

Inspiring Canadian Travelers

Interactive contest drives engagement

OVERVIEW

An international tourism board partnered with Postmedia to position their country as a premier travel destination and strengthen connections with Canadian travelers. The goal was to spark interest, build awareness, and grow their social media following by engaging audiences with interactive and shareable content.

APPROACH

The centerpiece of the campaign was a custom contest microsite, supported by sponsored content, in-feed ads, interscroller units, paid social, social amplification, and programmatic display. The contest generated more than 28K entries and 1K+ opt-ins, while paid social campaigns reached 2.5M users and drove 14.5K+ clicks. High-performing interscroller ads delivered nearly 200K impressions with a strong 0.76% CTR, and additional social amplification added another 704K impressions with 11.6K+ clicks at an impressive 1.65% engagement rate. Programmatic and in-feed ads contributed additional reach, ensuring the destination stayed top of mind for Canadian travelers.

CONCLUSION

The multi-layered campaign exceeded expectations, building excitement around the country and establishing it as a top-tier tourism hotspot. By combining an interactive contest with sponsored content and targeted ad placements, the initiative connected meaningfully with Canadian audiences, driving both awareness and engagement.

28K

CONTEST ENTRIES

2.5M

SOCIAL IMPRESSIONS

14.5K

SOCIAL CLICKS

