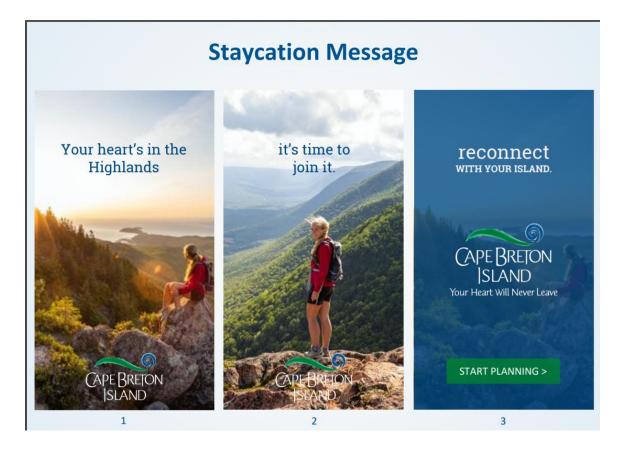


Summer Marketing Campaign

- Explore Home
- Music Mondays

Regional Marketing - Destination Cape Breton Association

Mainland NS / Maritimes Message PLAN YOUR The open road is it's time to safe escape. calling answer. CAPE BRETON ISLAND Your Heart Will Never Leave START PLANNING > CAPE BRETON ISLAND CAPE BRETON

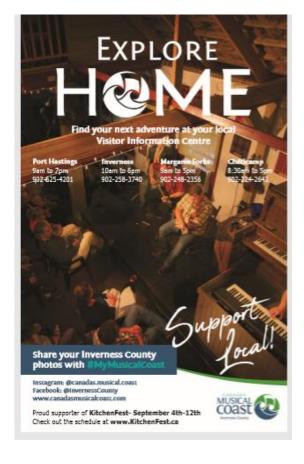


Explore Home Campaign:

Running ads in the Inverness Oran and The Reporter newspapers.

Goal: encouraging local residents and Atlantic Canadian visitors to "Explore Home" finding the latest information at our local visitors information centres and to support local businesses.





Music Mondays:

Facebook Campaign:

Posts showcasing our local musical artists in some iconic locations but also offering a peek at some hidden gems to be discovered in Inverness County.

<u>Goal</u>: To support and promote our local artists, venues, businesses as well as trails, beaches and harbours.

Amey Beaton, Lisa Organ and Karolyn Aucoin are the team behind Music Mondays. Each Monday's post will feature a musical video or photos and posts supporting local events and venues.







