



# Curling Canada Customer Generation Campaign

Social Media Strategy, Creative Development & Reporting  
February 14, 2017



# Summary

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- Social media has become an effective channel to reach Canadians. 71% of Canadians are on Facebook.
- Curling Canada tested Facebook advertising to drive trial opportunities at 3 selected clubs.
- The \$10,000 media buy created 1.3 million impressions, reached 226K unique Canadians, creating just under 1500 actions.
- This **advertising test was successful** in driving traffic to the test clubs.

# Conclusions

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## General

- We were able to find new local audiences who are interested in Curling.
- We reached younger audiences with creative messaging that converted to club visitation and membership.
- Relative to other channels and media, Facebook can offer a lower cost of acquisition.

## Target Audiences

- Parents were among the most engaged target audiences.

## Media

- We tested two types of ad units – local awareness ads and event response ads.
- Facebook local awareness generated cost effective impressions.
- Facebook event response ads, while more expensive, drove more fan engagement.

# Opportunities

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- Parents, as the most engaged audiences with Facebook event messaging, may be interested in specific messaging such as similar ‘learn to curl’ events for kids.
- Future campaigns would benefit from running multiple try-curling events within high density urban areas versus single events. Also, broadening geographic / demographic targeting in lower density areas to avoid serving high frequency messaging.
- There is opportunity to create more diverse creative ads designed and more relevant to our target audience.
- For longer campaigns, creative should be refreshed to avoid from wear.

# Objective

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Generate new customers to try curling using a specific target audience in 3 geographic locations:

- Unionville, ON – population 123,318
- Orangeville, ON – population 28,900
- City View area of Ottawa targeting 45+ within 5kms of this curling rink.

# What does success look like?

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## 1) Interest

# of fan engagements driven by Facebook (social engagements, pre-registration etc.)

## 2) Walk-ins

# of people who show up for the 1 hour sessions

## 3) Membership

# of people who sign up for 4-6 Learn to Curl Campaign program from walk-in

# In order to achieve this, we will require

- 1) Creative ads on Facebook
- 2) Unique offer
  - Free trial of 'Learn to Curl' event
  - Drop-in anytime during 2 hour window (but only 30 min commitment for registrants)
  - Trained instructors on site



# Core Target Audience: Adults/Parents of 4-14 year olds (adults 35+ years old)

- Consider themselves to be adventurous, outgoing, athletic and smarter than average.
- Less likely to describe themselves as clumsy, couch potatoes, unhealthy.
- Over-index in usage of Facebook and LinkedIn
- Of percentage of population that have expressed a 'definite' interest in curling, they over-index in the following attributes:
  - Have paid to play sports
  - Sports fans
  - Attend sports events
  - Household income of +\$100K



## Motivators:

- **Fun with friends and family** – Modern parents spend an average of 34 minutes a day with their kids. They're hungry for opportunities for more quality time, and curling is a fun way to spend it together. \*\*
- **Uniquely Canadian experience** - There's currently a wave of pride around all things Canadian, from sports, to politics to culture. Curling is a unique experience that families can enjoy together.

## Concerns:

- **Indifference** – when asked to rate their perception of curling (love it, like it, indifferent, dislike it, hate it), indifference emerged as the most common answer (consistent with all target groups).

\*Sources: Curling Canada Research Report: Curling's competitive landscape – October 2016; \*\*Highland Spring Group: Active Parents - <http://bit.ly/2aYfR0h>

# Secondary Audience: Mature Millennials (18-34, but bullseye is 30+)

- Consider themselves to be smarter than average, different, and introverted.
- Have more distinct characteristics compared to any other group, thus messages should be uniquely crafted.
- Over-index in Facebook, YouTube, Twitter and Instagram.
- Show relatively high interest in curling
- “If there was a curling rink close to your home and were offered a chance to come and try the sport, would you?” Millennials answered ‘Definitely’ 11% of the time versus 6% for general population

## Motivators

- **Fun with friends and family** – Millennials value experiences over possessions. They’re interested in trying new activities, not only for the memories, but to “humblebrag” online + build social currency.
- **Uniquely Canadian Experience** – there is currently a swell of pride around all things Canadian. From sports, to politics, to music and food. And Curling is an experience unique to our culture that we can build some pride around.

## Concerns

- **Perception of curlers** – millennials less likely to see curlers ‘like me’, more likely to see curlers as ‘older, white, men’. ‘Like me’ includes being cool, younger, popular, urban
- **Indifference** – when asked to rate the perception, indifference emerged as the most common answer (consistent with Adult group)



Sources: Curling Canada Research Report: Curling’s competitive landscape – Oct. 2016

# Geographic considerations for each audience

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Targeting audiences based on location, visitation and other digital behaviours.

## GEOGRAPHY

- Unionville, ON
- Orangeville, ON
- Ottawa, ON

Kilometer radius varies per club based on urban/rural location & proximity to surrounding curling clubs

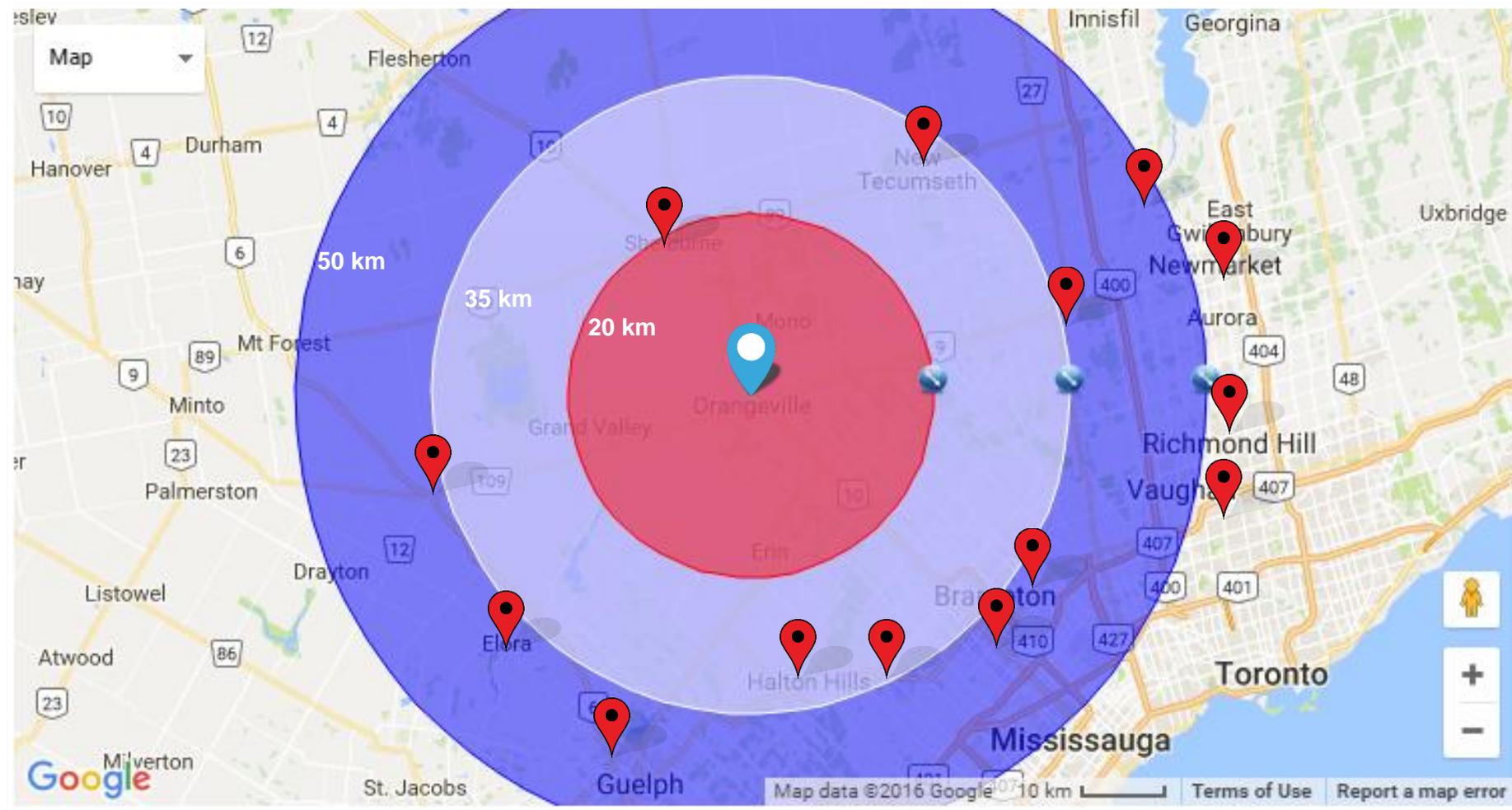
## NUMBER OF CLUBS

3

## GEO FENCED & CURLING INTERESTS

- Facebook users within a specific area who also show interests towards curling; consider interests around sports teams/events etc.
- For Adult target, consider interests towards other winter sports you can pay to play, for yourself or your family (like hockey, skiing, snowboarding)
- For Millennial target, consider interests towards popular group experiences (like archery, axe throwing, laser tag, paintball, go-karting, bowling, paint night, escape room games)

# Orangeville Curling Club Geo Targeting



Orangeville Curling Club

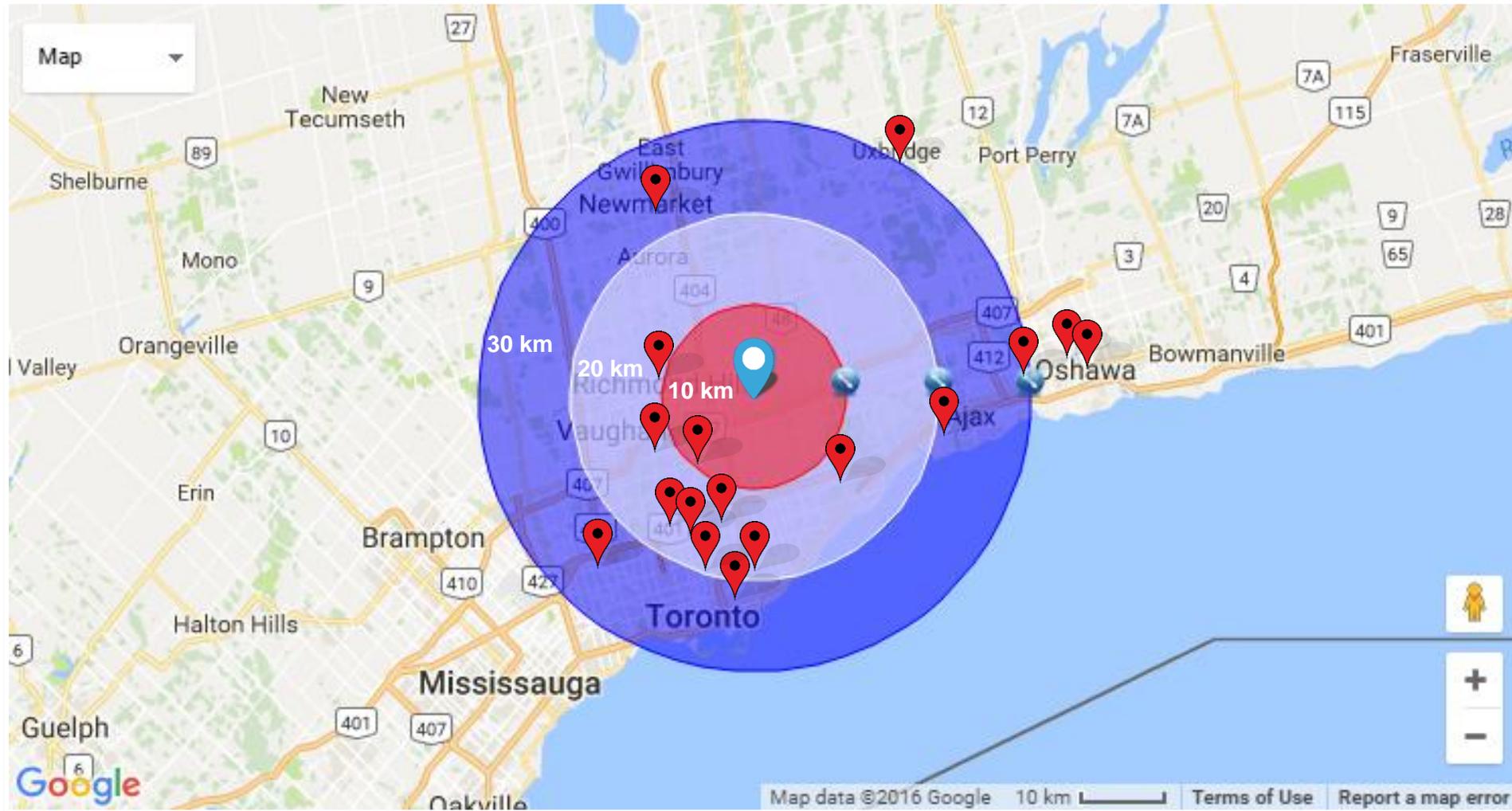


Other Curling Clubs

Reco: 20-25 km Geo-Targeting Radius



# Unionville Curling Club Geo Targeting

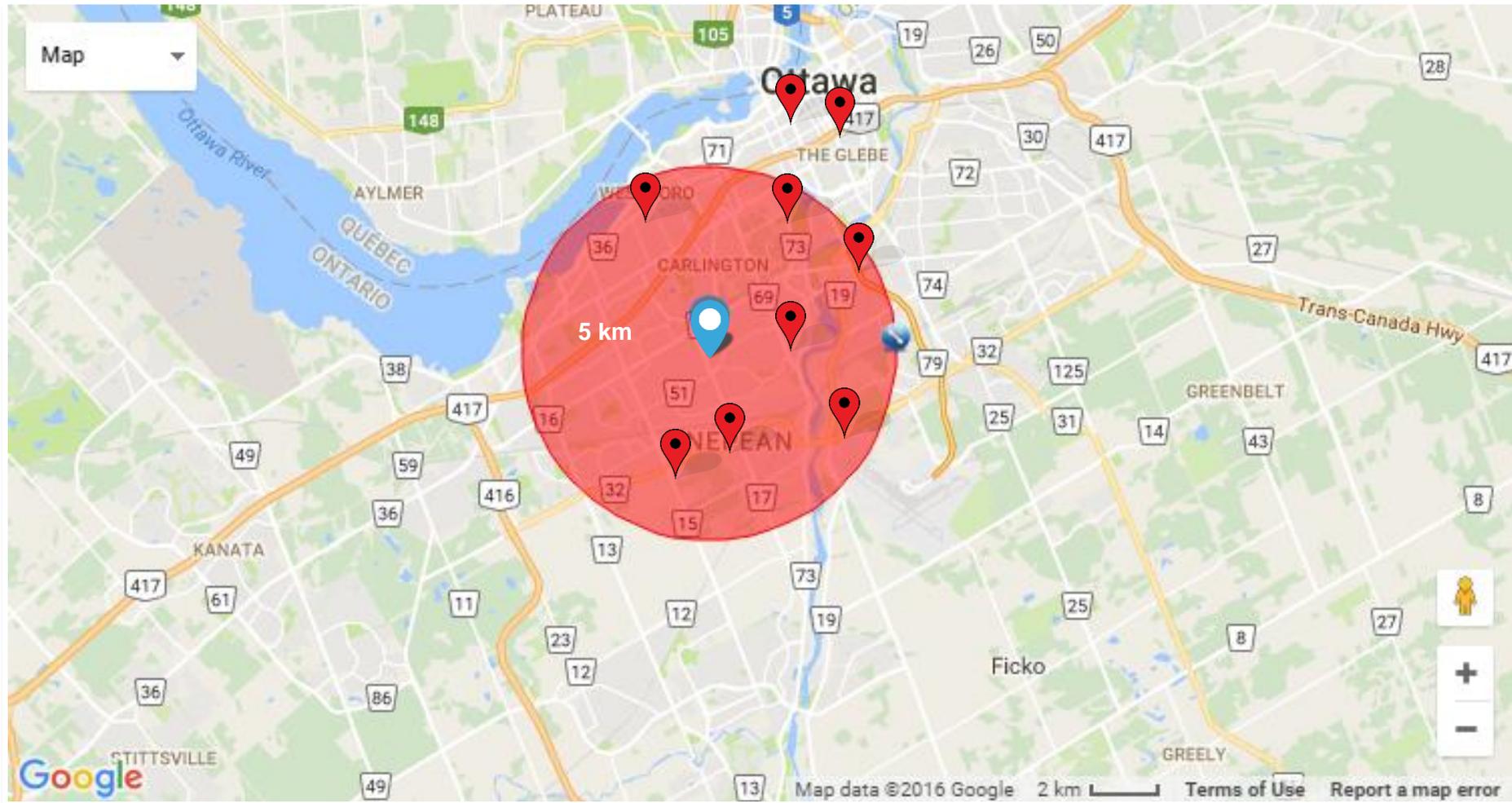


 Unionville Curling Club

 Other Curling Clubs

Reco: 10-15 km Geo-Targeting Radius

# City View (Ottawa) Curling Club Geo Targeting



City View Curling Club



Other Curling Clubs

Reco: 5 km Geo-Targeting Radius



# How do we reach them?

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**Goal:** Identify specific location, demographic, & interest cues that signify a qualified audience.



# Facebook Media

Best channel for social targeting

Reaching distinct neighbourhoods or regions with hard hitting calls-to-action

Ability to leverage awareness and conversion advertising

# Hyper-Targeted Social Media Objective: Conversion



## How it works:

- Ad is served based on the online behaviours of individuals.
- Facebook remains the largest social media platform where content is discovered. It is the perfect platform to hyper-target and drive awareness.
- Social media is able to target only those individuals with a specific postal code or those with interests in trying out a new sport, like Curling.
- We would use a combination of Facebook media paid ad units and/or dark posts in order to reach our intended audience.

*Hyper-targeting refers to the ability to deliver advertising content to specific interests in a specific region.*

The screenshot shows the Facebook Ads targeting interface. The 'Locations' section is set to 'People who live in this location' with a map of Ottawa, Ontario, Canada, centered on 50 Capilano Dr. The 'Audience definition' section shows a gauge indicating the audience selection is 'fairly broad'. The 'Audience Details' section lists the following criteria:

- Location – Living in:
  - Canada: 50 Capilano Dr, Ottawa (+5 km) Ontario
- Age:
  - 45-65+
- People who match:
  - Interests: Camping, Boating, Horseback riding, Fishing, Hiking, American football, Hunting, Basketball, Surfing, Football, Baseball, College football, Mountain biking, Car racing, Marathons, Golf, Skiing, Snowboarding, Swimming, Triathlons, Volleyball, Tennis, Winter sport, Ski, Snowboard, Ski resort, Alpine skiing, Snow, Curling, Winter or Sport in Canada
- Placements:
  - Facebook Feeds and Facebook Right column

Potential reach: 17,000 people

Estimated daily reach: 510-1,300 people on Facebook

Detailed targeting: INCLUDE people who match at least ONE of the following



# Messaging

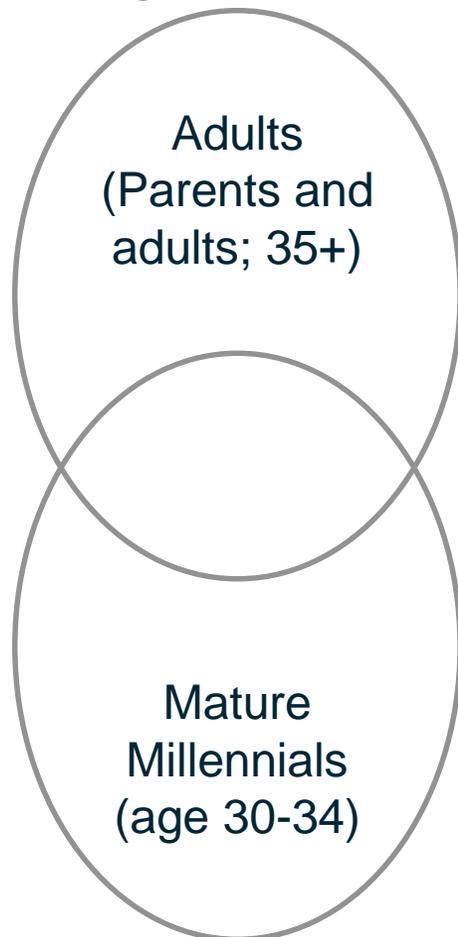
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Highlight key messages and storylines that resonate with target audience

# Communication Strategy

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## Target Audiences



## Three Geographies to Target

### **GEOGRAPHY 1: Orangeville**

20-25 km radius from Orangeville Curling Club  
East Hwy 6 to Hwy 27  
North of Hwy 7 to South of Hwy 89

### **GEOGRAPHY 2: Unionville**

10-15 km radius from Unionville Curling Club  
East of Yonge St to York Durham Line  
North of 401 to South of Bloomington Road

### **GEOGRAPHY 3: Ottawa**

5 km radius from City View Curling Club  
East of 416 to McCarthy Road  
North of Grenfell Cres to Hwy 36

## Audience Groups

### **Audience Group 1**

Aimed at locals looking for fun and accessible activities to take part in with friends and family.

### **Audience Group 2**

Aimed at locals looking to experience an authentic Canadian winter experience.

# How we 'explain' the offer by audience

Curling Clubs will each run a free Learn to Curl drop in event offering the opportunity to get on the ice with trained instructors learning the basics of curling. The window was 2-hours with each participant getting a 30 minute 'session'

Offer	Adult Demo	Mature Millennial Demo
<p><b>Learn to Curl Events</b></p> <p>Unionville: Jan 22 (Sunday)            Ottawa: Feb 3 (Friday)            Orangeville: Feb 5 (Sunday)</p> <p>Drop-in anytime</p>	<p><b>In Parent mind-set:</b></p> <ul style="list-style-type: none"> <li>- It's a fun, new activity for the family to try</li> <li>- It's a fun way to enjoy a uniquely Canadian experience as a family</li> </ul> <p><b>In Adult mind-set:</b></p> <ul style="list-style-type: none"> <li>- It's a fun, new activity try</li> <li>- It's a fun way to enjoy a uniquely Canadian experience.</li> </ul>	<ul style="list-style-type: none"> <li>- It's a fun winter experience to share with friends/colleagues</li> <li>- It enables them to have a taste of a uniquely Canadian experience (celebrate your Canadian pride?)</li> </ul>

# The Ads

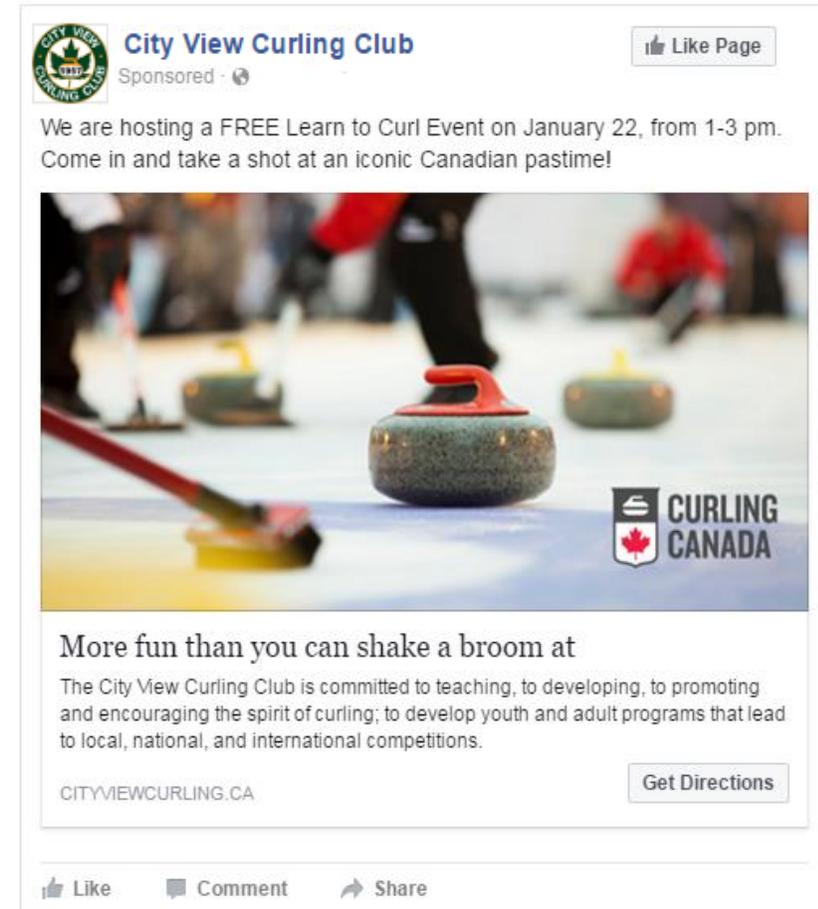
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Testing different ads while highlighting key messages and storylines that resonated with the target audiences

# Ad #1

## Local Awareness

- Hyper-targeted ads by location help drive awareness amongst audience within a defined radius from the club
- Allows clubs to find and connect with their local audience
- **Call To Action** button with 'Get Directions' allows people, when clicking on it, to see how to get to the curling club
- Map Card helps provides relevant details including a map pin for their location, distance to the club, hours of operation and a direction link.
- Opportunity to target audience by location, demographics, and interests, and optimize media buy according to ad performance



The image shows a Facebook advertisement for the City View Curling Club. At the top left is the club's profile picture, a circular logo with a curling stone and the text 'CITY VIEW CURLING CLUB'. To its right is the page name 'City View Curling Club' and a 'Like Page' button. Below this, it says 'Sponsored · 🌐'. The main text of the ad reads: 'We are hosting a FREE Learn to Curl Event on January 22, from 1-3 pm. Come in and take a shot at an iconic Canadian pastime!'. Below the text is a photograph of a curling stone on an ice rink with a broom in the foreground. In the bottom right corner of the photo is the 'CURLING CANADA' logo. Underneath the photo is the headline 'More fun than you can shake a broom at' and a paragraph: 'The City View Curling Club is committed to teaching, to developing, to promoting and encouraging the spirit of curling; to develop youth and adult programs that lead to local, national, and international competitions.' At the bottom left of the ad is the website 'CITYVIEWCURLING.CA' and at the bottom right is a 'Get Directions' button. At the very bottom of the ad are the interaction buttons: 'Like', 'Comment', and 'Share'.

# Ad #1

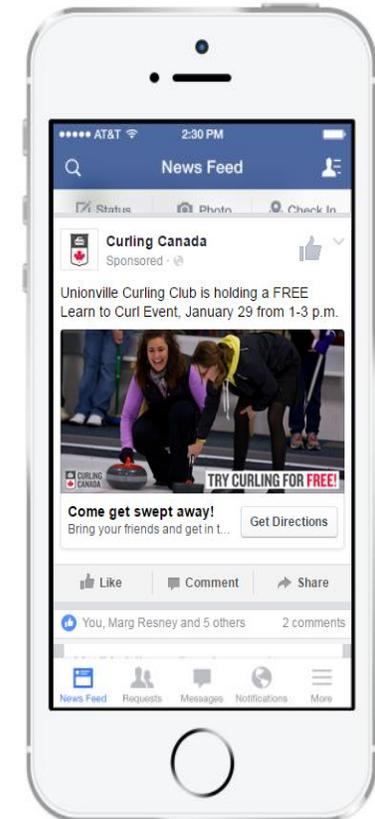
**Target:**  
Mature Millennials

**Motivator:**  
Fun with Friends

**Ad Type:**  
Local Awareness



A desktop newsfeed advertisement for Curling Canada. At the top left is the Curling Canada logo and name, with 'Sponsored' and a globe icon below it. To the right is a 'Like Page' button. The main text reads: 'Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m.' Below this is a photograph of two women on a curling rink; one is in a purple top and the other in a black jacket with a yellow hood, both leaning over a curling stone. A 'CURLING CANADA' logo is in the bottom left of the photo, and a banner at the bottom right says 'TRY CURLING FOR FREE!'. Below the photo, the text says 'Come get swept away! Bring your friends and get in the game.' and a 'Get Directions' button is on the right. At the bottom are 'Like', 'Comment', and 'Share' icons.



A mobile newsfeed advertisement for Curling Canada, displayed on a smartphone screen. The screen shows the 'News Feed' header with AT&T signal, 2:30 PM time, and battery level. Below the header is the Curling Canada sponsored post. The text is the same as the desktop version: 'Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m.' The photo is smaller, and the 'TRY CURLING FOR FREE!' banner is more prominent. Below the photo, the text says 'Come get swept away! Bring your friends and get in the game.' and a 'Get Directions' button is on the right. At the bottom are 'Like', 'Comment', and 'Share' icons. The phone's navigation bar at the very bottom shows 'News Feed', 'Requests', 'Messages', 'Notifications', and 'More'.

# Ad #2

**Target:**  
Mature Millennials

**Motivator:**  
Uniquely Canadian

**Ad Unit Type:**  
Local Awareness



The desktop newsfeed ad features the Curling Canada logo and a 'Like Page' button. The main text reads: 'Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m. Join us and learn to play the coolest sport in Canada.' Below this is a large image of a curling match with a 'TRY CURLING FOR FREE!' banner. The image includes the Curling Canada logo in the bottom right corner. Underneath the image, the text says 'A Cool Canadian Experience' and 'Hit the ice with our trained instructors and throw your first stones.' A 'Get Directions' button is located at the bottom right of the ad. At the very bottom of the ad unit are 'Like', 'Comment', and 'Share' buttons.



The mobile newsfeed ad shows the same content as the desktop version, but adapted for a smartphone screen. It includes the status bar at the top with 'AT&T' and '2:30 PM'. The ad content is scaled down to fit the mobile interface, with the 'Get Directions' button and 'Like', 'Comment', and 'Share' buttons clearly visible at the bottom of the ad unit.

# Ad #3

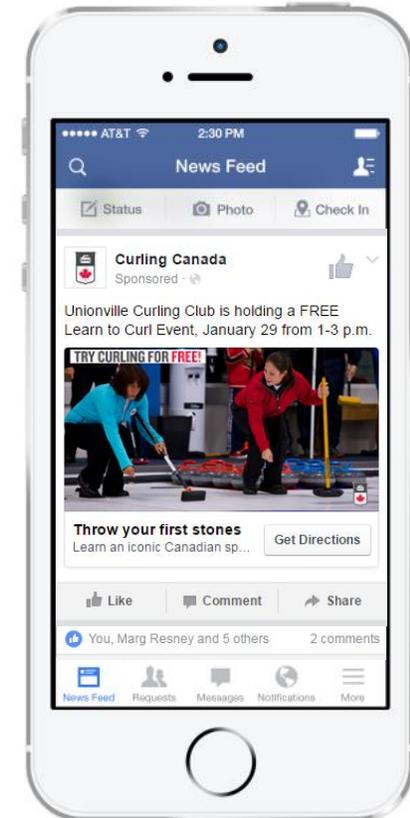
**Target:**  
Adults

**Motivator:**  
Uniquely Canadian

**Ad Unit Type:**  
Local Awareness



A desktop newsfeed advertisement for Curling Canada. At the top left is the Curling Canada logo with a Canadian flag, followed by the text "Curling Canada" and "Sponsored". To the right is a "Like Page" button. Below this is the text: "Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m." The main image shows two women in curling attire (one in a blue jacket, one in a red jacket) sweeping the ice. A banner at the top of the image reads "TRY CURLING FOR FREE!". Below the image is the headline "Throw your first stones" and the subtext "Learn an iconic Canadian sport, and get on the ice with our trained instructors." A "Get Directions" button is located at the bottom right of the ad. At the very bottom of the ad are icons for "Like", "Comment", and "Share".



A mobile newsfeed advertisement for Curling Canada, displayed on a smartphone screen. The screen shows the "News Feed" interface with a search bar, status bar (AT&T, 2:30 PM), and navigation icons (Status, Photo, Check In). The ad content is a smaller version of the desktop ad, including the Curling Canada logo, the event text, the image of women sweeping, the "TRY CURLING FOR FREE!" banner, the headline "Throw your first stones", the subtext, and the "Get Directions" button. The mobile interface also shows "Like", "Comment", and "Share" buttons, and a notification that "You, Marg Resney and 5 others" have commented.

# Ad #4

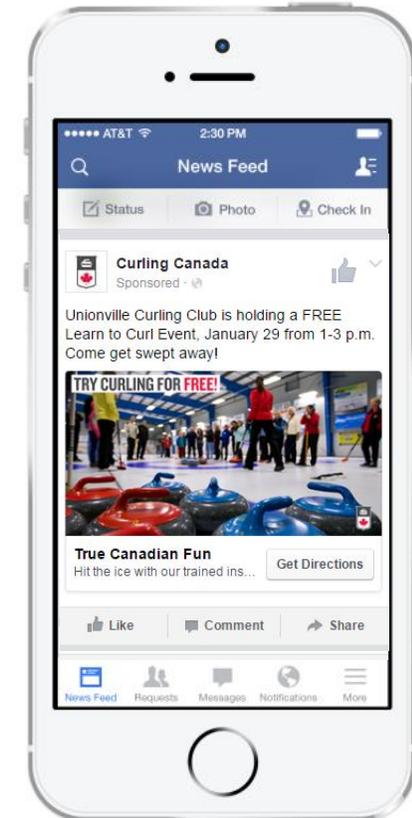
**Target:**  
Adults/Mature Millennials

**Motivator:**  
Uniquely Canadian / Fun

**Ad Unit Type:**  
Local Awareness



The desktop newsfeed ad features the Curling Canada logo and a 'Like Page' button. The main text reads: 'Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m. Come get swept away!'. Below this is a large image of a curling rink with a 'TRY CURLING FOR FREE!' banner. The ad is titled 'True Canadian Fun' with the subtext 'Hit the ice with our trained instructors and throw your first stones.' and a 'Get Directions' button. At the bottom, there are 'Like', 'Comment', and 'Share' options.



The mobile newsfeed ad shows the same content as the desktop version, but adapted for a smaller screen. It includes the Curling Canada logo, the event announcement, the 'TRY CURLING FOR FREE!' image, the 'True Canadian Fun' title, and the 'Get Directions' button. The mobile interface also shows navigation icons for News Feed, Requests, Messages, Notifications, and More.

# Ads – Set 2

## Responses

- Create event directly on club’s Facebook page
- Boosting event with ads reaching people in target audience
- Ads provide event details, and ask audience to respond as “Interested” or “Going”
- Allows for easy tracking of how many people have responded to invitation, and provides event notification reminders to attendees
- Allows for event-specific targeting, including:
  - targeting friends of people who responded to event, to reach other interested parties, and;
  - re-targeting people who are ‘Interested’, to stay top of mind with last-minute messaging that drives urgency.

The image shows a screenshot of the Facebook 'Boost Event' interface. On the left is the configuration panel, and on the right is a preview of the ad as it appears in a news feed.

**Boost Event Configuration Panel:**

- ADVERT CREATIVE:**
  - Text:** Make the most of winter! Drop by our open house and get on the ice for a fun, free session with our trained instructors. Drop by any time between 1:00-3:00, and learn how to play an iconic Canadian sport!
  - Add an image:** Upload, Select Image, Reposition Image
- AUDIENCE:**
  - Selected: People who you've chosen through targeting
  - Location: Living in: Canada: Stouffville (+50 mi) Ontario
  - Age: 18-65+
  - Option: Create new audience
- BUDGET AND DURATION:**
  - Total budget: \$1,000.00

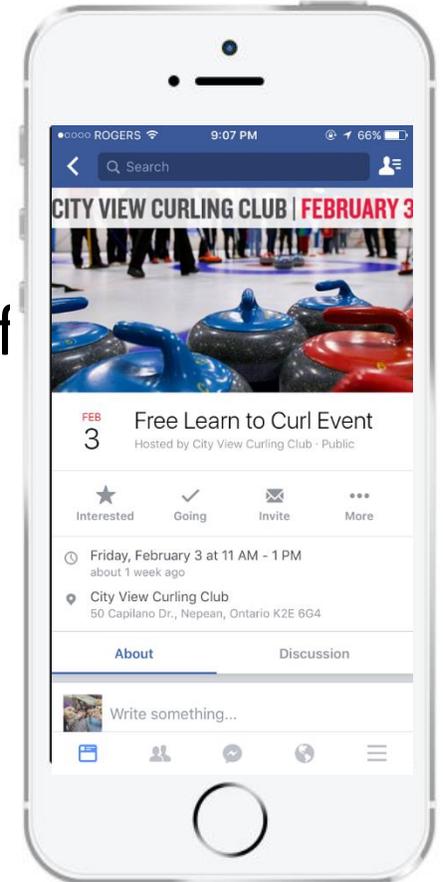
**Ad Preview (Desktop News Feed):**

- Post by: Unionville Curling Club shared their event. Sponsored
- Text: Make the most of winter! Drop by our open house and get on the ice for a fun, free session with our trained instructors. Drop by any time between 1:00-3:00, and learn how to play an iconic Canadian sport!
- Image: A curling stone on an ice rink with a curling broom and a person in the background. Includes the Curling Canada logo.
- Event Details: JAN 22 Free Learn to Curl Event! Sun 13:00 - Stouffville
- Interaction: Interested button
- Actions: Like, Comment, Share

# Event Page Setup

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- Event pages were set up at the 3 clubs' Facebook pages
- Pages include date & time of event, brief description, map to event space, and club info, etc.
- Event Response ad units allow easy tracking of number of people who have responded
- When a person joins the event, it is automatically added to their calendar on Facebook



# Event Page Creative

Event Photo includes Curling Club name & event date



The creative features a large banner image of curling stones on an ice rink. The text 'UNIONVILLE CURLING CLUB | JANUARY 29' is overlaid in a bold, sans-serif font. Below the banner, the event title 'Free Learn to Curl Event!' is displayed with a 'JAN 29' date badge. The page includes a 'Public' status, 'Hosted by Unionville Curling Club', and buttons for 'Boost Event', 'Interested', 'Share', 'Edit', and 'More'. The event details section shows the date '29 January at 13:00-15:00' and the location 'Unionville Curling Club, 257 Carlton Road, Unionville, Ontario L3R 2A3'. There are tabs for 'About' and 'Discussion', and a 'Create a post' button with an owl icon and the text 'Get guests excited about your event by posting photos, videos and updates.'

Date, time, and location (including a map to help direct attendees to club)



This is a screenshot of a Facebook event page for the 'UNIONVILLE CURLING CLUB | JANUARY 29' event. The page layout includes a search bar at the top, a navigation menu, and a main content area. The event title and date are prominently displayed at the top. Below the title is a large photo of curling stones. The page shows the event is public, hosted by the Unionville Curling Club, and scheduled for January 29th from 13:00 to 15:00. It includes an 'About' section, a 'Details' section with event description, an 'About the venue' section, and a 'Photos at Unionville Curling Club' section. The right sidebar contains 'EVENT TIPS', 'GUESTS' (0 interested, 0 going, 0 invited), 'INSIGHTS', and 'Invite Friends'.

# Event Page Creative

### Details

Have fun this winter! Come to our free open house and hit the ice to throw your first stones with our our trained instructors. Drop by any time between 1:00-3:00 p.m., and learn to play an iconic Canadian sport!

### About Unionville Curling Club



**About**  
The Unionville Curling Club is privately owned by its members and operated by an elected Board of Directors. It represents a group of individuals dedicated to the Sport of Curling.

### About the venue

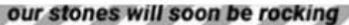


**Unionville Curling Club**  
Sports club

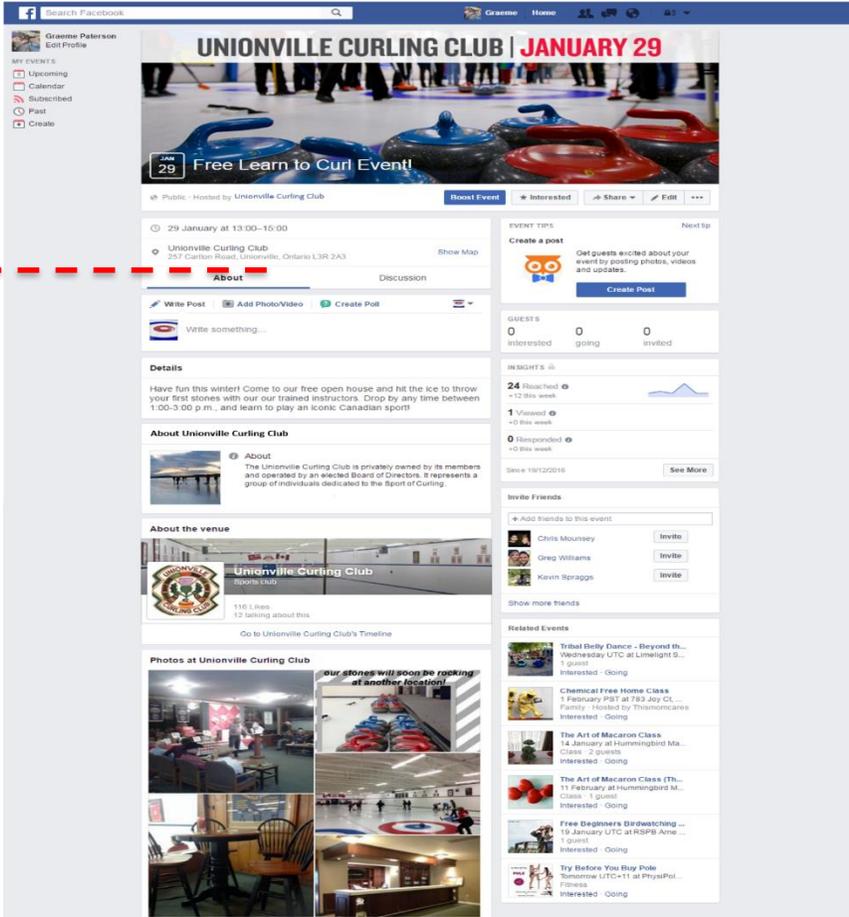
116 Likes  
12 talking about this

[Go to Unionville Curling Club's Timeline](#)

### Photos at Unionville Curling Club



Pertinent details, including 'fun' messaging, as well as information about the club, and photos taken at the club (both of which are auto-populated)



The screenshot shows a Facebook event page for the Unionville Curling Club. The event is titled "UNIONVILLE CURLING CLUB | JANUARY 29" and features a banner image of curling stones with the text "Free Learn to Curl Event!". The page includes a "Details" section with the same text as the wireframe, an "About" section with a club photo and description, and a "Photos at Unionville Curling Club" section with several images of the club's interior and curling activities. The right sidebar shows event statistics, including 24 people who have reached the event, and a list of invitees with "Invite" buttons.

# Ad #1

**Target:**  
Mature Millennials

**Motivator:**  
Uniquely Canadian

**Ad Unit Type:**  
Event Response

 **Curling Canada** shared [UnionvilleCurling Club's event.](#)  
Sponsored · 🌐

Check this off your Canadian bucket list. Come to our free Learn to Curl Event, and try an iconic Canadian sport!

**TRY CURLING FOR FREE!**

**JAN 29** **Free Learn to Curl Event!**  
Sun 13:00 · Unionville

★ Interested

👍 Like    💬 Comment    ➦ Share

AT&T 2:30 PM

News Feed

Status Photo Check In

 **Curling Canada** shared **Unionville** **Curling Club's event.**  
Sponsored · 🌐

Check this off your Canadian bucket list. Come to our free Learn to Curl Event, and try an iconic Canadian sport!

**29** **Free Learn to Curl Event!**  
JAN Sun 13:00 · Unionville Curling ...

👍 Like    💬 Comment    ➦ Share

News Feed Requests Messages Notifications More

# Ad #2

**Target:**  
Mature Millennials

**Motivator:**  
Fun with Friends

**Ad Unit Type:**  
Event Response

 **Curling Canada** shared **Unionville Curling Club's event.**  
Sponsored · 🌐

Grab a broom and join the action at our free Learn to Curl event! Fun doesn't get any more Canadian than this!



 **CURLING CANADA** **TRY CURLING FOR FREE!**

**JAN 29** **Free Learn to Curl Event!** ★ Interested  
Sun 13:00 · Unionville

👍 Like    💬 Comment    ➦ Share

AT&T 2:30 PM

News Feed

Status Photo Check In

 **Curling Canada** shared **Unionville Curling Club's event.**  
Sponsored · 🌐

Grab a broom and join the action at our free Learn to Curl event! Fun doesn't get any more Canadian than this!



 **CURLING CANADA** **TRY CURLING FOR FREE!**

**29** **Free Learn to Curl Event!**   
JAN Sun 13:00 · Unionville Curling ...

👍 Like    💬 Comment    ➦ Share

News Feed Requests Messages Notifications More

Desktop Newsfeed Ad

# Ad #3

**Target:**  
Mature  
Millennials

**Motivator:**  
Fun with Friends

**Ad Unit Type:**  
Event Response



Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Unionville, grab a broom and join the action at our free Learn to Curl event! Fun doesn't get any more Canadian than this!



**JAN 29** **Free Learn to Curl Event!**  
Sun 13:00 · Unionville

★ Interested

Like Comment Share

Desktop Newsfeed Ad



AT&T 2:30 PM

News Feed

Status Photo Check In

Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Unionville, grab a broom and join the action at our free Learn to Curl event! Fun doesn't get any more Canadian than this!



**29** **Free Learn to Curl Event!**  
JAN Sun 13:00 · Unionville Curling ...

Like Comment Share

News Feed Requests Messages Notifications More

# Ad #4

**Target:**  
Adults

**Motivator:**  
Uniquely  
Canadian

**Ad Unit Type:**  
Event Response



Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

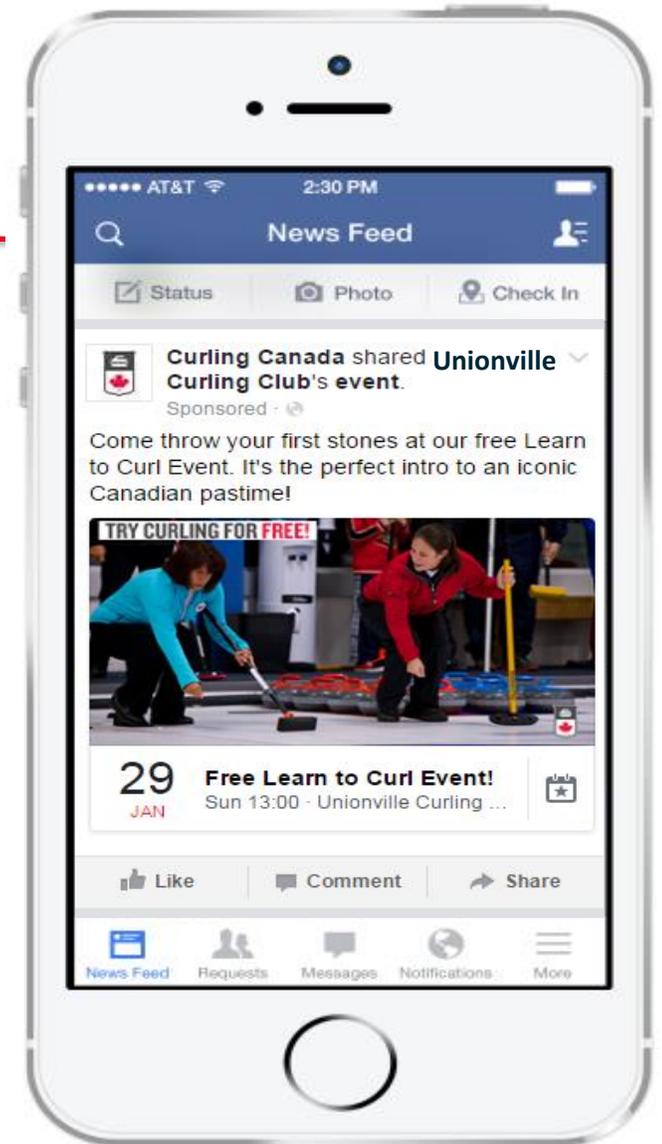
Come throw your first stones at our free Learn to Curl Event. It's the perfect intro to an iconic Canadian pastime!



**JAN 29** **Free Learn to Curl Event!**  
Sun 13:00 - Unionville

★ Interested

Like Comment Share



AT&T 2:30 PM

News Feed

Status Photo Check In

Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Come throw your first stones at our free Learn to Curl Event. It's the perfect intro to an iconic Canadian pastime!



**29** **Free Learn to Curl Event!**  
JAN Sun 13:00 - Unionville Curling ...

Like Comment Share

News Feed Requests Messages Notifications More

# Ad #5

**Target:**  
Adults

**Motivator:**  
Fun with Friends

**Ad Unit Type:**  
Event Response



Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Come get swept away at our free Learn to Curl Event! It's more fun than you can shake a broom at.

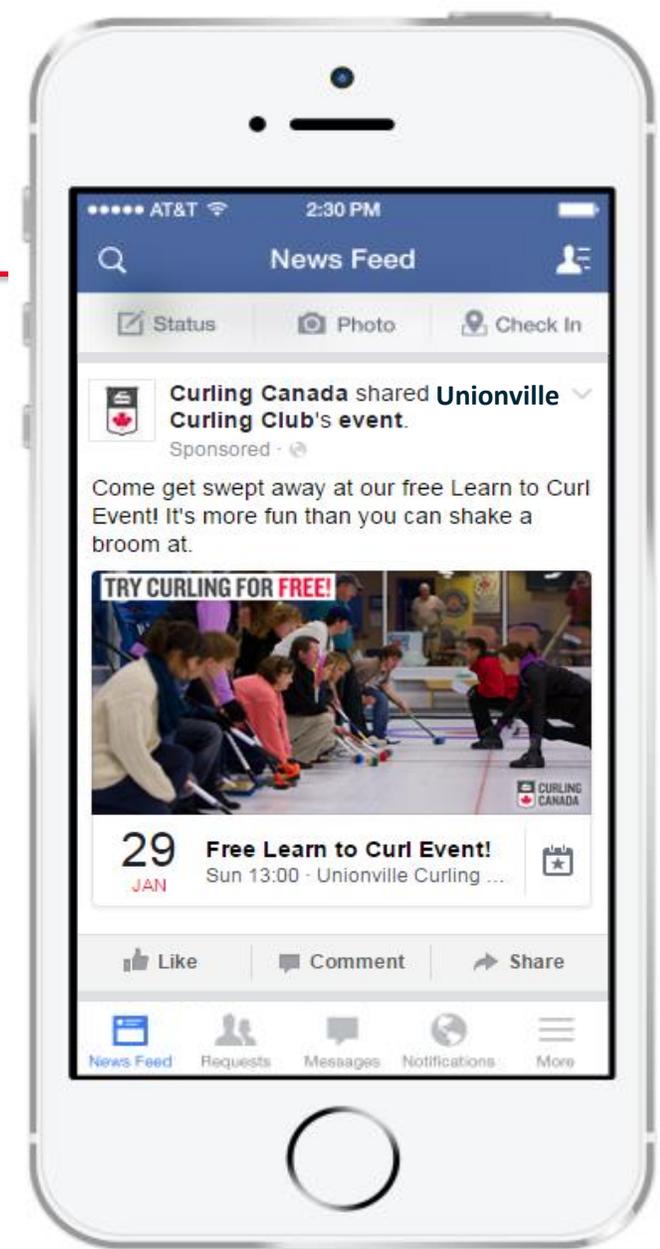


**JAN 29** **Free Learn to Curl Event!**  
Sun 13:00 · Unionville

★ Interested

Like Comment Share

Desktop Newsfeed Ad



AT&T 2:30 PM

News Feed

Status Photo Check In

Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Come get swept away at our free Learn to Curl Event! It's more fun than you can shake a broom at.



**29** **Free Learn to Curl Event!**  
JAN Sun 13:00 · Unionville Curling ...

Like Comment Share

News Feed Requests Messages Notifications More

# Ad #6

**Target:**  
Adults

**Motivator:**  
Uniquely Canadian

**Ad Unit Type:**  
Event Response



Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Discover one of Canada's greatest pastimes at our free Learn to Curl event, January 29, from 1-3 p.m.!

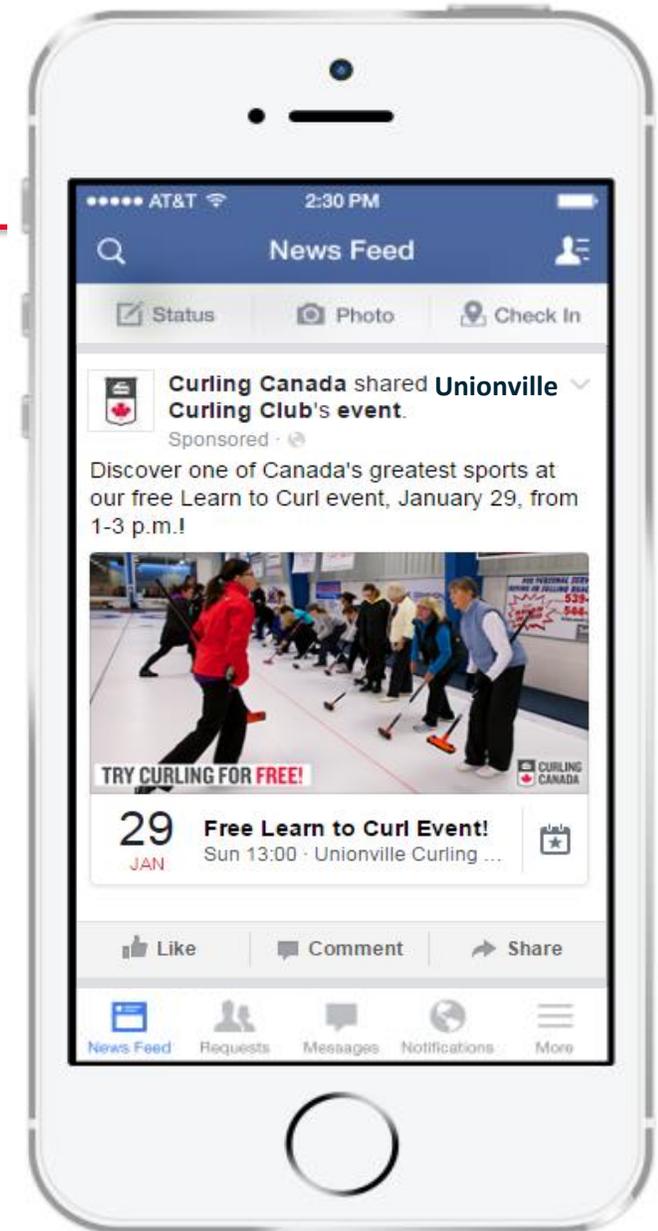


**TRY CURLING FOR FREE!** 

**JAN 29** **Free Learn to Curl Event!**  
Sun 13:00 · Unionville

★ Interested

Like Comment Share



AT&T 2:30 PM

News Feed

Status Photo Check In

Curling Canada shared Unionville Curling Club's event.  
Sponsored · 🌐

Discover one of Canada's greatest sports at our free Learn to Curl event, January 29, from 1-3 p.m.!



**TRY CURLING FOR FREE!** 

**29** **Free Learn to Curl Event!**  
JAN Sun 13:00 · Unionville Curling ...

Like Comment Share

News Feed Requests Messages Notifications More

Desktop Newsfeed Ad

# Ad 7

**Target:**  
Parents

**Motivator:**  
Fun with Family

**Ad Unit Type:**  
Event Response

 **Curling Canada** shared [Unionville Curling Club's event](#).  
Sponsored · 

All ages are welcome at the Unionville Curling Club's free Learn to Curl Event! Drop in January 29, any time between 1-3 p.m.



**TRY CURLING FOR FREE!** 

**JAN 29** **Free Learn to Curl Event!**  
Sun 13:00 · Unionville 

 Interested

 Like  Comment  Share

AT&T 2:30 PM

News Feed 

 Status  Photo  Check In

 **Curling Canada** shared **Unionville Curling Club's event**.  
Sponsored · 

All ages are welcome at the Unionville Curling Club's free Learn to Curl Event! Drop in January 29, any time between 1-3 p.m.



**TRY CURLING FOR FREE!** 

**29** **Free Learn to Curl Event!**  
JAN Sun 13:00 · Unionville Curling ... 

 Like  Comment  Share

 News Feed  Requests  Messages  Notifications  More

# Media Buy Final Results

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**Dates:** Friday, December 30<sup>th</sup>, 2016 to Sunday, February 5<sup>th</sup>, 2017

# Media Plan – Executive Summary

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The 5 week campaign for Curling Canada's Learn to Curl customer generation campaign generated the following results:

- Reached 225,992 unique, targeted people within 3 geographic areas (Unionville, Orangeville, Ottawa)
- Generated over 1.3 million impressions via \$10,000 spend, for an overall cost-effective \$7.65 cost per thousand impressions (CMP). *(Comparatively, display banner/ads typically have \$7-8 CMPs, Radio has a \$10-20 CPMs, Video/Broadcast \$15-50 CPMs)*
- Generated social engagement in the form of 1,425 post reactions, 150 post comments, 329 post shares, 716 link clicks, with 139 new fans acquired by Curling Canada's Facebook page, directly attributed to Facebook paid support.

# Results By Ad Type

Type of Ad Unit	Impressions	Reach	Clicks	Click Through Rate	People Taking Action*	% of Budget	Campaign End Date
Facebook Local Awareness	553,807	110,459	1,163	0.21%	998	27%	w/o Feb 5
Facebook Event Response	752,752	115,533	6,280	0.83%	1,939	73%	w/o Feb 5
<b>Total</b>	<b>1,306,555</b>	<b>225,992</b>	<b>7,443</b>	<b>0.57%</b>	<b>2,937</b>	<b>100%</b>	<b>w/o Feb 5</b>

\*An action is counted when someone engages with the advert (post reactions, comments, shares, and likes)

# City View Curling Club Results



**37** new curlers  
on the ice!

 **Cheryl Ricker**  
3 February at 14:57 · Ottawa, ON · 🌐

Enjoyed the lesson today. Abby was great!  
Interested in taking more lessons.

👍 Like    💬 Comment    ➦ Share

👍 2

 **Yasso Leung**  
3 February at 23:17 · 🌐

Thank you for the lesson this morning !!!

👍 Like    💬 Comment    ➦ Share

👍 1

 **City View Curling Club** We are planning to continue the training by running four more sessions. If you are interested let me know through [daymen@cityviewcurling.ca](mailto:daymen@cityviewcurling.ca)  
Like · Reply · 4 February at 14:31

 **Doreen Kallies-lamirande**  
3 February at 12:46 · 🌐

That was fun! bruised knees and all

👍 Like    💬 Comment    ➦ Share

👍 3

# City View Curling Club Results



Opportunity to run more efficient media buys and generate greater traffic and conversions in future by targeting a broader audience and running event on a weekend vs. weekday.

 **Oliver Foulkes**  
2 February at 11:25 · 🌐

I had not realised this was on Friday. Unfortunately, I will not be attending

👍 Like    💬 Comment    ➦ Share

 **Mindy Bolt**  
31 January at 12:09 · Ottawa, ON · 🌐

Can't come. Working. 😞

👍 Like    ➦ Share

 **Carolyn Kingston**  
29 January at 09:15 · 🌐

Would love to attend but will be working 😞  
Will you have another such event on a weekend or evening?

👍 Like    ➦ Share

 **Sophie Courchene**  
21 January at 21:51 · Ottawa, ON · 🌐

Too bad it's during the work week. Would have tried it if it was in the evening.

👍 Like    ➦ Share

👍 1

[View 2 more comments](#)

 **City View Curling Club** Keep an eye on our website, we will be holding an Open House one Saturday in September  
Like · 👍 1 · 27 January at 10:13

 **Greta Chase** Me too?  
Like · 29 January at 09:08

 **Carolyn Kingston** Me too!  
Like · 29 January at 09:15



# City View Local Awareness - Top Performing Ads



**Curling Canada**  
Sponsored · Like Page

City View Curling Club is holding a FREE Learn to Curl Event, February 3 from 11 a.m. - 1 p.m. Drop by and get swept away!



**TRY CURLING FOR FREE!**

**True Canadian Fun**  
Hit the ice with our trained instructors and throw your first stones!

CITYVIEWCURLING.CA [Get Directions](#)

38 Likes 1 Share

Like Comment Share

Motivator: Fun / Uniquely Canadian  
CTR: 0.46%  
People taking action: 351

**Curling Canada**  
Sponsored · Like Page

City View Curling Club is holding a FREE Learn to Curl Event, February 3 from 11 a.m. - 1 p.m. Drop by and take a shot at some true Canadian fun.



**TRY CURLING FOR FREE!**

**Throw your first stones**  
Get on the ice with our trained instructors and learn an iconic Canadian sport!

CITYVIEWCURLING.CA [Get Directions](#)

3 Likes 1 Comment

Like Comment Share

Motivator: Uniquely Canadian  
CTR: 0.35%  
People taking action: 77

# City View Event Response - Top Performing Ads



**Curling Canada** shared City View Curling Club's event.  
Sponsored · 🌐

Come get swept away at our free Learn to Curl Event! It's more fun than you can shake a broom at.

**FEB 3** **Free Learn to Curl Event**  
Fri 11:00 · Ottawa, ON  
213 people interested · 29 people going

★ Interested

107 reactions · 13 Comments

👍 Like    💬 Comment

Motivator: Fun  
Target: Adults 45+    CTR: 1.16%  
Event Responses Generated: 107

**Curling Canada** shared City View Curling Club's event.  
Sponsored · 🌐

City View Curling Club is holding a FREE Learn to Curl Event, February 3 from 11 a.m. - 1 p.m. Fun doesn't get more Canadian than this!

**FEB 3** **Free Learn to Curl Event**  
Fri 11:00 · Ottawa, ON  
213 people interested · 29 people going

★ Interested

94 reactions · 13 Comments

👍 Like    💬 Comment

Motivator: Fun  
Target: Adults 45+    CTR: 1.05%  
Event Responses Generated: 95

**Curling Canada** shared City View Curling Club's event.  
Sponsored · 🌐

Discover one of Canada's greatest pastimes at our free Learn to Curl Event, February 3, from 11 a.m. - 1 p.m.!

**FEB 3** **Free Learn to Curl Event**  
Fri 11:00 · Ottawa, ON  
213 people interested · 29 people going

★ Interested

82 reactions · 6 Comments

👍 Like    💬 Comment

Motivator: Uniquely Canadian  
Target: Adults 45+    CTR: 0.64%  
Event Responses Generated: 62

# Orangeville Curling Club Results



150

new curlers  
on the ice!



# Orangeville Local Awareness Top Performing Ads



**Curling Canada**  
Sponsored · 🌐 Like Page

Orangeville Curling Club is holding a FREE Learn to Curl Event, February 5 from 1-3 p.m.



**True Canadian Fun**  
Hit the ice with our trained instructors and throw your first stones!

ORANGEVILLECURLINGCLUB.CA | BY CINDY GLASSFORD [Get Directions](#)

5 Likes 1 Comment 1 Share

Like Comment Share

Motivator: Fun / Uniquely Canadian  
CTR: 0.16%  
People taking action: 81

**Curling Canada**  
Sponsored · 🌐 Like Page

Orangeville Curling Club is holding a FREE Learn to Curl Event, February 5 from 1-3 p.m. Drop by and hit the ice with our trained instructors!



**Come get swept away!**  
Hit the ice with our trained instructors and throw your first stones!

ORANGEVILLECURLINGCLUB.CA | BY CINDY GLASSFORD [Get Directions](#)

3 reactions

Like Comment Share

Motivator: Fun  
CTR: 0.14%  
People taking action: 29

# Orangeville Event Response Top Performing Ads



 **Curling Canada** shared The Orangeville Curling Club's event.  
Sponsored · 🌐

All ages are welcome at the Orangeville Curling Club's free Learn to Curl Event! Drop in February 5, any time between 1-3 p.m.



**TRY CURLING FOR FREE!** 

**FEB 5** **Open House/Learn to Curl**  
Sun 13:00 · Orangeville, ON  
272 people interested · 62 people going

131 Likes 6 Comments

 Like  Comment

Motivator: Fun with Family  
Target: Parents CTR: 0.99%  
Event Responses Generated: 107

 **Curling Canada** shared The Orangeville Curling Club's event.  
Sponsored · 🌐

Come throw your first stones at our free Learn to Curl Event this weekend. It's the perfect intro to an iconic Canadian pastime!



**TRY CURLING FOR FREE!** 

**FEB 5** **Open House/Learn to Curl**  
Sun 13:00 · Orangeville, ON  
272 people interested · 62 people going

16 reactions

 Like  Comment

Motivator: Uniquely Canadian  
Target: Adults CTR: 0.79%  
Event Responses Generated: 115

 **Curling Canada** shared The Orangeville Curling Club's event.  
Sponsored · 🌐

Check this off your Canadian bucket list. Come to our free Learn to Curl Event this weekend, and try an iconic Canadian sport!



**TRY CURLING FOR FREE!** 

**FEB 5** **Open House/Learn to Curl**  
Sun 13:00 · Orangeville, ON  
272 people interested · 62 people going

4 Likes 1 Comment

 Like  Comment

Motivator: Uniquely Canadian  
Target: Millennials CTR: 0.40%  
People taking action: 18



# Unionville Curling Club Results



**180** new curlers  
on the ice!



 **Mila Melo** I want to thank everyone who was involved in this fantastic training session! It was our very first time and we loved it!!! I felt confident with the instructors' support. My husband and I truly had fun! Congrats for the great job!  
👍👍👍  
Like · Reply · 2 · 29 January at 15:39

 **Unionville Curling Club** So happy to hear you had a great time, Mila!! We will pass your message on to our volunteers! Hope to see you on the ice again!  
Like · Reply · 1 · 29 January at 16:41



# Unionville Curling Club Results

Overwhelming response among target audience led to surge in pre-event registrations, causing the event to reach capacity, and the media buy to be suspended one week prior to the event. At the time, the event had only consumed half of the projected media buy, resulting in remaining budget being allocated towards City View and Orangeville events.



 **Unionville Curling Club**  
22 January at 11:52 · 🌐

This event is now FULL. We will be confirming with those registered to let you know what session we have you in for. If you are still interested in Learning to Curl, please "like" our Facebook page or follow us on Twitter/Instagram @ unionvillecurl as we will post any future Learn to Curl events on there.

👍 12      2 Comments 



 **Anirey Alvarez** Hi !! I emailed her yesterday but we didn't receive any answer. We would like to know what time are we going? Thank you again  
Like · Reply · 22 January at 12:23

 **Unionville Curling Club** Hi Anirey. We are going through all our emails and you should receive confirmation soon. We have been overwhelmed (but very excited!!) about the number of responses we have had. 😊  
Like · Reply · Commented on by Kelly Tooley [?] · 22 January at 13:04

# Unionville Local Awareness Top Performing Ads



This Facebook ad is for Curling Canada, sponsored by the Unionville Curling Club. The headline reads "TRY CURLING FOR FREE!". The main image shows two women on an ice rink, one in a blue jacket sweeping and another in a red jacket holding a broom. The text below the image says "Throw your first stones" and "Learn an iconic Canadian sport, and get on the ice with our trained instructors." There is a "Get Directions" button and the website "UNIONVILLECURLINGCLUB.COM". The ad shows 1 Like and options to Like, Comment, or Share.

Motivator: Uniquely Canadian  
CTR: 0.14%  
People taking action: 58

This Facebook ad is for Curling Canada, sponsored by the Unionville Curling Club. The headline reads "TRY CURLING FOR FREE!". The main image shows two women on an ice rink, one in a purple jacket sweeping and another in a black jacket holding a broom. The text below the image says "Come get swept away!" and "Bring your friends and get in the game." There is a "Get Directions" button and the website "UNIONVILLECURLINGCLUB.COM". The ad shows 5 Likes and options to Like, Comment, or Share.

Motivator: Fun  
CTR: 0.09%  
People taking action: 64

# Unionville Event Response Top Performing Ads



**Curling Canada** shared Unionville Curling Club's event.  
Sponsored · 🌐

Check this off your Canadian bucket list. Come to our free Learn to Curl Event, and try an iconic Canadian sport!

**JAN 29** **Free Learn to Curl Event**  
Sun 13:00 · Unionville, ON  
376 people interested · 94 people going

36 Likes 12 Comments

Like Comment

Motivator: Uniquely Canadian  
Target: Millennials CTR: 1.87%  
Event Responses Generated: 117

**Curling Canada** shared Unionville Curling Club's event.  
Sponsored · 🌐

Come throw your first stones at our free Learn to Curl Event. It's the perfect intro to an iconic Canadian pastime!

**JAN 29** **Free Learn to Curl Event**  
Sun 13:00 · Unionville, ON  
376 people interested · 94 people going

59 reactions 3 Comments

Like Comment

Motivator: Uniquely Canadian  
Target: Adults CTR: 1.84%  
Event Responses Generated: 78

**Curling Canada** shared Unionville Curling Club's event.  
Sponsored · 🌐

Come get swept away at our free Learn to Curl Event! It's more fun than you can shake a broom at.

**JAN 29** **Free Learn to Curl Event**  
Sun 13:00 · Unionville, ON  
376 people interested · 94 people going

27 reactions 1 Comment

Like Comment

Motivator: Fun  
Target: Millennials CTR: 1.41%  
People taking action: 25

# Final Results

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## Unionville

180 signed up to try curling

**16** joined learn to curl (only openings they had in their L2C league)

## Orangeville

150 signed up to try curling

**32** joined learn to curl (full)

## City View (Ottawa)

37 signed up to try curling

**8** joined learn to curl (weekday day time league)

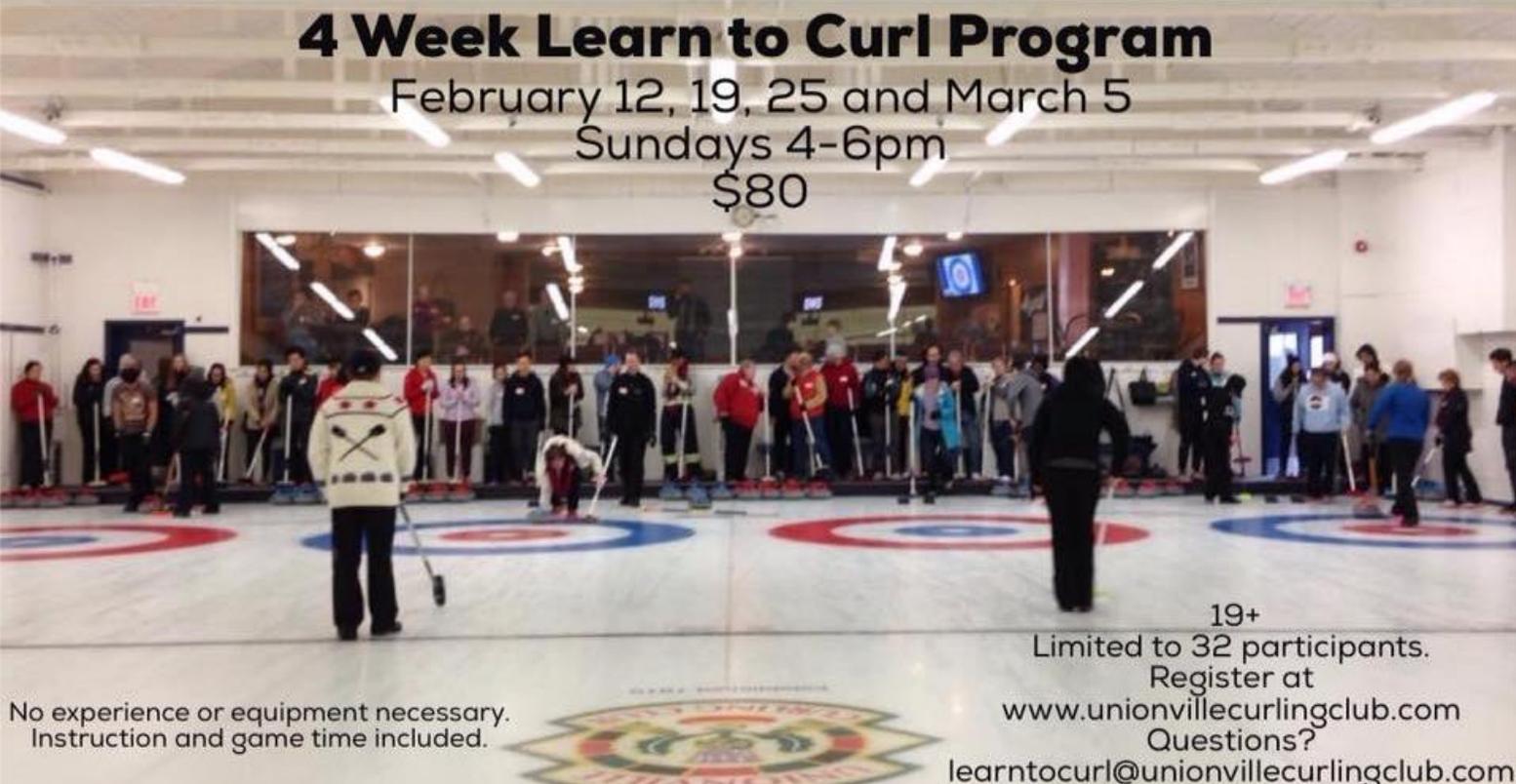
# Conclusions & Implications

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- Facebook ads are an effective way to drive impressions, however, event response ad units, though more expensive, **are proven to drive far more engagement**
- Parents proved to be among the most engaged audience. There is an opportunity to run similar Learn to Curl events for kids, with the media buy targeting parents
- In future, a more efficient media spend could be attained by:
  - running multiple events in high density urban areas (e.g. running 2 separate events at Unionville Curling Club);
  - by broadening the geographic reach and/or demographic targeting;
  - by budgeting a smaller amount in lower density population areas, where the entire potential audience can be reached with a lower spend.

# Next Steps

- Subsequently, each club ran a 4-6 week Learn to Curl program, to provide their event attendees the opportunity to continue with the sport and become members of the club



**4 Week Learn to Curl Program**  
February 12, 19, 25 and March 5  
Sundays 4-6pm  
\$80

No experience or equipment necessary.  
Instruction and game time included.

19+  
Limited to 32 participants.  
Register at  
[www.unionvillecurlingclub.com](http://www.unionvillecurlingclub.com)  
Questions?  
[learntocurl@unionvillecurlingclub.com](mailto:learntocurl@unionvillecurlingclub.com)



**Unionville Curling Club**  
Like This Page · 4 February · 🌐

4 Week Learn to Curl Program at Unionville Curling Club. An introductory program with the primary goal of providing you with the basic skills to start curling in a safe and enjoyable way. Qualified instructors will be on the ice to help you through drills and mini games. Registration is required. Space is limited and open to those 19+. Visit [www.unionvillecurlingclub.com](http://www.unionvillecurlingclub.com) for more information. — at 📍 Unionville Main Street.

👍 Like    💬 Comment    ➦ Share

👍❤️ 9

Write a comment...