



2015 Canadian Marketing Campaign Results



Online advertising, social media and PR efforts generated interest in the boating lifestyle

Over 474,000 Canadians visited a manufacturer website directly from DiscoverBoating.ca
up 80% year over year

251 million impressions for the boating lifestyle
up 118%



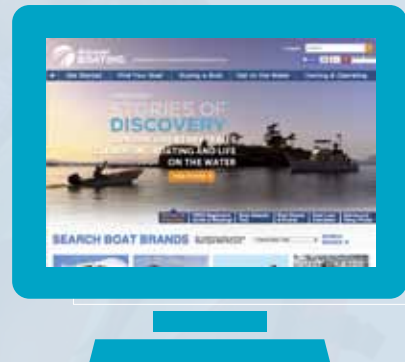
20.6 million impressions through media stories and TV segments
up 47%



Almost 1 million DiscoverBoating.ca users
up 147%

2.9 million Canadians watched the Stories of Discovery videos
up 393%

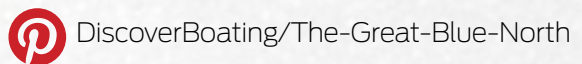
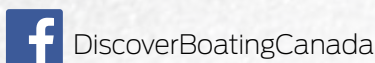
93% of our target audiences said these videos made them feel more positive about boat ownership.



90% of our target audience who saw these videos made them think that boating's benefits are worth its costs

88% of that same target audience said that watching these videos made them feel better about the boating lifestyle.

Follow us on Social Media, Share our Content and Stay in the Know



For more information contact Tracey Hart, Director of Marketing, Discover Boating Canada
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Take Advantage of Complimentary Marketing Content, Tools & Materials



Stories of Discovery

Real boaters' inspiring stories help make your website more engaging & interactive. Promote through your social media channels to get more people to visit your website.



Webinars for your staff

A quick and easy resource to help you keep up with marketing trends to grow your business.



Beginner's Guide to Boating

Generate potential boat sales utilizing this popular printed guide to help educate would-be boaters.



Welcome to the Water POS

Boat windshield and window clings (different boat activity versions), stand-up showroom cards and more!



PR University Templates

Tips and templates help you promote your business.

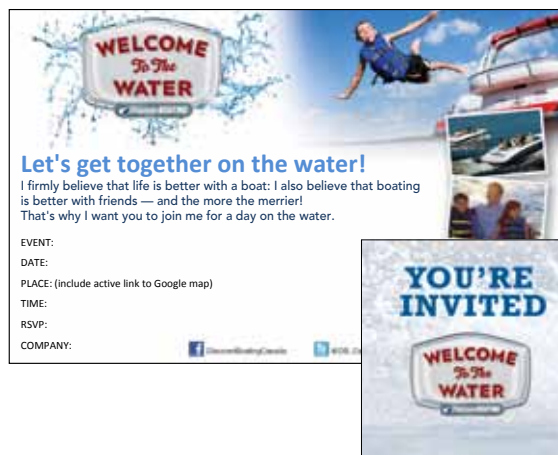
Welcome to the Water Events

Co-brand and leverage these materials to invite non-boaters to your events.



Interactive Tools for Your Website

The Spousal Conversion Kit, Loan Calculator and more encourage visitors to spend more time on your website.



Visit DiscoverBoating.ca/tools or fr.DiscoverBoating.ca/outils for industry information & resources