

CASE STUDY

TOURISM KELOWNA SETS ITSELF APART USING BRANDED CONTENT

THE CHALLENGE

Tucked into British Columbia's beautiful Okanagan Valley, Kelowna's numerous wineries, farm-to-table food scene, and penchant for outdoor activities make it one of few destinations that is perfect for all types of visitors. Tourism Kelowna wanted to showcase that with a sustained content campaign speaking to British Columbia, Alberta, and Saskatchewan residents throughout peak travel seasons.

OUR SOLUTION

Pressboard built a comprehensive content campaign that generated 13 original branded stories, published natively on seven leading publications. The content inspired people to visit Kelowna by highlighting arts and culture, entertainment, outdoor adventures, restaurants, festivals, and other interesting stories that are unique to Kelowna, all through the brand voice of each publication.



TOURISM
KELOWNA



10 Ways Kelowna Has Changed In The Last 10 Years

Apr 20, 2016

Considering the city's population has grown by nearly 20% in the last 10 years, it's no wonder the lakeside city of Kelowna has changed as much as it has. A blossoming tech sector, revitalized downtown, changing infrastructure, an acclaimed university...

TOURISM KELOWNA + VANCOUVER IS AWESOME



The perfect girls' weekend getaway in Kelowna

Sept 14, 2016

No one wants summer to end... the sunshine, beaches, sangria, patios, and delicious food enjoyed outside with friends. Luckily, there's a place where you can still enjoy gorgeous summer weather (and...

TOURISM KELOWNA + DAILY MIVE



8 Things You Can Only Do in Kelowna

May 16, 2016

Kelowna is a pretty regular summer outpost for Calgarians, for good reason, but it's also worth visiting in the spring. The beer scene is booming, the wine scene keeps getting better and the scenery – whether in the...

TOURISM KELOWNA + CITY LIFE | STYLE | CALGARY AVENUE

CAMPAIGN HIGHLIGHTS



Campaign exceeded targets, resulting in added-value of over \$15,000 for Tourism Kelowna.



Average reader spent over 1 minute actively engaged with the branded stories.



Over 11K social engagements as readers liked, commented and shared the stories with friends and family.



All stories were presented by Tourism Kelowna

Branded footer and footer image accompanied each story

