

CASE STUDY

HOW TO BUILD BUZZ FOR THE WORLD'S MOST BEAUTIFUL BEER FESTIVAL

THE CHALLENGE

The destination marketing organization for Banff and Lake Louise needed an impactful but cost-effective way to promote the Banff Craft Beer Festival. With the event in its second year, this campaign was designed to raise awareness of “The World’s Most Beautiful Beer Festival” to beer and travel enthusiasts in British Columbia, Alberta, and Saskatchewan.

OUR SOLUTION

Pressboard designed an efficient content campaign that generated three unique pieces of branded content. All content was commissioned through Pressboard’s marketplace and published natively on regional and national publishers that were carefully selected to reach the festival’s target audience. The branded stories highlighted the best reasons to visit the Banff Craft Beer Festival and were well-received by readers.





You can now drink craft beer at the world's most beautiful beer festival

Nov 9, 2016

Drinking craft beer is already enjoyable, but drinking it in one of the most majestic places on earth – The Canadian Rockies – is even better. Dubbed “the world’s most...



+ NOTABLE



3 reasons why you need to be at the Banff Craft Beer Festival

Nov 8, 2016

Alberta’s beer industry will be quieting down for the winter – while snow falls on the malt barley fields and local beers ferment in their tanks – but that doesn’t mean its fans will follow suit. Our coldest season actually...



+ DAILYHIVE



The World’s Most Beautiful Beer Festival is Happening Here in Alberta!

Jun 29, 2016

Thirsty for a little adventure – and a lot of incredible craft beer? Well you’re in luck because the self-proclaimed “world’s most beautiful beer festival” is taking place...



+ Mike's Bloggity Blog

CAMPAIGN HIGHLIGHTS



Campaign exceeded targets, providing over \$10,000 in added value for Banff & Lake Louise Tourism.



Readers expressed intent by clicking through from the stories to the client’s landing page at almost 2x the average conversion rate.



High social impact as readers shared the stories and expressed interest in comment sections.



You Can Now Drink Craft Beer at the World's Most Beautiful Beer Festival

Presented by Banff & Lake Louise Tourism

All stories were presented by Banff & Lake Louise Tourism

Banff on November 25 and 26

See within Canada's first national park, the Cave and Basin National Historic Site, festival-goers can enjoy beer from 30 of the best breweries and distilleries all while balancing it out with delicious eats from all local restaurants.



And in case you haven't heard, Alberta's craft beer scene is booming! Five years ago, there were only 13 breweries in Alberta now, there are 40. In a few years, there will be 120 to 150 more.

As Bill Robinson, one of the co-founders of Alberta Beer Festival's points out, the province is quickly becoming a craft beer hub. "Alberta has always had an amazing selection of beer, but now we have a burgeoning local craft beer scene to match that, which really makes Alberta a unique place in the world," he says.

This festival is a huge upgrade from your average pub night. The festival's site, The Cave and Basin National Historic Site, is the backdrop of Canada's national park system and was founded back in 1885.

Throughout the event, participants can wander through three main areas: Rundle Hall, Cascade Hall and the new Banff Ave. Brewing Co. Mountain View Lounge.

The cozy Rundle Hall will host beer samples from Alberta's up and coming breweries like Branch Creek and Robson Creek, as well as delicious food from Banff's own 1886 Chop House.

Head down to the heated tent in Cascade Hall and you'll sip beer from other local breweries such as Bonnamy, Gandy, Fox Unicorn and Tooty Hot.

And once you're ready for some fresh air, head out to the brand new Banff Ave. Brewing Co. Mountain Lounge where you can sample beer from Banff Hill's brewery family of Banff Ave, Wood Buffalo, Jasper Brewing and Lake Beer. Brewing along with food from Rocky Mountain Pastured and Karne Yama South. All of this with live music and DJs to round out a truly memorable weekend.



Now that you're practically salivating at the sound of all this deliciousness, we'll help you out. You can grab advance tickets here or at any of the following locations:

Branded footer and footer image accompanied each story



The Banff Craft Beer Festival will be taking place at the home of Canada's first national park. The Cave and Basin is beautifully set in the heart of the Canadian Rockies, and is now home to the world's most beautiful beer festival. To buy tickets or book hotels, visit albertabeerfestival.com



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at 10:00 AM on Nov 29, 2016



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at 10:00 AM on Nov 29, 2016



New York City Pop-Up Servers Up 30% Since Invention of the City's Most Famous Dish

at 10:00 AM on Nov 29, 2016



Bid on a Buffet of Cheese in a Lifetime Fort McHenry Wildlife Shelter

at 10:00 AM on Nov 29, 2016



Three Are Canada's Top 10 New Restaurants

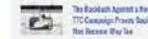
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Three Are Canada's Top 10 New Restaurants

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