: Seach, Denise [mailto:DeniseSeach@gov.nl.ca]
Sent: Monday, September 20, 2010 11:11 AM
To: Ernie Brake; Kristen Baker; Peddle, Andrea; Best, Ed
Cc: Catherine Kelly; Robin Cook; Murphy, Carmela
Subject: RE: 2011 Hunting and Fishing Campaign - Budget Summary and Next Steps

An Update:

1. Ed Best has been chatting with an outfitter on the west coast: [REDACTED] of Dhoon Lodge. (situated in St Georges / Stephenville area). He has had a cancellation so is willing to host - available from 27 October - 03 October. Do you want to tentatively book and the team for this week? and 2 other guides will be available. Ed will also confirm additional guides with on Wednesday.

2. With regards to the guidebooks - we have reviewed the current visuals etc - comments below. Comment on current book:
   - **Hunting**
     - Moose Image on inside spread - still acceptable for use
     - Moose Species editorial - change up images
     - Woodland Caribou species editorial - Photograph acceptable but Ed will need to confirm status of Caribou hunt
     - Barren Ground Caribou - Ed to confirm but this section will probably not be featured.
     - Black Bear - image good
     - Small game - all images good.
   - **Fishing**
     - Wild Landscape image - change up if possible
     - Wild Atlantic Salmon species editorial - image of guy with rod in mouth still acceptable - but we would like to see something else.
     - Wild Brook Trout image - still acceptable for use
     - Arctic Char - we will need another image here - this one is too far out of the water
     - Record landlocked salmon - change the image
     - More fish. Getting bigger by the minute. Top left hand page image of Northern Trout needs to be changed. No outfitter logos to appear on vests or baseball caps.
   - **Both**
     - The image of the journalist does not have to appear on the editorial pages - we can run with just their names and credentials.
     - Things you need to know
     - Page 2 and 3 would be included - excluding the Premier and Minister’s Message
     - You would need to separate the USP’s since you have two books - one showing angling and one showing hunting.
     - Pages 4 – 9 can move to the website
     - Pages 10 and 11 should be included in the books
     - The listings will be online
     - Packages will appear in the books
All details (editorial facts and listing information will be checked by Ed for accuracy. Listing information will be checked against TDMS for any changes.

Any images you wish to use should be sent through to us for review. Please also supply a list of images you require.

Include the year on the front cover.

Given the comments above, Ernie would it be worth you supplying us with a mock-up of each of the books so that we can see what your requirements are and we can assign deadlines on our end.

Shout if you have any questions.

Thanks

Denise

From: Ernie Brake [mailto:ebrake@targetmarketing.ca]
Sent: Monday, September 20, 2010 10:04 AM
To: Seach, Denise; 'Kristen Baker'; Peddle, Andrea; Best, Ed
Cc: 'Catherine Kelly'; 'Robin Cook'; Murphy, Carmela
Subject: RE: 2011 Hunting and Fishing Campaign - Budget Summary and Next Steps

Awesome. Thanks for the update Denise.

We’re on the case and will provide required info today.

Re. ‘Things to Know’ section for each guide – that’s really your call. We had discussed including the outfitter listing online (and not in the books), but as we are splitting the guides into two this year, I had assumed that the general info would be included in each. Including would impact page count and printing costs. Would love to hear your thoughts.

EB

Ernie Brake
Senior Account Manager
Target Marketing & Communications Inc.
90 Water Street (On The Park)
St. John's, NL, Canada A1C 1A4

709.739.8400 x236
709.739.9699 (fax)
ebrake@targetmarketing.ca

---

Creativity is a powerful business tool©.
-----Original Message-----
From: Seach, Denise [mailto:DeniseSeach@gov.nl.ca]
Sent: Monday, September 20, 2010 9:21 AM
To: Ernie Brake; Kristen Baker; Peddle, Andrea; Best, Ed
Cc: Catherine Kelly; Robin Cook; Murphy, Carmela
Subject: FW: 2011 Hunting and Fishing Campaign - Budget Summary and Next Steps

Hi Ernest

See responses in red below. Can we review again on Thursday in status – by then we should have more information to share.

Thanks
Denise

- Hunting Photo/Video Shoot.
  - We are hoping to shoot w/o 04 October, as initial material deadlines will start appearing shortly thereafter.
  - Thus far, we do not have any guides (has expressed interest) or a location confirmed for shooting.
  - Guides: If possible, we would like to secure the services of 5 guides.
  - Location: Reg from Central Outfitters has expressed interest, along with potentially River Run Lodge near Lewisporte. Other?

- Ed is liaising with regarding outfitters / guides and their availability for the shoot. We will have feedback from on Wednesday (22 September) and will then be in a position to firm up the shoot dates. (FYI - Currently looking at Guides on the West Coast).

- Outfitter Participation/Offers for Guide (DM) + Other Info.
  - As per the attached workback schedule from a while back, we had looked at receiving:
    - Updated Editorial Copy, Photos, Listing Info, ‘Things to Know’ Section, Premier and Minister’s Messages and Photos in September.
    - Initial outfitter offer copy and details by 01 October.
    - Please would you provide the estimated wordcount for the editorial copy / testimonials. Ed advises that this will require approximately 10 – 15 days notice for the journalist to participate. (i.o.w. if we receive the wordcount today, Ed will require several days to contact journalists - therefore we are looking at +_ 08 October before you receive copy).
    - Please would you also provide a PDF of the species testimonial (one testimonial per PDF) so that Ed can send out as samples to any new journalists.
    - Ed will advise if there are any additional photographs to be included.
    - Listing Information will follow once we begin receiving the package information from the Outfitters (we plan on sending out an E-Blast in the next couple of days).
    - It is possible that the ‘Things to Know’ section will only appear on the website (or this will be abbreviated in the guidebook and detail will appear on the web).
    - Andrea mentioned that we will possibly run the books without a message from the Premier and Minister (we will confirm)
    - Can we review timing again when we meet on Thursday – by then we
should have additional information to share?

- Knowing we’ve had to attain approvals before moving forward, is it possible to get some traction going around these items?
- If we are going to launch early (as per outfitter request), we will have to stay close to the key dates highlighted in the workback.

From: Ernie Brake [mailto:ebrake@targetmarketing.ca]
Sent: Thursday, September 16, 2010 4:54 PM
To: Seach, Denise; Best, Ed; Peddle, Andrea
Cc: Murphy, Carmela; 'Catherine Kelly'; 'Kristen Baker'; 'Robin Cook'
Subject: 2011 Hunting and Fishing Campaign - Budget Summary and Next Steps
Importance: High

Hi guys,

Thanks for a great presentation yesterday! In addition to receiving creative feedback from [redacted] and [redacted] there are a couple of important next steps that will also involve your team liaising with industry:

- Hunting Photo/Video Shoot.
  - We are hoping to shoot w/o 04 October, as initial material deadlines will start appearing shortly thereafter. (Sec. 30 (1))
  - Thus far, we do not have any guides (has expressed interest) or a location confirmed for shooting.
  - Guides: If possible, we would like to secure the services of 5 guides.
  - Location: Reg from Central Outfitters has expressed interest, along with potentially River Run Lodge near Lewisporte. Other?

- Outfitter Participation/Offers for Guide (DM) + Other Info.
  - As per the attached workback schedule from a while back, we had looked at receiving:
    - Updated Editorial Copy, Photos. Listing Info. 'Things to Know' Section, Premier and Minister's Messages and Photos in September.
    - Initial outfitter offer copy and details by 01 October.
  - Knowing we’ve had to attain approvals before moving forward, is it possible to get some traction going around these items?
  - If we are going to launch early (as per outfitter request), we will have to stay close to the key dates highlighted in the workback.

Please take some time to review and let me know if you would like to chat.

Thanks folks,

Ernie

--

Ernie Brake
Senior Account Manager
Target Marketing & Communications Inc.
90 Water Street (On The Park)
Creativity is a powerful business tool.

“This email and any attached files are intended for the sole use of the primary and copied addressee(s) and may contain privileged and/or confidential information. Any distribution, use or copying by any means of this information is strictly prohibited. If you received this email in error, please delete it immediately and notify the sender.”
Dear Hunting and Angling Outfitter,

We invite you to participate in our 2011 hunting and angling advertising campaign. Building on the success of our previous campaign, we continue our efforts to reach non-resident hunters and anglers interested in big game and fish species of Newfoundland and Labrador.

Newfoundland and Labrador Tourism Marketing Division’s goal is to drive inquiries directly to the participating outfitter for more information/bookings. Our last two hunting and angling advertising initiatives used outfitter hunting and angling packages to capture attention and help close the path to purchase. As a result, we increased hunting and angling inquiries to Newfoundland and Labrador Tourism last season by 300% over the previous year.

**Creative Concept – ‘Guides’**

Following on the 2010 hunting and angling advertising campaign and using factual portrait-style photography, we will focus visually, on the guides and the experience that they provide in addition to the species and the success rate of the capturing.

Guides are the people who make these adventures possible and help hunters and anglers get the trophies they dream of. And they’re the ones you can rely on to have the ultimate hunting and angling experience.

This concept works extra hard to close the loop and it encourages additional two-way communication between hunters or anglers and the outfitter, leading to bookings. In a non-traditional marketing effort, it also introduces and differentiates Newfoundland and Labrador from other destinations.

**How to participate:**

We have kept the cost of participation at the 2010 rate - **$250.00**. Your package information requirements are outlined below. This, along with your payment must be received by the Department no later than October 6th 2010.

Your information will be placed in the Direct Mail/Guide to Angling Outfitters or Guide to Hunting Outfitters and on NewfoundlandLabrador.com.

The Direct Mail piece will be mailed to 50,000 targeted hunters and anglers across North America. The Guide to Angling Outfitters and Guide to Hunting Outfitters will also be used as fulfillment pieces at exhibitor promotional shows and in our advertising campaign.
Remember:

- We have limited space available in the publication so our partners will be assessed and selected on a first come first serve basis and on the content of information submitted.
- The goal is to feature each primary species within the campaign; therefore it is important that your package information focus solely on one species.
- The cost to participate includes media placement and creative design of your package ad based on the information provided.
- In addition, a business reply card in the Direct Mail/Guide to Angling Outfitters or Guide to Hunting. Outfitters will feature each participating outfitter’s name, and give the reader the opportunity to request further information from that specific outfitter. Our mail house will receive all replies, and we will send through weekly contact information of interested hunters or anglers for your follow-up with interested parties.
- It is imperative that all partner outfitters track the number of inquiries (and their geographic origin) they receive as a result of participating in this program. This will allow for measurement of our efforts.
- The deadline to submit complete information and payment is October 6, 2011. We will work with our advertising agency, Target Marketing, to finalize the artwork and copy for the packages and give you the opportunity to sign-off on a final version.

Package Requirements:

To participate, you will need to submit the following information via email by October 6, 2011 to Ed Best at edbest@gov.nl.ca.

- Your company’s Marketing Name
- Logo in 300 dpi resolution (imperative)
- Package Price point
- Offer details (for the small print)
- Package Description (30 words)
- Experience Description (25 words)
- Client contact information including a contact name (so that we can personalize each call to action), web address, telephone number and email address. (a limit of 30 words)

Please refer to http://newfoundlandlabrador.com/Hunting/Packages.aspx and http://newfoundlandlabrador.com/Fishing/Packages.aspx for samples of hunting and angling packages. Also refer to the 2011 sample layout attached for design layout.

We look forward to your earliest response to this advertising opportunity. If you have any questions, please contact me, Paula Devereaux at 729 6857 or e-mail: pauladevereaux@gov.nl.ca or Denise Seach at 729 2806 or e-mail: deniseseach@gov.nl.ca

Cheers,

Ed J. Best
Market Development Specialist (Hunting & Angling)
Newfoundland and Labrador Tourism
Telephone: 709-729-0096 E-mail: edbest@gov.nl.ca

P.O. Box 8700, St. John's, NL, Canada A1B 4J6 t 709. 729 2831 f 709. 729 0057
Lorem Ipsum dolor


Lorem ipsum dolor sit amet, mauris semper pellentesque maecenas venenatis mattis.
Hi guys,

Please see attached for the rough mocks of the Hunting and Fishing Guide books (doubling as direct mail pieces).

The purpose of the mocks is to give everyone an idea of the information required, potential page count for quoting purposes, and the order in which material is presented to the reader.

I would like to stress that these PDFs do not contain any design elements whatsoever and all photos are currently for placement only (FPO); the mocks are merely a starting point to help us narrow down requirements (i.e. new photos; editorial spreads, offer inclusion, etc.) moving forward.

Once the creative team has returned from shooting hunting next week, we will begin work on the overall layout and design of the books (i.e. look and feel, colours, fonts, page design, etc.), in addition to making photography recommendations. I will also send through a paper mock of the Hunting DM at 95% actual size so you can get a feel for the physical piece (stock recommendation still TBD based on final page count and weight for mailing).

Next steps for Tourism team:
- Continue to liaise with journalists for editorials and outfitters for offers/prices/logos.
- Gather and forward any additional photography for consideration for the campaign (Target has the Bear spread and Labrador shot to provide recommendations on next week).
- Review 'Things to Know' copy decks (sent though 28 September) with the aim to streamline information wherever possible; it would be great to lower the page count of both books - especially from a budget perspective.
- Review other sections such as 'Big Game' and 'More Fish' and decide what will be included for 2011.

Please review and let me know if you have any questions or concerns.
Thanks,
Kristen

--
Kristen Baker
Account Executive
Target Marketing& Communications Inc.
90 Water Street (On The Park)
St. John’s, NL, Canada  A1C 1A4

709-739-8400 x 266
709-739-9699 (fax)
kbaker@targetmarketing.ca

Creativity is a powerful business tool®.
Potential copyright material

If you wish to obtain a copy please contact the ATIPP Office at (709) 729-7072 or atippoffice@gov.nl.ca.
Important Notice

Due to ongoing interest, we have extended our booking deadline for the 2011 direct mail piece. You now have until 21 October 2010 to respond. We look forward to hearing from you.

Dear Hunting and Angling Outfitter,

We invite you to participate in our 2011 hunting and angling advertising campaign. Building on the success of our previous campaign, we continue our efforts to reach non-resident hunters and anglers interested in big game and fish species of Newfoundland and Labrador.

Newfoundland and Labrador Tourism Marketing Division’s goal is to drive inquiries directly to the participating outfitter for more information/bookings. Our last two hunting and angling advertising initiatives used outfitter hunting and angling packages to capture attention and help close the path to purchase. As a result, we increased hunting and angling inquiries to Newfoundland and Labrador Tourism last season by 300% over the previous year.

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Following on the 2010 hunting and angling advertising campaign and using factual portrait-style photography, we will focus visually, on the guides and the experience that they provide in addition to the species and the success rate of the capturing.

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This concept works extra hard to close the loop and it encourages additional two-way communication between hunters or anglers and the outfitter, leading to bookings. In a non-traditional marketing effort, it also introduces and differentiates Newfoundland and Labrador from other destinations.

How to participate:

Important Notice

Due to ongoing interest, we have extended our booking deadline for the 2011 direct mail piece. You now have until 21 October 2010 to respond. We look forward to hearing from you.

We have kept the cost of participation at the 2010 rate - $250.00. Your package information requirements are outlined below. This, along with your payment must be received by the Department no later than October 21st 2010.

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The Direct Mail piece will be mailed to 50,000 targeted hunters and anglers across North America. The Guide to Angling Outfitters and Guide to Hunting Outfitters will also be used as fulfillment pieces at exhibitor promotional shows and in our advertising campaign.

Remember:

✓ We have limited space available in the publication so our partners will be assessed and selected on a first come first serve basis and on the content of information submitted.
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In addition, a business reply card in the Direct Mail/Guide to Angling Outfitters or Guide to Hunting Outfitters will feature each participating outfitter’s name, and give the reader the opportunity to request further information from that specific outfitter. Our mail house will receive all replies, and we will send through weekly contact information of interested hunters or anglers for your follow-up with interested parties.

It is imperative that all partner outfitters track the number of inquiries (and their geographic origin) they receive as a result of participating in this program. This will allow for measurement of our efforts.

The deadline to submit complete information and payment is October 21, 2010. We will work with our advertising agency, Target Marketing, to finalize the artwork and copy for the packages and give you the opportunity to sign-off on a final version.

Package Requirements:

To participate, you will need to submit the following information via email by October 21, 2010 to Ed Best at edbest@gov.nl.ca.

- Your company’s Marketing Name
- Logo in 300 dpi resolution (imperative)
- Package Price point
- Offer details (for the small print)
- Package Description (30 words)
- Experience Description (25 words)
- Client contact information including a contact name (so that we can personalize each call to action), web address, telephone number and email address. (a limit of 30 words)

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We look forward to your earliest response to this advertising opportunity. If you have any questions, please contact me, Paula Devereaux at 729 6857 or e-mail: pauladevereaux@gov.nl.ca or Denise Search at 729 2806 or e-mail: deniseseach@gov.nl.ca

Cheers,

Ed J. Best
Market Development Specialist (Hunting & Angling)
Newfoundland and Labrador Tourism
Telephone: 709-729-0096 E-mail: edbest@gov.nl.ca
Hello [Name] and [Name]

As per your earlier discussions with Andrea Peddle and Ed Best, Target Marketing has developed the attached advertising campaign / media schedule for the 2011 Hunting & Angling Campaign.

The creative concepts and media plan / recommendation were presented to the Tourism Marketing Team as well as Keith Payne from NLOA and Peter Bull – our Outdoor Product Development Officer. Their comments have been included in the debrief to our advertising agency and will be reflected in the final product. We look forward to hearing your comments as well. Keith and Peter gave us their approval of the campaign based on the attached concepts and plan.

As you will see from the attached media schedule, we will again be focusing on a Multimedia Strategy again this year. In summary:

1. There are a series of destination awareness print ads developed focusing on the 5 species that Newfoundland and Labrador has on offer. These ads will drive readers to either NewfoundlandLabrador.com/fishing or NewfoundlandLabrador.com/hunting depending on the species featured. There is also a series of online/interactive ads that will launch around December 2010 that will also drive inquiries to either NewfoundlandLabrador.com/fishing or NewfoundlandLabrador.com/hunting. See attached media plan for information on specific media start dates.

2. Direct Mail to 40,000 interested hunters and anglers from the Newfoundland and Labrador Tourism house list and the selected lists from North American Hunter and North American Fisherman. The DM is slated to be in market early January.

3. Online at NewfoundlandLabrador.com/fishing and/or NewfoundlandLabrador.com/hunting will be featured throughout the year.

While the creative attached is still at the concept phase, we are hoping to move forward in obtaining your approvals and comments (hence the email you would have received today from Ed Best requesting a meeting on either 18 or 19 October). (As the Hunting photoshoot only took place last weekend, we have used the images from our previous campaign for the placement only in the concepts. The Hunting shots will be similar to those shot for fishing (all outdoor shots)).

Look forward to chatting with you all next week. If you have any questions in the interim, please would you contact myself, Andrea or Ed.

Kind regards

Denise Seach
Advertising Officer
Newfoundland and Labrador Tourism
PO Box 8700
St. John's, NL A1B 4J6
Celebrating of our success in 2009:
ICE Awards - 4 Gold - Find Yourself Here Campaign
Cassie Awards - Gold - Fresh Air Campaign
TIAC Awards - Finalist – Marketer of the Year
HSMAI Awards - Platinum – Find Yourself Here Campaign
  - 5 Gold – Find Yourself Here Campaign Elements
  - 2 Silver – Find Yourself Here Campaign Elements
Potential copyright material

If you wish to obtain a copy please contact the ATIPP Office at (709) 729-7072 or atippoffice@gov.nl.ca.
Dear Hunting & Angling Outfitter

We are close to finalizing bookings for the 2011 Hunting and Angling advertising packages. Following our earlier communications, this will be our final reminder for you to participate and place your advertising package in the 2011 Hunting and Angling Guidebooks.

The Guidebooks are being produced separately this year (One for Hunting and one for Angling). They will serve as our Direct Mail piece to Hunters and Anglers and also as our fulfillment piece for all Marketing inquiries. The Guidebooks will also encourage hunters and anglers to visit the Tourism website.

PLEASE NOTE: Detailed contact information was previously housed within the Hunting and Fishing Guidebook. There will be No Listing of Licensed Outfitters in the Guidebooks for 2011. All of this information will be housed on the website. Readers of the Guidebooks will be directed to the website for detailed information.

To reiterate, each Guidebook contains:
- Species editorial
  - Followed by Outfitter packages that are species specific
  - An abbreviated section on ‘Things You Need to Know’ (with direction to view the detailed information on the Tourism website)

The Hunting Guidebook will also contain:
- Small game editorial

The Angling Guidebook will also contain:
- Additional fish species editorial

As stated above, the Guidebook will NOT contain:
- A detailed listing of outfitters – this and much more information will be included on the Tourism website where any necessary changes can be made to your listing at anytime throughout 2011. Direction to the website will be clearly referenced in the Guidebook.

Should you wish to have an advertising package included in the current Guidebook and also be featured online throughout 2011, we will need to hear from you ASAP. Call myself or Ed Best / Paula Devereaux as soon as possible to reserve space.

We will be finalizing the content of the Guidebooks during week of 25 October.

Many thanks

Denise Seach
Advertising Officer
Newfoundland and Labrador Tourism
PO Box 8700
St. John's, NL A1B 4J6
T: 709 729 2808
F: 709 729 0057
deniseseach@gov.nl.ca
www.NewfoundlandLabrador.com
How to participate:
We have kept the cost of participation at the 2010 rate - $250.00.
Your package information requirements are outlined below.
Your information will be placed in the Direct Mail/Guide to Angling Outfitters or Guide to Hunting Outfitters and on NewfoundlandLabrador.com.
The Direct Mail piece will be mailed to 50,000 targeted hunters and anglers across North America. The Guide to Angling Outfitters and Guide to Hunting Outfitters will also be used as fulfillment pieces at exhibitor promotional shows and in our advertising campaign.

Remember:
It is important that your package information focus solely on one species. If you want to promote more than one species, you have to add another package for each species.
The cost to participate includes media placement and creative design of your package ad based on the information provided.
In addition, a business reply card in the Direct Mail/Guide to Angling Outfitters or Guide to Hunting Outfitters will feature each participating outfitter's name, and give the reader the opportunity to request further information from that specific outfitter.
Our mail house will receive all replies, and we will send through weekly contact information (to include; name, mailing address, telephone, e-mail) of interested hunters or anglers for your follow-up with interested parties.
It is imperative that all partner outfitters track the number of inquiries (and their geographic origin) they receive as a result of participating in this program. This will allow for measurement of our efforts.
We will work with our advertising agency, Target Marketing, to finalize the artwork and copy for the packages and give you the opportunity to sign-off on a final version.

Package Requirements:
To participate, you will need to submit the following information via email to Ed Best at edbest@gov.nl.ca.
- Your company's Marketing Name
- Logo in 300 dpi resolution (imperative)
- Package Price point
- Offer details (for the small print)
- Package Description (30 words)
- Experience Description (25 words)
- Client contact information including a contact name (so that we can personalize each call to action), web address, telephone number and email address. (a limit of 30 words)

From: Dawe, Nick  
Sent: Wednesday, March 02, 2011 9:54 AM  
To: Peddle, Andrea  
Cc: Ernie Brake; Best, Ed; Seach, Denise  
Subject: RE: Quick Question on Hunting and Fishing  

On hand Jan. 01/10 we had  

20,160 – Guide to Hunting Outfitters  
20,220 – Guide to Fishing Outfitters  

On hand Dec. 31/10 we had  

13,187 - Guide to Hunting Outfitters  
13,180 - Guide to Fishing Outfitters  

Meaning in calendar year 2010 we distributed in total  

6,973 - Guide to Hunting Outfitters  
7,040 - Guide to Fishing Outfitters  

For a grand total of 14,013 Guides to Hunting & Fishing outfitters.

Nick Dawe  
Distribution Officer  
Newfoundland and Labrador Tourism  
Second Floor West, Confederation Building Complex  
PO Box 8730, St. John's, NL A1B 4K2  
Tel: 709-729-5228  
Fax: 709-729-0057  
www.newfoundlandlabrador.com

From: Peddle, Andrea  
Sent: Wednesday, March 02, 2011 9:36 AM  
To: 'Ernie Brake'; Best, Ed; Seach, Denise  
Cc: Dawe, Nick  
Subject: RE: Quick Question on Hunting and Fishing  

Now This I can get from you through simple TDMS report...stay tuned.

Andrea

ANDREA PEDDLE  
Manager, Advertising and Communications  
Newfoundland and Labrador Tourism  
P.O. Box 8700  
2nd Floor West Confederation Building  
St. John's, NL CANADA  
A1B 4J6  
t 709 729 2831  
f 709 729 0057
Hey guys.

Can you please tell me how many guides were distributed in 2010?

Thank-you much.

Ernie

--

Ernie Brake
Senior Account Manager
Target Marketing & Communications Inc.
90 Water Street (On The Park)
St. John's, NL, Canada  A1C 1A4

709.739.8400 x236
709.739.9699 (fax)
ebrake@targetmarketing.ca

Creativity is a powerful business tool©.
Re: Clicks to operators from Hunting and Fishing packages

From: thejimp@gmail.com on behalf of Jim Parsons
[jim.parsons@zeditsolutions.com]
Sent: Monday, November 22, 2010 3:27 PM
To: Peddle, Andrea
Cc: Ernie Brake; Best, Ed; Seach, Denise
Subject: Re: Clicks to operators from Hunting and Fishing packages

Fishing main page... 16,067
Hunting main page... 13,180

jimp

On Mon, Nov 22, 2010 at 3:08 PM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:
> Jim....what are the page views to the general fishing page and the general hunting
> page for that time frame.....most of the online campaign sent people to those pages
> primarily.
> >
> > Andrea
> >
> > ANDREA PEDDLE
> > Manager, Advertising and Communications Newfoundland and Labrador
> > Tourism P.O. Box 8700 2nd Floor West Confederation Building St.
> > St. John's, NL CANADA A1B 4J6 t 709 729 2831 f 709 729 0057
> > apeddle@gov.nl.ca www.NewfoundlandLabrador.com
> >
> > Celebrating of our success in 2010:
> > ICE Awards - Best in Show - Find Yourself Here Campaign
> >
> > -----Original Message-----
> > From: thejimp@gmail.com [mailto:thejimp@gmail.com] On Behalf Of Jim
> > Parsons
> > Sent: Monday, November 22, 2010 12:57 PM
> > To: Peddle, Andrea
> > Cc: Ernie Brake; Best, Ed; Seach, Denise
> > Subject: Re: Clicks to operators from Hunting and Fishing packages
> >
> > Here you go. Again, estimated since mid-April...
> >
> > Total pageviews to Hunting packages: 3,257 Total pageviews to Fishing
> > packages: 3,535 Outgoing clicks from Hunting Packages: 2,804 Outgoing
> > clicks from Fishing Packages: 8,564
> >
> > One thing to note is that these clicks seem to come from a relatively
> > small number of visits ~500. This means that users are checking out
> > multiple packages multiple times.
> >
> > cheers,
> > jimp
> >
> > On Mon, Nov 22, 2010 at 10:40 AM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:
> > Jim ...
> >
> >
> > We're doing a presentation at the NLOA Annual General Meeting Dec 2
> > and 3 and would like to give the folks some results of the 2010 campaign......
Re Clicks to operators from Hunting and Fishing packages

Can you pull the
1) inquiries/visits to the hunting packages and fishing packages and
2) outgoing clicks to outfitters packages
for the campaign...February - July.

In June Jim, you sent through the following...we would just like this
updated please...thanks

Sent: Tuesday, June 29, 2010 2:08 PM

Subject: Clicks to operators from Hunting and Fishing packages

Since the middle of April ...

Outgoing clicks from Hunting Packages: 1,160
Outgoing clicks from Fishing Package: 3,599

ANDREA PEDDLE
Manager, Advertising and Communications
Newfoundland and Labrador Tourism
P.O. Box 8700
2nd Floor West Confederation Building
St. John's, NL CANADA
A1B 4J6
t 709 729 2831
f 709 729 0057
apeddle@gov.nl.ca
www.NewfoundlandLabrador.com

Celebrating of our success in 2010:
ICE Awards - Best in Show - Find Yourself Here Campaign
Re: Clicks to operators from Hunting and Fishing packages

>>
>>
>> ------ Original Message ------
>> From: Peddle, Andrea
>> Sent: Tuesday, June 29, 2010 5:35 PM
>> To: 'jim.parsons@zeditsolutions.com'
>> Subject: Re: Clicks to operators from Hunting and Fishing packages
>>
>>
>> Cool. What's the eta??
>> Andrea Peddle
>> Manager, Advertising and Communications
>> Newfoundland and Labrador Tourism
>>
>>
>> Sent Via BlackBerry
>>
>>
>> ------ Original Message ------
>> From: thejimp@gmail.com <thejimp@gmail.com>
>> To: Peddle, Andrea
>> Cc: Matt Tucker <mtucker@targetmarketing.ca>
>> Sent: Tue Jun 29 15:11:24 2010
>> Subject: Re: Clicks to operators from Hunting and Fishing packages
>>
>>
>> Not by specific package yet.
>>
>>
>> jimp
>>
>>
>>
>>
>>
>>
>>
>>
>>
>> On Tue, Jun 29, 2010 at 2:40 PM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:
>>
>> Fabulous...can you break it down by outfitter??
>>
>>
>> Andrea
>>
>> ANDREA PEDDLE
>>
Re Clicks to operators from Hunting and Fishing packages

Manager, Advertising and Communications
Newfoundland and Labrador Tourism
P.O. Box 8700
2nd Floor West Confederation Building
St. John's, NL CANADA
A1B 4J6
t 709 729 2831
f 709 729 0057
apeddle@gov.nl.ca
NewfoundlandLabrador.com
Facebook.com/NewfoundlandLabradorTourism
Twitter.com/NLTweets
YouTube.com/NewfoundlandLabrador

Celebrating of our success in 2009:
ICE Awards - 4 Gold - Find Yourself Here Campaign
Cassie Awards - Gold - Fresh Air Campaign
TIAC Awards - Finalist - Marketer of the Year
HSMAI Awards - Platinum - Find Yourself Here Campaign
- 5 Gold - Find Yourself Here Campaign Elements
- 2 Silver - Find Yourself Here Campaign Elements

-----Original Message-----
From: thejimp@gmail.com [mailto:thejimp@gmail.com] On Behalf Of Jim Parsons
Sent: Tuesday, June 29, 2010 2:08 PM
To: Matt Tucker; Peddle, Andrea
Subject: Clicks to operators from Hunting and Fishing packages

Since the middle of April...

Outgoing clicks from Hunting Packages: 1,160
Re Clicks to operators from Hunting and Fishing packages:

Outgoing clicks from Fishing Package: 3,599

jimp

"This email and any attached files are intended for the sole use of the primary and copied addressee(s) and may contain privileged and/or confidential information. Any distribution, use or copying by any means of this information is strictly prohibited. If you received this email in error, please delete it immediately and notify the sender."

"This email and any attached files are intended for the sole use of the primary and copied addressee(s) and may contain privileged and/or confidential information. Any distribution, use or copying by any means of this information is strictly prohibited. If you received this email in error, please delete it immediately and notify the sender."
Newfoundland and Labrador offers hunters and sport fish enthusiasts some of the most amazing and rewarding outdoor recreation experiences in the world.

Newfoundland and Labrador Tourism partners with the Newfoundland and Labrador Outfitters Association (NLOA) to develop a fully-integrated marketing program for the hunting and fishing market.
2012 Marketing Strategy

NLOA Marketing Committee Input

Secondary Research

Current Target Audience
  Demographic
  Psychographic
  Geographic

Marketing (& Media) Toolbox

Creative Strategy
Advertising Response
2006 - 2011

Marketing efforts generated more than 130,000 Hunting & Angling inquiries - up 484%

Internet inquiries increased by 4044% from 830 to 43,679 over the same period

Sales are growing but we can collectively do more
Challenges

Travel Barriers
Distance, cost, access

Competitive Landscape

Tourism Constraints
Technology issues
tourism products & experiences

Global Economy
Consumer Confidence
Disposable Income
Competitive Insights

Differentiation is crucial, as destinations offer similar species - i.e., New Brunswick has bear, moose, salmon, trout

Destinations often chosen based on outfitter reputation and Word-of-mouth

Loyalty is high - and can lead to 90% repeat purchase

Quality online presence for outfitters is essential
85% of non-domestic web visits are from the US
60% of visits to Hunting Page are USA
40% of visits to Fishing Page are USA

Despite the recent increase in the exchange rate, the US still offers the greatest area of opportunity geographically:
- 72% of non-domestic web visits are from the US.
- 46% of visits to the Newfoundland & Labrador Tourism Hunting Page are from the US.
- 35% of visits to the Newfoundland & Labrador Tourism Fishing Page are from the US.

The USA still offers the greatest area of opportunity geographically for NL
Target Audiences

Anglers (slight priority skew to Angling in 2011).

- Predominately male.
- Aged 18-65, with a skew 45-64.
- Mid to high household income.
- Post-secondary education.
- White-collar.
- Suburban.
- Avid anglers.

Hunters.

- Male.
- Aged 25-65, with a skew 45+.
- Mid to high household income.
- Post-secondary education.
- Rural.
- Avid anglers.
Advertising’s role is to create interest to reach and persuade potential users.

The reality is that potential visitors seldom make a decision to visit a destination on the basis of a single ad.

We are continuing balancing traditional magazine advertising with a more aggressive online presence so that we are fully integrating our online presence with all elements of our campaign.

Travel influencers such as travel writers

Sales and consumer shows and promotions
Focus advertising messages using a concentrated and integrated mix of magazine and internet marketing.
Magazine audiences are expanding across platforms - the number of magazine websites, mobile applications, and e-readers are projected to grow rapidly, and magazine advertising spurs web traffic and search influencing consumers to go online to research products and services seen within the magazine ads and content. Nearly 50% of readers go online to find more information about the advertising in their printed magazines.

An exciting new partnership with North American Media Group (North American Fisherman, North American Hunter) will allow Newfoundland & Labrador Tourism to target more finitely (35% decrease in budget versus 2011) while increasing the frequency of the message, providing greater exposure via sister properties, and increasing campaign efficiency.

North American Fisherman is the largest multi-species fishing publication in the US with 500,000 national subscribers and 3.3 million readers. Published 7 times annually,

Published 8 times annually, North American Hunter is the official journal for the North American Hunting Club (NAHC) and a leading multi-species, hunting-only publication with 850,000 subscribers and readership exceeding 5 million.
In 2011, online generated 97% of the total campaign inquiries.

The 2012 online strategy will include direct marketing via eNewsletters as opposed to the printed direct mail piece that has been traditionally used.

Online synergies will continue to be realized through a variety of methods - content integration (e.g., videos) on NewfoundlandLabrador.com, integration of YouTube in messaging, digital activity, and continued CPC activity on Google.

Continue to build Tourism database. The use of direct marketing via eNewsletters and eMagazines in addition to social, email, and search activity.

Increased investment in online by 96%, strategically to drive response to

The recommended websites for 2012 are: Hunting Club and Fishing Club, InterMedia Outdoors Network, Outside Hub, and World Fishing Network. Say Media and YouTube to reinforce, build engagement, and drive traffic to NewfoundlandLabrador.com.
Website to include sales oriented outfitter packages with personalize messages
Website to include sales oriented outfitter packages with personalize messages

Website pages

- New page layout for Hunting and Angling
- Listings to sort randomly, alphabetically and by species
- Remove elements that do not relate (live chat)
- Highlight packages first: flexibility for special offers
- Outfitters to have one listing
Travel Media Program continues to grow more awareness and leads for participating host outfitters (averaging 30 H&F assignments per year since).

New Fly Fisher TV Shows

Consumer Shows & Sales Presentations

In 2012, Newfoundland & Labrador Tourism will be attending the following hunting and fishing trade shows in the US (dates TBD):

- Fly Fishing Show: Marlborough, Massachusetts.
- Safari Club International: Reno, Nevada.
- Fly Fishing Show: Somerset, New Jersey.


- National Rifle Association of America: Pittsburgh, Pennsylvania.
- Hunters Extravaganza: Fort Worth, Texas.
- Jagen und Fischen (Augsberg) 19-22 January 2012.
- Canadian shows - TBD.
In addition to Availability of game/fish success rates and unspoiled natural environment - Knowledgeable guides – are a key Factor in influencing a hunting and fishing destination decision:

Big contributor to the overall outfitting experience

The creative is built on the concept of our Guides,

Two separate campaigns; one for hunting and one for fishing using actual "NL Guides" as the basis to deliver the message.

Using the creative concept to focus on outfitters/guides who make these adventures possible, who create the experience

Differentiation
BRIAN and GORD

Newfoundland and Labrador is home to some of the friendliest, most knowledgeable guides in the industry.

Print ads ask that you watch their videos at NL.com and then you can watch them talk about fishing and hunting.
Newfoundland and Labrador is home to some of the friendliest, most knowledgeable guides in the industry.

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BRIAN and GORD

Newfoundland and Labrador is home to some of the friendliest, most knowledgeable guides in the industry.

Print ads ask that you watch their videos at NL.com and then you can watch them talk about fishing and hunting
Leverage magazine sister properties (online)
Leverage editorial /media assignments
Outfitter ads and packages can be part of the retail/classified section
Outfitter presence at shows captures sales
With the number of social networks doubling every year, this statement has never been more relevant.

We have also launched into social media, creating a branded and interactive presence on major social networks such as Facebook and Twitter and engaging with potential visitors through blogs and travel review sites like TripAdvisor.

It is easier than ever for people to share photos, videos, information, and reviews about their travel experiences, and for people to find them. Suddenly, there are millions of brand ambassadors – or not – who are influencing travel choices.

Considering that users trust other users more than corporate brands, the importance of social media in travel planning and marketing is the next big challenge.

Privacy concerns don't seem to have scared Canadians off Facebook. Canada passed the 16 million users mark in May, according to research firm Inside Network.
Discussion and Questions