

Travel Manitoba – Canada’s Heart is Calling Brand Strategy Campaign

Online news sites and other influencers were the biggest source of coverage at 51.5% followed by blogs at 15.2% and trade publications at 9.1%. News outlets in Manitoba, Alberta, Saskatchewan, British Columbia, Ontario, Nova Scotia, the United States and Germany all picked up the news of Travel Manitoba’s new brand.

Sample news coverage:

News Outlet	Link
Globe and Mail	https://www.theglobeandmail.com/canada/article-manitoba-reveals-new-tourism-slogan-to-pitch-to-visitors/
Radio CBC Canada	https://ici.radio-canada.ca/nouvelle/1946961/tourisme-manitoba-campagne-marketing-centre-canada
Winnipeg CTV News	https://winnipeg.ctvnews.ca/manitoba-reveals-new-tourism-slogan-to-pitch-to-post-pandemic-visitors-1.6223489
Barrie Today	https://www.barrietoday.com/business/manitoba-reveals-new-tourism-slogan-to-pitch-to-post-pandemic-visitors-6352199
SaskToday	https://www.sasktoday.ca/national-business/manitoba-reveals-new-tourism-slogan-to-pitch-to-post-pandemic-visitors-6352209
FWV Travel Talk	https://www.fvw.de/touristik/destination/kanadische-provinz-travel-manitoba-ueberrascht-mit-neuem-markenauftritt-231469?crefresh=1

Top five placements for sponsored news release:

Outlet	Impressions
thrillist.com	46,336
tripadvisor.com	19,127
cntraveler.com	14,324
nationalgeographic.com	7590
tripsavvy.com	4054

Links to YouTube videos:

- [When your heart needs travel, Canada’s Heart is Calling.](#)
- [When your heart needs to race, Canada’s Heart is Calling.](#)
- [When your heart needs quiet, Canada’s Heart is Calling.](#)
- [When your heart needs to sing, Canada’s Heart is Calling.](#)
- [When your heart needs to reflect, Canada’s Heart is Calling.](#)