

SOUTH ISLAND

SPIRIT LOOP

LANGFORD > SOOKE > PORT RENFREW > MALAHAT

PHASE ONE & TWO CAMPAIGNS



WHAT IS THE SPIRIT LOOP?

In late 2021, the City of Langford, in partnership with Sooke to Port Renfrew Regional Tourism Association, Malahat Nation, Malahat Skywalk and Destination BC, announced the formation of a new tourism marketing collective. The Spirit Loop is positioned to promote unique tourism experiences in Langford, Sooke, Port Renfrew and Malahat regions.

As part of this initiative, Langford has benefited from a series of engaging marketing activities including:

- A short-documentary style film
- High quality photos and video assets
- Media PR kit
- Hosting travel writers to Langford, resulting in a recent feature in Canadian National Geographic
- Inclusion in the Spirit Loop campaign

The \$91,500 Spirit Loop campaign leveraged media channels that best showcased visuals of the amazing destinations and attractions. Both Connected TV apps (Gem, Roku, etc.) and in-feed social media advertisements were targeted in select geographic regions and audience segments. The campaign was successful in effectively reaching a wide audience, driving engagement on social accounts and growing traffic for local stakeholders. [SPIRITLOOP.CA](https://spiritloop.ca)

SOUTH ISLAND

SPIRIT LOOP

PHASE ONE DETAILED METRICS

START DATE OCTOBER 22, 2021
END DATE MARCH 31, 2022



PHASE ONE TOTALS

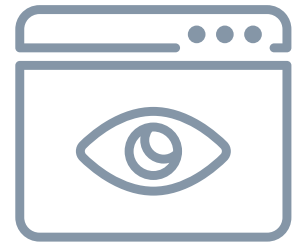
CAMPAIGN TOTALS



Amount Spent

\$24,742.65

Total amount spend on digital advertising media



Spend Impressions

1,842,544

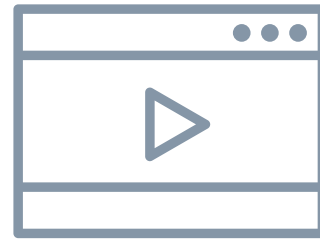
Total number of ads served



Clicks

13,408

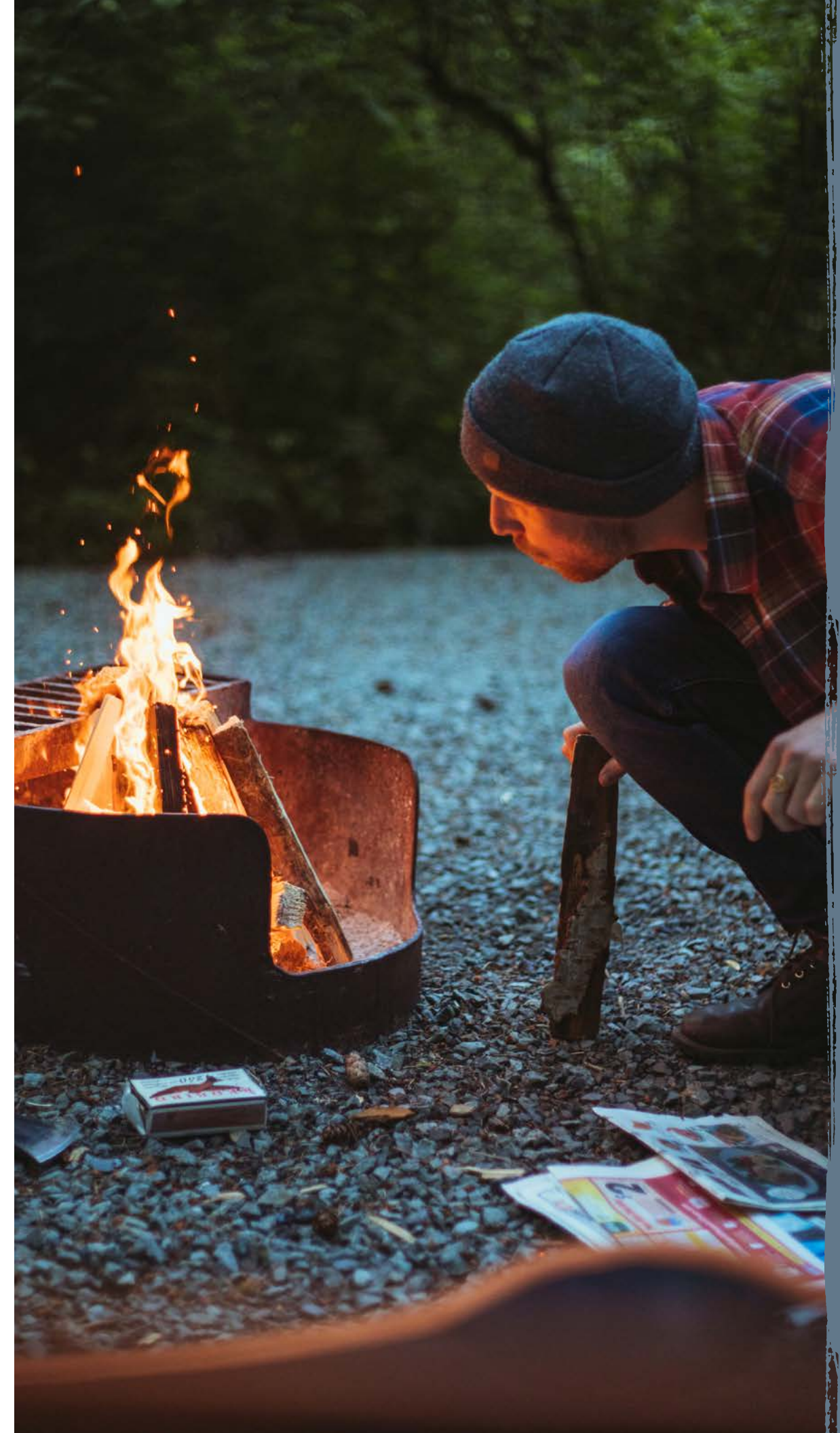
Total number of ads that were clicked to send users to the Spirit Loop website



Video Completions

640,772

Total number of times that the spiritloop video ad was watched from start to finish.





PHASE ONE TOTALS

WEBSITE STATS



Unique Users
15,742



Average Pages per Session
1.8



Average Time on Site
1:08



Email Subscribers
202

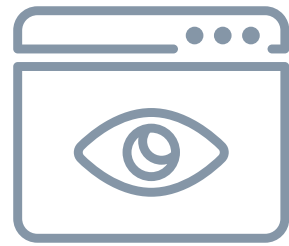
SOCIAL STATS

INSTAGRAM

> Totals from instagram campaigns which were split into campaigns focused on website traffic or video completions.



Amount Spent
\$4,461.91



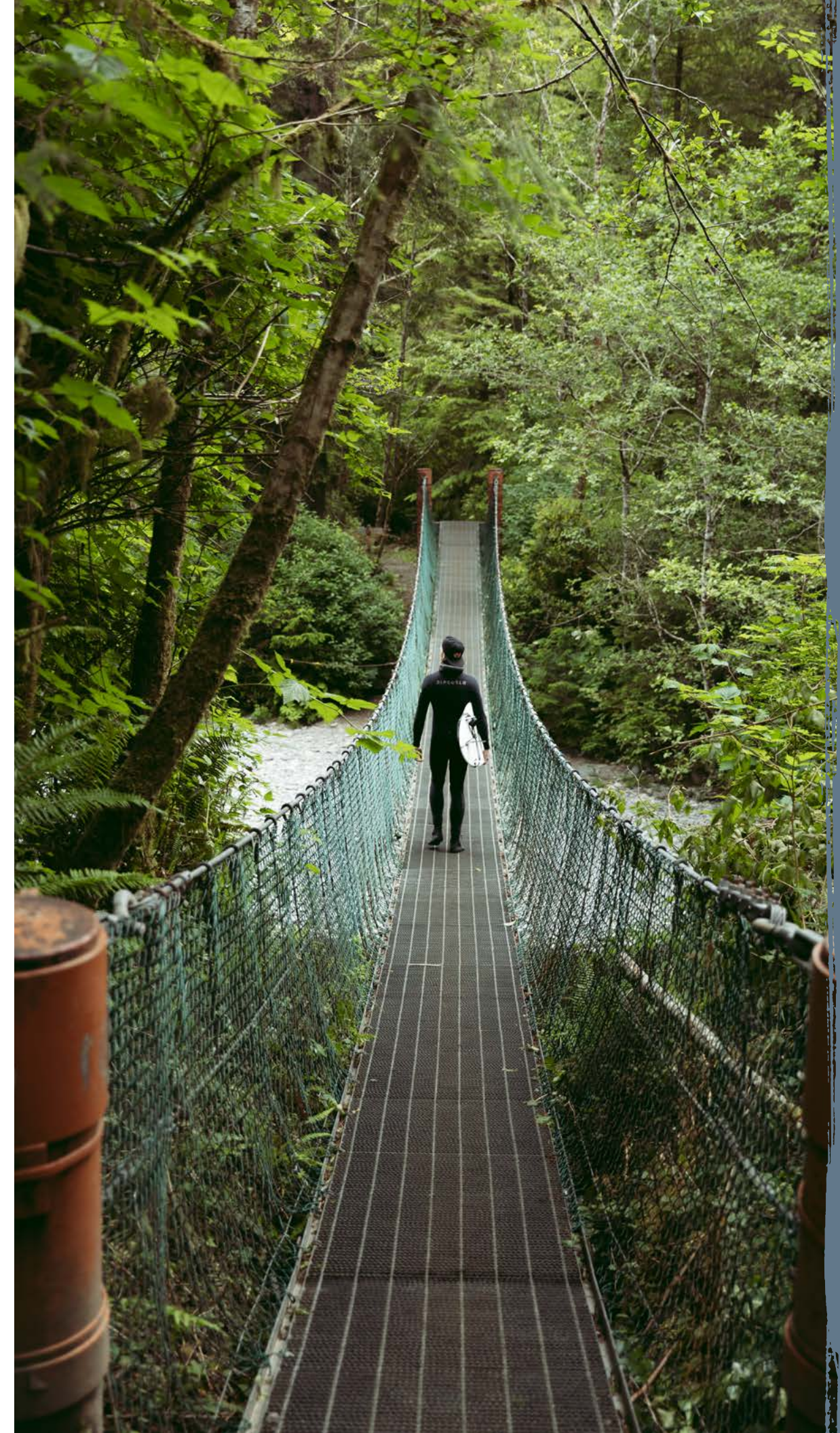
Impressions
357,218



Reach
165,744



Post Engagements
33,934





SOCIAL STATS

TRAFFIC CAMPAIGNS

Instagram carousel and image campaigns aimed specifically at guiding users to the website with captivating visuals and compelling content.



Clicks to Website
1,671



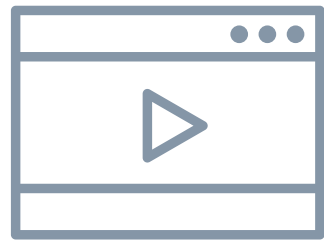
Click Through Rate
0.90%



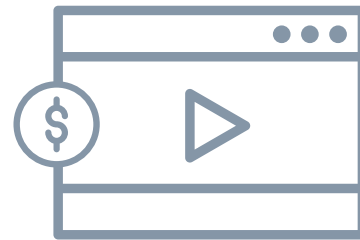
Costs Per Click
\$1.07

VIDEO CAMPAIGNS

Instagram campaigns that used videos to raise awareness and were optimized towards users who watched them in entirety and retained information about the destination.



Video Completions
7,113



Costs Per View
\$0.57



YOUTUBE

15-second and 30-second video ads ran on a select list of YouTube channels, targeting frequent travelers who aligned with one of Spirit Loop's three travel profiles.



Amount Spent
\$4,999.86



Impressions
543,389



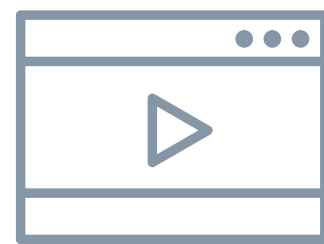
Clicks
596



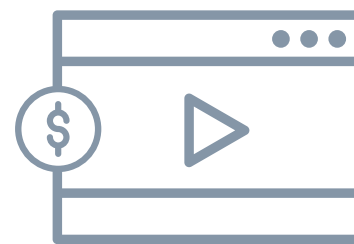
Click Through Rate
0.11%



Cost Per Click
\$8.39



Video Completions
460,411



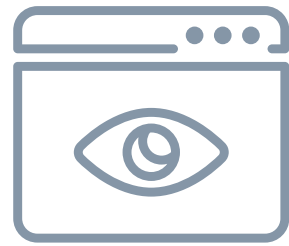
Costs Per View
\$0.01

NATIVE - DISCOVERY APP, YOUTUBE & GMAIL

> Native ads on the google platform that match the look and feel of the placement's environment. These ads combine images, headlines and descriptions and appear on Youtube, Gmail and the mobile discovery app.



Amount Spent
\$5,280.88



Impressions
668,736



Clicks
8,061



Click Through Rate
1.21%



Cost Per Click
\$0.66

CBC CONNECTED TV

> 15-second and 30-second video ads showcased on CBC TV apps, including CBC Gem and the CBC News App



Amount Spent
\$10,000



Impressions
273,201



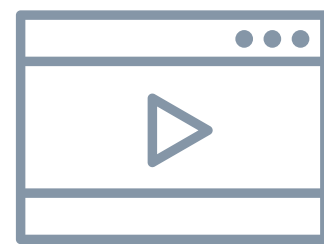
Clicks
2,522



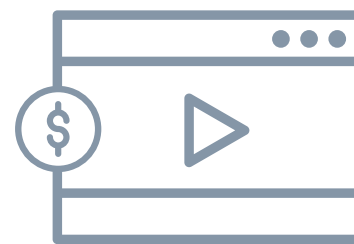
Click Through Rate
0.92%



Cost Per Click
\$3.97



Video Completions
173,248



Costs Per View
\$0.06

SOUTH ISLAND

SPIRIT LOOP

PHASE TWO DETAILED METRICS

START DATE: MAY 5, 2023
END DATE: JUNE 25, 2023

PHASE TWO TOTALS

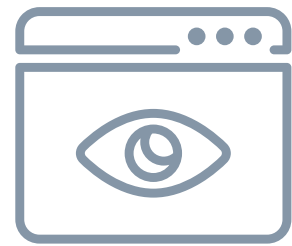
CAMPAIGN TOTALS



Amount Spent

\$32,008.59

Total amount spend on digital advertising media



Spend Impressions

4,664,941

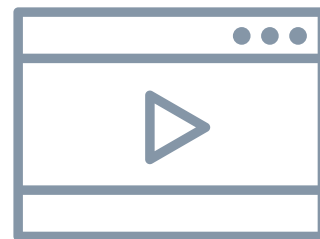
Total number of ads served



Clicks

17,291

Total number of ads that were clicked to send users to the Spirit Loop website



Video Completions

81,934

Total number of times that the spiritloop video ad was watched from start to finish.





PHASE TWO TOTALS

WEBSITE STATS



Unique Users
14,446



Average Pages per Session
1.8



Average Time on Site
1:39



Itinerary Clicks
2,330

INSTAGRAM

> Totals from instagram campaigns which were split into campaigns focused on website traffic or video completions.



Amount Spent
\$8,836.64



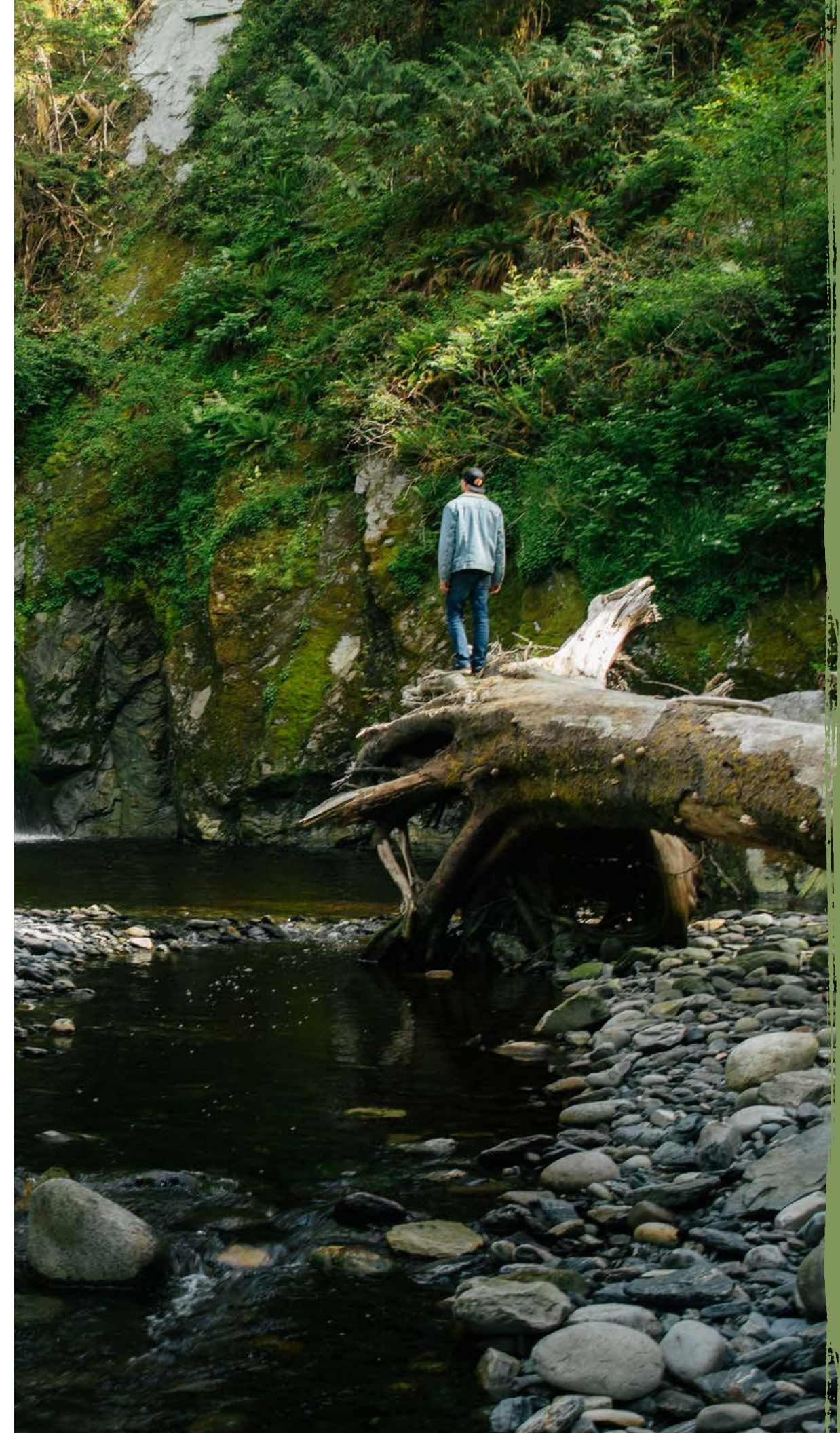
Impressions
1,620,135



Reach
491,550



Post Engagements
237,446





SOCIAL STATS

TRAFFIC CAMPAIGNS

Instagram carousel and image campaigns aimed specifically at guiding users to the website with captivating visuals and compelling content.



Clicks to Website
2,761



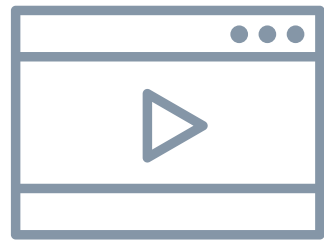
Click Through Rate
1.26%



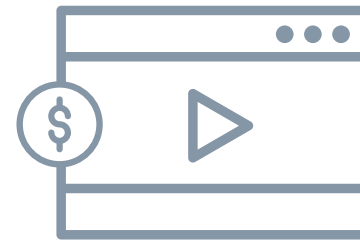
Costs Per Click
\$0.88

VIDEO CAMPAIGNS

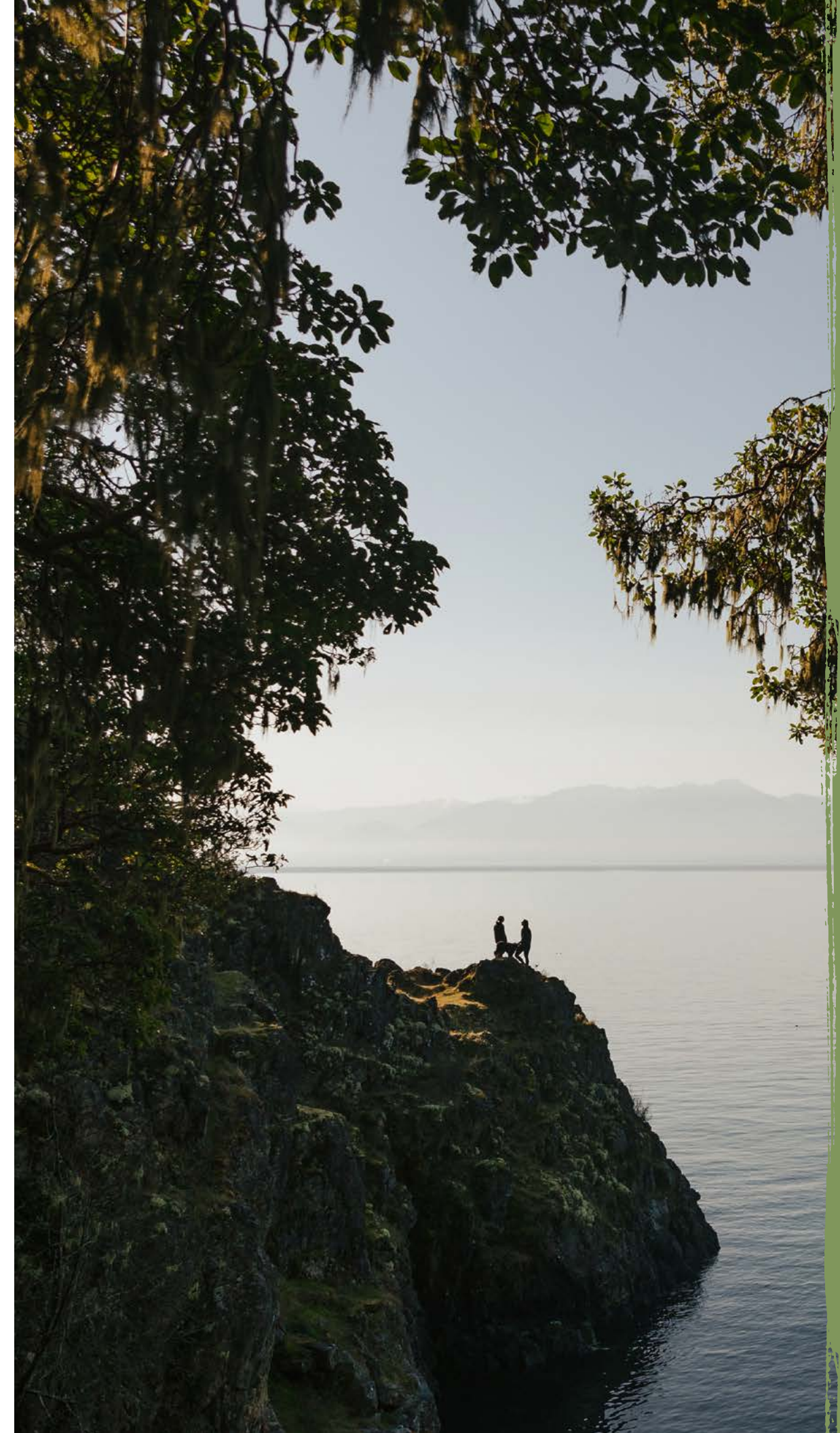
Instagram campaigns that used videos to raise awareness and were optimized towards users who watched them in entirety and retained information about the destination.



Video Completions
12,556



Costs Per View
\$0.54

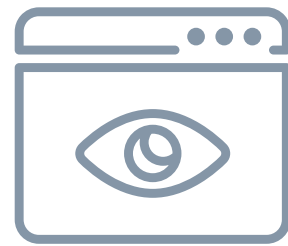


YOUTUBE

15-second and 30-second video ads ran on a select list of YouTube channels, targeting frequent travelers who aligned with one of Spirit Loop's three travel profiles.



Amount Spent
\$5,750.52



Impressions
2,797,492



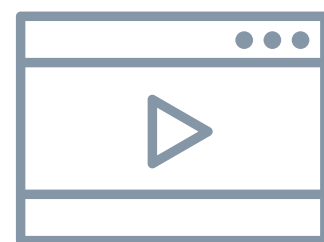
Clicks
6,097



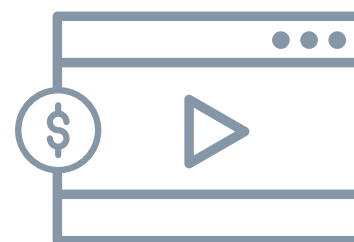
Click Through Rate
0.22%



Costs Per Click
\$0.94



Video Completions
69,378



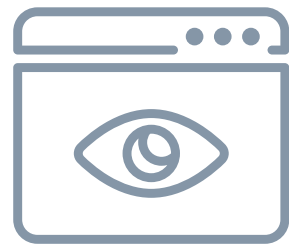
Costs Per View
\$0.08

NATIVE - DISCOVERY APP, YOUTUBE & GMAIL

> Native ads on the google platform that match the look and feel of the placement's environment. These ads combine images, headlines and descriptions and appear on Youtube, Gmail and the mobile discovery app.



Amount Spent
\$2,654.12



Impressions
208,219



Clicks
5,242



Click Through Rate
2.52%



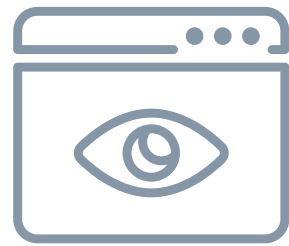
Cost Per Click
\$0.51

SEARCH

Text-based ads positioned the Spirit Loop alongside relevant Google search queries, offering it as a solution to users' searches. Comprehensive keyword research shaped a strategy targeting users exploring vacation possibilities on Vancouver Island and road trips throughout British Columbia.



Amount Spent
\$2,333.32



Impressions
39,095



Clicks
3,191



Click Through Rate
8.16%



Cost Per Click
\$0.73

CINEPLEX

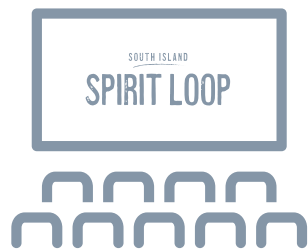
High resolution 4k ads that appeared Cineplex screens during the Pre-Show, alongside a mix of content. These ads provided an engaging experience with a cinematic Spirit Loop video that displayed prior to the movie trailers.



Amount Spent
\$12,433.99



Days Shown in Theatre
35



Attendance
211,233

THEATRES

SilverCity Riverport

Cineplex Metropolis

Cineplex Park Royal & VIP

Cineplex Marine Gateway & VIP

The Park Theatre

Scotiabank Vancouver

Cineplex International Village

SOUTH ISLAND

SPRIT LOOP

PRINT AD EXECUTIONS



DISCOVER MAGAZINE



SOUTH ISLAND
SPIRIT LOOP
LANGFORD > SOOKE > PORT RENFREW > MALAHAT

It's time for a getaway, a break, an adventure or a chance to relax and reset. Whether you only have a couple of days, or a whole week, the South Island Spirit Loop is calling your name. Connecting Langford, Sooke, Port Renfrew and the Malahat on Southern Vancouver Island, British Columbia, the Spirit Loop is the ultimate adventure to find a deeper connection to both the land, community and culture. From hiking, fishing, camping and dining to peering out over Finlayson Arm, Mount Baker and the distant Coast Mountains atop the spectacular Malahat Skywalk. Let nature take the wheel. To learn more, visit: spiritloop.ca

MALAHAT SKYWALK

LANGFORD > SOOKE > PORT RENFREW > MALAHAT spiritloop.ca | Connect with us on  @spiritloop

VISITORS GUIDE




SOUTH ISLAND
SPIRIT LOOP
LANGFORD > SOOKE > PORT RENFREW > MALAHAT

It's time for a getaway, a break, an adventure or a chance to relax and reset. Whether you only have a couple of days, or a whole week, the South Island Spirit Loop is calling your name. Connecting Langford, Sooke, Port Renfrew and the Malahat on Southern Vancouver Island, British Columbia, the Spirit Loop is the ultimate adventure to find a deeper connection to both the land, community and culture. From hiking, fishing, camping and dining to peering out over Finlayson Arm, Mount Baker and the distant Coast Mountains atop the spectacular Malahat Skywalk. Let nature take the wheel. To learn more, visit: spiritloop.ca

MALAHAT SKYWALK

LANGFORD > SOOKE > PORT RENFREW > MALAHAT spiritloop.ca | Connect with us on  @spiritloop

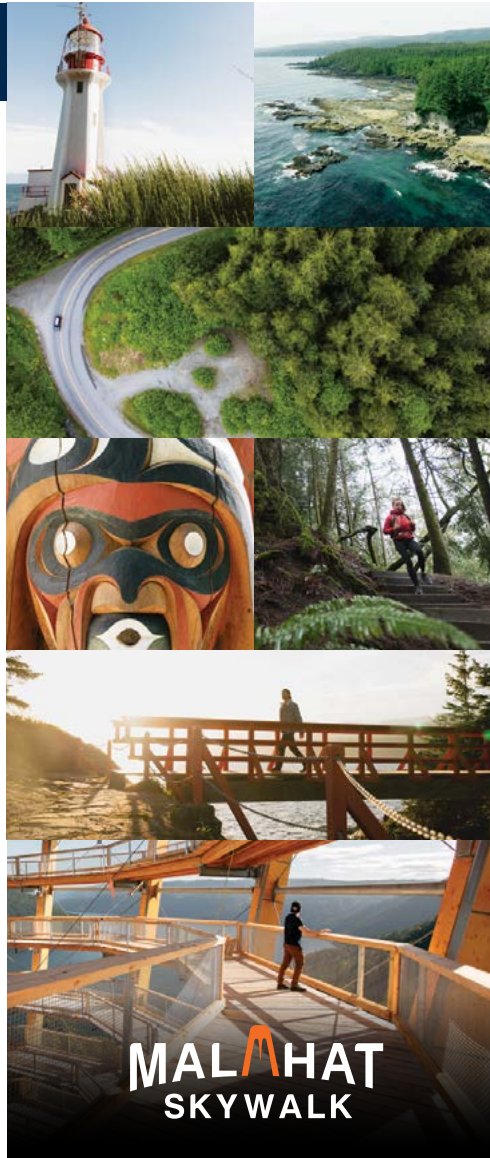
VISIT MAJESTIC VANCOUVER ISLAND, BRITISH COLUMBIA



SOUTH ISLAND
SPIRIT LOOP
LANGFORD > SOOKE > PORT RENFREW > MALAHAT

EXPLORE SOME OF THE BEST KEPT SECRET LOCATIONS ON VANCOUVER ISLAND.
The South Island Spirit Loop is calling your name. The Loop is the ultimate Southern Vancouver Island adventure connecting Langford, Sooke, Port Renfrew and the Malahat. Find a deeper connection to both the sea, land, community and culture. Peer out over the Finlayson Arm, Mount Baker and the distant Coast Mountains atop the spectacular Malahat Skywalk or hike, fish, camp or choose the perfect spot for a quick bite or a relaxed dinner. Whatever you decide, let nature take the wheel. For suggested trip planning itineraries visit: spiritloop.ca

LANGFORD > SOOKE > PORT RENFREW > MALAHAT



Connect with us | spiritloop.ca
@spiritloop

SOUTH ISLAND

SPIRIT LOOP

DIGITAL AD EXECUTIONS

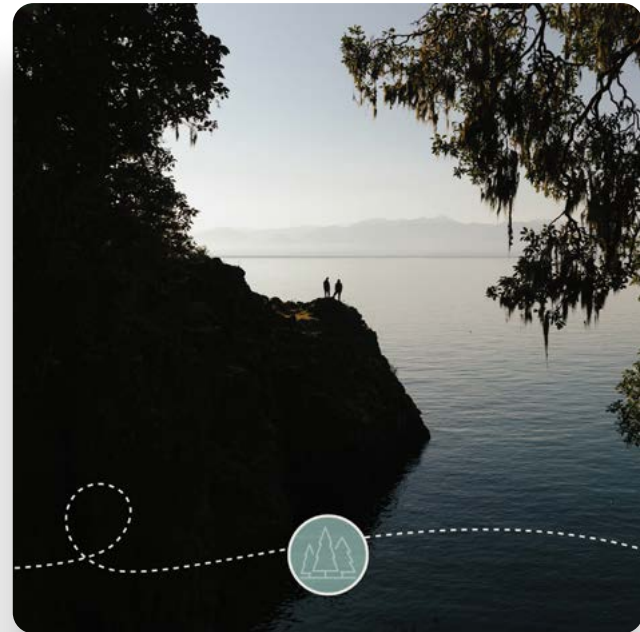




INFEEED LOCATION ADS



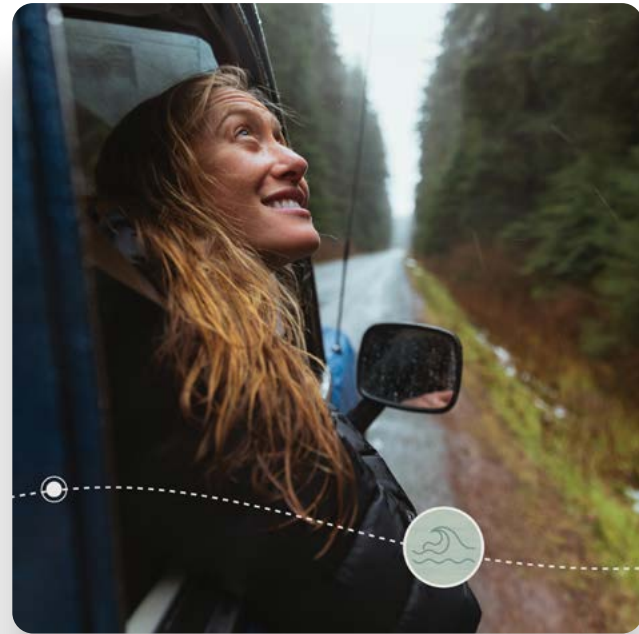
INFEEED SIGHT ADS



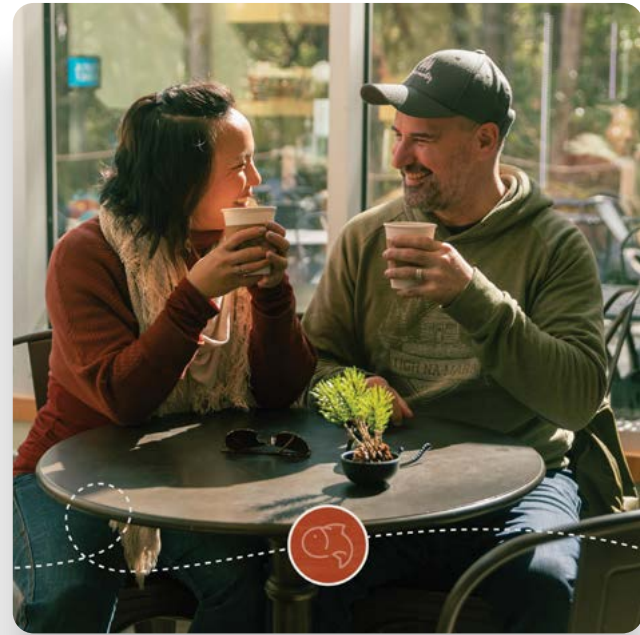
INFEEED SMELL ADS



INFEEED SOUND ADS



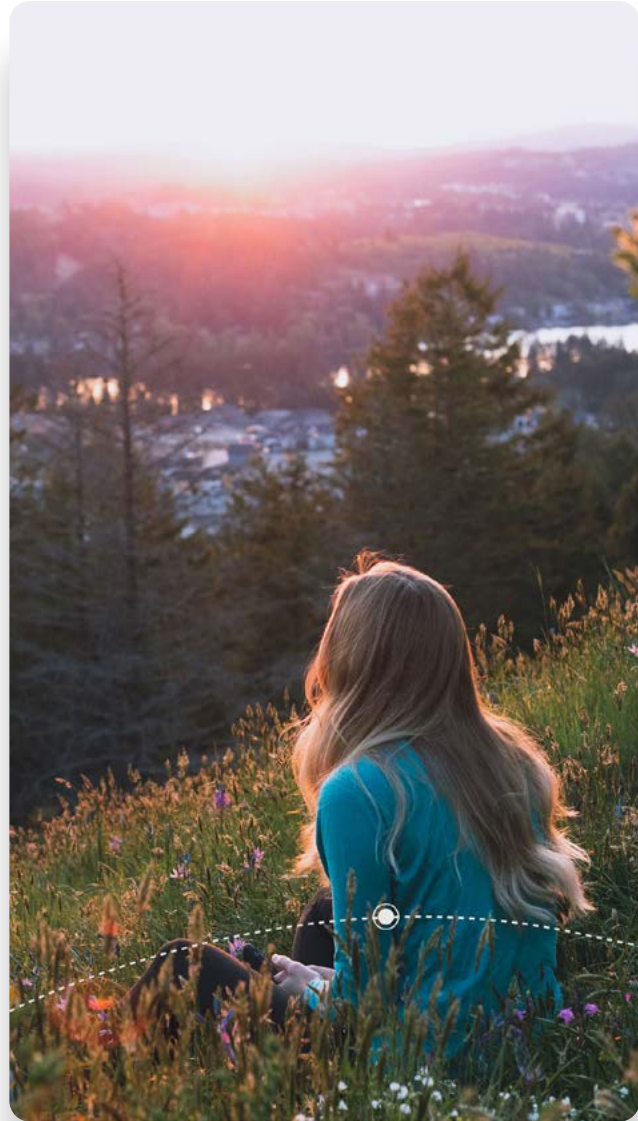
INFEED TASTE ADS



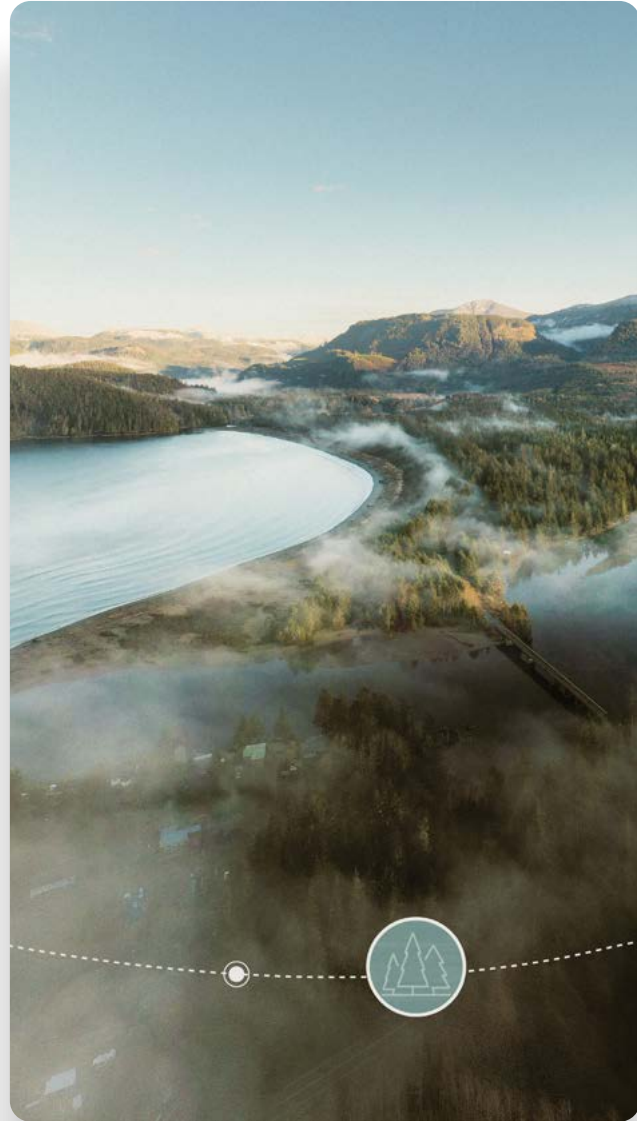
INFEED TOUCH ADS



STORY LOCATION ADS



STORY SIGHT ADS



STORY SMELL ADS



STORY SOUND ADS



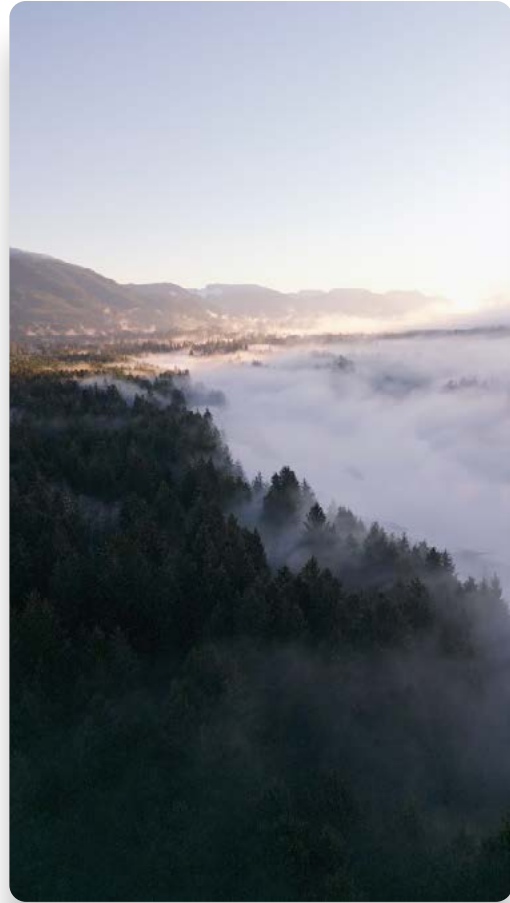
STORY TASTE ADS



STORY TOUCH ADS



STORY REELS



Sight



Smell




Sound



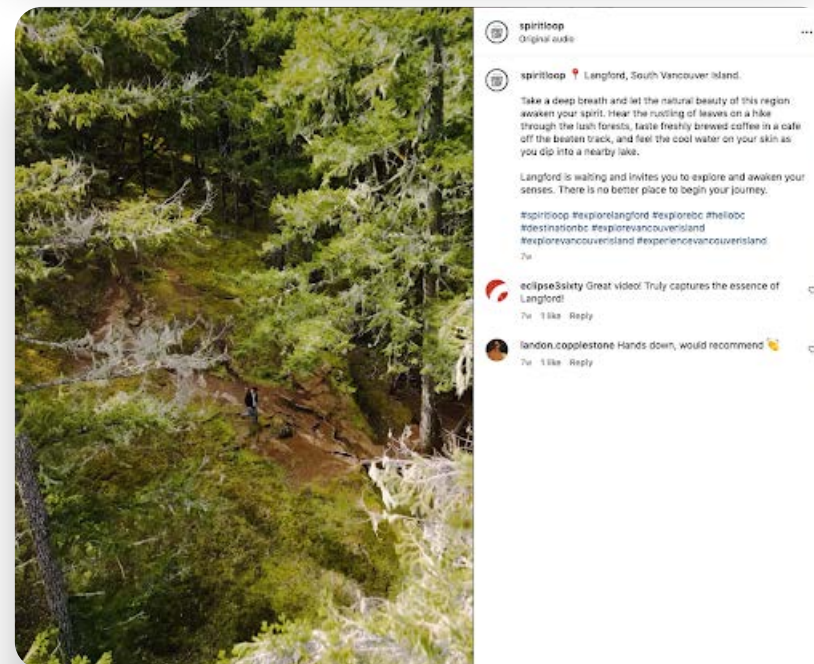
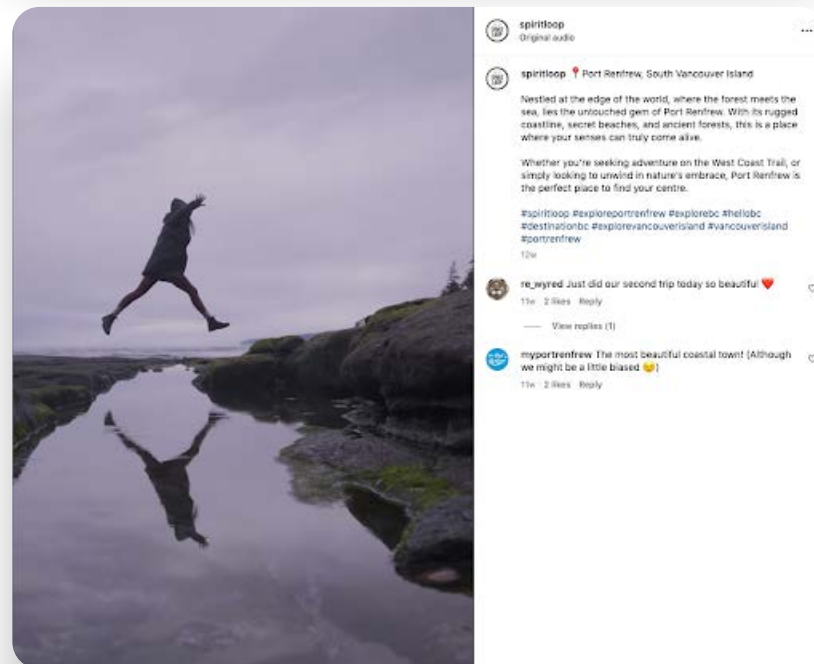
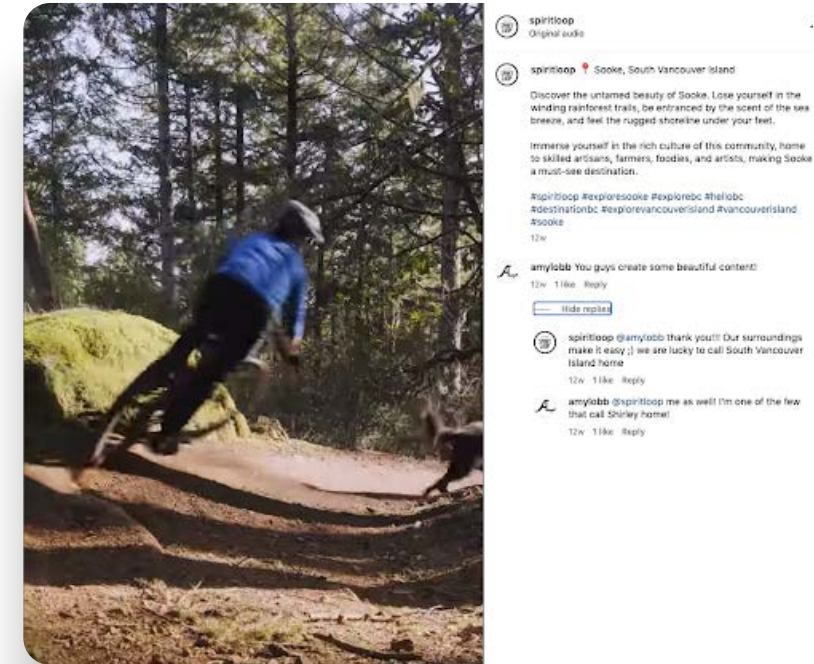
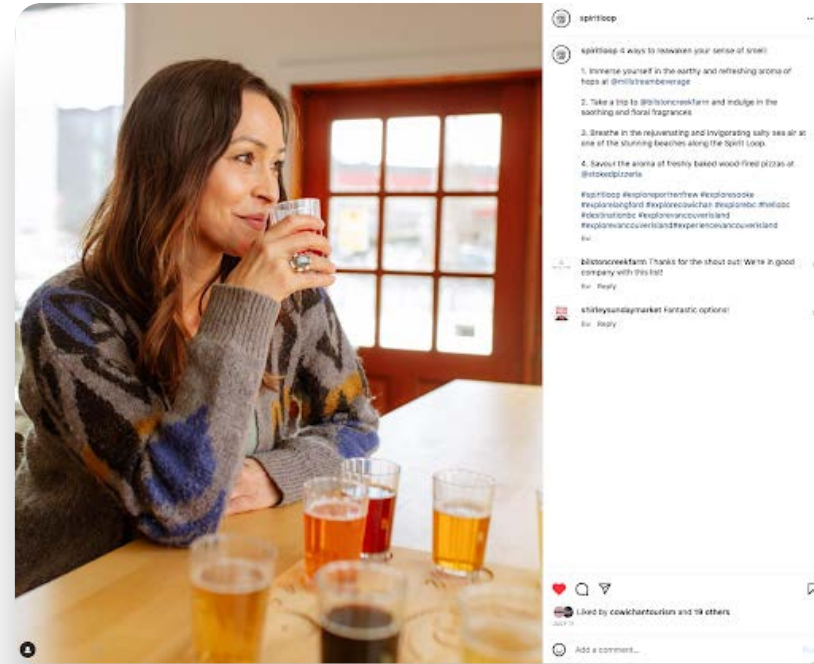
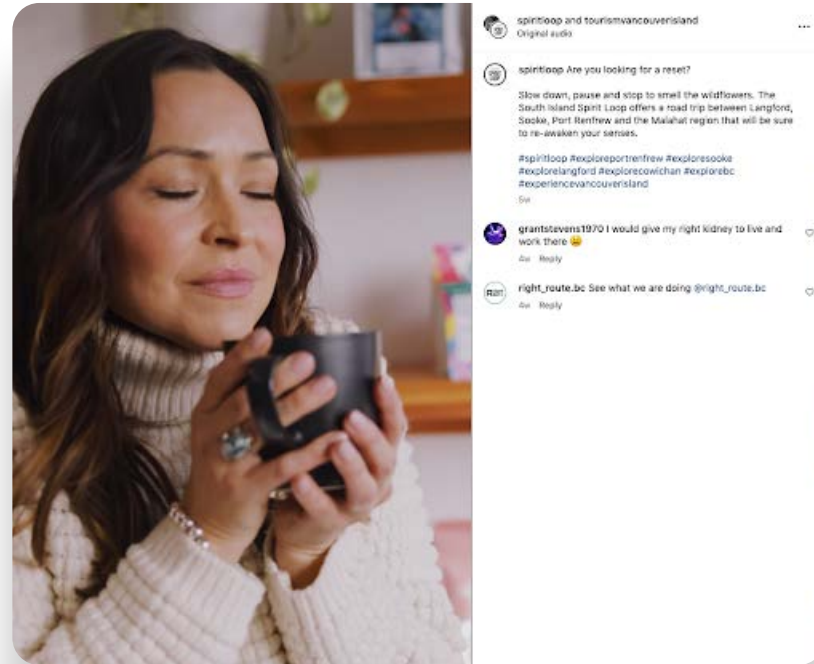
Taste




Touch

 Click tiles above to view ads

PHASE TWO / ORGANIC POSTS



DISCOVERY ADS




Langford Sooke Malahat Port...

Adventure or stillness, connection or solitude,...

Ad Spirit Loop

[Visit site](#)




[Visit site](#)

Plan Your Getaway Today


The Spirit Loop, a road trip that connects Langford, Sooke, Port Renfrew and the Malahat

Ad • Spirit Loop



Langford Sooke Malahat Port Renfrew. Start planning your trip on the Spirit Loop, easily accessible from Vancouver.

Ad • Spirit Loop



Plan Your Getaway Today. Start planning your trip on the Spirit Loop, easily accessible from Vancouver.

Ad • Spirit Loop

Spirit Loop

Ad Langford Sooke Malahat Port Renfrew - Explore itineraries design...


Search in mail

PROMOTIONS

Spirit Loop

Ad A Road Trip to Reawaken Your Senses


The Spirit Loop, a road trip that connects L...



Start Your Unforgettable Road Trip

Discover the flavours, scents, sounds, sights, and textures of South Vancouver Island

[Visit Site](#)



Langford Sooke Malahat Port Renfrew

Explore itineraries designed around each of the five senses. Plan your trip today.

[Visit Site](#)

DISCOVERY MAGAZINE ANIMATED GIF



Slide 1



Slide 2



Slide 3

SOUTH ISLAND

SPRIT LOOP

SPRIT LOOP CREATIVE





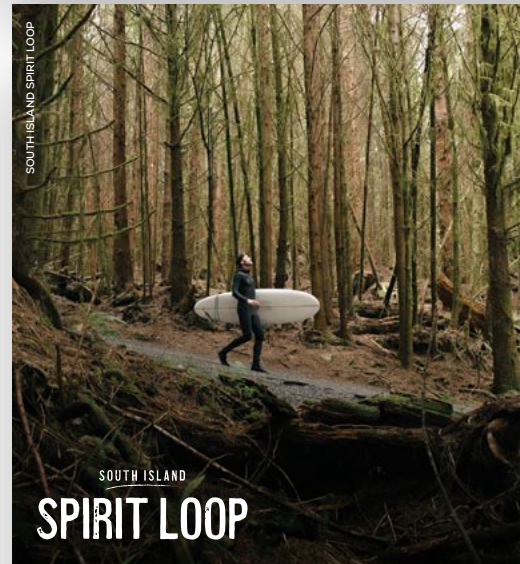
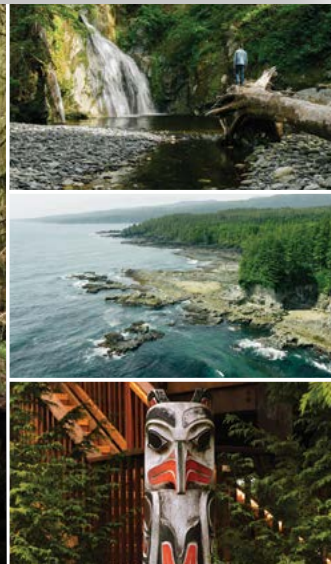
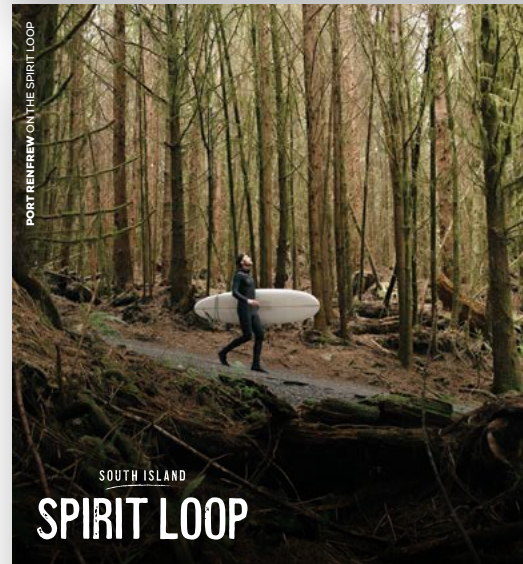
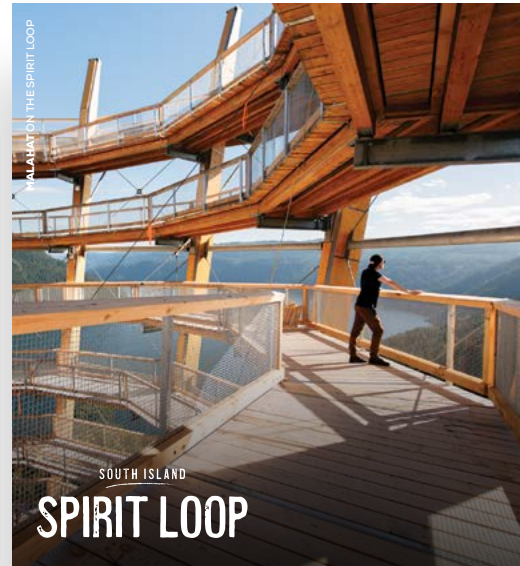
60 SECOND VIDEO



30 SECOND VIDEO



MEDIA KIT POSTCARDS



MEDIA KIT POSTCARD & QR CODE



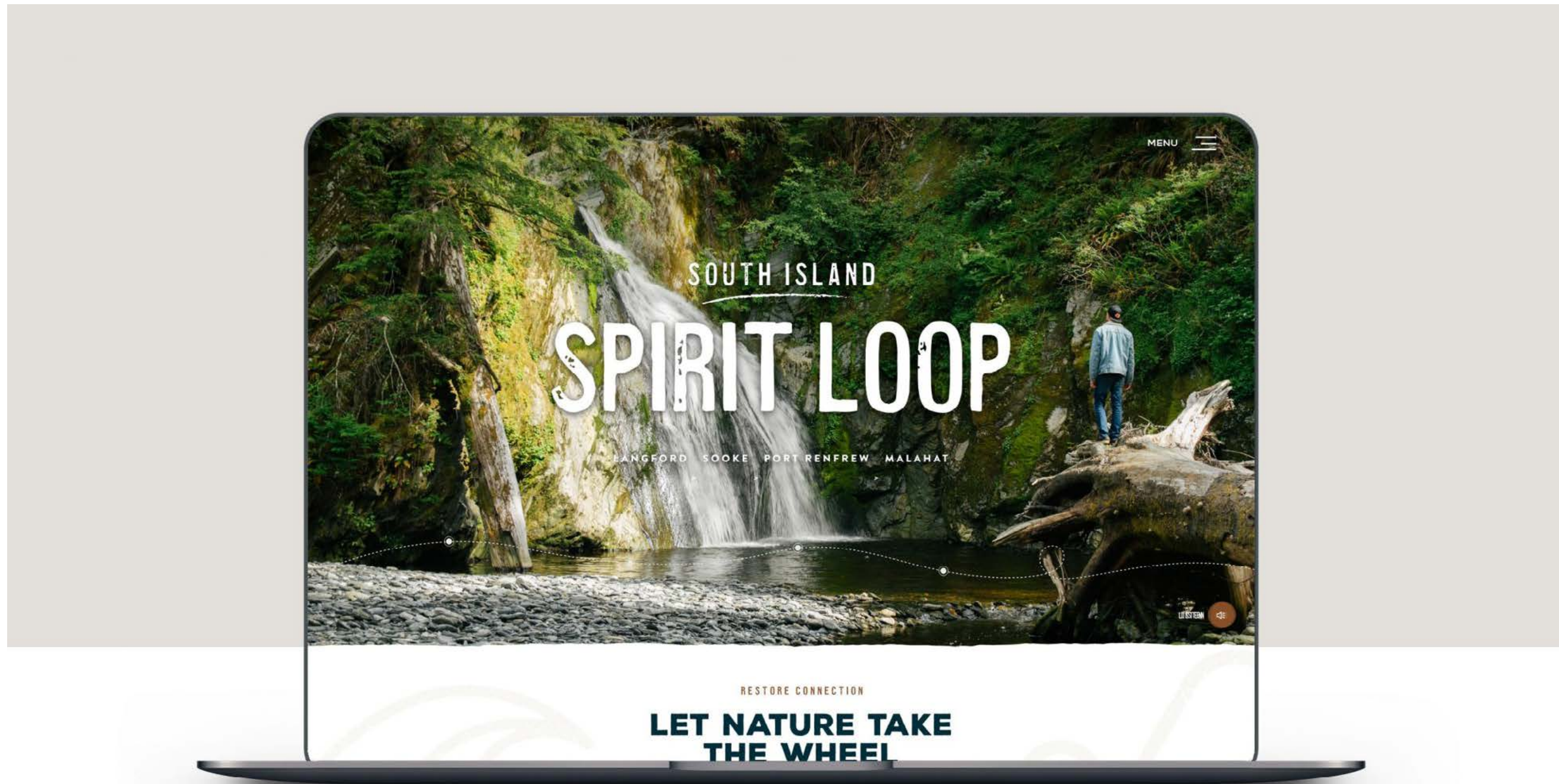
SOUTH ISLAND

SPIRIT LOOP



reconnect both mind and body on the Spirit Loop. scan to watch and let nature take the wheel.

WEBSITE



VISIT WEBSITE



FROM RUGGED HIKES TO AWARD-WINNING BITES, DECADENT SPAS TO CHALLENGING BIKE TRAILS, LANGFORD'S GOT IT ALL.

No wonder Maclean's Magazine named it BC's Best Community in 2021. On the traditional lands of the Lkwungen and the Sc'ianew peoples, it's just 15-minutes from Victoria—the perfect Spirit Loop base camp or the first stop on your South Island adventure.



THINGS TO DO

Langford has your nature fix covered with miles of trails and spectacular suspension bridges, train trestles, lakes and rivers. Relax at Glen Lake and its beach park, rip it up at Jordie Lunn Bike Park or take in a movie or Pacific FC soccer game.



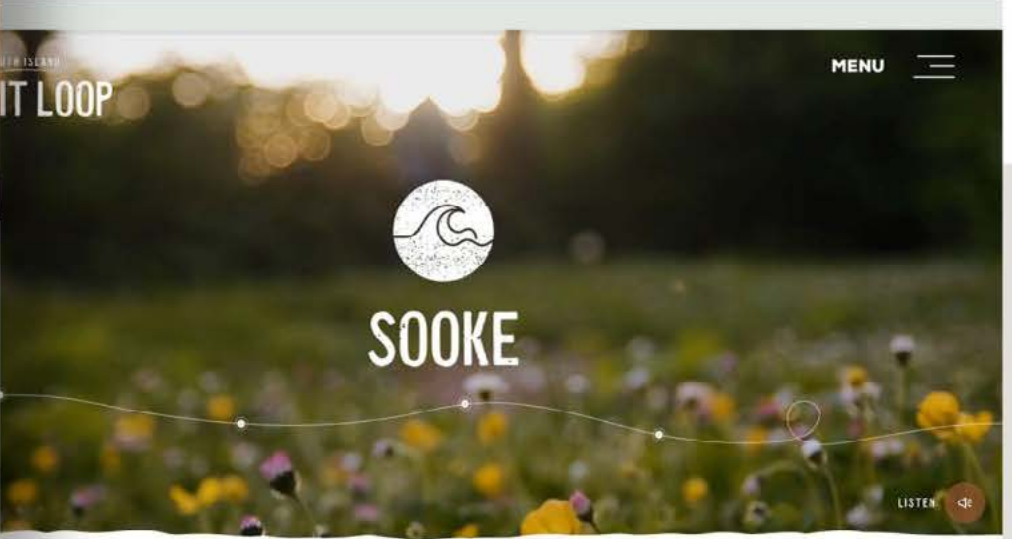
WHERE TO EAT

Over the past five years, Langford has become a culinary powerhouse. Tuck into a rare beef pho, a wood-fired funghi pizza, spicy prawn Phad Thai, a juicy burger, crab benny and... hungry yet? Or maybe just thirsty for a local craft beer? Go explore, then go feast!



WHERE TO STAY

Langford has several accommodation options to cater to your unique lifestyle. Spend a few nights camping in gorgeous Goldstream Provincial Park. Not into tenting? There are elegant B&Bs and both cozy-casual and luxury hotels.



ON THE TRADITIONAL LANDS OF THE T'SOU-KE FIRST NATIONS.

Sooke's unspoiled beaches, meandering rainforest trails and breathtaking Olympic Mountain vistas quench all wilderness cravings. This community of skillful makers, farmers, foodies and artists also make this a not-to-be-missed haven.



THINGS TO DO

Perched on the edge of the Pacific Ocean, Sooke's a fantastic place for whale watching, sport fishing, hiking, biking and paddle boarding. For the adrenaline-driven? The zipline is as is the surfing at Jordan River.



WHERE TO EAT

In this beautiful natural setting, chefs work closely with farmers, fisherpeople and foragers to bring the best in fresh culinary creations straight to your table. Dig into farm-to-table or cook your catch meals here.

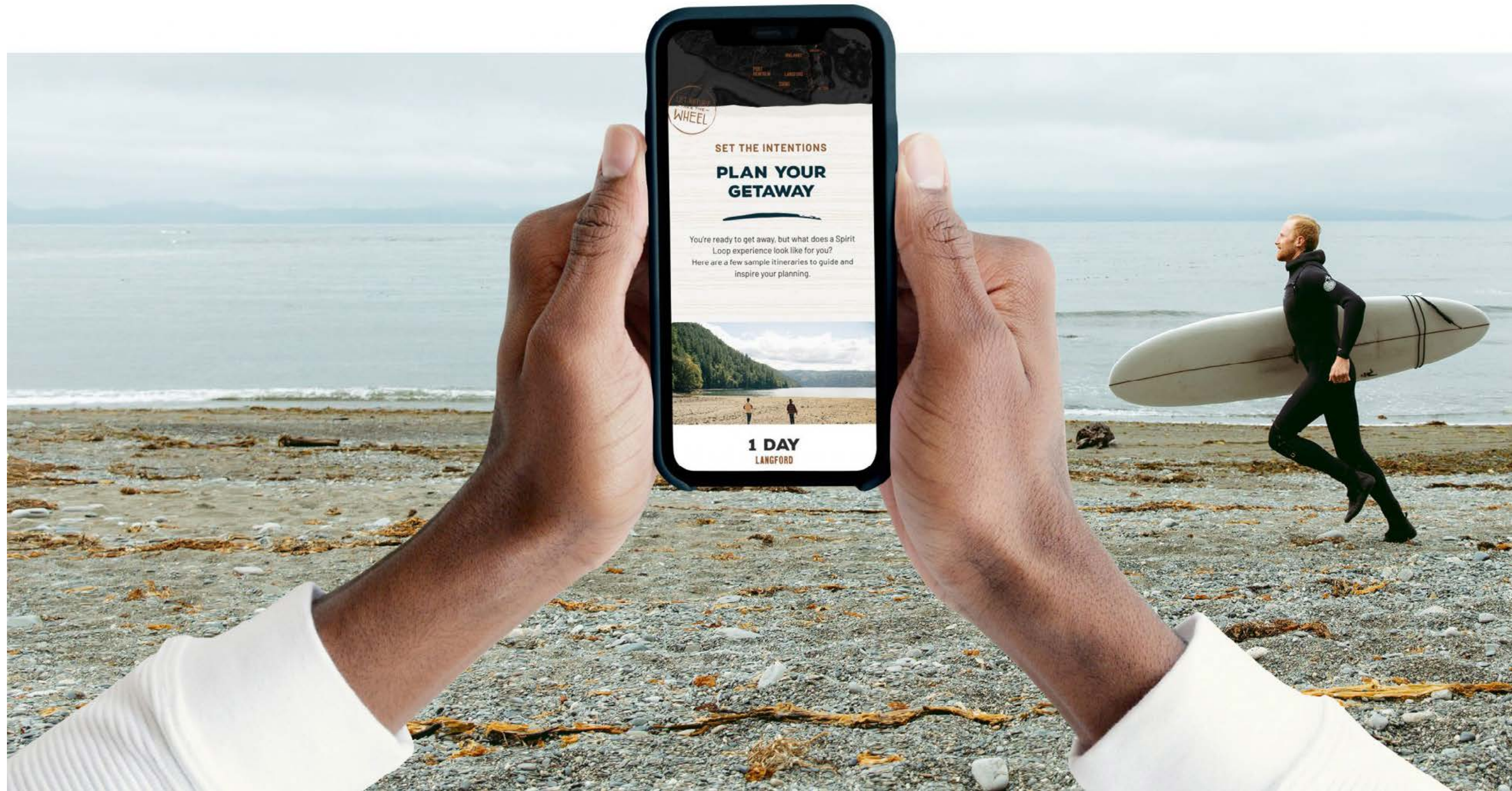


WHERE TO STAY

Want to reinforce your strong connection to the West Coast? A night in a rustic, deep woods Sooke cabin awaits. Or maybe you'd prefer a lovely hike in East Sooke Provincial Park then a luxury hotel or inn—your life, your call.

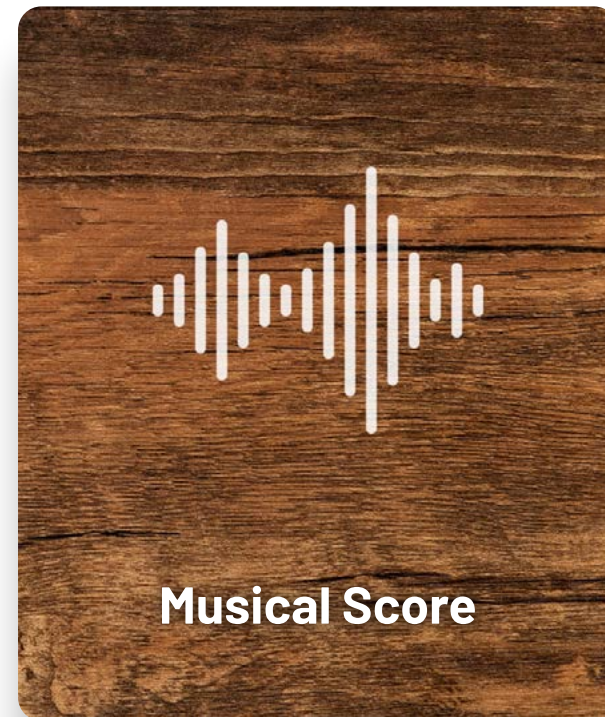
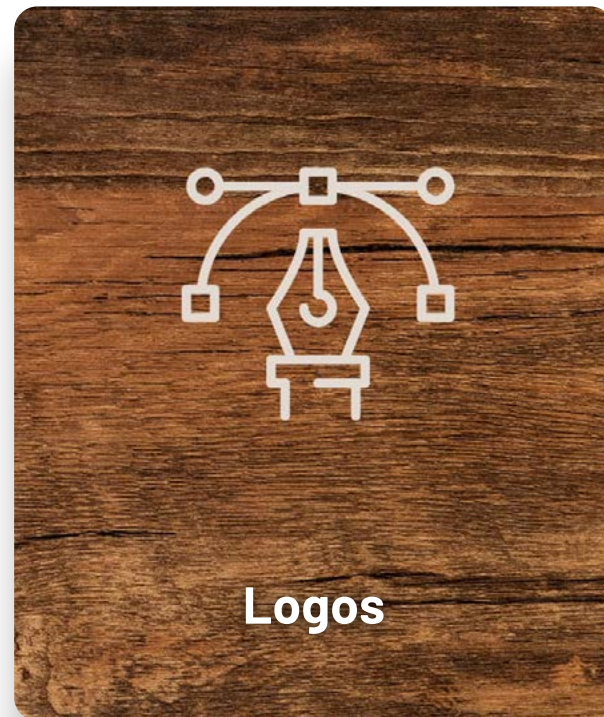
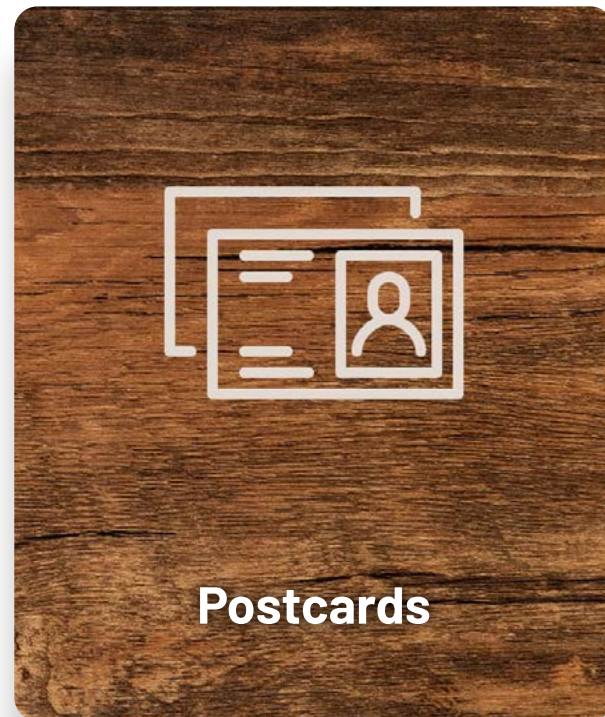
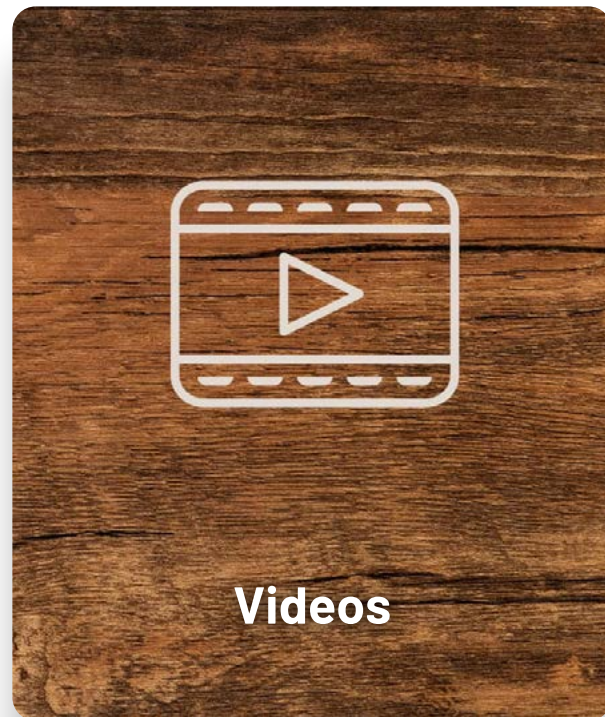


WEBSITE



PROMOTIONAL ASSETS

> The following collection of assets are for promotional use only.



SOUTH ISLAND

SPIRIT LOOP

LANGFORD > SOOKE > PORT RENFREW > MALAHAT

SPIRITLOOP.CA | INSTAGRAM | VIMEO | YOUTUBE

