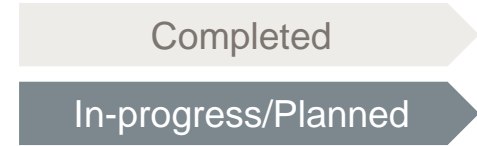
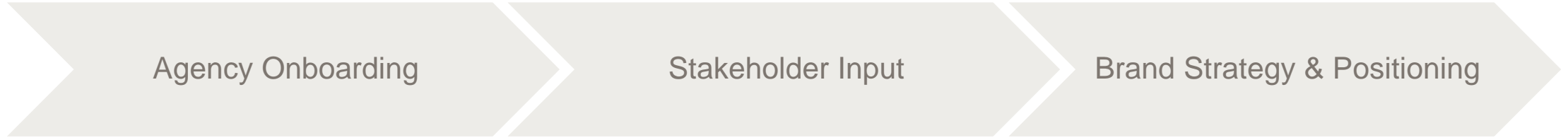


Project Plan



RESEARCH & DISCOVERY



BRAND DEVELOPMENT



CAMPAIGN PLANNING & CREATIVE

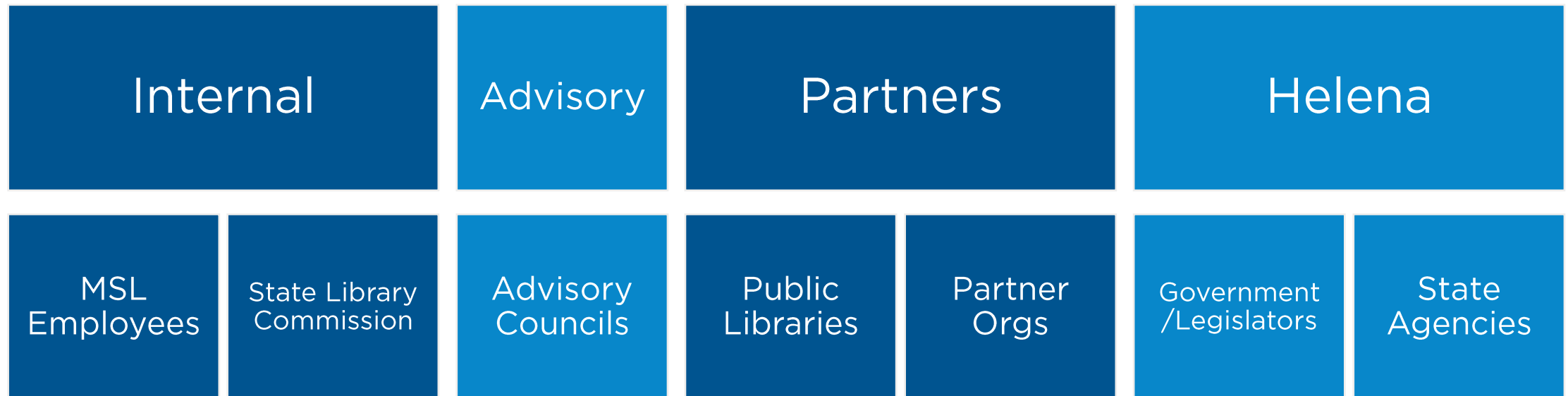


BRAND LAUNCH



Priority Audiences

“Family & Friends”



Secondary Audiences

Other Key User Groups (Active & Prospective)

Local
Municipalities

Real Estate
Professionals

Natural
Resource
Professionals

Outdoor
Recreationalists

Emergency
Services

Print Reading-
Impaired

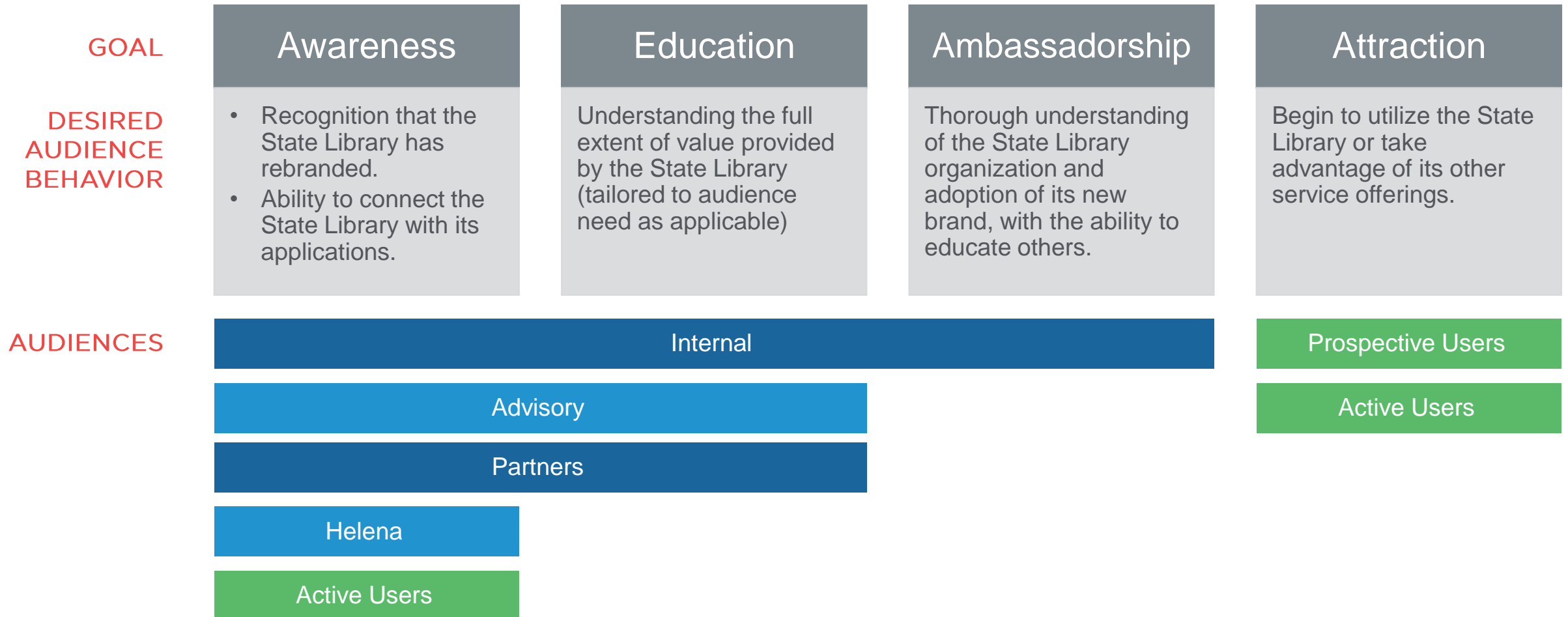
Agriculture/
Farming

Department of
Transportation

Tourists

Researchers
and Reporters

Overview of Brand Launch Goals



Brand Rollout Plan

