



Marketing Report

WRRR General Meeting – November 24, 2022

Updates:

1. We have finalized the new logo!! Release of the logo will be in January 2023
2. Free Stick Program completed in October of this year. In total WRRR handed out 257 sticks across 12 associations. We would love to hear your feedback on the program and the new player reactions.

3. Rogers Campaign results

Ran from Sept 21 - Oct 15 2022

We received a total of 344, 825 impressions resulting in 0.13% click through rate. Well above industry standard (~0.04%). In comparison to last years campaign our click through rate was flat to last year with a small increase in impressions. London market drove the highest number of impressions followed by Kitchener and Guelph.

Let me know if you have any questions,

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