TOURISM KELOWNA SETS ITSELF APART USING BRANDED CONTENT

THE CHALLENGE

Tucked into British Columbia’s beautiful Okanagan Valley, Kelowna’s numerous wineries, farm-to-table food scene, and penchant for outdoor activities make it one of few destinations that is perfect for all types of visitors. Tourism Kelowna wanted to showcase that with a sustained content campaign speaking to British Columbia, Alberta, and Saskatchewan residents throughout peak travel seasons.

OUR SOLUTION

Pressboard built a comprehensive content campaign that generated 13 original branded stories, published natively on seven leading publications. The content inspired people to visit Kelowna by highlighting arts and culture, entertainment, outdoor adventures, restaurants, festivals, and other interesting stories that are unique to Kelowna, all through the brand voice of each publication.
All stories were presented by Tourism Kelowna

CAMPAIGN HIGHLIGHTS

Campaign exceeded targets, resulting in added-value of over $15,000 for Tourism Kelowna.

Average reader spent over 1 minute actively engaged with the branded stories.

Over 11K social engagements as readers liked, commented and shared the stories with friends and family.

Branded footer and footer image accompanied each story