



## CLIENT

Tourism Industry Association of Prince Edward Island

### ABOUT THE CAMPAIGN

Tourism Industry Association of Prince Edward Island (TIAPEI) recently launched a seven-week awareness campaign, NOW more than ever #tourismcounts, to educate Islanders about the stark reality that PEI's tourism industry is facing. As part of the campaign, TIAPEI is urging Islanders to take the pledge and support PEI's tourism industry so it can survive and continue to contribute to our provincial economy.

The campaign is currently running and includes media buying for digital and CBC ads, video and photography production, creation of infographics, a new website landing page, social media, and a digital campaign using Twitter, LinkedIn, Facebook, Instagram, and display ads.

### WE APPLIED

- Strategy
- Campaign Management
- Digital Advertising
- Content Creation
- Photo and Video Asset Development
- Social Media Management

Now **More Than Ever**  
**#TOURISMCOUNTS**  
**PLEDGE YOUR SUPPORT**



Tourism Industry  
 Association of  
 Prince Edward Island

The campaign slogan was created by VMG and used on graphics, digital ads, social media, and the website.



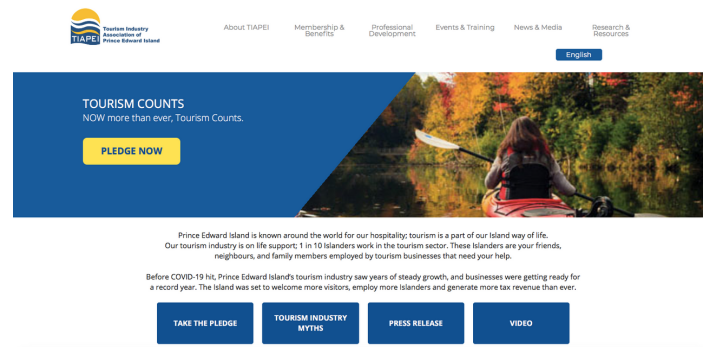
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### CAMPAIGN CREATIVE EXAMPLES

#### Campaign Landing Page



#### Digital Ads



#### Social Media Posts

