



NORTHWEST TERRITORIES TOURISM

JUNE 25 | 2019

Folk On The Rocks Package | Social Ad Buy 2019

Facebook & Instagram Paid Ads

GOAL: To drive Folk On The Rocks 2019 package purchases at touchthearctic.com

KPI: Engagement Rate of 2.5% (Further seeking active engagement of “wow” and “love” reactions)

Campaign Dates: June 26 - July 9 2019

Platforms: Facebook, Instagram

Audience: Male & Female Ages 30 - 50 | Edmonton + 50km

Ad Buy Budget: \$900

CTA Landing Page: *BOOK NOW*

<http://www.touchthearctic.com/folk-on-the-rocks.html>

CREATIVE

VERSION 1

Text Copy: *Folk On The Rocks kicks off July 12 [guitar emoji]*

Headline: *4 Day / 3 Night Package*

CTA: *BOOK NOW*

VERSION 2

Text Copy: [none. Focus is on ad creative]

Headline: *Folk On The Rocks 4 Day Package*

CTA: *BOOK NOW*



Image:

