

# CANADA'S HEART IS CALLING



**Refreshing a provincial  
tourism brand**

**Over the past decade, Travel Manitoba's provincial tourism brand has done a remarkable job establishing our province as a destination for locals, Canadians and international travellers. However, the way we discover and choose travel has changed. And Manitoba's tourism offerings have evolved too.**

The province's tourism strategy identified a need to take a fresh look at the brand to support post-pandemic recovery and make Manitoba stand out in an incredibly competitive global tourism market.

## Goals

We were asked to lead a brand refresh project with four objectives:

- 1. Consistent:** Evolve the brand tagline without throwing away the momentum of the previous one, which was "Canada's heart...beats."
- 2. Refreshed:** Update the brand logo and visual identity and restock the creative toolkit.
- 3. Accessible:** Build a brand system that can showcase more types of experiences across more platforms – particularly social media.
- 4. Welcoming:** Invite more people to Manitoba and make the brand a call to action.

The refreshed brand needed to resonate with four traveller groups: folks from overseas travelling a long way for a bucket-list adventure, folks taking a short flight or long drive to find an authentic experience, hunters and anglers looking to test their skill against nature and the most influential brand ambassadors of all – Manitobans.



58.7679° N, 94.1696° W



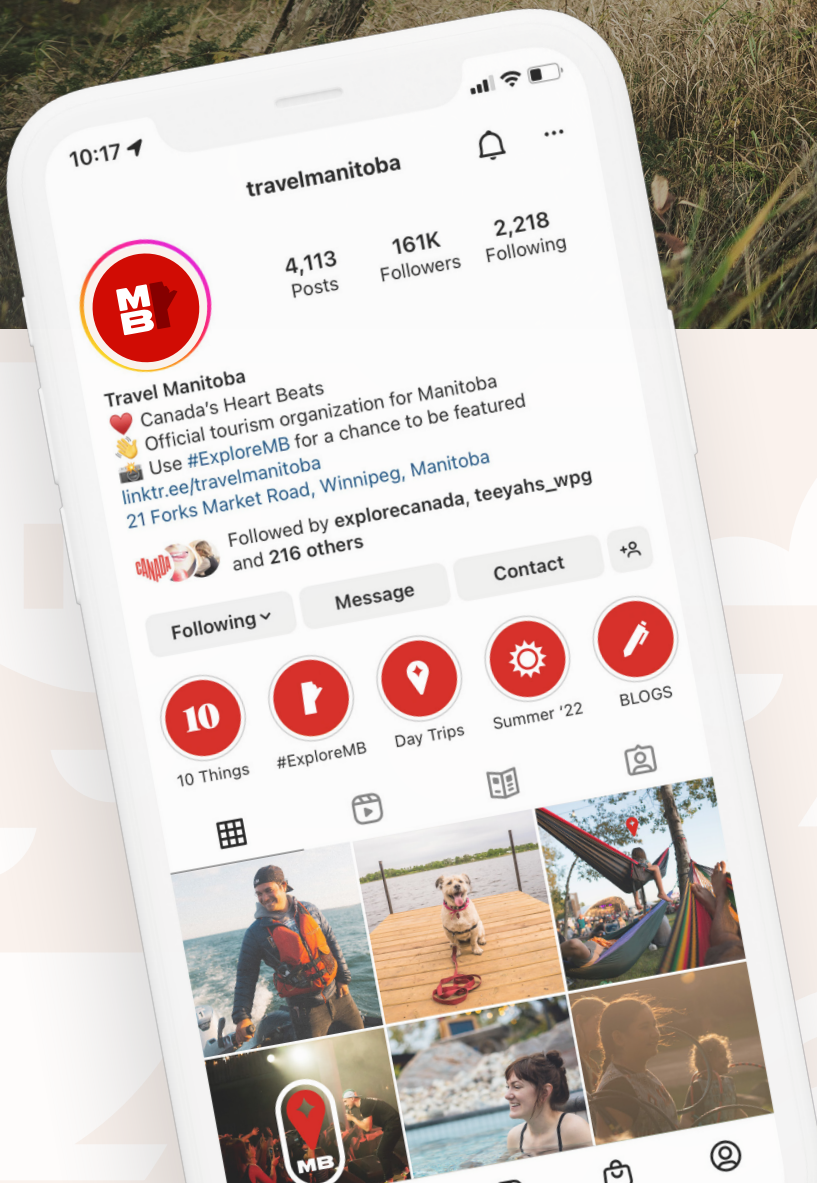
## Methodology

We extensively researched how tourism marketing has changed and how travellers discover new experiences. We looked at beloved tourism brands from around the world and studied industry trend reports. We also consulted with leaders across Manitoba's tourism sector, representing major festivals, attractions and operators, Indigenous and Francophone communities and rural destinations.

By the end of the process, we had completed two brand workshops with the Travel Manitoba team, seven Q + A meetings, eight interviews with partners, 80+ hours of travel marketing research, reviewed six terabytes of video footage and collected feedback from the government, operators and consumers.



49.7030° N, 95.2433° W



**“We have an interesting story to tell in the different people here. It’s a vibrant story. When I hear visitors talk about Manitoba, they talk about the people here.”**

**DARREL NADEAU**

Executive Director, Festival du Voyageur



## Execution

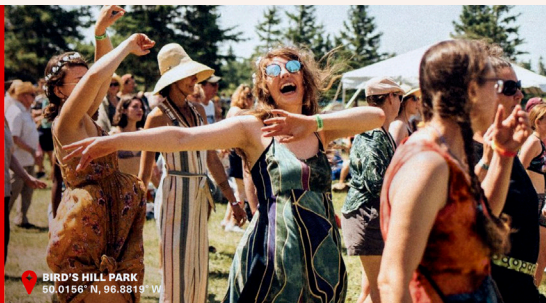
We crafted an evolved brand tagline: “Canada’s Heart is Calling” and “Le coeur du Canada vous appelle.” It built on the legacy of the previous brand while offering an open call to visit the province. The tagline complemented a new messaging system that paired Manitoba’s many tourism experiences with the innermost desires of travellers:

- 1. When your heart needs quiet**  
for those looking for moments of calm, tranquil nature and spa getaways.
- 2. When your heart needs to race**  
for those looking for thrilling recreation, exciting nightlife or wildlife encounters.
- 3. When your heart needs to reflect**  
for those seeking a new understanding from museums, cultural events and original Indigenous experiences.
- 4. When your heart needs to sing**  
for those looking for concerts, festivals, galleries, performances, art shows and great food.
- 5. When your heart needs wild**  
for those looking to explore our world-class hunting and fishing opportunities.

We refreshed Travel Manitoba’s logo to feature wide, uppercase letters that feel bold and confident, contrasted by rounded corners that add warmth and approachability. And since Manitoba is known to be home to the polar bear capital of the world, the logo’s negative space features a polar bear with its nose pointed north.

We built an extensive bilingual visual identity with new logos, avatars, fonts, colours, patterns, icons, social media templates, a sonic brand and a motion graphics package for video assets. We also developed a system to label featured destinations with GPS coordinates, demonstrating that Manitoba’s attractions are easy to find and access.

**When your heart needs to race**



**When your heart needs to reflect**



**When your heart needs to sing**

## Creative Assets

Travel Manitoba has an extensive collection of video footage from destinations across the province, and the organization has been working actively to feature more diverse travellers in its materials. We developed a system to leverage existing assets and organize them into different itineraries that answer the many calls of the heart. We paired the footage with music from Manitoba artists, including JP Hoe, The Ripperz, Ila Barker and Boniface.

Social media audiences want to see user-generated content on social ads, not high-production videos. So we developed a framework to pair brand messaging with user-generated content from travellers to create captivating social media advertising.



## Merchandise

Travel Manitoba's merchandise needed a local touch. So, we partnered with Grape Labs and Direct Focus to launch a fresh line of Travel Manitoba merchandise — toques, tote bags, Manitoba's iconic garbage mitts and more.

We also collaborated with Grape Labs and local makers to develop a bespoke line of limited edition goods: Patent 5 Distillery created Manitoba wild boreal gin, Lot Ceramics created hand-thrown Manitoba mugs, and Wilder Goods created a stamped leather keychain.

## Results

On January 9, 2023, we unveiled the refreshed brand and merchandise at a launch event attended by political leaders, travel influencers and more than 200 members of Manitoba's tourism industry. It was met with resounding positivity, and attendees took to social media to share their pride in the province's tourism brand. Attendees also demonstrated their support by purchasing \$3,000 worth of new merchandise and maker goods at the 90-minute event.

All local news media attended the event, and Canadian and U.S. publications picked up the story. The potential size of the online and print news audience was 140 million readers, with a total publicity value of USD 7.3 million.

We collaborated with the Travel Manitoba team and media partner to develop paid advertising assets featuring the new brand materials alongside winter tourism attractions. The three-month-long campaign generated 26.8 million impressions, 40,000 digital ad clicks, 1.8 million video views and 512,000 visits to [travelmanitoba.com](https://travelmanitoba.com).

