



A CAMPAIGN PROPOSAL

from Montana, Pushti, Virender, & Stephanie

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WHO ARE WE?



Stephanie
Communications
Coordinator



Virender
Content
Manager



Montana
Campaigns
Manager



Pushti
Marketing
Coordinator

The Team

EXECUTIVE SUMMARY



- To fill in





PUBLIC RELATIONS GOAL

To have an effect on the acceptance of travel trips organized by Great Canadian Holidays and Coaches; specifically to increase passengers, aged between 55-80 years old by 35% till September 2nd, 2021.

●— Awareness Objective

To have an effect on awareness of the senior community in the Kitchener/Waterloo Region; specifically that the Great Canadian Holidays and Coaches is committed to the safety of their passengers post COVID-19.

●— Acceptance Objective

Acceptance Objectives: To have an effect on acceptance of the senior community in the Kitchener/Waterloo Region; specifically to increase positive attitudes towards the Great Canadian Holidays and Coaches.

●— Action Objective

To have an effect of action on the senior community in the Kitchener/Waterloo Region; specifically to increase the number of email sign up and tour attendees.

GREAT CANADIAN

HOLIDAYS & COACHES

THE CAMPAIGN



In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.

We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.

Take up our quarrel with the foe:
To you from falling hands we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.

KEY MESSAGES



- **Let's feel a little lighter**
- **Freedom awaits**
- **Drop the Baggage**

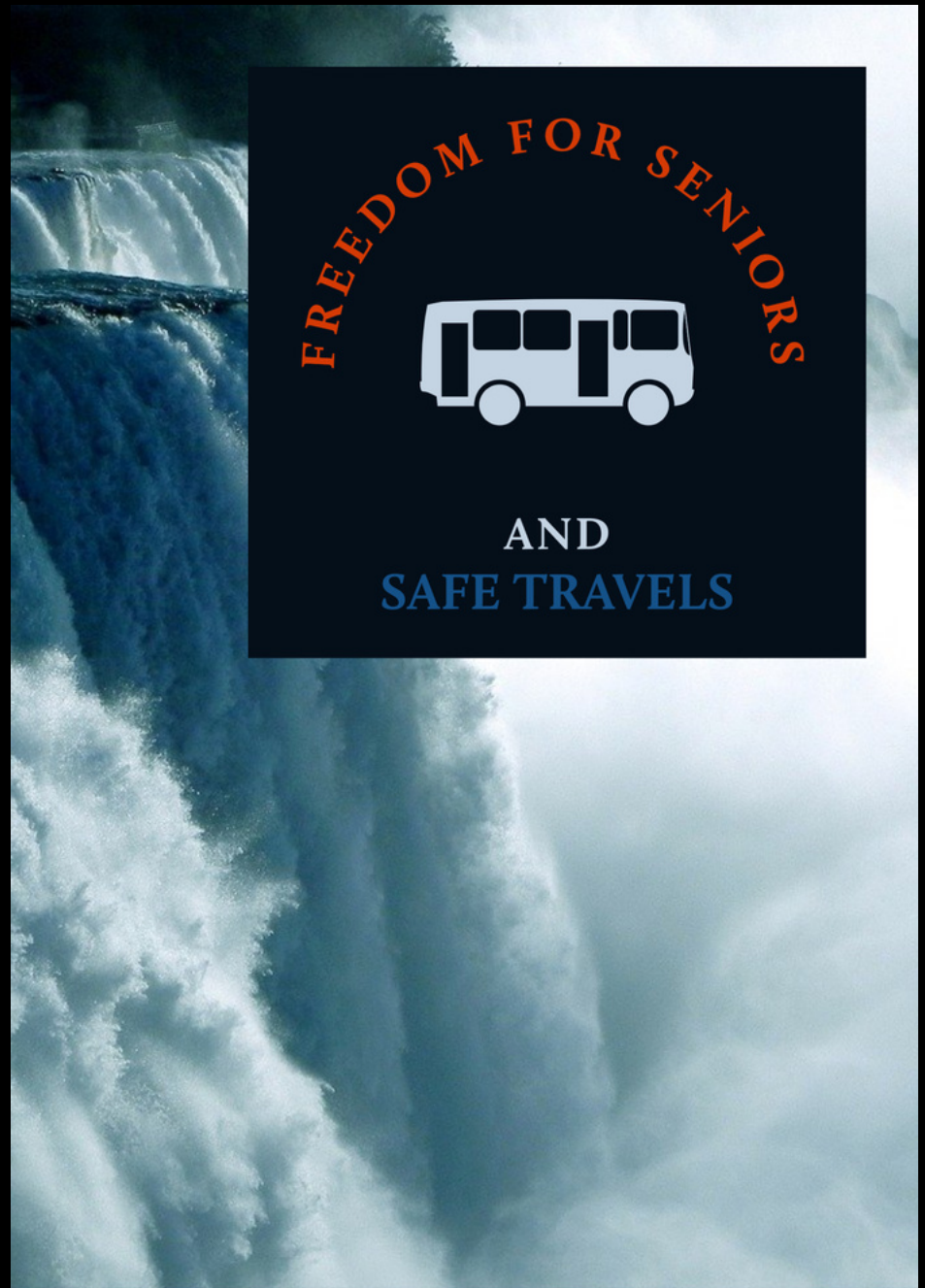


- **Let's get back to fun**
- **Safety comes first**
- **Comfort is king**





**DROP
THE
BAGGAGE**

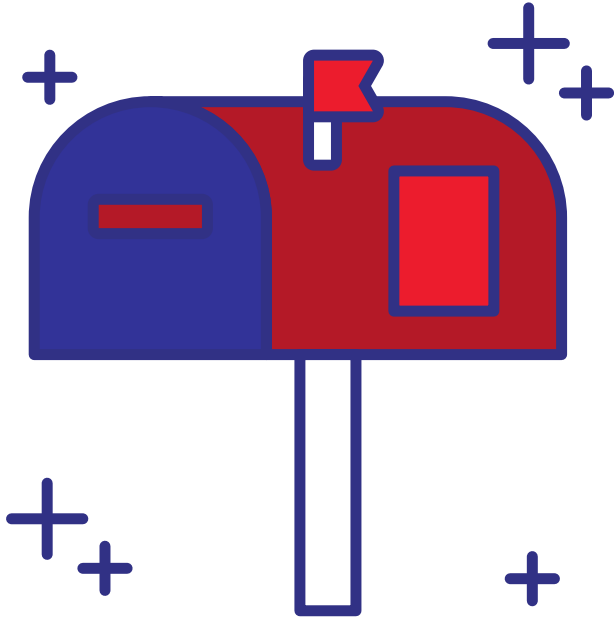


FREEDOM FOR SENIORS



**AND
SAFE TRAVELS**

Tactics



KEEP IN TOUCH



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Revealing Your Story



JUNO

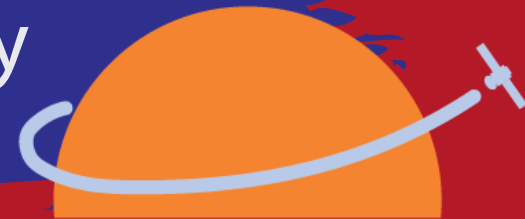
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**THANK
YOU!**



Q&A

The Drop the Baggage
Campaign by



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Trailways

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OPERATED BY
GREAT CANADIAN COACHES INC.
STONEYHAM, ONTARIO
USDOT 674030