



Curling Canada Customer Generation Campaign

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



Summary

- 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

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

- 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

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?

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

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

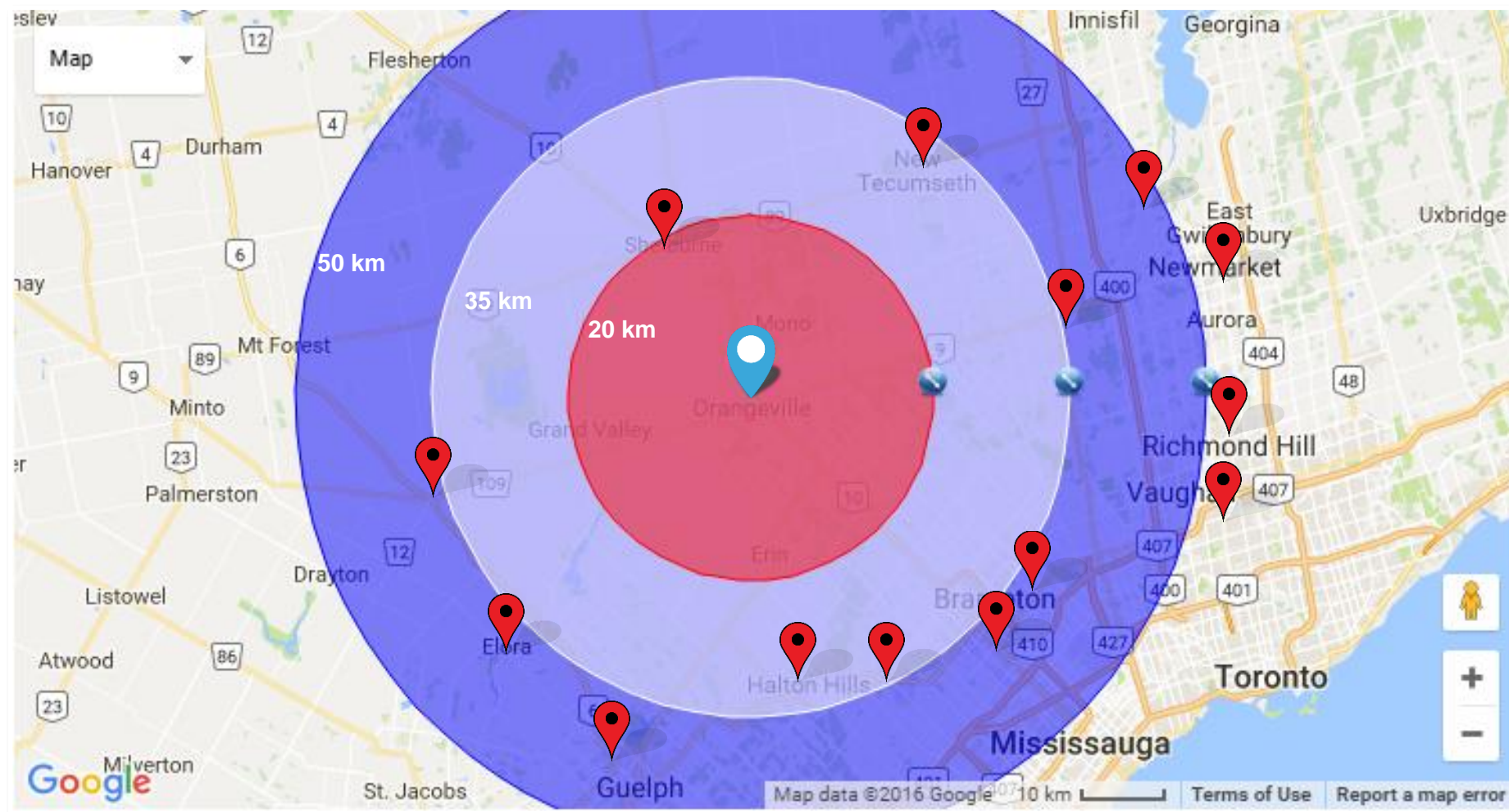
NUMBER OF CLUBS

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



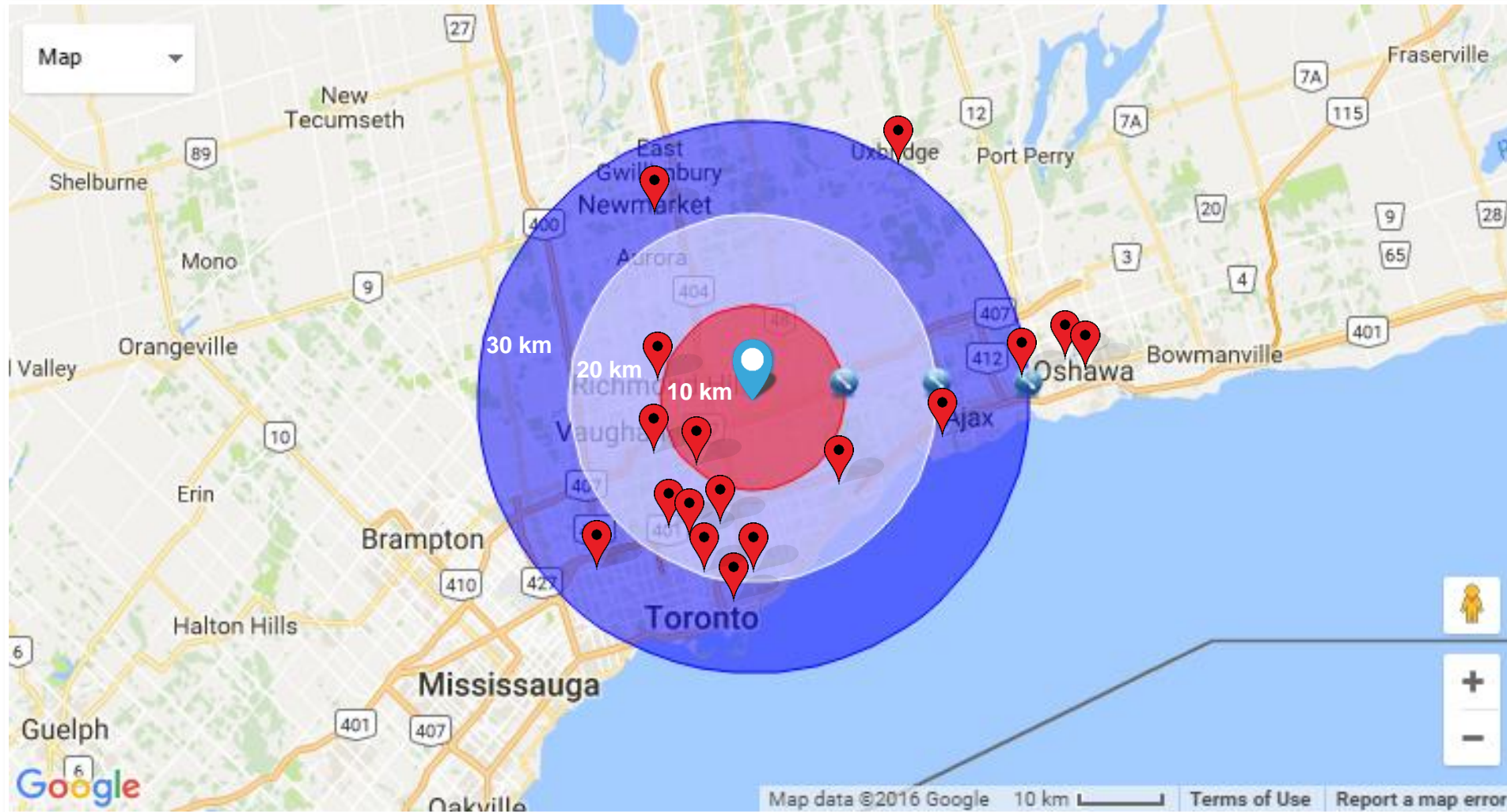
Orangeville Curling Club



Other Curling Clubs

Reco: 20-25 km Geo-Targeting Radius

Unionville Curling Club Geo Targeting

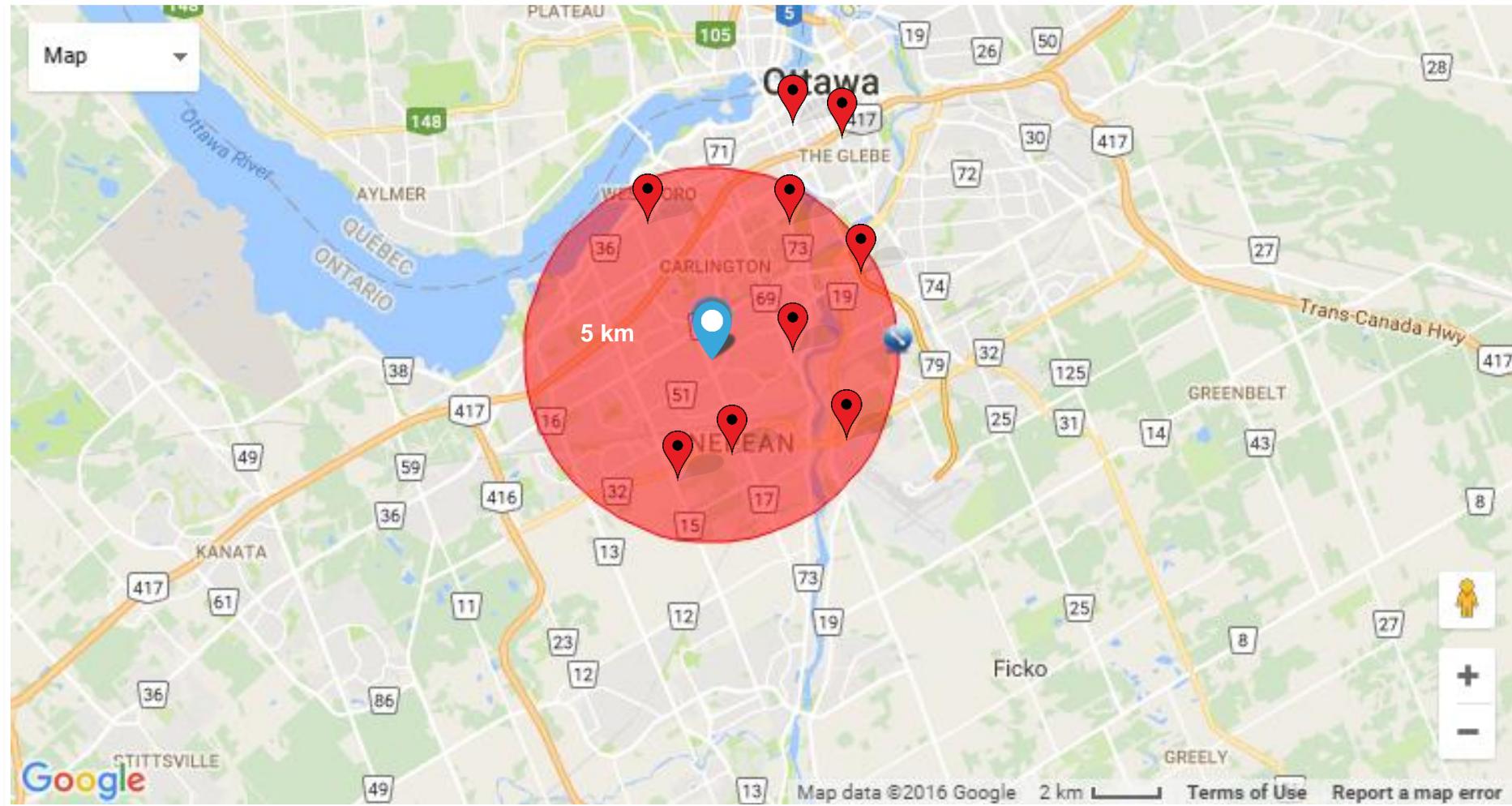


 Unionville Curling Club

 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?

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 displays the Facebook Audience Targeting interface. On the left, under 'Locations', a map shows a target area around '50 Capilano Dr, Ottawa, Ontario, Canada' with a 5 km radius. Below the map are filters for Age (45-65+), Gender (All), and Languages. On the right, the 'Audience definition' section shows a gauge indicating the audience is 'fairly broad'. Below this, 'Audience Details' lists the location, age, and interests (including various sports and activities). At the bottom right, it states 'Potential reach: 17,000 people' and 'Estimated daily reach' as '510-1,300 people on Facebook'.

Locations ⓘ People who live in this location ▼

Canada

50 Capilano Dr, Ottawa, Ontario, Canada + 5 km ▼

Include ▼ | Add locations

Drop Pin

Add Bulk Locations...

Age ⓘ 45 - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

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

Audience definition

Your audience selection is fairly broad.

Specific Broad

Audience Details:

- 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

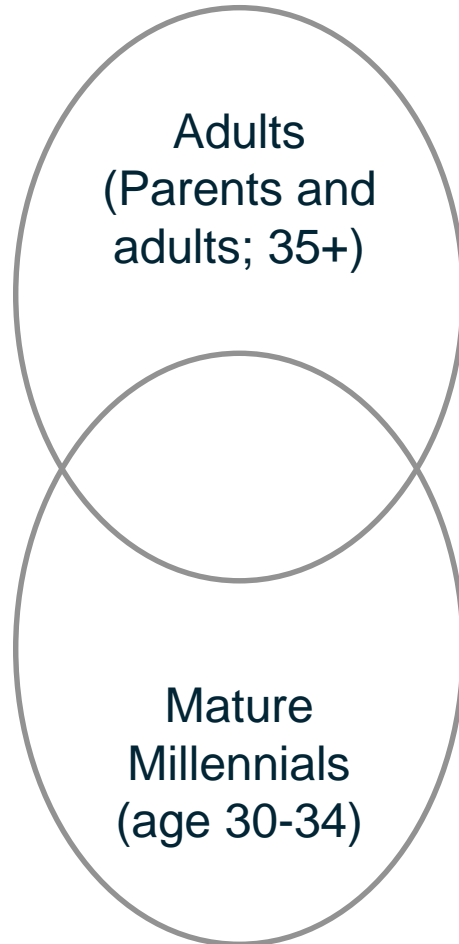
0 of 15,000 ⓘ

Messaging

Highlight key messages and storylines that resonate with target audience

Communication Strategy

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


The Ads

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

**City View Curling Club**

Like Page

Sponsored · 🌐

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!



More fun than you can shake a broom at

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.

CITYVIEWCURLING.CA

Get Directions

Like

Comment

Share

Ad #1

Target:
Mature Millennials

Motivator:
Fun with Friends

Ad Type:
Local Awareness

**Curling Canada**
Sponsored · 

Like Page

Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m.



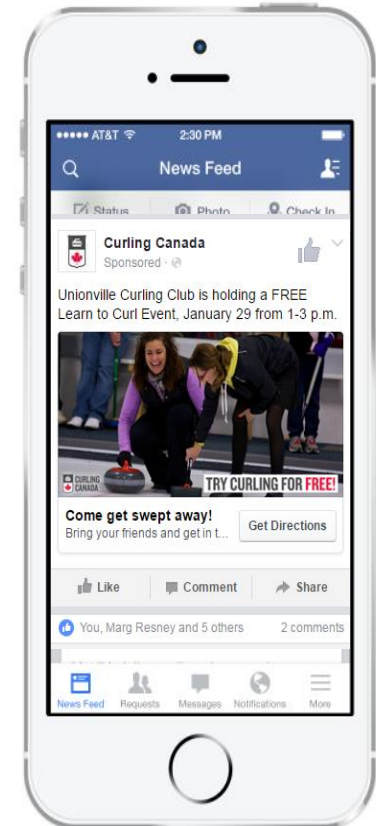
**CURLING CANADA**

TRY CURLING FOR FREE!

Come get swept away!
Bring your friends and get in the game.

Get Directions

Like Comment Share



Ad #2

Target:
Mature Millennials

Motivator:
Uniquely Canadian

Ad Unit Type:
Local Awareness

**Curling Canada**
Sponsored · 

 Like Page

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.

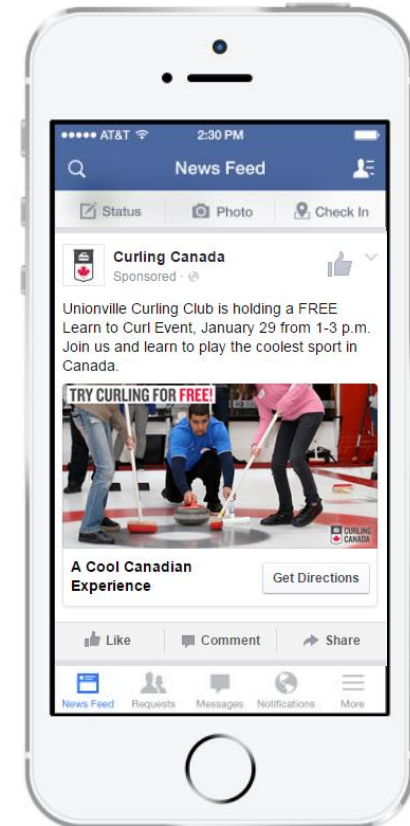


**CURLING CANADA**

A Cool Canadian Experience
Hit the ice with our trained instructors and throw your first stones.

 Get Directions

 Like  Comment  Share



Ad #3

Target:
Adults

Motivator:
Uniquely Canadian

Ad Unit Type:
Local Awareness

 **Curling Canada**
Sponsored · 

 Like Page

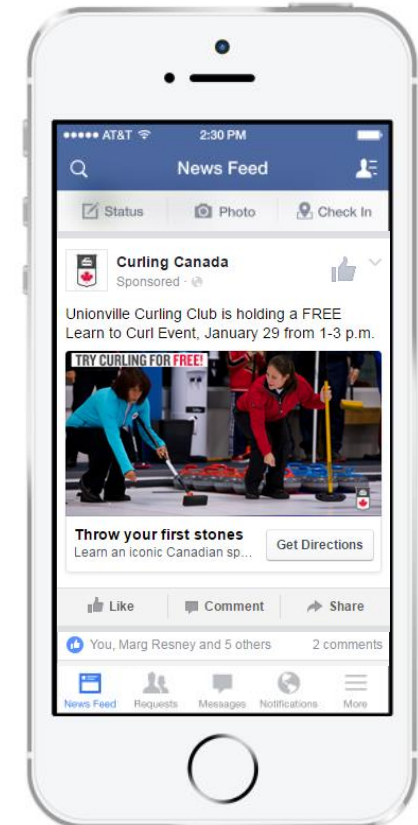
Unionville Curling Club is holding a FREE Learn to Curl Event, January 29 from 1-3 p.m.



Throw your first stones
Learn an iconic Canadian sport, and get on the ice with our trained instructors.



 Like  Comment  Share



Ad #4

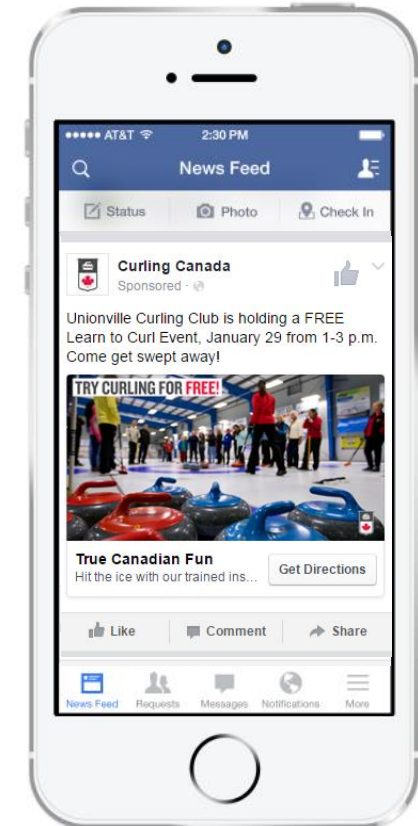
Target:
Adults/Mature Millennials

Motivator:
Uniquely Canadian / Fun

Ad Unit Type:
Local Awareness



A desktop newsfeed advertisement for Curling Canada. At the top, the Curling Canada logo is displayed next to the text "Curling Canada" and "Sponsored". A "Like Page" button is in the top right. 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 photo of people on a curling rink with a "TRY CURLING FOR FREE!" overlay. Under the photo, the text "True Canadian Fun" is followed by "Hit the ice with our trained instructors and throw your first stones." and a "Get Directions" button. At the bottom are "Like", "Comment", and "Share" buttons.



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 and a resulting ad post on the right.

Boost Event Interface (Left):

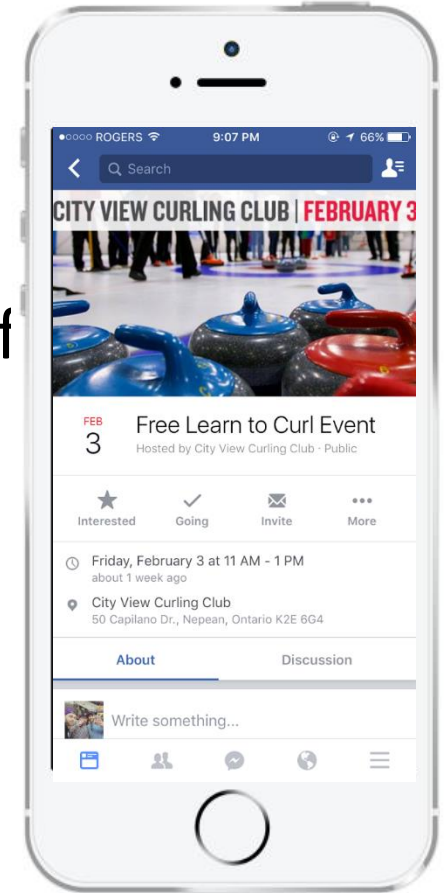
- Boost Event** (Title)
- ADVERT CREATIVE** (Section Header)
- Text** (Field): "Make the most of winter! Drop by our open house and get on the ice for a fun, free session with our trained instructors. Drop by any time between 1:00-3:00, and learn how to play an iconic Canadian sport!"
- Add an image**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

Resulting Ad Post (Right):

- 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 ice with the Curling Canada logo.
- Event Details:** JAN 22, Free Learn to Curl Event!, Sun 13:00 · Stouffville
- Buttons:** Interested
- Interactions:** Like, Comment, Share

Event Page Setup

- 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



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




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!

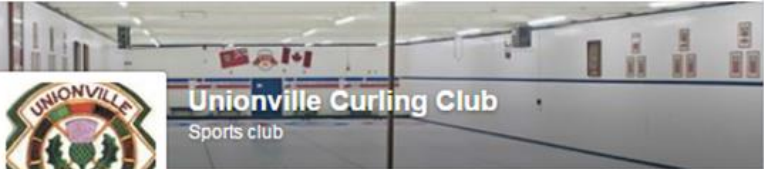
About Unionville Curling Club




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





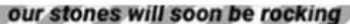
Unionville Curling Club

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)

Search Facebook

Graeme Paterson

MY EVENTS

Upcoming

Calendar

Subscribed

Past

Create

UNIONVILLE CURLING CLUB | JANUARY 29

Free Learn to Curl Event!

Public · Hosted by Unionville Curling Club

Host Event

Interested

Share

Edit

...

29 January at 13:00-15:00

Unionville Curling Club

257 Carlton Road, Unionville, Ontario L3R 2A3

Show Map

About

Discussion

Write Post

Add Photo/Video

Create Poll

Write something...

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

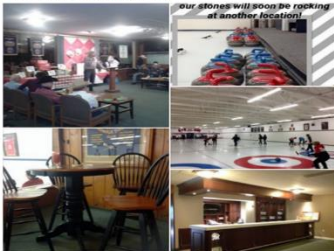
116 Likes

12 talking about this

Go to Unionville Curling Club's Timeline

Photos at Unionville Curling Club

our stones will soon be rocking at another location!



EVENT TIPS

Create a post

Get guests excited about your event by posting photos, videos and updates.

Create Post

QUESTS

0 interested

0 going

0 invited

INSIGHTS

24 Reached

15 this week

1 Visited

0 this week

0 Responded

0 this week

Since 1/1/2016

See More

Invite Friends

Add friends to this event

Chris Mounsey

Invite

Greg Williams

Invite

Karen Spragg

Invite

Show more friends

Related Events

Tribal Belly Dance - Beyond th...

Wednesday UTC at Limeright S...

1 guest

Interested

Going

Chemical Free Home Class

1 February PM at 183 Jay Cl...

Family · Hosted by Thomascane

Interested

Going

The Art of Macaron Class

14 January at Hummingbird Ma...

Class · 2 guests

Interested

Going

The Art of Macaron Class (Th...

11 February at Hummingbird M...

Class · 1 guest

Interested

Going

Free Beginners Birdwatching ...

19 January UTC at RSPB Arne ...

1 guest

Interested

Going



Try Before You Buy Pole

Tomorrow UTC+11 at PhysioP...

Fitness

Interested

Going



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!

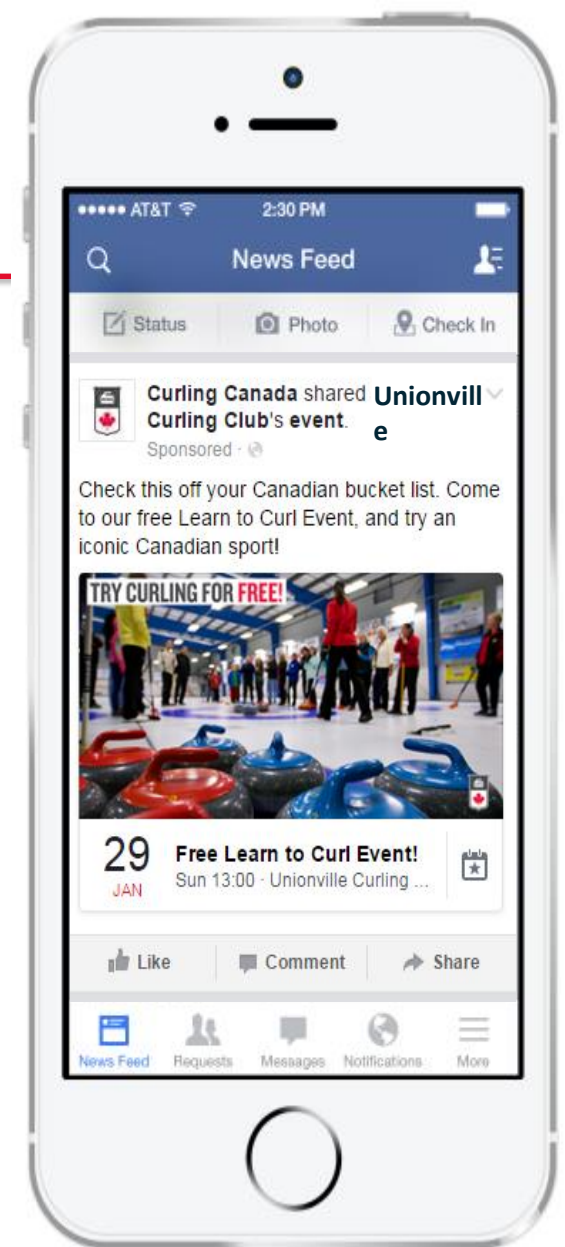


TRY CURLING FOR FREE!

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

★ Interested

 Like  Comment  Share




Desktop Newsfeed Ad

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

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!



TRY CURLING FOR FREE!

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

★ Interested

 Like  Comment  Share

Desktop Newsfeed Ad



Ad #4

Target:
Adults

Motivator:
Uniquely
Canadian

Ad Unit Type:
Event Response

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

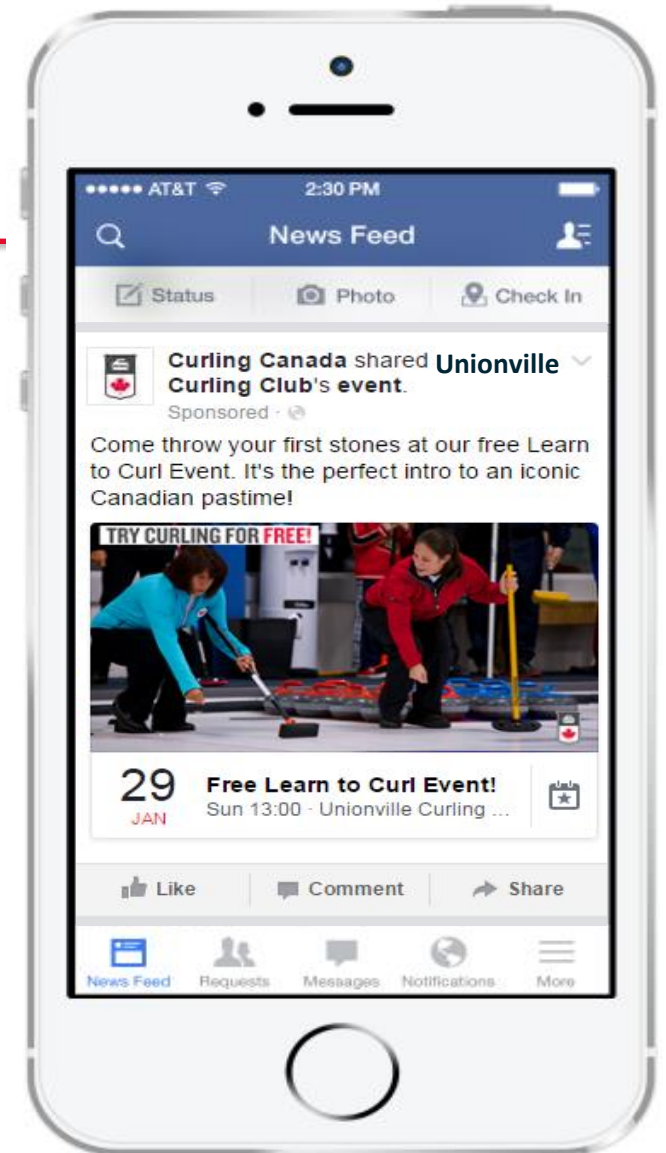
Come throw your first stones at our free Learn to Curl Event. It's the perfect intro to an iconic Canadian pastime!



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

★ Interested

 Like  Comment  Share



Desktop Newsfeed Ad

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.

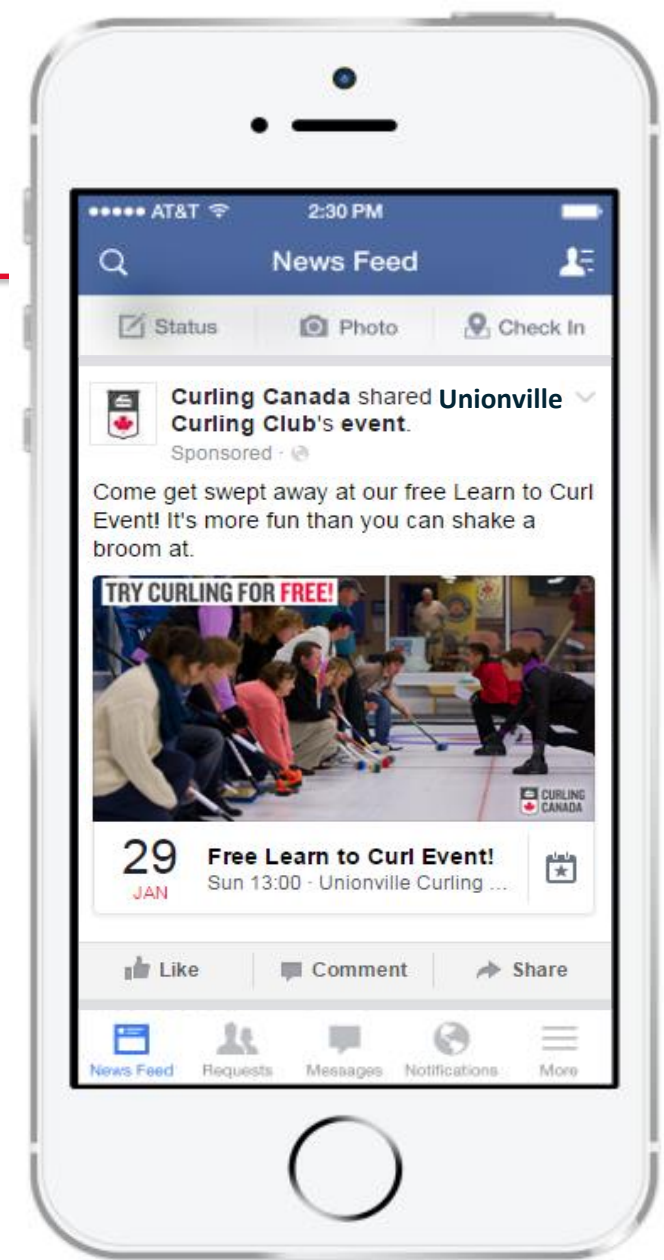


JAN 29 **Free Learn to Curl Event!**
Sun 13:00 · Unionville

★ Interested

 Like  Comment  Share

Desktop Newsfeed Ad



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.!



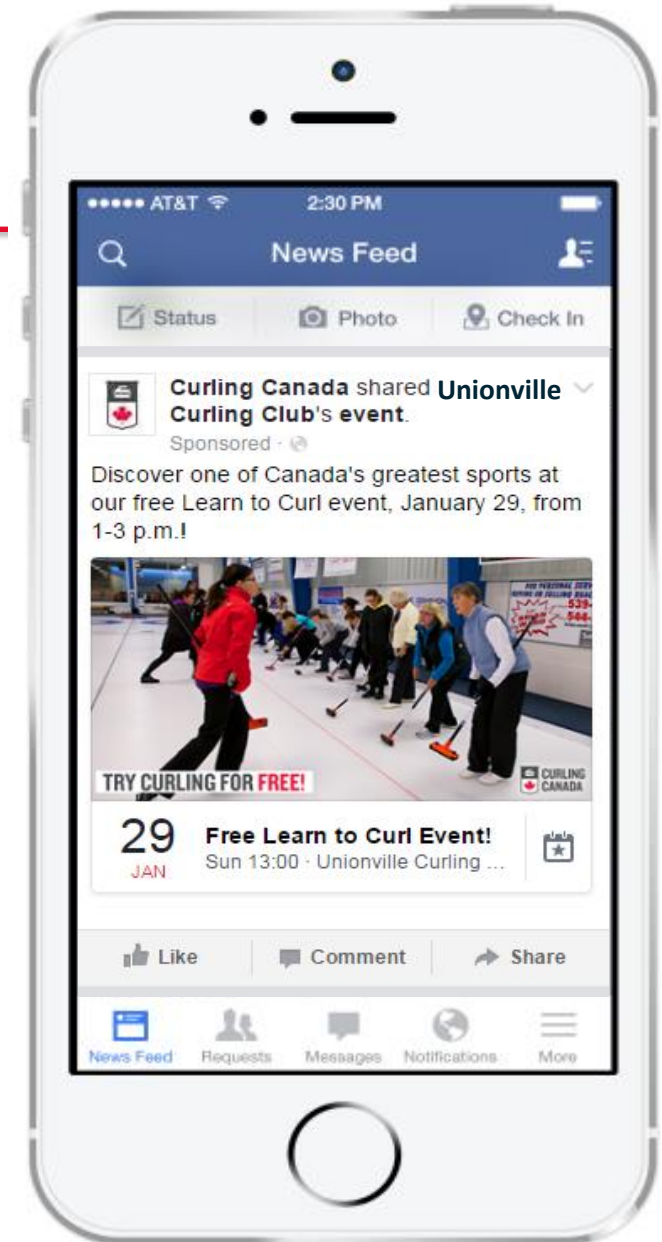
TRY CURLING FOR FREE! 

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

 Like  Comment  Share



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.

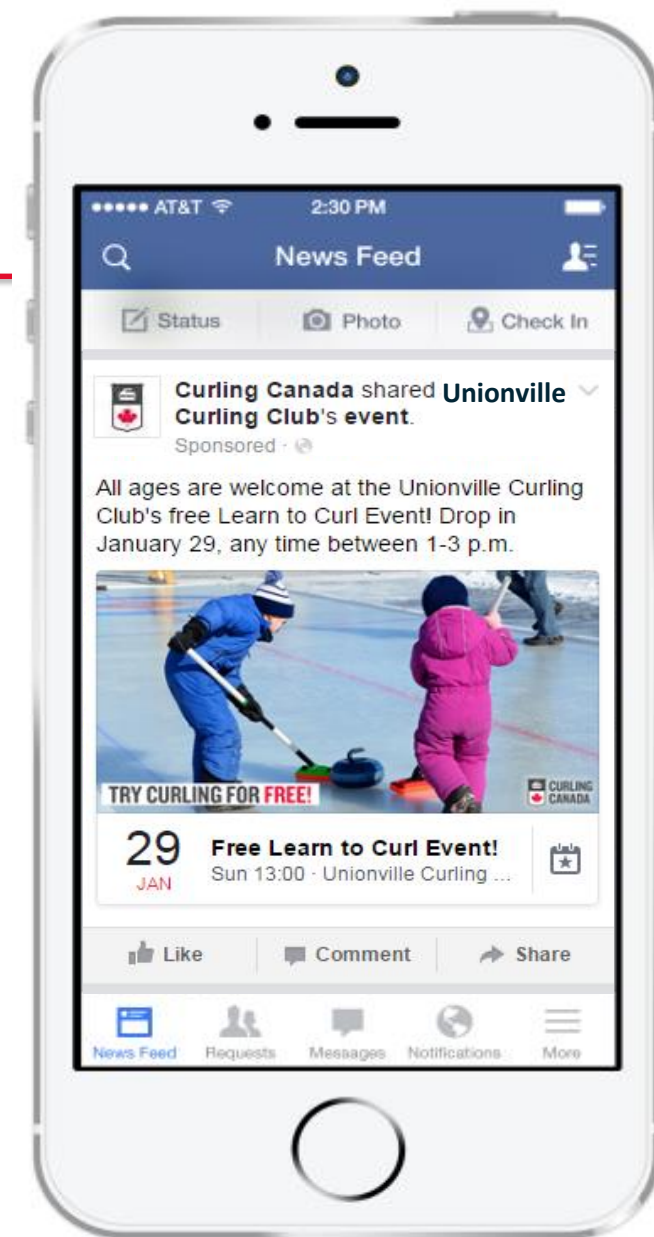


TRY CURLING FOR FREE! 

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

 Like  Comment  Share

Desktop Newsfeed Ad



Media Buy Final Results

Dates: Friday, December 30th, 2016 to Sunday, February 5th, 2017

Media Plan – Executive Summary

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
Total	1,306,555	225,992	7,443	0.57%	2,937	100%	w/o Feb 5

*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
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



[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 · 🌐

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

38 Likes 1 Share

Like Comment Share

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

Curling Canada
Sponsored · 🌐

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

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

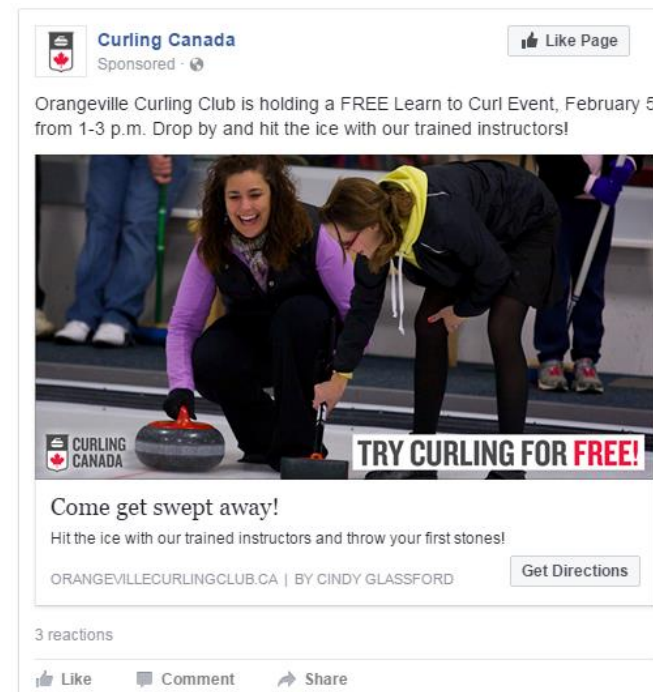
new curlers
on the ice!



Orangeville Local Awareness Top Performing Ads



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



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 ★ Interested

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 ★ Interested

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 ★ Interested

4 Likes 1 Comment

👍 Like 💬 Comment


Motivator: Uniquely Canadian

Target: Millennials CTR: 0.40%


People taking action: 18

Unionville Curling Club Results



 **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

180 new curlers on the ice!



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

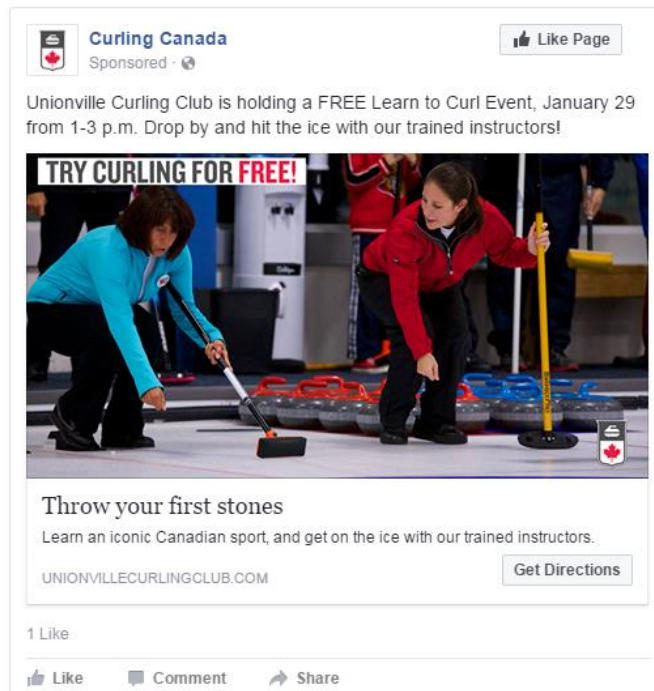
Like · Reply · 22 January at 12:23



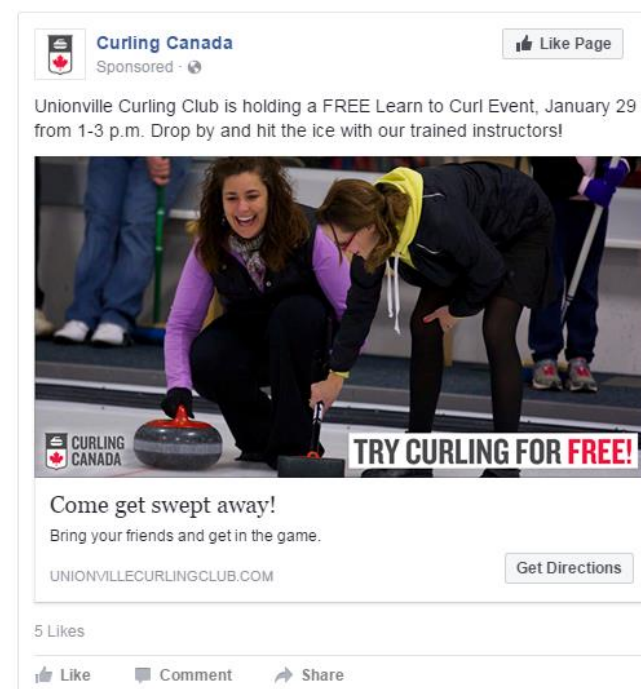
Unionville Curling Club Hi Anirey. We are going through all our emails and you should receive confirmation soon. We have been overwhelmed (but very excited!!!) about the number of responses we have had. 😊

Like · Reply · Commented on by Kelly Tooley [?] · 22 January at 13:04

Unionville Local Awareness Top Performing Ads




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




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!



TRY CURLING FOR FREE!

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!



TRY CURLING FOR FREE!

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.



TRY CURLING FOR FREE!

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

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

- 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

19+
Limited to 32 participants.
Register at
www.unionvillecurlingclub.com
Questions?
learntocurl@unionvillecurlingclub.com

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

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 for more information. — at Unionville Main Street.

Like Comment Share

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Write a comment...