



BLUEANT
media solutions

BLUE ANT MEDIA

Paddle Canada Final Year One Post Campaign Report

APRIL 1 – OCTOBER 16, 2016



CAMPAIGN DETAILS

PRODUCT	BOOKED	DATES	AUDIENCE	DELIVERED	ACHIEVEMENT
Content Discovery	Drive viewership of content across multiple social and digital platforms	April 20 - October 16	10,000,000 Impressions	11,092,053 Impressions	111%
Videos	1 Intro to PaddleSmart/ 5 Safety Never Gets Old/ 1 Fashion Show	May 24 - October 16	1,000,000 Video Views	1,184,747 Video Views	118%
Display	Brand sell ads and a native ads running on cottagelife.com	April 20 - October 16	790,000 Impressions	882,359 Impressions	112%
Branded Editorial	6-part series	April 20 - October 16	6 Articles	72,847 Page Views	
Sponsorship	Custom YouTube Playlist on Cottage Life DIY	May 24 - October 16	211,607 YouTube subscribers	6 videos plus fashion show video	
Branded Content Hub	cottagelife.com/paddle-canada	June 1 - October 16	Custom hub	7 Videos, 6 sponsored articles & 2 additional articles	
PaddleSmart Contest	Contest for a chance to win \$250 in Cottage Life gift cards	June 1 - July 31	8 weekly prizes	1534 contest entries and 8 winners	
Newsletter	6 Newsletters (35,000 Subscribers/Newsletter)	May 12, June 9, July 7 21, August 4, 18	210,000 Total Subscribers	251,907 Total Recipients	120%

CAMPAIGN DETAILS

PRODUCT	BOOKED	DATES	AUDIENCE	DELIVERED	ACHIEVEMENT
Cottage Life Magazine	Full Page Ads running in 4 issues	March - October 16	5,064,000 Impressions	6,228,000 Impressions	123%
Cottage Life Show	Custom Execution	April 1 - 3 - Toronto April 22 - 24 Edmonton October 14 - 16 Toronto	47,000 Attendance	53,778 Actual Attendance	114%
Cottage Life Show	Fashion Show - Toronto Cottage Life Show	April 1 - April 3	Hosted by Rob Serediuk	Fashion Show Video	
Cottage Life TV	:30 Brand Sell	March 28 - October 16	9188.6	7988.2	87%
Cottage Life TV	5 x 2 minute "Safety Never Gets Old"	August 3 - October 16	441	413.4	94%
Cottage Life TV	:30 second spot promoting website and contest	June 1 - October 16	1801.8	1705.0	95%

Total Delivery

CONTENT DISCOVERY

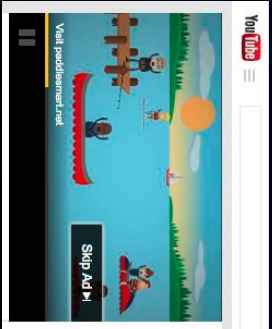
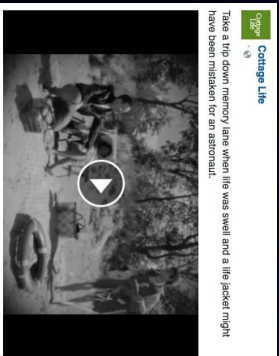
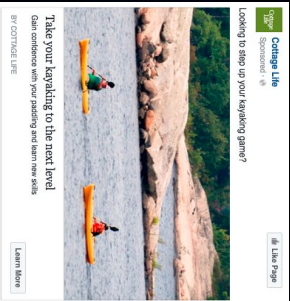
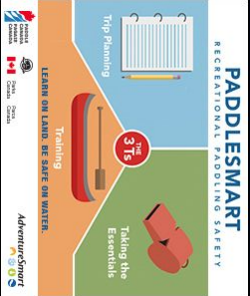
BOOKED	DELIVERED	PERCENTAGE
10,000,000 IMPRESSIONS	11,092,053 IMPRESSIONS	111% OF TOTAL IMPRESSIONS
1,000,000 VIDEO VIEWS	1,184,747 VIDEO VIEWS	118% OF TOTAL VIEWS



CONTENT DISCOVERY - OVERALL PERFORMANCE

TOTAL IMPRESSIONS DELIVERED - 11,092,053

DISPLAY	EDITORIAL	VIDEO
1,435,411 IMPRESSIONS	5,134,230 IMPRESSIONS	4,522,412 OF TOTAL IMPRESSIONS
13% OF TOTAL CD IMPRESSIONS	46% OF TOTAL CD IMPRESSIONS	41% OF TOTAL CD IMPRESSIONS



CONTENT DISCOVERY - EDITORIAL PERFORMANCE

EDITORIAL TITLES	LIVE DATES	PAGE VIEWS	AVERAGE VIEW DURATION	IMPRESSIONS
How to pack for a canoe trip	April 15	13,068	4:07	2,629,429
Go from novice paddler to expert canoeist with these 7 steps	May 16	1,341	2:38	948,592
Get your paddle on during National Paddling Week 2016!	May 24	818	2:01	146,255
Are there any lifejackets for newborns?	June 16	5,647	1:55	539,833
Take your kayaking to the next level	July 11	3,676	2:29	303,639
The best canoe and kayak tours in Canada	August 9	42,292	1:17	566,482
TOTAL		66,842	2:24	5,134,230




CONTENT DISCOVERY - EDITORIAL PERFORMANCE

EDITORIAL TITLES	PAGE LIKES	POST LIKES	COMMENTS	SHARES
How to pack for a canoe trip	291	2,709	214	825
Go from novice paddler to expert canoeist with these 7 steps	9	203	8	59
Get your paddle on during National Paddling Week 2016!	9	330	13	86
Are there any lifejackets for newborns?	42	405	186	149
Take your kayaking to the next level	45	774	34	117
The best canoe and kayak tours in Canada	186	1,145	75	381
TOTAL	582	5,566	455	1,236



CONTENT DISCOVERY - VIDEO PERFORMANCE

VIDEOS	PAID VIEWS	ORGANIC VIEWS	IMPRESSIONS	VIEW THRU RATE	COMPLETION RATE	VTR BENCHMARKS	COMP. RATE BENCHMARKS
Intro to Paddle Smart	246,100	2,665	1,109,331	22.18%	8.5%	17% - 31%	12% - 19%
The 3 T's of Paddle Safety	221,077	5,279	800,207	27.63%	30.1%		
Paddle Safety is the Cat's Pyjamas	165,431	5,775	672,267	24.61%	28.4%		
Paddle Safety Sounds Rad	178,875	2,815	725,316	26.66%	13.8%		
Paddle Safety is No Drag	219,516	1,914	694,090	31.63%	16.8%	Benchmark Range is based on historical performance of Blue Ant Media content marketing campaigns from the past 12 months.	
Paddle Safety In Living Colour	133,854	1,446	521,201	25.68%	21.2%		
TOTAL	1,164,853	19,894	4,522,412	25.75%	19.8%		

SOCIAL PERFORMANCE - VIDEOS

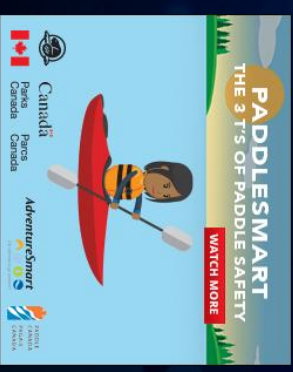
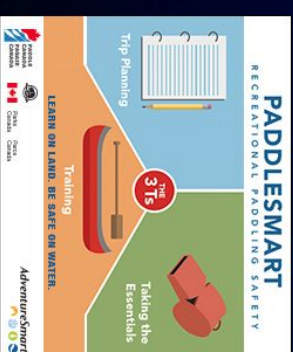
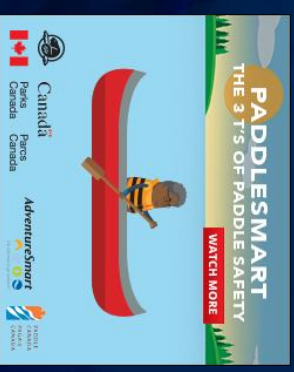
VIDEOS	Page Likes	Post Likes/Reactions	Comments	Shares
Intro to Paddle Smart	55	393	16	152
The 3 T's of Paddle Safety	1	124	3	30
Paddle Safety is the Cat's Pyjamas	0	98	2	24
Paddle Safety Sounds Rad	2	154	33	79
Paddle Safety is No Drag	1	263	23	112
Paddle Safety In Living Colour	0	173	23	92
TOTAL	59	1,205	100	489



DISPLAY PERFORMANCE - Traffic on cottagelife.com

882,359
IMPRESSIONS

122%
OF TOTAL DISPLAY
IMPRESSIONS



EDITORIAL PERFORMANCE - Traffic on CottageLife.com

EDITORIAL TITLES	LIVE DATES	PAGE VIEWS	AVERAGE VIEW DURATION	ENGAGEMENT (Shares)
How to pack for a canoe trip	April 15	421	4:35	3636
Go from novice paddler to expert canoeist with these 7 steps	May 16	92	2:12	
Get your paddle on during National Paddling Week 2016!	May 24	19	00:40	
Are there any lifejackets for newborns?	June 16	134	01:21	733
Take your kayaking to the next level	July 11	359	01:46	
The best canoe and kayak tours in Canada	August 9	4,980	00:34	1504
TOTAL		6,005		5873

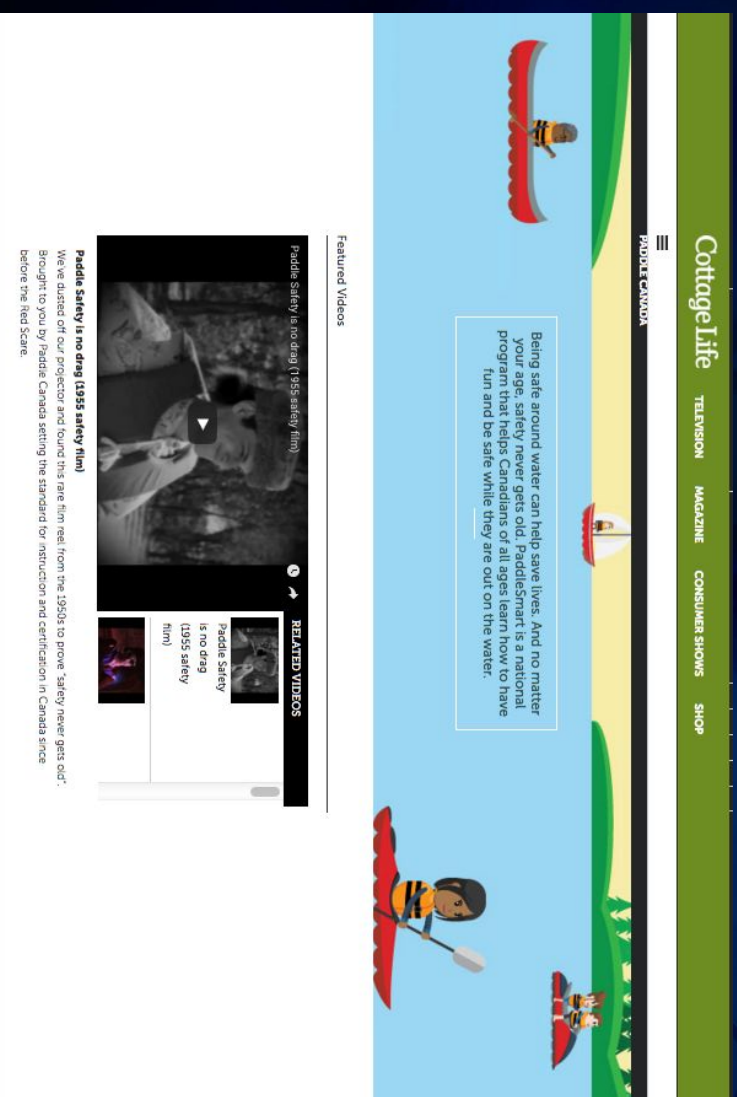


COTTAGE LIFE

CUSTOM HUB

Custom branded Paddle Canada Content Hub on cottagelife.com serving as the central destination for the video series, editorial content and Paddlesmart contest.

- 1534 Contest Entries
- Total of 8 winners who won a \$250 gift card to the Cottage Life Store
- Live - June 1 - August 14
- Promoted via online banners on Cottagelife.com and in 3 newsletter insertions
- :30 second web drivers running on Cottage Life TV



COTTAGE LIFE - DOCKSIDE NEWSLETTER

DATE	RECIPIENTS	OPENS	CLICKS
May 12	42,125	16,217	321
June 09	42,247	16,908	227
July 07	41,968	14,701	244
July 21	41,907	15,102	155
August 4	41,847	15,948	131
August 18	41,813	14,865	245
TOTAL	251,907	93,741	1323

TELEVISION

TV

REAL ESTATE

ENTERTAINMENT

CRIMINAL MINDS

GLORY DAYS

SPORTS

TELEVISION

REAL ESTATE

ENTERTAINMENT

CRIMINAL MINDS

GLORY DAYS

SPORTS

CottageLife dockside

Facebook

Twitter

Instagram

YouTube

Do you know the collective names for these animals?

PLAY NOW

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PRINT

COTTAGE LIFE MAGAZINE

Spring Issue - Brand full page ad
On Sale February 25, 2016

May Issue - Inside Back Cover - full page ad
On Sale April 7, 2016

Early Summer Issue - Brand full page ad
On Sale May 19, 2016

Summer Issue - Inside Back Cover - full page ad
On Sale June 28, 2016



PRINT

6,228,000
IMPRESSIONS

123%
OF TOTAL
IMPRESSIONS

PADDLES MART
RECREATIONAL PADDLING SAFETY



Learn on land.
Be safe in the water.

AdventureSport
CANADA
PADDLES MART

PaddlesMart is a free, activity-based presentation for new paddlers of any age, wanting to learn about water and paddle sport safety. Whether you are new to paddling or you have lots of experience, PaddlesMart is a good fit for those interested in learning about how to be safer out there by being aware and being prepared. Go to paddlesmart.net for details.

Spring Issue

PADDLES MART
RECREATIONAL PADDLING SAFETY



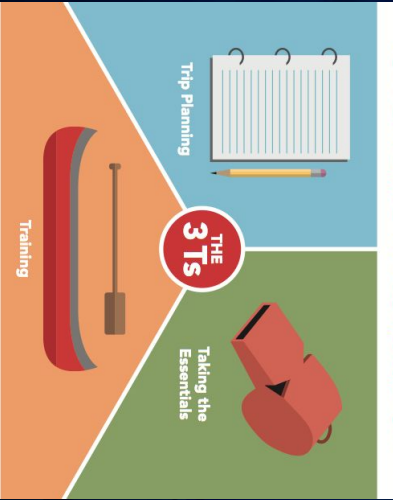
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May Issue

PADDLES MART
RECREATIONAL PADDLING SAFETY



Learn on land. Be safe in the water.

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AdventureSport
CANADA
PADDLES MART

Early Summer & Summer Issue

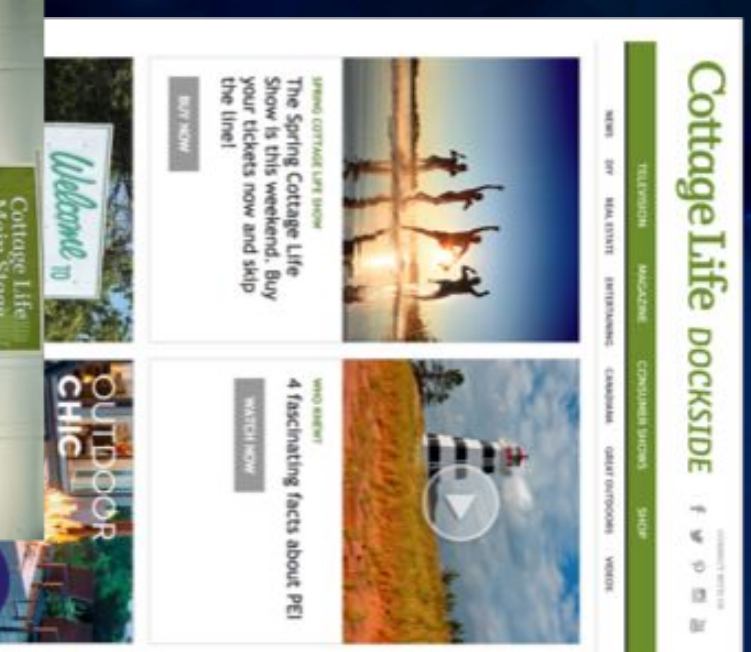


Cottage Life

TORONTO SPRING SHOW

April 1 - 3, 2016

- Family Activity Centre - Safety Challenge
- Main Stage - Paddle Show Fashion Show
- Cottage Life Print - Toronto Star, Cottage Life Magazine
- Cottage Life Dockside Newsletter - March 24 and 31
- Cottage Life Facebook Page - 3 posts (March 24, 30 and 31)
- Toronto Show Guide - Full Page Ad
- Attendance 37,040

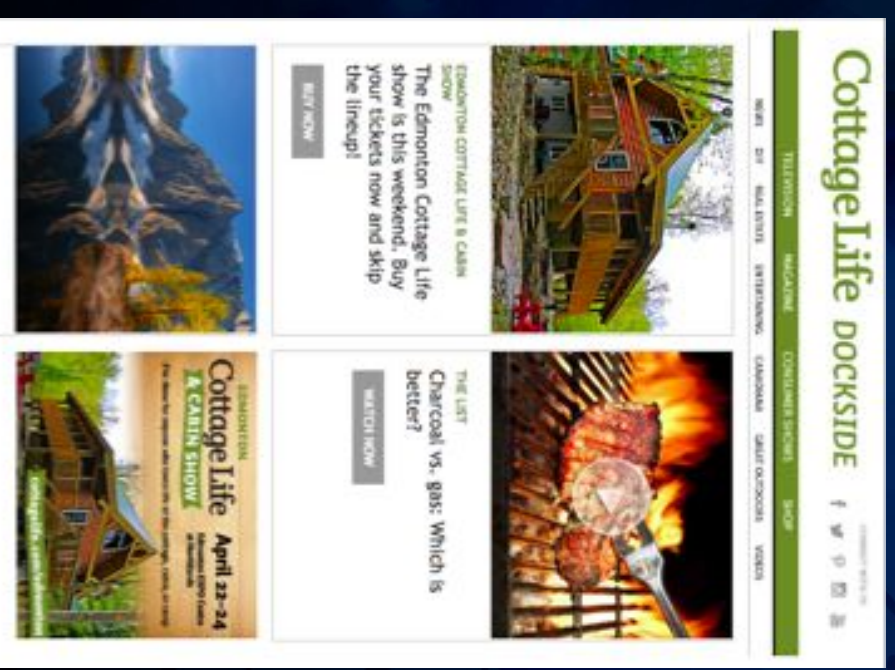


Cottage Life

EDMONTON SPRING SHOW

April 22 - 24, 2016

- Entrance Sponsor, handed out free gifts from Paddle Canada and had on-site signage/branding
- Cottage Life Print - Edmonton Journal and Edmonton Sun
- Cottage Life Dockside Newsletter - April 14 and 21
- E-News Blast - April 19
- Edmonton Show Guide - Full Page Ad
- Attendance 6,500



Cottage Life

TORONTO FALL SHOW

October 21 - 23, 2016

- Main Stage, on-site signage/branding and *Safety Never Gets Old* video series on a sizzle reel
- Cottage Life Print - Toronto Star, Metro and Cottage Life Magazine
- Inclusion in the Cottage Life Dockside Newsletter
- Toronto Show Guide - Full Page Ad
- Attendance 10,238

Do it yourself, or leave it to our experts

Let us help you plan your next project. From boats and docks to furniture, decor, and building products, we've got everything to help you get started.

5th, Taste & Play

The Back Porch is back and better than ever. With live music, games, beer and food, it's the perfect place to forward to seeing you there!

For a complete list of exhibitions, show details, and tickets, please visit cottagelife.com/shows

DETAILS

Date & Times
 Saturday, October 22 10am - 5pm
 Sunday, October 23 10am - 5pm
Cash Only Admission
 Adults (19+) \$10
 Youth (9-18) \$5
 Kids (5-8) \$4
 Weekend Pass \$22
 Free for Children 4 and under

Friday Spectator at the Box Office
 Adults (19+) \$10
 Youth (9-18) \$5
 Kids (5-8) \$4
 Free for Children 4 and under

*Seating is limited and other fees may apply.

Location

The International Centre, Toronto
 6500 Airport Rd. (at Berry Rd.), Toronto

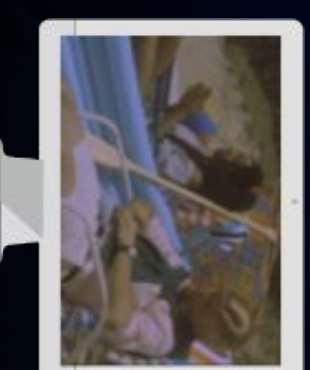
SPECIAL ONLINE OFFER!

SAVE \$10 PER COUPLE

ON ANY ONLINE PURCHASE OF TWO TICKETS WHEN YOU PURCHASE ONLINE PRIOR TO SEPTEMBER 25TH

To redeem, visit cottagelife.com/tickets and use promo code **EARLYBIRD10**

*Offer valid on tickets purchased online prior to Sept 25th. \$10 off per adult admission only. \$5 per child admission. Tax and service charges extra.



Broadcast

CAMPAIGN DETAILS

PRODUCT	Channel	DATES	ESTIMATED AUDIENCE	DELIVERED AUDIENCE	ACHIEVED
Web Driver	Cottage Life	May 30th - August 28th	1801.8	1705	95%
Brand	Cottage Life	March 28th - August 28th	9188.6	7988.2	87%
Custom Videos	Cottage Life	August 1 - August 28th	441	413.4	94%



thank you.



BLUE ANT
media

Marketing Magazine
**MEDIA PLAYER
OF THE YEAR**
2014

Playback
**MEDIA COMPANY
OF THE YEAR**
2014

Marketing Magazine
**FINALIST, MEDIA PLAYER
OF THE YEAR**
2013

Marketing Magazine
**MEDIA PLAYER
OF THE YEAR**
2012