

VISIT THE



EVERYWHERE, *HERE.*

CAMPAIGN BY BRETT MCDONALD-CURTIS

BACKGROUND

Toronto is Canada's largest city and cultural centre of its Anglophone demographic. Along with that, it is currently the 4th largest city in North America by population and is increasingly becoming an international player on the world stage. The city itself is comprised of 6 districts: Etobicoke, York, North & East York, Scarborough, and Old Toronto (Downtown), all of them former municipalities in their own right before being amalgamated in 1998, forming the current so-called "megacity". The history of these 6 districts, as well as the common area codes "416" and "647", has led to a nickname in recent years: "The Six". Spurred on by rapper Drake in the 2010s, it has taken on a life of its own and is the name Toronto goes by whilst at the forefront of pop culture.

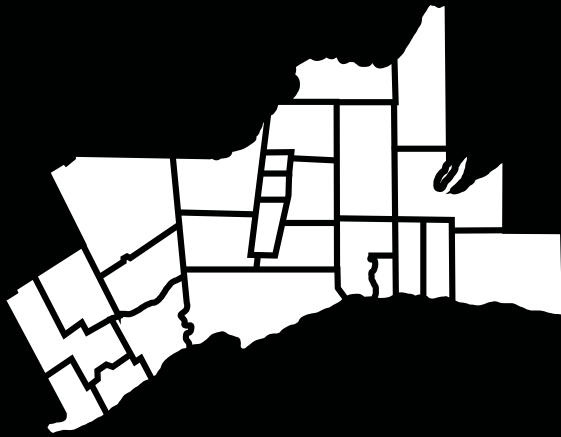


PROBLEM

Like all cities across the globe, the impact of a global pandemic has seen the shutdown of life as we know it for residents and businesses alike. Toronto's experience has been particularly challenging, given the length of our lockdowns, accompanied by some of the strictest social distancing protocols in the world. What was once a vibrant downtown core complete with nighttime destinations, active tourist attractions and a world-class culinary scene, has been reduced to a virtual ghost town on several occasions over the course of the pandemic. But with the introduction of effective COVID 19 vaccinations, there is hope of a better future on the horizon.

CHALLENGE

Now, the City of Toronto needs a campaign to let Torontonians (and the world) know that the most livable city on the planet is back in business. It's time to celebrate what we love about Toronto and why we believe it truly is one of the best places to live, eat, party, relax and enjoy. Call it the Canadian version of the iconic I Love New York campaigns from days gone by. The City of Toronto is seeking a big idea that gets us pumped to help our businesses, art and theatre, sports teams, and popular sightseeing attractions, all while reigniting our sense of pride in The Six.

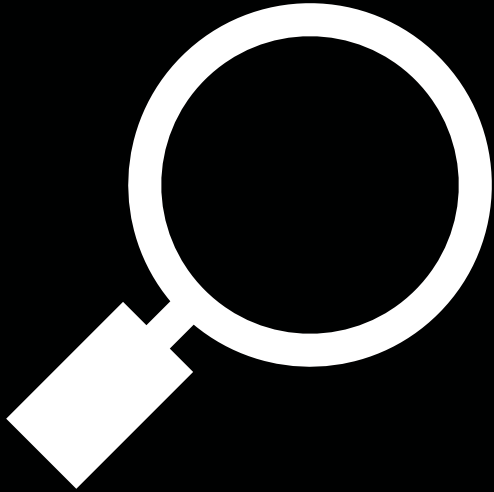


TARGET

- Primary:** Residents of the Greater Toronto Area – who live in one of the greatest cities in North America. Those who carry a deep pride for their city and who have made its many businesses and attractions part of their everyday lives.
- Secondary:** Those within a 2-hour drive from the downtown core, who make Toronto a favourite place to eat, drink, and take in festivals and nightlife.

ADDITIONAL RESEARCH

- People within the city are going to have more gripes with it as opposed to visitors from outside (transit, rent, etc.) but can more easily visit its notable places.
- People outside are going to be primarily interested in big landmarks and places of leisure but may be far away.
- The multicultural pride of Toronto makes its citizens feel very worldly.



INSIGHTS

- For people to come see Toronto, they have to see what they're missing out on.
- They need to see that people are actually going to these places
- The worldly nature of Toronto provides for a variety of experiences.

BIG IDEA

Make traveling around Toronto
feel like traveling the world.

MOODBOARD

- Old-time postcards.
- Maximalist sticker layouts.
- Mix w/ contemporary record stickers in the music world.



STICKERS

• Available solely at depicted locations.



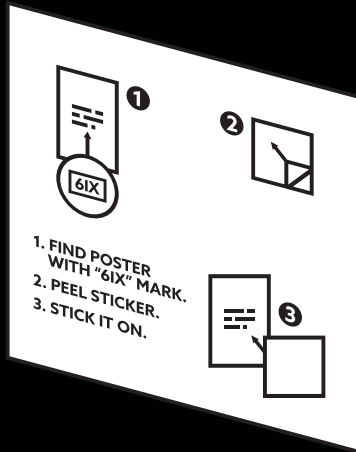
- CN Tower
- Pearson Airport
- Nathan Phillips Square
- ROM
- PATH

- Union Station
- Yonge-Dundas Square
- St. Lawrence Market
- Casa Loma
- Exhibition Place
- Toronto Zoo
- AGO
- Centre Island
- Don Valley
- Scarborough Bluffs

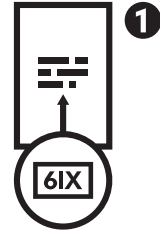
FRONT



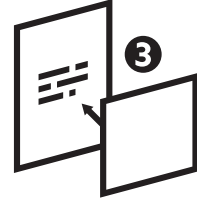
BACK



1. FIND POSTER WITH "6IX" MARK.
2. PEEL STICKER.
3. STICK IT ON.



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INFOGRAPHIC

6IX

CORKBOARD



TTC "POSTER"
20" x 28"



LOGOTYPE STICKER

- Spreads brand image.
- Helps prevent vandalism.





SCOTIABANK ARENA

- Holographic sticker.
- Top prize for visiting every place in the campaign.
- Free seat to a Raptors game.



DIGITAL STICKERS

- Gives sticker based on location.
- Spreads awareness online.



Your story

Close friends





SOCIAL TILE

1080px x 1080px



TTC POSTER 20" x 28"



ROM



VISIT THE

6IX

EVERYWHERE, *HERE.*



ROYAL ONTARIO MUSEUM – ROM

Founded in 1914, the Royal Ontario Museum showcases art, culture and nature from around the world and across the ages. Among the top 10 cultural institutions in North America, Canada's largest and most comprehensive museum is home to a world-class collection of 13 million artworks, cultural objects and natural history specimens, featured in 40 gallery and exhibition spaces. As the country's preeminent field research institute and an international leader in new discoveries, the ROM plays a vital role in advancing our understanding of the artistic, cultural and natural world. Combining its original heritage architecture with the contemporary Daniel Libeskind-designed Michael Lee-Chin Crystal, the ROM serves as a national landmark, and a dynamic cultural destination in the heart of Toronto for all to enjoy.

6IX

BROCHURE **3.66" x 8.5"**

THANKS FOR VISITING THE 6IX