



TOURISM NEW BRUNSWICK

A COMPLEX CAMPAIGN EXECUTED FLAWLESSLY

■ EXECUTIVE SUMMARY

Many advertising agencies have the creativity to come up with ingenious marketing campaigns. The problem, however, is being able to execute them. That was the case with m5's Tourism New Brunswick campaign. But with the expertise and practical knowhow of Fervent Events, we were able to pull off an unforgettable campaign in record time.

■ THE CLIENT

m5 Marketing Communications is a multiregional branding corporation that's offered world-class marketing expertise to its ever-growing list of clients since 1981. It has offices in Nova Scotia, Newfoundland and Labrador, and New Brunswick, just to name a few. They've represented such brands as GM, Nalcor Energy, Acadia University, and of course Tourism New Brunswick.

■ THE RESULTS



Juggled an overwhelming number of factors



Adhered to an unnervingly tight deadline



Sourced from multiple local vendors



Executed an unforgettable campaign



THE GOAL

The beauty of New Brunswick needs to be experienced, not just seen, to be fully appreciated. That's why m5, Tourism New Brunswick's advertising agency, came up with the idea of sending unsuspecting city dwellers from Toronto and Montreal on an all-expenses-paid 36-hour, immersive experience in beautiful New Brunswick.

And the kicker? The entire adventure would be filmed from start to finish, giving m5 the footage needed to launch a subsequent social media campaign in Spring of 2018.

■ THE PLAN

The plan was relatively straight forward: one local taxi from Toronto and Montreal would be decked out in New Brunswick branding (along with some eye-catching flair), pick up a fare, use a “New Brunswick Insider” in the front seat to promote the area using old school one-on-one conversation, and finally invite the guests to drop everything and head out on free adventure!

Each cab would need to be outfitted with custom designed decoration. Cameras, microphones, etc. would also have to be embedded directly into the vehicle for maximum exposure.

The key element here would be authenticity. No paid actors. No scripts. Just real emotions and reactions from genuinely relatable people. That way, viewers at home can put themselves in their shoes – feel what they feel, see what they see. It’d be like experiencing the trip firsthand. And New Brunswick is, after all, about the experience.

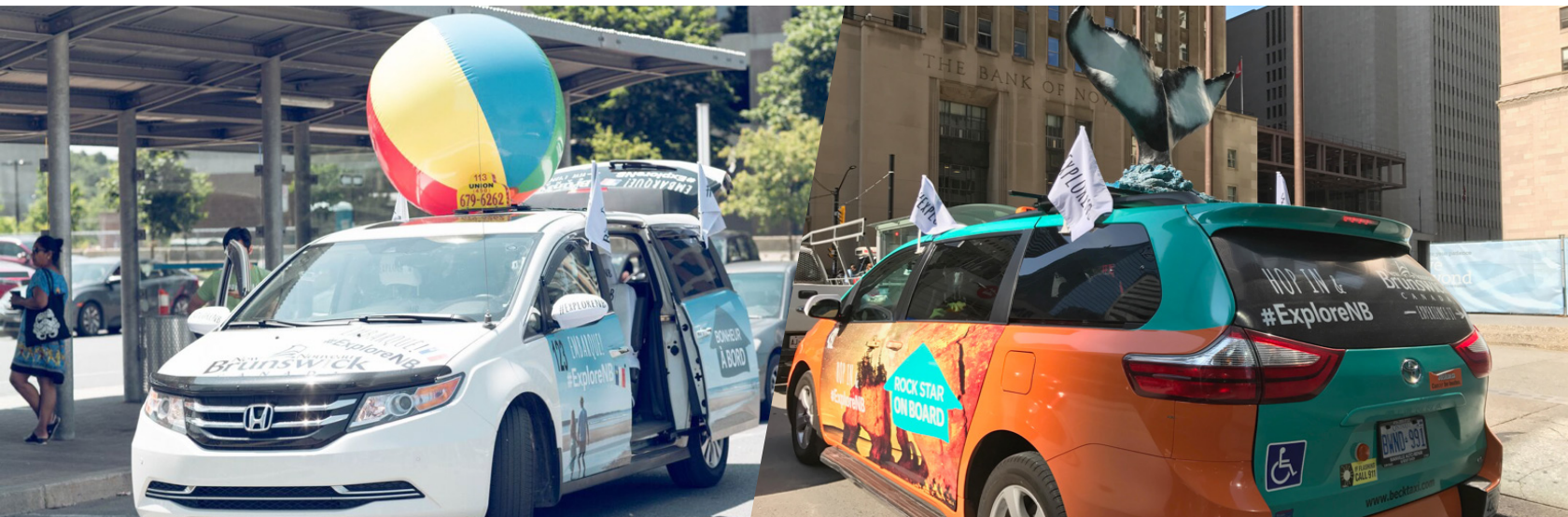
Additionally, 10 more cabs (5 in both Toronto and Montreal) would drive around each city offering free rides all day, courtesy of course of Tourism New Brunswick.

The plan was set. Now, all m5 needed to do was find an execution partner to implement it. That’s where Fervent Events came in.

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“This was the most complex ‘stunt’ we’ve ever taken on and it went off without a hitch.. All thanks to the awesome, professional, well organized and enthusiastic team at Fervent Events. The way they made our creative concept come to life was magical.”

- Alanda Banks ‘Manager of Advertising & Social Media at New Brunswick Tourism & Parks’



■ THE CHALLENGE

While the details of the project were clear, there were a few problems that set this campaign apart.

First off was the fact that this particular campaign was far more complex than your run-of-the-mill marketing effort. There were a variety of **Moving Pieces**, all of which had to be precisely coordinated in order to pull this off.

Next was the timing. m5 approached Fervent Events in mid-June and was looking for an execution date in the second half of July. That didn’t leave a whole lot of time for planning and, more importantly, zero room for failure.

And finally, the inherent uncertainty of the idea itself (i.e. picking up unsuspecting passengers and asking them to drop everything for an impromptu vacation) made it especially crucial that all the other details were executed flawlessly.



THE MOVING PIECES

There was much more to the Tourism New Brunswick campaign than just hiring and staffing. And with Fervent Events' specialty in experiential marketing, we had the skills and expertise to juggle them all. Here are just a few of the elements involved to give you an idea of its scope:

- Finding a versatile and flexible partner taxi company
- Negotiating driver contracts that incorporated unusual terms (i.e. picking up guests for free, vinyl wrapping their official vehicles, etc.)
- Sourcing promotional materials including custom car seat covers, head rest covers, floor mats, iPads, t-shirts, and gift bags
- Custom design and fabrication of a realistic 4x4 ft Whale Tale that was easily attachable to the Toronto taxi roof and able to withstand the elements (valued at over \$5000)
- Production of variously sized vinyl wraps crafted specifically for the chosen taxis
- Same day removal of vinyl wraps
- Hiring and managing a film team capable of outfitting taxis with production equipment, following, filming, and recording audio of the taxi from another vehicle, and filming the ensuing trip to New Brunswick
- Planning flights, vehicles, & accommodations of the film crew and trip guests
- Creating liability waivers and providing liability insurance
- Working out day-of logistics including who to target, when and where to pick up passengers, etc.
- Hiring photographers

■ THE EXECUTION

Despite a variety of intricate challenges, Fervent Events executed the campaign without a hitch! The meticulous planning and coordination of all the individual factors, vendors, and staff turned this dauntingly complex marketing campaign into an unforgettable New Brunswick experience.

What's more, it gave m5 the marketing assets it needs to carry out their future social media promotion to further stimulate tourism in the New Brunswick province.

And best of all – this multifaceted campaign was completed from start to finish in just 21 days!

While other experiential marketing agencies may have drawn the line simply at hiring and staffing brand ambassadors, Fervent Events met the complexity of the Tourism New Brunswick campaign head on. The combination of our exceptional event management, ironclad relationships with vendors, and our enthusiasm for a well-executed plan helped make this formidable campaign a sterling success.

And we couldn't be prouder.



“Our event went phenomenally well from start to finish thanks to Fervent Events and their team’s preparation, attention to detail and seamless implementation. Their ability to work with us as an execution partner and bring our creative ideas to life was unparalleled. We look forward to working with them again and pushing the limits even more.”

- Rick Rouah (Executive Vice President M5 Marketing Communications)

Are you looking for assistance in the development or execution of your next experiential or guerrilla marketing campaign? If so, contact us today at **416.908.2004** or shoot us an email at **michael@ferventevents.com**