

City of Langford

EXPLORE LANGFORD

TOURISM MARKETING CAMPAIGN SPRING & FALL 2026

Attention: Donna Petrie,
Senior Manager of Communication
and Economic Development
and City of Langford
Evaluation Committee

ECLIPSE360
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We can help Langford continue to shine!

May 5, 2026

Dear Donna Petrie & City of Langford Evaluation Committee,

On behalf of the Eclipse360 team, I'd like to express our appreciation for the opportunity to respond to the City of Langford's Tourism Marketing Campaign RFP for Spring and Fall 2026.

Over the past eight years, we've had the privilege of working alongside the City as a trusted marketing and communications partner. During that time, we've developed a deep understanding of Langford, its rapid growth, its evolving identity, and the role it plays within Greater Victoria and Vancouver Island travel patterns. That perspective allows us to approach this opportunity with both familiarity and a clear, forward-looking lens.

This proposal reflects a focused response to how travel behaviour is changing. Visitors are making shorter, more flexible decisions, and destinations are increasingly evaluated in real time. Our approach is built around that shift, positioning Langford as a place that delivers more than expected and converts that value into longer stays.

Within this submission, you will find:

- Our strategic approach to the Spring and Fall campaigns, grounded in current travel behaviour and focused on driving overnight stays
- Recommended target audiences and the rationale behind each

- Our approach to creative and media, outlining how we would connect with travellers at key decision-making moments
- A clear budget allocation across both campaigns, aligned to performance and impact
- A measurement framework that defines success and how it will be tracked
- Relevant experience and the senior team who will lead and deliver this work

We've approached this submission with intent, ensuring it is grounded in real behaviour, aligned to your objectives, and designed to deliver measurable outcomes.

We would welcome the opportunity to continue our partnership and support Langford in this next phase of growth.

Thank you for your consideration.



Sandra Marston

VP Strategic Services
Eclipse360



EXECUTIVE SUMMARY

Founded in 1999, we are a boutique marketing, planning, creative and digital agency. Our home is Victoria, BC but our presence is global. We are renowned for our ability to solve business problems through creativity and strategic planning. Our relationships come first! Our passionate team of 14 thrives on turning challenges into opportunities and innovating beyond client expectations. We are driven to inspire with passion and purpose. **Eclipse360. Shine Brighter.**

FOUNDED: 1999

NUMBER OF EMPLOYEES: 14

AREAS OF EXPERTISE:

Full-service agency proficient in both on and offline strategies. Over 80% of our work is digital: from websites to online campaigns, advertising and communications.

LOCATION: Eclipse360 has a sole office located in downtown Victoria at:

200-602 Broughton Street,
Victoria, BC V8W 1C7.

HYBRID VS IN-OFFICE:

Our Client Services & Digital Departments as well as our Creative Director are in-office a minimum of 3 days per week. ALL staff convene in-office for all kick-off, milestone and client meetings. Additionally, the entire staff are in-office every second Wednesday.

COMMUNICATION AREAS OF STRENGTH

Our communication areas of strength are:

- Development of custom-built, enterprise level websites
- Brand identity development, launch and management.
- Overarching creative strategies.
- Content creation for various communication channels.
- Development and execution of multi-channel communication plans and the corresponding creative assets that accompany the plan.
- Social media planning, execution including social strategy, content calendar creation, content creation, scheduled posts, moderation and public sentiment analysis.



EXECUTIVE SUMMARY

A GOOD FIT?

Eclipse360 has spent 25 years solving complex business challenges through clear, adaptable thinking. What makes us uniquely suited for this opportunity is not just our experience, but our long-standing relationship with the City of Langford.

For over eight years, we have worked alongside the City as a trusted partner, developing a deep understanding of the community, its growth, and how it functions within Greater Victoria.

This allows us to move quickly, align seamlessly, and focus on delivering work that performs.

HOW WE WORK

Our approach is grounded in clear thinking, collaboration, and adaptability. We integrate closely with client teams, bringing a flexible, add-value-where-needed mindset to every project.

We listen to understand before we create, ensuring every recommendation is rooted in insight and designed to work in the real world.

OUR CLIENTS VALUE US ENOUGH TO STAY WITH US FOR THE LONG RUN. OUR CLIENT LONG HAULERS INCLUDE:

Accent Inns/Hotel Zed	15+ Years
BCI	10+ Years
City of Langford	8+ Years
CRD	10+ Years
Rogers' Chocolates	30+ Years
Tourism Richmond	5+ Years
Victoria Foundation	12+ Years
Victoria Airport Authority (YYJ)	10+ Years
YMCA-YWCA of Vancouver Island	15+ Years

And our staff have a similar sentiment! The average tenure of our staff at Eclipse is 8 years!



Your dedicated team lead by our Senior Leadership Team

Our Senior Leadership Team will provide direction and counsel at every turn to your Dedicated Project Team made up of a proven group of Eclipsers who understand the importance of brand consistency and web best practice for design. Our experience has taught us the importance of having senior staffers engaged at all levels of a project to ensure that 'big picture thinking' is implemented throughout. We would like to earn our place as one of your trusted communications advisors and have you think of us as an extension of your own team.

SENIOR LEADERSHIP TEAM



JENNY MARSHALL
PARTNER /
CO-FOUNDER



JASON DAUPHINEE
VICE PRESIDENT,
CREATIVE



SANDRA MARSTON
VICE PRESIDENT,
STRATEGIC
SERVICES



ALEX THAIN
VICE PRESIDENT,
DIGITAL
STRATEGIES



YOUR DEDICATED TEAM



SANDRA MARSTON

VICE PRESIDENT, DIGITAL STRATEGIES
PRIMARY POINT OF CONTACT

Sandra is a driven, collaborative leader with a portfolio that spans over 20 years leading multi million dollar integrated strategic advertising, communications and marketing programs. She has delivered successful business outcomes and award winning work for brands such as Visa, Google, YouTube, Walmart, CIBC, Parmalat and FedEx.

QUALIFICATIONS

Education:

Bachelor's of Business Administration
George Washington University; 2006

Years of Experience: 20+ years

Length of Time in Position at Eclipse: 3 years

SKILLS & ABILITIES

Sandra has spent her career honing her skills as a client whisperer with her tremendous ability to work through any business problem in a creative way that drives business results in a meaningful way. Her ability to build relationships allows her to anticipate clients needs/requirements in order to stay one step ahead. She's driven to understand what keeps clients up at night and how she can best support through listening to understand.

She finds collaboration and teamwork key to a successful partnership.



YOUR DEDICATED TEAM



ALEX THAIN

VICE PRESIDENT, DIRECTOR OF DIGITAL STRATEGIES

Alex brings a strong blend of conversion-focused thinking, creative copywriting, campaign development, and client communications expertise. His work spans sectors including real estate, hospitality, tourism, nonprofits, and professional services, with a particular strength in translating complex ideas into messaging that feels sharp, human, and effective. Known for balancing strategic insight with practical execution, Alex helps organizations clarify their positioning, improve digital performance, and create content that connects with the right audience.

QUALIFICATIONS

Education:

UBC BA Economics, University of Victoria, MBA

Years of Experience: 15 years

Length of Time in Position at Eclipse: 7 years

SKILLS & ABILITIES

Alex's skills range across most digital marketing disciplines which assist in his ability to create highly effective and comprehensive marketing strategies. As a certified professional in the Google and Meta advertising suite, he excels in formulating and implementing both search, social and display advertising campaigns, while also proficiently analyzing and reporting on traffic source efficacy. Alex is also proficient in other digital marketing disciplines including Search Engine Optimization (SEO), Landing Page Development, Social Media Strategy & Management and Integrated Campaign Development.



YOUR DEDICATED TEAM



JASON DAUPHINEE

VICE PRESIDENT, CREATIVE

With a career in the design and advertising industry spanning 30 years, Jason is a seasoned and recognized conceptual thinker with a host of local and national expertise. His ability to connect with a clients needs and communicate it in a simple, clever and effective manner, is second-to-none. Jason has spent years honing his skills developing large and small business brands, each with a focus on clear and simple communications that drive results across multiple platforms and executions.

QUALIFICATIONS

Education: University of Ottawa, BFA

Years of Experience: 30 years

Length of Time in Position: 12 years

SKILLS & ABILITIES

Jason is proficient in Adobe InDesign, Illustrator & Photoshop. His strong design and conceptual skills equate to a high degree of creativity, layout and design composition abilities. He is available to work closely with your communications team and is always open to collaborate on new and innovative ways to depict information. Jason is completely adaptable and responsive to changes in timelines and work flow.



YOUR DEDICATED TEAM



MATT JOHNSON

ASSOCIATE CREATIVE DIRECTOR

Matt has over 20 years experience creating brand concepts for a diverse range of clients from Tourism and Hospitality, Real Estate Development and Technology. Matt's forward-thinking creative and design solutions consistently reflect his belief that our primary role is to communicate effectively. He considers the story and strategy behind everything that he does, resulting in pieces that communicate a powerful message.

QUALIFICATIONS

Education:

Pacific Design Academy
Graphic Design & New Media Diploma

Years of Experience: 20+ years

Length of Time in Position at Eclipse: 10 years

SKILLS & ABILITIES

Matt is a master in Adobe InDesign, Illustrator & Photoshop. His exceptional creative and strategic thinking have lead to several local and international award and high praise of clients.

From large conceptual ideas, to the creation of complex UX designs for award-winning websites, Matt's experience and skills always deliver highly efficient, visual and communicative pieces that are both beautiful to look at and easy absorbed.



Teamwork makes the dream work



WE PARTNER WITH LOCAL EXPERTS TO BUILD THE RIGHT TEAM

Riptide Studios is a Vancouver Island-based video production company creating polished, emotive content for local businesses, organizations, and causes. With over 15 years of experience, they bring a calm, collaborative approach from concept to final cut, with deep expertise across tourism, corporate, and not-for-profit storytelling.

Over the years, we've partnered closely with Riptide to concept, produce, and deliver award-winning campaigns. This long-standing collaboration allows us to seamlessly integrate strategy, creative, and production, ensuring every piece of content is grounded in insight, executed at a high level, and designed to connect, resonate, and drive action.

DAVE WALLACE, RIPTIDE STUDIOS
OWNER & VIDEO PRODUCER



Why Eclipse360?



WHY US?

Most agencies will begin this process by learning Langford.

We won't.

After more than eight years working alongside the City, we already understand how Langford is experienced, how the City operates, and where the opportunities are.

This allows us to move immediately from strategy to execution, reducing ramp-up time and focusing on results from day one.

We are not starting from discovery.

We are building from insight.



Travel Trends



2026 TRENDS

FROM PLANNED TRAVEL TO REAL-TIME DECISION MAKING

Travel behaviour has shifted significantly over the past two years. Visitors are no longer planning rigid itineraries months in advance. They are making shorter-term, more flexible decisions based on what feels worth their time in the moment.

Recent industry data shows that booking windows are compressing rapidly. In 2026, over 25% of travel bookings are now made within 1-3 months of departure. At the same time, trips are becoming shorter and more frequent.

This signals a fundamental change in how destinations compete.

TRAVEL IS STILL A PRIORITY, BUT VALUE IS EVERYTHING

Despite economic pressure, travel remains a priority. According to recent global research, 74% of Millennials and Gen Z still consider travel essential spending.

However, behaviour is shifting:

- 83% of travellers prioritize value for money
- 70% are actively adjusting how they travel to manage costs

People are not asking “Where should we go?”

They are asking, “Is this worth my time right now?”

EXPERIENCE HAS REPLACED DESTINATION

Travel decisions are increasingly driven by moments, not locations.

Research shows a growing “moment-driven” travel economy, where trips are built around experiences rather than destinations.

At the same time:

- Travellers are seeking less crowded, experience-rich locations
- Discovery is happening in real time, often influenced by content and proximity

This shifts the role of tourism marketing.

WHAT THIS MEANS FOR LANGFORD

Industry guidance now emphasizes that tourism growth depends less on volume and more on converting interest into action.

For Langford, this reframes the opportunity:

- Compete for time, not just attention
- Convert short visits into extended stays
- Deliver value quickly, then build momentum



STRATEGIC APPROACH

TURN SHORT VISITS INTO LONGER STAYS

Our strategy is built around a simple shift in behaviour: visitors are no longer planning everything in advance. They are discovering in real time, making decisions based on what feels worth their time.

How we do it:

- Spark curiosity with compelling, in-market creative
- Show real experiences through authentic, unscripted moments
- Encourage real-time discovery across channels and touchpoints
- Create a sense that there is always more to uncover
- Reinforce value through variety, proximity, and ease

The role of the campaign:

- Trigger the initial visit with a clear, immediate reason to go
- Expand the experience once visitors are in market
- Build momentum through discovery, not fixed itineraries
- Convert short visits into overnight stays
- Position Langford as a place where leaving early means missing out
- When expectations are exceeded, visits naturally extend

REFERENCE / SOURCES SLIDE

Sources

1. Destination Canada
2. Deloitte
3. Skift

Creative Approach



CREATIVE NO LONGER WORKS THE WAY IT USED TO.

People are not looking for polished tourism messaging or curated lists of things to do. They are looking for something that feels immediate, believable, and worth their time.

Our creative approach is designed to reflect how travellers actually engage with destinations today.

- Reflect real behaviour, not idealized travel
- Prioritize relevance over reach
- Focus on moments, not messaging
- Create a sense of immediacy and possibility

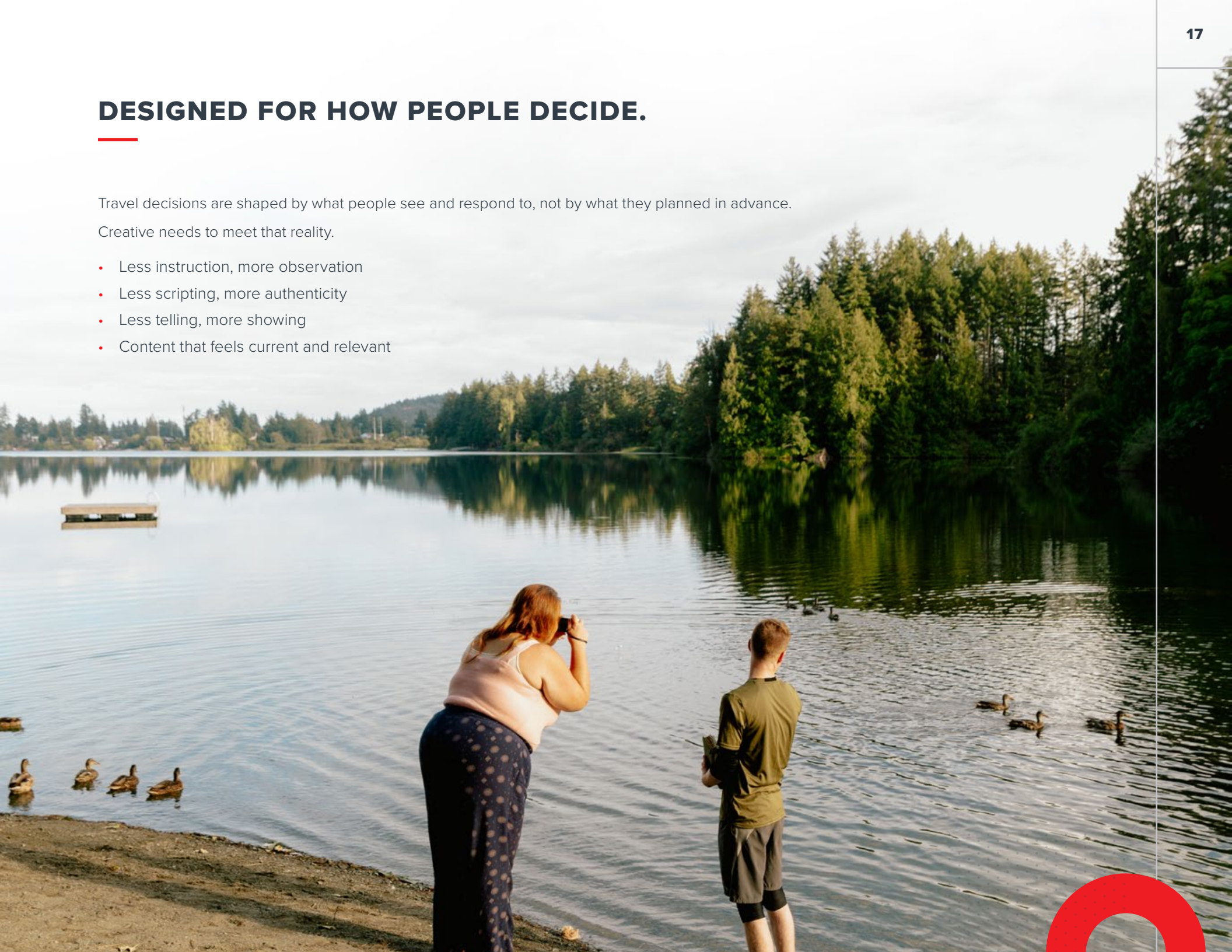


DESIGNED FOR HOW PEOPLE DECIDE.

Travel decisions are shaped by what people see and respond to, not by what they planned in advance.

Creative needs to meet that reality.

- Less instruction, more observation
- Less scripting, more authenticity
- Less telling, more showing
- Content that feels current and relevant



CONTENT THAT BUILDS MOMENTUM.

The most effective travel content doesn't explain everything upfront. It reveals just enough to move people forward. Each piece should feel like part of a larger experience, where one moment naturally leads to the next.

- Show a clear starting point
- Highlight moments that connect and expand
- Create a sense of progression, not completion
- Encourage continued exploration



CREATIVE DIRECTION.

Our work is grounded in what feels natural, believable, and easy to engage with. We focus on content that reflects real experiences without overproduction or unnecessary complexity.

- Real people
- Real environments
- POV and observational storytelling
- Minimal scripting
- Clean, simple execution

THE ROLE OF CREATIVE

Creative is not there to showcase Langford.

It exists to influence behaviour.

- Spark curiosity
- Validate the decision to visit
- Reinforce the value of staying longer
- Make leaving feel like missing out

FROM CREATIVE TO ACTION

Creative sets the stage, but results come from how and where it shows up.

To drive impact, it must:

- Reach people at key decision-making moments
- Align with intent and context
- Support the shift from interest to action



Media Strategy



MEDIA STRATEGY

MEDIA STRATEGY

Media is not about reach. It's about showing up at the right moment in the decision cycle.

- Paid social and video to spark initial interest
- Search and intent-based targeting to capture active planning
- Retargeting to reinforce discovery
- In-market placements to influence real-time decisions

CONVERSION STRATEGY

People don't extend their stay because we tell them to. They stay because leaving feels like a loss.

- Reinforce depth and variety of experience
- Surface "what else is possible" in real time
- Connect discovery to accommodation options
- Make extending the visit feel natural

MEASUREMENT & OPTIMIZATION

Success is measured by behaviour, not just visibility.

- Awareness: reach, impressions, video completion
- Engagement: clicks, time spent, interaction
- Conversion: referral traffic, booking intent
- Optimization: continuous refinement of audience, creative, and media



Audience



AUDIENCE

TARGET ONE | EXPERIENCE MAXIMIZERS

Experience Maximizers are time-conscious travellers who want to get the most out of every trip. Often couples or small groups, they prioritize quality over quantity and actively seek destinations that offer a range of experiences within a short window. They are less interested in ticking boxes and more focused on whether a place feels worth their time. If a destination delivers more than expected, they are highly likely to extend their stay to fully experience it.



TARGET TWO | FLEXIBLE EXPLORERS

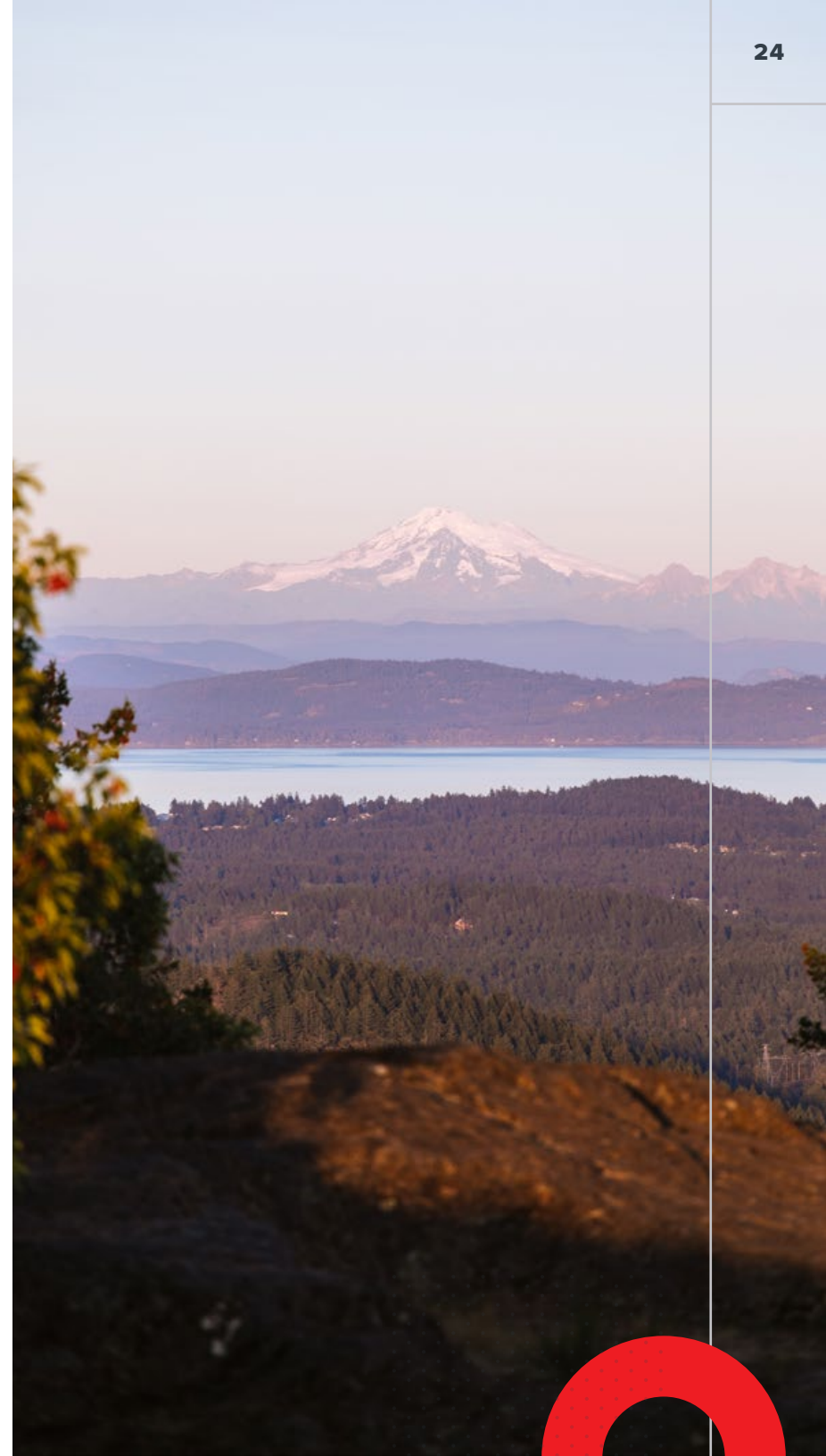
Flexible Explorers don't follow rigid itineraries. They start with a loose plan and leave space for discovery, spontaneity, and unplanned moments. They are curious, open to new experiences, and motivated by authenticity rather than polished or predictable tourism. This group responds strongly to real, unscripted content and is more likely to change plans in the moment, especially when they encounter something unexpected or compelling.



AUDIENCE

TARGET THREE | MULTI-GENERATIONAL TRAVELLERS

Multi-generational travellers are groups of family members spanning different ages, often travelling together to reconnect and share meaningful experiences. Their needs are diverse, requiring a destination that offers variety, accessibility, and flexibility. They value places where different interests can be satisfied in close proximity, allowing everyone to engage at their own pace. Destinations that provide a mix of activity, relaxation, and convenience are more likely to encourage longer stays from this group.



Spring Campaign



MOMENTUM, RE-ENGAGEMENT, AND EARLY DECISIONS

SPRING IS WHEN TRAVEL BEHAVIOUR REACTIVATES.

Visitors are coming out of winter looking for a reason to get moving again, but they are not committing to long, structured trips. They are testing shorter getaways, looking for experiences that feel easy, worthwhile, and energizing.

This is where Langford has an advantage.

The Spring campaign positions Langford as an immediate, accessible choice. A place where you can get out, do something active, and quickly discover more than you expected.

The focus is on:

- Outdoor access and movement
- Energy and variety
- Ease of entry and proximity

The role of the campaign is to trigger the visit, and begin to establish the idea that even a short trip to Langford can quickly expand into something more.



Fall Campaign



DEPTH, ATMOSPHERE & EXTENDED STAY

FALL REPRESENTS A SHIFT IN PACE AND MINDSET.

Travel becomes more intentional. Visitors are less focused on activity volume and more focused on the quality and depth of the experience. There is a growing preference for quieter destinations, seasonal atmosphere, and experiences that feel more personal and less crowded.

This is where Langford becomes more than convenient, it becomes compelling.

The Fall Campaign leans into:

- Atmosphere and seasonality
- Food, culture, and local discovery
- Layered experiences that unfold over time

The role of the campaign is to drive overnight stays, positioning Langford as a destination that rewards slowing down and staying longer. Rather than asking visitors to come, it demonstrates why leaving early means missing out.



Our Methodology



OUR APPROACH

BUILT AROUND REAL HUMAN JOURNEYS

Our approach is built around a simple idea:

If travel decisions are made in real time, strategy and execution must be designed to support that behaviour.

This means we don't separate strategy, creative, and media into isolated phases. We develop them together, ensuring every decision is aligned to a single outcome:

Turning short visits into longer stays.

PHASE 1 — ALIGNMENT & INSIGHT

We begin by aligning on objectives, audiences, and success metrics, while building on our existing knowledge of Langford.

Because of our long-standing relationship, this phase is not about discovery from scratch. It's about sharpening focus, validating assumptions, and identifying where the greatest opportunities exist.

- Confirm campaign goals and KPIs
- Refine audience segments and travel behaviour insights
- Identify seasonal opportunities for Spring and Fall
- Align internal stakeholders and expectations

PHASE 2 — STRATEGY DEVELOPMENT

We translate insight into a clear, actionable strategy that guides all creative and media decisions.

This includes defining:

- The role of each campaign (Spring and Fall)
- The behavioural triggers we are targeting
- How Langford shows up at key decision-making moments

The result is a strategy that is:

- Focused
- Measurable
- Built to perform in real-world conditions

PHASE 3 — CREATIVE & CONTENT DIRECTION

Creative is developed as a direct extension of strategy, not as a separate exercise. We establish a clear creative direction that reflects how people actually travel and consume content today, ensuring all work feels relevant, authentic, and engaging.

- Define content principles and tone
- Establish storytelling approach
- Align creative direction with audience behaviour
- Ensure consistency across all touchpoints



OUR APPROACH

PHASE 4 — MEDIA & ACTIVATION

We deploy creative through a targeted media approach designed to reach travellers at the right moment, in the right mindset.

- Awareness channels to spark interest
- Consideration channels to validate the visit
- Retargeting and in-market tactics to drive action

This phase ensures that strong creative is supported by equally strong delivery.

PHASE 5 — OPTIMIZATION & PERFORMANCE

Campaigns are actively managed and refined based on performance.

We continuously monitor:

- Audience engagement
- Content effectiveness
- Conversion signals

And adjust accordingly to improve results over time.

WHAT THIS MEANS FOR LANGFORD

Because we already understand the City, its stakeholders, and its audiences, we are able to:

- Move quickly from strategy to execution
- Reduce ramp-up time
- Focus immediately on performance and outcomes

We are not building from the ground up.
We are building from insight.



Timeline



ACCELERATED PROJECT TIMELINE

SPRING CAMPAIGN TIMELINE (LAUNCH: JUNE 18)

Leveraging our existing relationship with the City of Langford, we are able to streamline onboarding and move directly into execution. This approach enables parallel workstreams; launching with optimized existing assets on June 18, while concurrently developing and producing new creative for a full campaign rollout on June 30.

Week 1 (May 14–22) Alignment & Strategic Kickoff

- Project kickoff and team alignment
- Confirm campaign objectives, target audiences, and KPIs
- Refine strategic direction based on RFP response
- Establish creative and media priorities

Week 2 (May 22–June 3) Concept Development

- Develop creative territories and content direction
- Define campaign structure for initial (June 18) and full (June 30) launch
- Internal review and refinement
- Present concepts for client feedback
- Finalize media plan and channel mix

Week 3 (June 3–12) Creative Finalization & Production Planning

- Incorporate client feedback and finalize creative direction
- Confirm messaging framework and campaign narrative
- Develop asset list and production plan
- Soft Launch (June 18): Identify and adapt existing assets for early deployment
- Full Launch (June 30): Begin pre-production (storyboarding, planning for new content)

Week 4 (June 12–24) Production & Asset Development

- Soft Launch (June 18): Finalize and deliver optimized existing assets for media
- Execute content production (video, photography, digital assets)
- Develop campaign materials across all channels
- Begin media setup, trafficking, and QA

Week 5 (June 24–30) Finalization & Full Campaign Launch

- Complete post-production and final edits
- Final asset delivery and approvals
- Media deployment and quality assurance
- Full Campaign Launch: June 30

Week 6 (Post-Launch) Performance Monitoring & Optimization

- Monitor campaign performance against KPIs
- Conduct media check-ins and performance reviews
- Identify optimization opportunities across channels
- Implement real-time adjustments to improve performance
- Provide initial performance insights and reporting



ACCELERATED PROJECT TIMELINE

FALL CAMPAIGN TIMELINE (LAUNCH: OCTOBER 15)

Building on Summer campaign insights, this phase focuses on optimization, seasonal adaptation, and efficient asset refresh to re-enter market quickly and effectively.

Week 1 (Sept 8–11) Performance Review & Strategic Alignment

- Review Summer campaign performance against KPIs
- Identify top-performing channels, audiences, and creative
- Define Fall campaign objectives, audiences, and success metrics
- Align on key seasonal messaging and priorities

Week 2 (Sept 14–18) Concept Adaptation & Direction

- Refine and adapt existing creative territories for Fall
- Identify assets to reuse, refresh, or net new
- Develop updated campaign narrative and messaging
- Confirm media strategy adjustments based on performance insights

Week 3 (Sept 21–25) Creative Development & Planning

- Develop updated creative (copy, visuals, seasonal messaging)
- Finalize asset list (refresh vs net new production)
- Begin light production (design updates, minor shoots if required)
- Internal review and refinement

Week 4 (Sept 23–Oct 2) Production & Asset Finalization

- Complete production of refreshed and new assets
- Finalize campaign materials across all channels
- Begin media setup, trafficking, and QA

Week 5 (Oct 5–9) Launch Preparation

- Final asset approvals
- Final QA and platform readiness
- Confirm tracking, tagging, and reporting setup
- Prepare for deployment

Week 6 (Oct 15) Campaign Launch

- Fall Campaign Goes Live
- Monitor early performance and ensure smooth rollout

Week 7 (Post-Launch) Optimization & Performance Monitoring

- Conduct media check-ins and performance reviews
- Optimize creative, targeting, and spend based on early results
- Share initial performance insights and recommendations



Our Rates



BUDGET OVERVIEW

The total campaign budget of \$150,000 has been strategically allocated across two phases - Spring (June 18 and 30 launch) and Fall (October relaunch) to maximize both impact and efficiency over time. Given our long-standing relationship with the City of Langford, we have also thoughtfully structured our pricing to support this initiative, offering a blended rate of \$150/hour for our most senior team members, and have not included any disbursements.

This approach front-loads investment in the Spring campaign, where we establish the creative platform, produce core assets, and generate initial market momentum. This phase includes the majority of production costs and a stronger media push to drive awareness, test messaging, and identify high-performing channels and audiences.

Recognizing the importance of seasonality, we will ensure the creative reflects both Spring and Fall environments. While Langford's landscape remains relatively consistent between June and early October, seasonal nuance will be achieved through talent styling, wardrobe, and subtle production adjustments.

The Fall campaign builds on these learnings, allowing us to re-enter the market with a more targeted and optimized approach. By leveraging existing assets and performance insights, we reduce production costs and focus investment on refinement, efficiency, and conversion-driven media.

Across both phases, the budget is designed to balance:

- Creative production to deliver high-quality, compelling storytelling
- Media investment (digital and traditional) to drive reach and performance
- Influencer partnerships to extend authenticity and engagement
- Agency expertise to ensure strategic oversight, execution, and optimization

This phased investment model ensures we are not starting from scratch in the Fall, but rather building on proven performance to maximize return on investment.



RECOMMENDED SPLIT

Spring Campaign (June): \$90,000 (60%)

Fall Campaign (Oct): \$60,000 (40%)

Note: All fees are a blended \$150/hr. Pending concept approval, hours will be dispersed across staff members accordingly.

FULL BUDGET BREAKDOWN	
PHOTOGRAPHY / VIDEO	
<ul style="list-style-type: none"> Spring: \$16,000 Fall: \$4,000 <p>Rationale:</p> <ul style="list-style-type: none"> Spring = full production (video + photography) Fall = light reshoots / edits / seasonal overlays 	\$20,000
INFLUENCERS	
<ul style="list-style-type: none"> Influencers (\$20,000 total) <p>Rationale:</p> <ul style="list-style-type: none"> Bring in 2-3 influencers in the Spring to capture content and organically post about their experiences in Langford Repurpose the content in the Fall campaign into more purpose-driven, conversion-based reels/videos 	\$20,000
TRADITIONAL MEDIA	
<ul style="list-style-type: none"> Spring: \$10,000 Fall: \$8,000 <p>Rationale:</p> <ul style="list-style-type: none"> Spring = awareness push Fall = reinforcement + targeted placements 	\$18,000

FULL BUDGET BREAKDOWN	
DIGITAL MEDIA	
Spring: \$27,000 Fall: \$35,000 Rationale: <ul style="list-style-type: none"> • Spring focuses on building content libraries while launching a mix of intent-based media and awareness campaigns as assets become available for paid and organic amplification. • Relaunch in the fall with a funnel-based approach that builds storytelling across awareness, consideration, and conversion-based campaigns. <p>This structured and performance-driven approach ensures not only responsible budget management, but also continuous optimization to maximize campaign impact across both phases.</p>	\$62,000
AGENCY FEES	
Spring <ul style="list-style-type: none"> • Creative: \$10,000 • Media Management: \$6,000 • Project Management: \$4,000 Fall <ul style="list-style-type: none"> • Creative: \$4,000 • Media Management: \$4,000 • Project Management: \$2,000 Rationale: <ul style="list-style-type: none"> • Spring = full build (strategy + production + launch) • Fall = optimization + adaptation 	\$30,000
TOTAL	\$150,000

- Taxes: GST (5%) and PST (7%) would be applied to the \$150,000 project budget at the time of invoicing.
- We require a 50% deposit upon contract signing and will then progress bill monthly for the balance of the project duration.
- If changes exceed the original scope of work, Eclipse360 will revisit the change request and provide an updated estimate for any incremental costing for your approval prior to proceeding.



COST CONTROL & BUDGET MANAGEMENT

Eclipse360 will apply a disciplined approach to cost control and budget oversight throughout the project to ensure transparency, accountability, and efficient use of funds.

Key measures include:

- Upfront scope alignment and detailed budget allocation by workstream (production, media, influencer, agency fees)
- Regular budget tracking and forecasting, with regular check-ins to monitor actuals against planned spend
- Flexible allocation across channels, allowing us to shift investment toward higher-performing tactics in real time
- Clear approval protocols for any scope or budget adjustments prior to execution
- Leveraging existing assets and efficiencies wherever possible to reduce unnecessary production costs

SCHEDULE MANAGEMENT

Given the accelerated timelines, we will maintain strict oversight of the project schedule through:

- A clearly defined project timeline with key milestones and deliverables
- Weekly status check-ins to track progress and address risks early
- Parallel workstreams to ensure production and media timelines remain aligned
- Proactive communication to quickly resolve any potential delays
- This approach ensures we remain on track for both the June and October launch windows.

QUALITY ASSURANCE

Maintaining a high standard of creative and execution is central to campaign success. Our approach includes:

- Structured internal reviews at key stages (concept, production, pre-launch)
- Client feedback loops to ensure alignment and approval at critical milestones
- Rigorous quality assurance (QA) for all assets prior to launch, including format, messaging, and platform requirements
- Ensuring all deliverables are aligned with brand standards and campaign objectives



TRADITIONAL CAMPAIGN

OWN THE JOURNEY: FERRY MEDIA ACROSS KEY TRAVEL GATEWAYS

Ferry Media Opportunities (High-Impact Travel Audience) Why Ferry Media?

Reach a highly engaged mix of commuters, tourists, and leisure travelers in a captive, high dwell-time environment, delivering repeated exposure across key coastal travel corridors.

BC FERRIES (PATTISON OUTDOOR)

20M+ annual passengers across major coastal routes

Formats:

- Terminal Posters: \$975 / month
- Vessel Posters: \$975 / month
- Exterior Terminal Posters: \$1,750+ / month (+ install, 2-month minimum)

Strengths:

- Broad regional reach (Vancouver Island + Lower Mainland)
- High-frequency exposure across terminals and vessels
- Strong mix of commuters and leisure travelers

COHO FERRY & TERMINAL (VICTORIA - PORT ANGELES)

Approximately 425,000 annual passengers + 162,500 terminal visitors

Formats:

- Onboard Digital Screen (Main lounge)
- Terminal Video Wall (3-screen display)
- \$425 a month for 30sec assets

Performance Highlights:

- Approximately 1,700 plays/month onboard; approximately 4,500 in terminal
- Approximately 110-minute onboard dwell time
- 6-7.5+ exposures/hour

Strengths:

- Captive cross-border tourist audience
- High dwell time and repeat exposure
- Dynamic, flexible digital creative

VICTORIA CLIPPER (SEATTLE - VICTORIA)

Premium cross-border travel audience (U.S. leisure + tourism market)

Formats (typical):

- Onboard digital screens
- Terminal signage (Seattle + Victoria)
- Print or experiential placements (varies by package)

Strengths:

- Direct access to high-value U.S. visitors
- Strong alignment with tourism and weekend travel planning
- Premium environment with attentive audience

Strategic Role in Campaign

- Drives high-impact awareness at key travel moments
- Captures audiences in planning and transit mindset
- Complements digital media with physical + experiential presence



DIGITAL CAMPAIGN

The digital campaign will use user actions and engagement as the foundation for building a robust multichannel strategy. Each phase of the campaign will use a funnel approach to maximize impact across the targeted markets. Below is a summary of the campaign structure and targeting, subject to revisions based on performance data.

SPRING/SUMMER

- **Campaign Dates:** June 18 - August 18, 2026
- **Target:** Lower Mainland, Metro Centres in Alberta, Greater Toronto Area

SOFT LAUNCH JUNE 18 - 30, 2026

- **Channels:** Search, Facebook Infeed, Instagram Infeed and Pinterest
- **Strategy:** Launch with a conversion-based campaign aimed at reaching users in the consideration phase of their trip planning. Using high-intent keywords and social media campaigns that leverage existing assets, we will test variants of campaign messaging and creative to gather performance insights before the full campaign launch. These insights will be used to refine audience targeting, prioritize top-performing messages and finalize the language of the full campaign.
- **Key Performance Indicators:**
- **Primary:** Website sessions, engaged sessions, stakeholder/hotel clicks
- **Secondary:** CTR, CPC, landing-page engagement rate

FULL LAUNCH JUNE 30 - AUGUST 18, 2026

Awareness

Channels: Connected TV, YouTube, Facebook Reels, Instagram Reels, Tiktok

Strategy: Distribute new video assets through an awareness campaign optimized for video completions and ad recall. The purpose will be to focus on high-impact placements that cut through digital noise and build recall for Langford as a travel destination. Videos in vertical formats will use 3-4 variants of hooks to ensure we can optimize for capturing user attention and improving retention.

Key Performance Indicators:

- **Primary:** Reach, impressions, completed views, cost per completed view
- **Secondary:** 3-second view rate, 25/50/75% video view rates, ad recall lift where available

Engagement

Channels: Influencers - Instagram, Facebook, Tiktok

Strategy: Boost influencer content with the purpose of building an organic audience for the new @explorelangford social media profiles. Influencers will be specifically curated for their reach within our targeted markets and traveller profiles. These tactics will focus on building authenticity and leveraging existing audience trust to strengthen Langford's destination profile.



DIGITAL CAMPAIGN

Key Performance Indicators:

- **Primary:** Engagement rate, follower growth, influencer reach, saves/shares/comments
- **Secondary:** profile visits, cost per engagement

Consideration

Channels: Search, Facebook Infeed, Instagram Infeed, Reddit and Pinterest

Strategy: Relaunch the soft launch channels with new assets that drive traffic and engagement with the Explore Langford website. These campaigns will focus on high-intent audiences based on keywords, travel discovery behaviours and custom audiences retargeted from the awareness and engagement campaigns.

Key Performance Indicators:

- **Primary:** Website sessions, engaged sessions, stakeholder/hotel clicks
- **Secondary:** CTR, CPC, landing-page engagement rate, retargeting audience growth



FALL

Campaign Dates: October 15 - December 15, 2026

Target: Lower Mainland, Metro Centres in Alberta, Greater Toronto Area

Awareness

Channels: Connected TV, YouTube, Facebook Reels, Instagram Reels, TikTok

Strategy: Use Spring/Summer campaign data and insights to rework assets, create new hook variants and relaunch the campaign for the fall season. Copy and messaging will focus more on fall and shoulder season selling points. The budget will be shifted to prioritize locations and audiences most likely to book short-term and weekend trips.

Key Performance Indicators:

- **Primary:** Reach, impressions, completed views, cost per completed view
- **Secondary:** 3-second view rate, 25/50/75% video view rates, ad recall lift where available

Engagement

Channels: Influencers - Instagram, Facebook, Tiktok

Strategy: Build off of Spring/Summer influencer content with a repost and giveaway campaign to further increase engagement and followers for the @explorelangford brand. This phase will continue to use trusted creator voices to reinforce Langford's destination profile and encourage social engagement during the fall season.



DIGITAL CAMPAIGN

Key Performance Indicators:

- **Primary:** Engagement rate, follower growth, influencer reach, saves/shares/comments
- **Secondary:** Profile visits, cost per engagement

Consideration

Channels: Search, Facebook Infeed, Instagram Infeed, Influencer Reels, Reddit and Pinterest

Strategy: Rework the best-performing assets from the Spring/Summer campaign with new fall messaging points. Influencer content will be repurposed into UGC-style ads that push users to the website with CTAs encouraging trip planning.

Key Performance Indicators:

- **Primary:** Website sessions, engaged sessions, stakeholder/hotel clicks
- **Secondary:** CTR, CPC, landing-page engagement rate, retargeting audience growth

PERFORMANCE MONITORING & OPTIMIZATION

To ensure the campaign delivers measurable results, we will implement an ongoing performance monitoring and optimization framework based on the specific intent and

goals of the campaign.

Custom Dashboard:

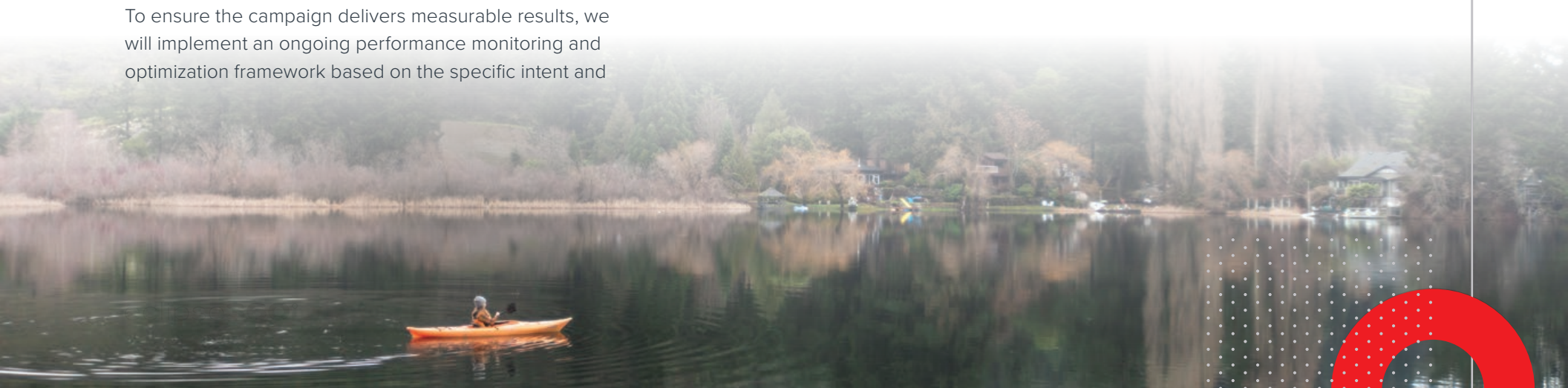
A custom Looker Studio dashboard will be updated on a weekly cadence. This report will show all advertising campaigns broken down by their intent, including awareness, engagement and consideration, along with performance based on their tracked KPIs.

Regular Campaign Check-Ins:

Biweekly campaign meetings will be used to present current performance to marketing leads and review recommended tactic changes and adjustments. A special emphasis will be placed on meetings following the soft launch phase and post Spring/Summer campaign, so that data insights can be discussed and applied to creative development.

Post-Campaign Reporting and Insights:

A comprehensive post-campaign report will be provided following each campaign, including Spring/Summer and Fall. This report will provide an overview of campaign KPI performance, creative examples and insights for future marketing campaigns.



Our Work



FEATURE CLIENT #1**KOOTENAY ROCKIES | WHAT'S YOUR RUSH?
CAMPAIGN****OBJECTIVES**

Develop a relatable and inspirational concept and multi-media campaign to raise awareness and heighten the sense of urgency to visit the Kootenay Rockies region. Drive traffic to a campaign site, with an itinerary and links to stakeholders. Target Alberta, BC, Washington and Saskatchewan during a 3-month spring/summer and 3-month fall/winter campaign

STRATEGY

Kootenay Rockies encourages you to find the thing that gets your heart pumping and your blood rushing, to reevaluate the pace of life, and be in the moment. What's Your Rush? This double meaning concept was integrated into a campaign site, allowing users to choose the level of rush they'd like to experience, view personalized activities on a map, and build a custom itinerary.

The customized map features stakeholder listings that click through to their respective websites for booking. As users add to their itinerary, they unlock the contest entry form. The custom itinerary enables users to drag and drop activities in their preferred order, and share it with a friend.

The multi-media campaign and contest creative features various rush levels, posing the question, What's Your Rush?, inviting the target audience to find theirs at WhatsYourRush.ca for a chance to win the ultimate getaway.

This aligns directly with the behaviour we are targeting for Langford, where discovery happens in the moment and experiences drive extended stays.

**RESULTS**

Campaign duration: 6 months

Website sessions: 82,944

New users: 60,988

Page views: 151,836

Google impressions: 2,000,000

TRAFFIC SOURCES

Display: 46,030

Paid search: 28,066

Organic search: 3,330

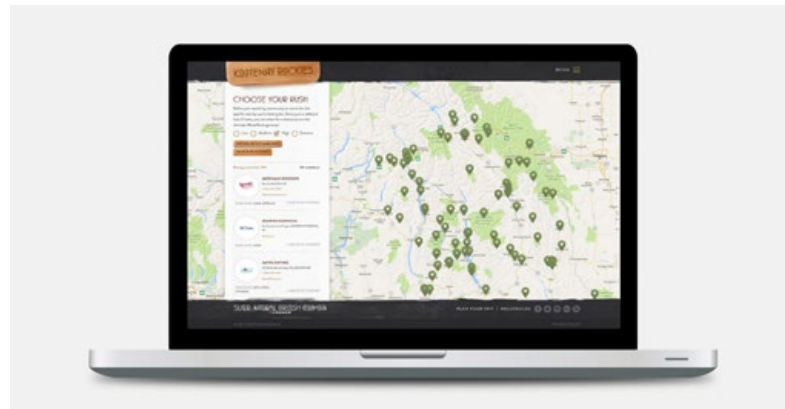
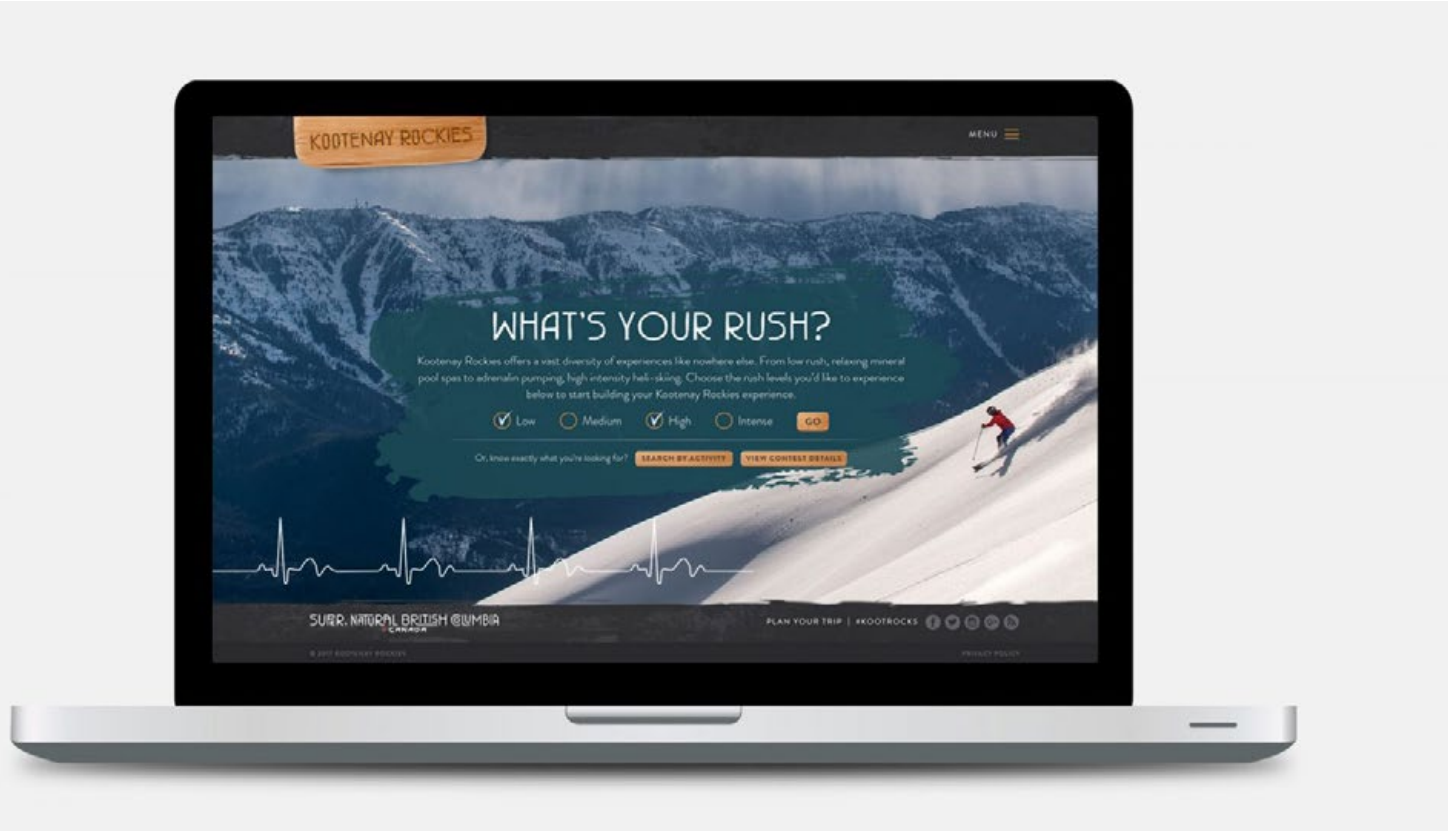
Facebook: 1,876

Instagram: 1,103



KOOTENAY ROCKIES | WHAT'S YOUR RUSH?







KOOTENAY ROCKIES

WHAT'S YOUR RUSH?

Find the things that get your heart pumping, your blood rushing and your mind focused on that moment and that moment alone. Kootenay Rockies, What's your rush?

FIND YOURS AT WHATSYOURRUSH.CA

SUPR. NATURAL BRITISH COLUMBIA CANADA #kootrocks

KOOTENAY ROCKIES

WHAT'S YOUR RUSH?

ENTER CONTEST

Find the things that get your heart pumping, your blood rushing and your mind focused on that moment and that moment alone. Kootenay Rockies, What's your rush?

WIN A 3 DAY KOOTENAY GETAWAY

WHATSYOURRUSH.CA

SUPR. NATURAL BRITISH COLUMBIA CANADA #kootrocks



FEATURE CLIENT #2**TOURISM VICTORIA | BEYOND WORDS
CAMPAIGN****OBJECTIVES**

To drive an emotional connection to our destination and position Victoria as a desirable destination, adding depth and dimension to the brand. Targeting Vancouver, Calgary, Portland, Seattle, and San Francisco markets during the spring months to drive visits to Victoria.

To build on the relaxed atmosphere that Victoria offers and communicate how much fun you can have here. Building on the four main lifestyle attributes of our target audience: Adventurous, Outdoorsy, Foodie, and a Shopper; we decided to create our own “local speak” for common phrases.

TACTICS

Video ads, Hover to Expand Ads, Facebook Display & Video Ads, Twitter Display & Video Ads, Vine Ads, Native Ads

**RESULTS**

42,751,739 impressions

158,143 ad clicks

62,144 landing page visits

17,213 button clicks

68,216 new visitors

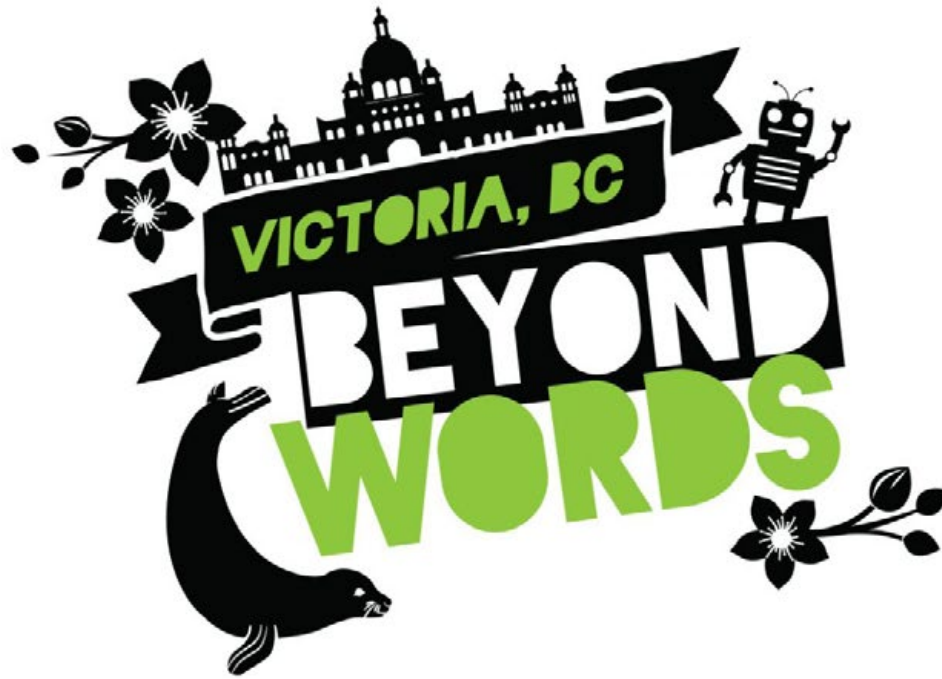
161,643 video views

400 new Facebook likes

179 new Twitter followers

TOURISM VICTORIA | BEYOND WORDS







FEATURE CLIENT #3

TOURISM VANCOUVER ISLAND FIND YOUR ELEMENT CAMPAIGN

OBJECTIVES

The objective was to position Vancouver Island as a desirable overnight leisure stay destination, and to differentiate Vancouver Island from the rest of BC while still aligning with the Destination BC brand. Our goal was to gather e-mail signs up, promote content engagement and encourage social sharing.

Our identified target market of 45+ Cultural Explorers and Authentic Experiencers, are travelers not vacationers. They are looking for rewarding experiences that engage them, challenge them and leave them feeling restored, inspired and rejuvenated. In other words, they are looking for the perfect travel formula to get them back in their element. It is from this insight that the 'Find Your Element' campaign was developed around.

TACTICS

Microsite, Facebook ads, Google display ads, remarketing, search ads, listings sales flat sheet

**RESULTS**

Contest Entries: 10,229

Unique Sessions on Site: 109,983

Page views: 172,837

ONLINE & SOCIAL MEDIA

Impressions: 5,036,505

Clicks: 51,105

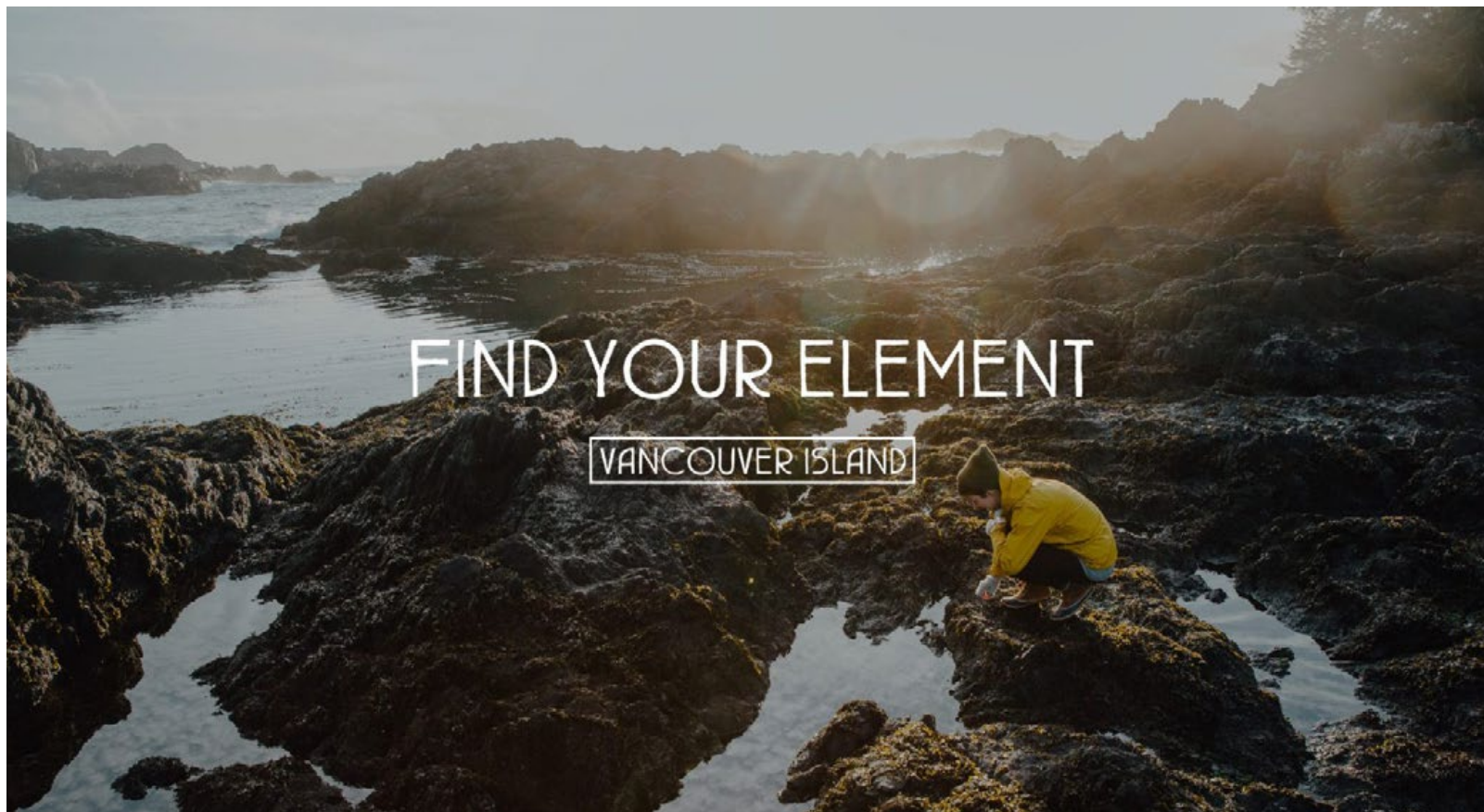
Sessions: 40,787

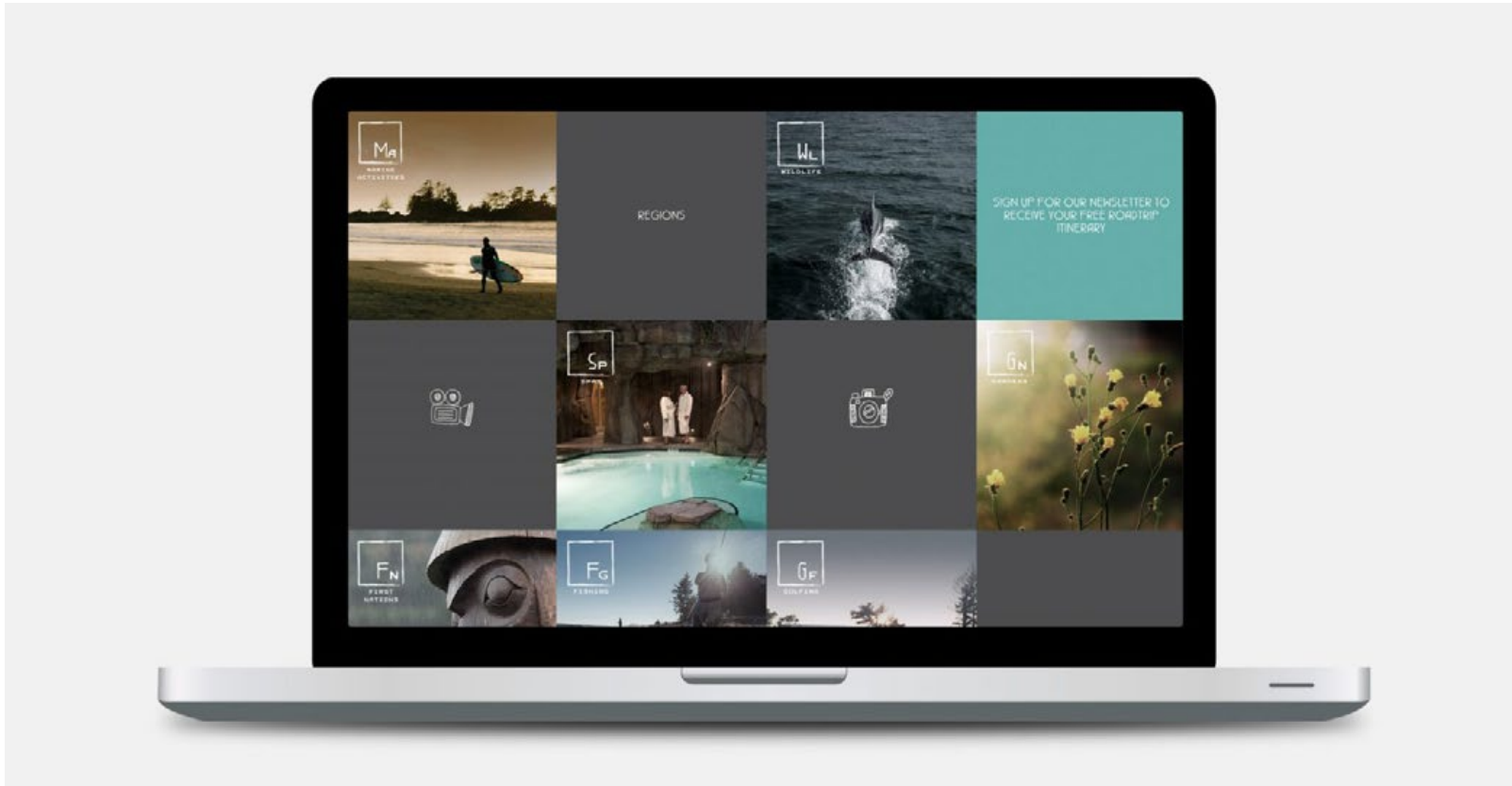
Cost per session: \$0.45

INTERNATIONAL SUMMIT AWARDS

Marketing Effectiveness Award,
Website Redesign (Before/After) &
Innovator Award

TOURISM VANCOUVER ISLAND | FIND YOUR ELEMENT





VANCOUVER ISLAND ISLAND MOMENTS APRIL/MAY 2017

ISLAND MOMENTS
VANCOUVER ISLAND'S OFFICIAL E-NEWSLETTER

Intro (short and seasonal) proin qua lorem vedula lectus euismod tristique. Magna metus, ultricies sit amet eros eu, rhoncus congue purus. Aliquam interdum deplius pulvinar. In sagitta purus ornare.

LA
LAND ACTIVITIES


Land Activities Article Headline
AUTHOR NAME Photo: [Name] | 2017

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READ MORE


GF
GOLFING

Land Activities Article Headline
AUTHOR NAME Photo: [Name] | 2017



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READ MORE

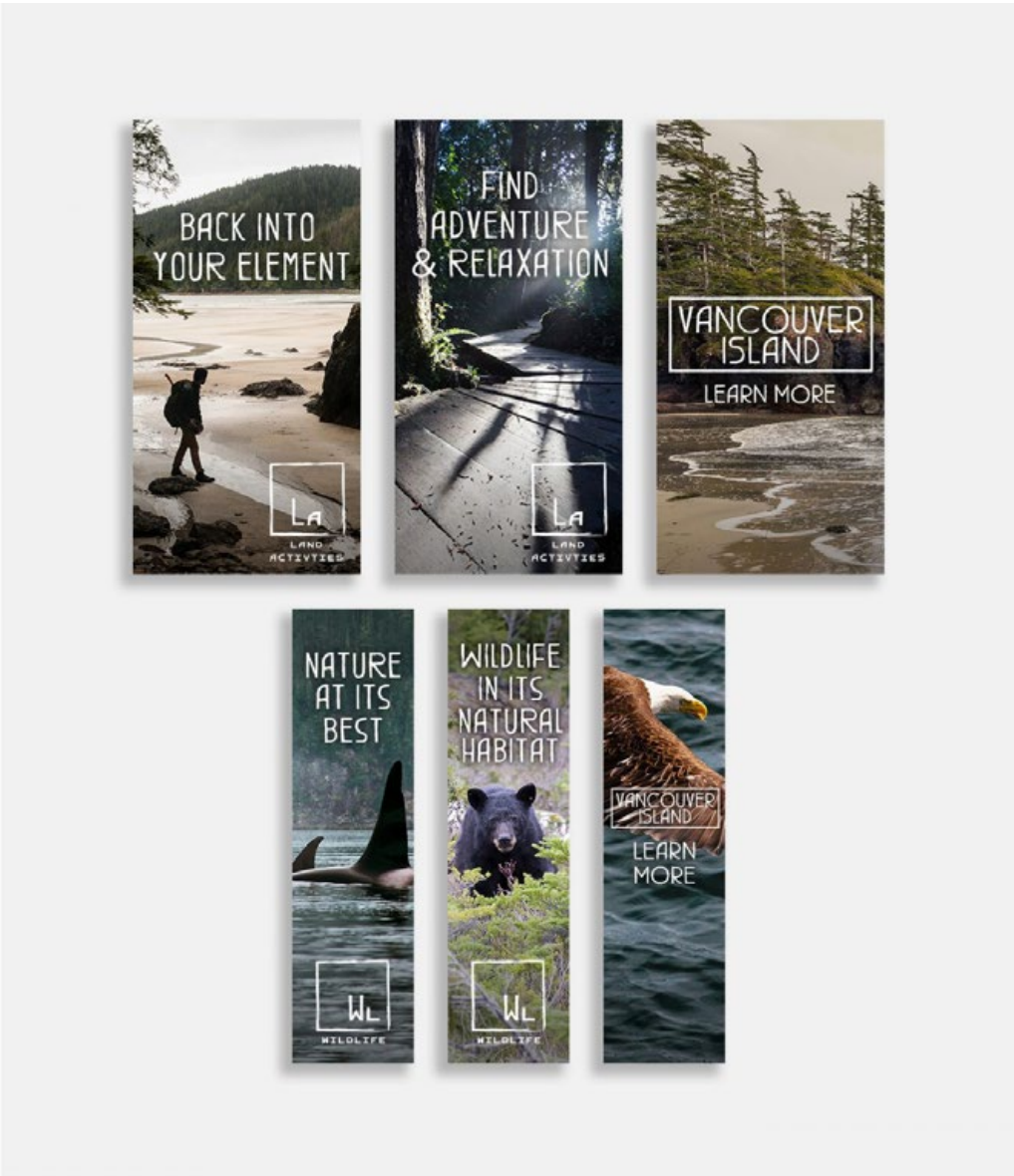
 **VIDEO TITLE** Find out what's happening throughout Vancouver Island at [HudBC.com](#)

EVENTS & FESTIVALS

START BUILDING YOUR PERFECT TRAVEL FORMULA TODAY

CT CULTURE	FN FOOD & DRINK	FG FESTIVALS	GN GETTING AROUND
MN MOUNTAINS	SB SUN & BEACH	SP SPORTS	WL WILDLIFE

VANCOUVER ISLAND ISLAND MOMENTS VIEW MOST ARTICLES



We look forward to continuing our partnership and delivering a campaign that inspires visitors to stay longer and experience more of Langford.

LET'S CHAT

