



Marketing Report

WRRR General Meeting – Sept 16, 2021

Western Region marketing role is new and there is ongoing discovery of what the regions marketing reps truly need. Coordinating the marketing reps has been slightly unsuccessful at this time due to the summer months. I am working on connecting with each rep to know they are supported.

1. We will be providing sticks to all new sign-ups across the region. If you could provide counts asap that would be great. They will be Chance sticks, I will work on distributing them. We will likely meet in Stratford as it is a central location.

2. Rogers Marketing Campaign

Where these are displayed: Sportsnet, Breakfast Television, Jack Radio, News Radio, CityNews, CityLine, Rogers TV

Timing: April 22 – December 31, 2021

Targeting: Brantford, Cambridge, Guelph, Kitchener, Leamington, London, Sarnia, Stratford, Waterloo, Windsor, Woodstock

Creatives; please note we launched with the MAY creative and are currently running the JULY creative

Sample May Creative





FAST





@ringetteontario




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Sample July Creative



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Campaign Dates: April 22 – December 31, 2021

337,096 impressions delivered

470 clicks on ads

0.14% CTR - despite this appearing low this is actually well above industry standard

Sports Channel best performing strategy .20% CTR (this is 3.3x stronger than the industry average)

Guelph is the market with the most impressions delivered

Brantford is the market with the strongest click-through engagement

Sportsnet is the website with the most impressions delivered and the strongest click-through engagement

3. WRRRA will also look to be updating their logo and website. Pre-covid there was a logo competition we will be working on revitalizing those logos. As well we will be launching a new website to better support the region.

4. How we are spending the money is still in flux. Really looking for feedback from the associations before we decide.

Let me know if you have any questions,

Megan Carberry

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