



## Summer Marketing Campaign

- Explore Home
- Music Mondays

# Regional Marketing - Destination Cape Breton Association

## Mainland NS / Maritimes Message

The open road is calling

it's time to answer.

PLAN YOUR safe escape.

CAPE BRETON ISLAND  
Your Heart Will Never Leave

START PLANNING >

1 2 3

## Staycation Message

Your heart's in the Highlands

it's time to join it.

reconnect WITH YOUR ISLAND.

CAPE BRETON ISLAND  
Your Heart Will Never Leave

START PLANNING >

1 2 3

# 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.



**EXPLORE HOME**  
Find your next adventure at your local Visitor Information Centre

<b>Port Hastings</b> 9am to 7pm 902-625-4201	<b>Inverness</b> 10am to 4pm 902-258-3740	<b>Margaree Forks</b> 9am to 6pm 902-248-2356	<b>Chéticamp</b> 8:30am to 5pm 902-224-2642
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Share your Inverness County photos with #MyMusicalCoast

Instagram: @canadas.musical.coast  
Facebook: @InvernessCounty  
www.canadasmusicalcoast.com

**canadas MUSICAL COAST**  
Inverness County



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Proud supporter of KitchenFest- September 4th-12th  
Check out the schedule at [www.KitchenFest.ca](http://www.KitchenFest.ca)

**canadas MUSICAL COAST**  
Inverness County

Support Local!



# 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.

Goal: 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.

