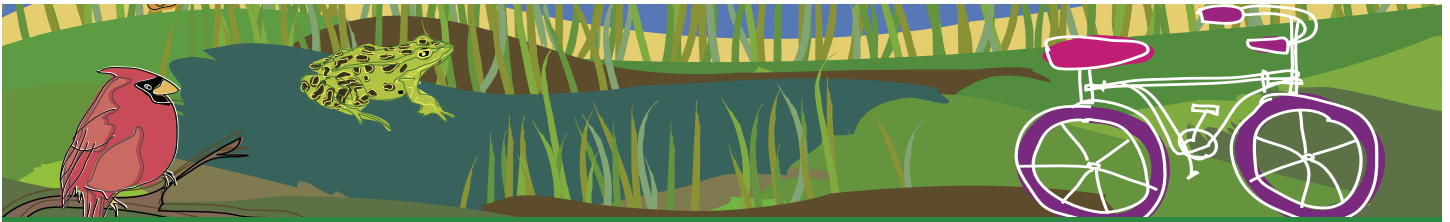




Wolfe Island  
*Linger Longer*



# SWMG

SMALLWORLD MARKETING GROUP INC.

Integrated Marketing Communications Agency



## WOLFE ISLAND

Branding: Marketing Materials + POP Stand  
+ Merchandising + Marketing Strategy

**CONCEPT:** Generate the first cohesive marketing campaign for Wolfe Island, Ontario.

Previously, marketing on the island was left up to individual businesses. We were hired to create a brand that inspired tourism and was true to Wolfe Island's identity.

**GOAL:** Develop a brand that inspired emotion. Instantly.

We wanted our campaign to trigger an instant emotional connection with our targets. Wolfe Island is the largest of the world renowned 1,000 islands and possesses a peace and tranquility that is almost tangible. We recognized that this feeling would be a huge draw. Our job was to communicate this feeling to targets who may never have visited the island before.

**REALITY:** Outstanding ROI and unsolicited attention.

Our campaign "Linger Longer" was aesthetically elegant and emotive, just like Wolfe Island itself. As a result of our campaign, the number of full time residents increased by 4.8%. Inland property values soared by 30% and an impressive 40% for waterfront plots. Our campaign garnered unsolicited coverage in Toronto Life magazine and Enroutes Magazine. Premier McGuinty was even quoted as saying that Wolfe Island was "batting a thousand" in regards to our tourism marketing efforts.

*"...Well, so far, Wolfe Island is batting a thousand. They've opened Big Sandy Bay, revamped their tourism marketing and they'll soon be home to Ontario's largest wind farm."*

Premier Dalton McGuinty - Speech to the Rural Ontario Municipalities Association and the Ontario Good Roads Association, February 21 2006.

**SWMG INC - WHERE CONCEPTS BECOME REALITY**

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