

DESTINATION MARKETING

FOR

**BUSINESS IMPROVEMENT
AREAS**



DANIELE STODDARD



R
RONCESVALLES
VILLAGE
BIA

DANIELE STODDARD
EXECUTIVE DIRECTOR



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The Roncesvalles Village BIA has 270 commercial properties, some of which have multiple businesses located within them. Located in Toronto's West end, Roncesvalles Village is closely bracketed by Lake Ontario to the south, High Park to the West, the Bloor subway line to the North and a short commute to downtown Toronto.

Under the purview of destination marketing, along with other initiatives, including an annual holiday campaign, the RVBIA is the driving force behind the Roncesvalles Polish Festival, North America's largest celebration of Polish culture, held over two days in September, that attracts upwards of 400,000 visitors over the weekend it is held.

MARKETING CATEGORIES

Corporate Marketing:

Company/Organization (ex. Telus, Chapman's, Porter Airlines)

Product Marketing:

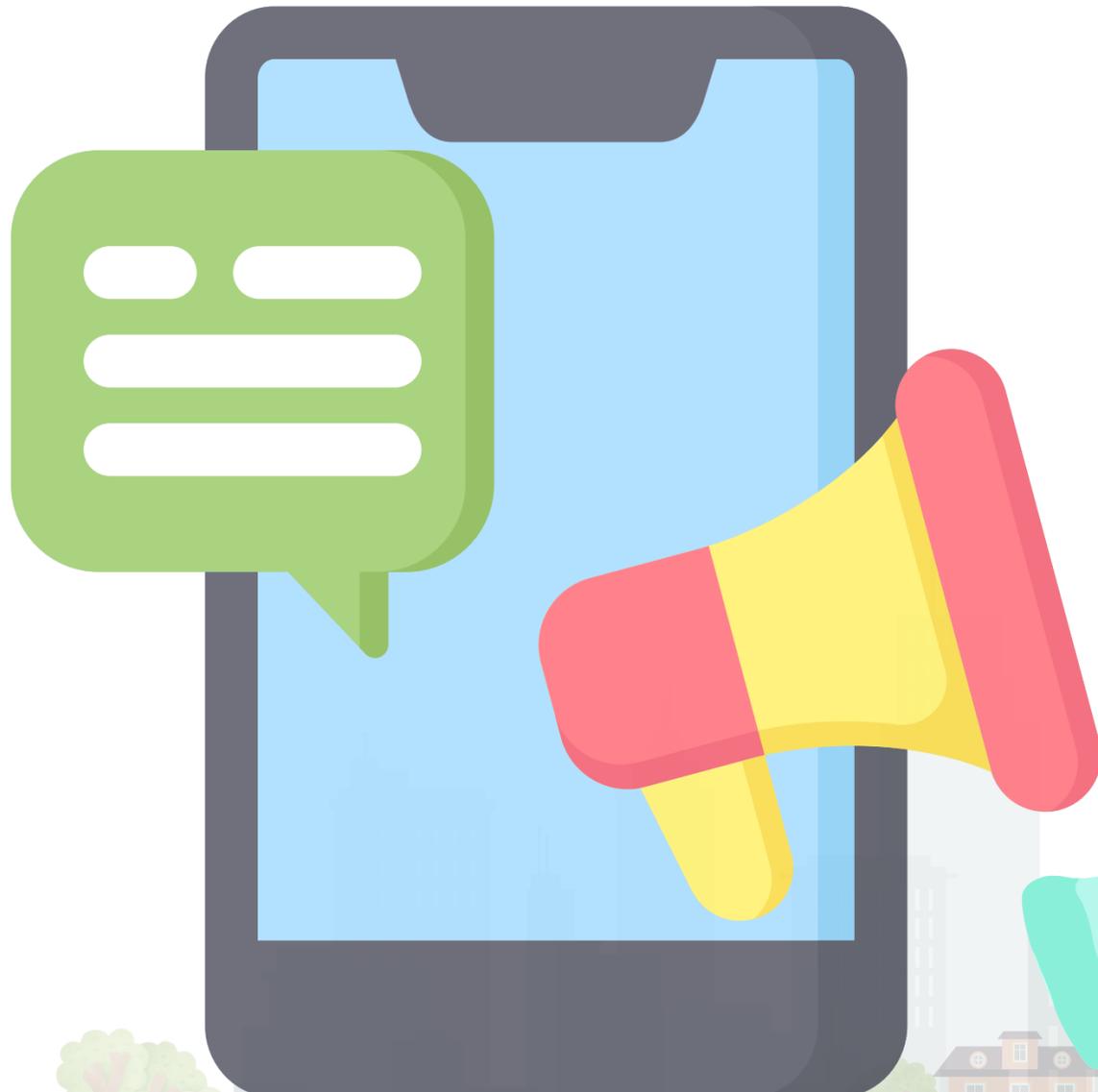
Specific items (ex. Cell Phones, Ice Cream, Flights)

Personal Marketing:

Individuals (ex. Artists, Public Figures)

Geographical/Destination Marketing:

Places/regions (Niagra Falls, Distillery District, YOUR BIA!)





DESTINATION MARKETING

DESTINATION MARKETING

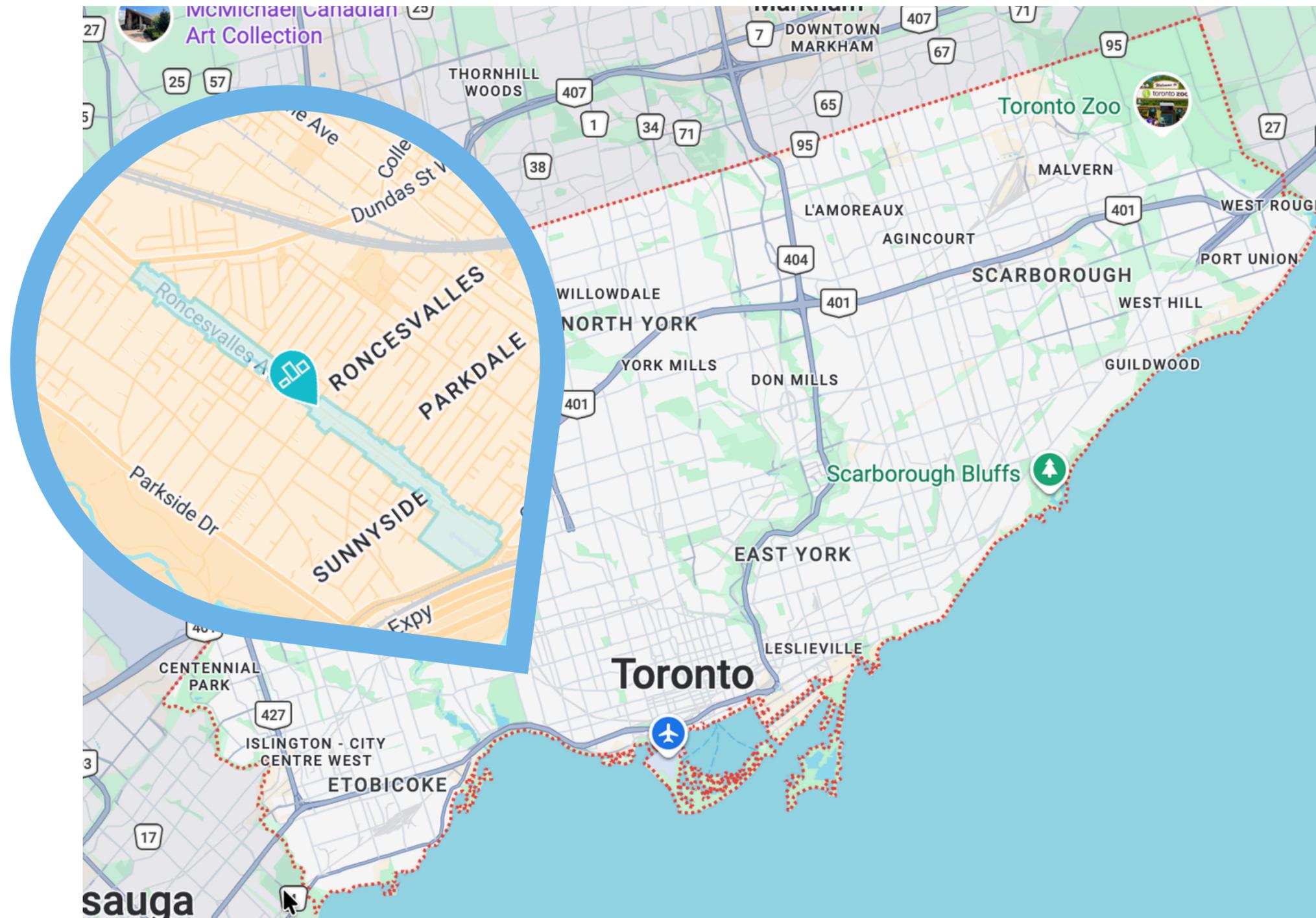
...focuses on promoting a location and the experience that it offers.



BIAs are by nature hyper-local: What makes your BIA unique? Is it an area with a wide variety of professionals and shopping? Is it easy to get to? Who are you targeting?

Leverage that Hyper-Local Context: Do you have excellent walk score? Is it an area with a wide variety of professionals and shopping? Is it easy to get to? Who are you targeting?





DESTINATION MARKETING CAMPAIGNS

inspiration



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Milton Glaser, *I (Heart) NY* concept sketch, 1976. Courtesy of MoMA.



Milton Glaser
I ♥ NY concept layout
1976



THE SWEDISH NUMBER

+ 46 771 793 336

The first country in the world with its own phone number.
Get connected to a random Swede and talk about anything.

THE SWEDISH NUMBER IS NOW CLOSED.

Thanks everyone who called Sweden.
In total the world spoke to random Swedes for over a year.
Scroll down to see more statistics from the 79 days it was open.

In 2016 the 'Swedish Number' was a national phone number that anyone could call up and talk to a random Swede who had agreed to man the phones (with no training) and talk about anything that came up.

Tourism Australia's 'Come and say G'day' 2022



Tourism Ireland's "Doors of Thrones" 2016

TRANSFORMING A DEVASTATED TOURIST ATTRACTION INTO A BRAND NEW ONE.

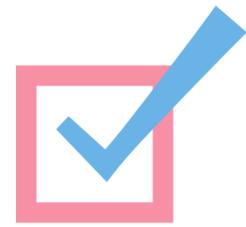
The map displays ten numbered locations across Ireland, each linked to a specific Game of Thrones territory. The territories shown are: Dragonstone, The Kings Road, Stormlands/Crises, Dorthraki Grasslands, Winterfell, Riverrun, The Haunted Forest, Kings Landing, Brothers Without Banners Hideout, and Eye of the Iron Throne. The door locations are: 1. Fiddler's Green, Portaferry; 2. The Cuan, Stranford; 3. Percy French, Newcastle; 4. Blakes of the Hollow, Enniskillen; 5. Frank Owen's Bar, Limavady; 6. The Fullerton Arms, Ballycastle; 7. Gracehill House, Ballymoney; 8. Mary McBrides, Cushendun; 9. Ballygally Castle, Ballygally; 10. The Dark Horse, Belfast.

GAME OF THRONES TERRITORY



DESTINATION MARKETING

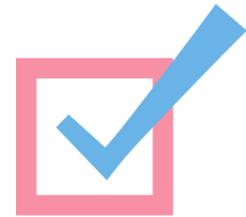
...OKAY, GREAT. BUT HOW?



EDUCATE STAKEHOLDERS



Adopt a “Place-First” approach—don’t separate visitors and residents in discussions; promote the overall quality of life of the area. VIBES!



ESTABLISH A 'COMMON LANGUAGE'



Define your ‘place’ DNA—outline ‘who you are’. What makes your BIA unique? What you authentically offer?



DEVELOP SHARED SUCCESS METRICS



Agree on common metrics. What does success look like?



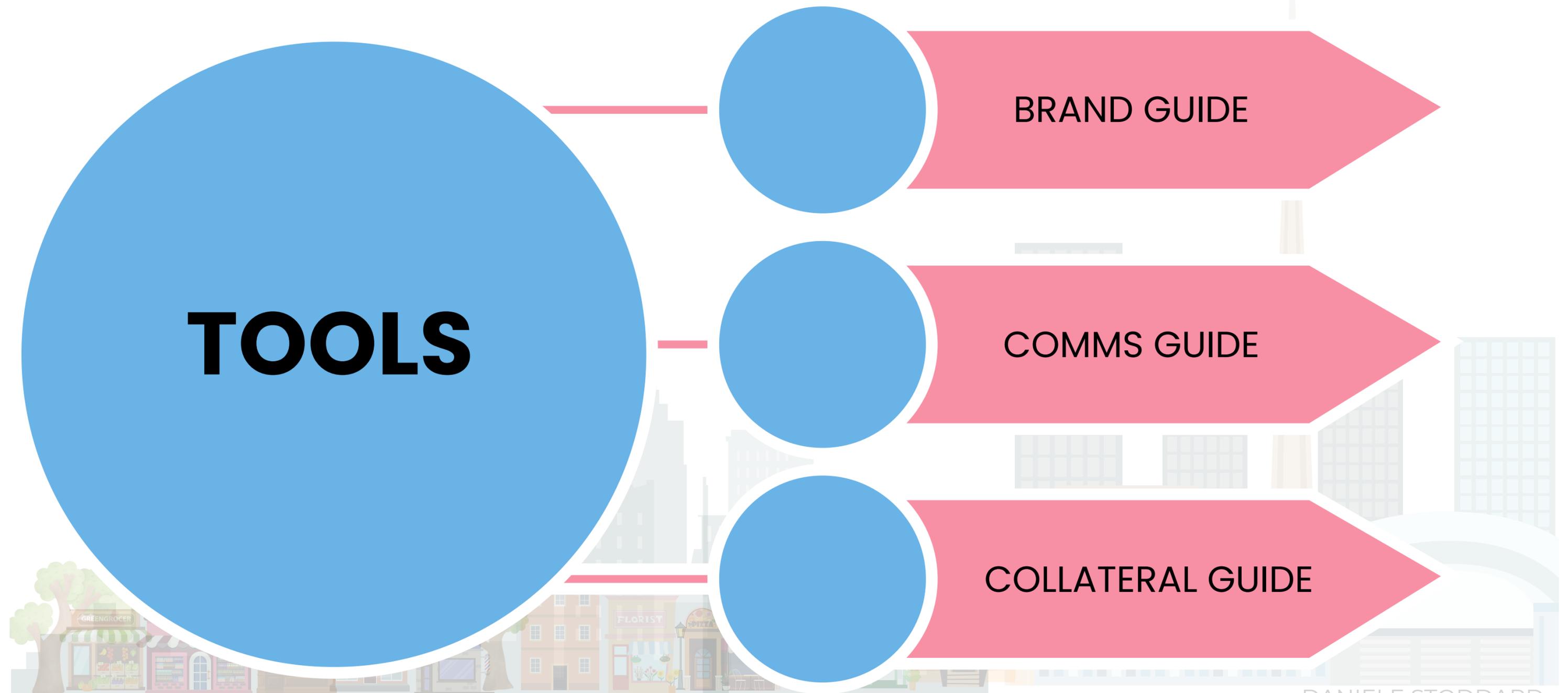
DESTINATION MARKETING

Tools



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DESTINATION MARKETING



COMMS GUIDE (example)

Internal	Details			
Instagram	Video/Reel	Post	Story	Reel Cover
Facebook	Post	Event Cover		
Tiktok	Video/Reel		Story	
RVBIA Website	Blog Post	Event Listing		

External	Details			
Revue Cinema	Pre Show			
TSA				
Press Release				
DestinationTO				
Event Listings				



Attractions

Toronto, Canada attractions offer something for everyone in your group. Step into the wild at the [Toronto Zoo](#), where you can get up close with exotic animals. Elevate your senses at the iconic [CN Tower](#), where panoramic views of the bustling city below await—and for the truly daring, take your adventure to the extreme with the [EdgeWalk](#).

And if you're yearning for a day of non-stop amusement and family fun, [Canada's Wonderland](#) is the ultimate destination. Enjoy your favourite vacation pastime, and let Toronto surprise you with additional exciting options.

Sponsored



Rendezvous on Roncey to Shop, Eat, Drink & Stroll.

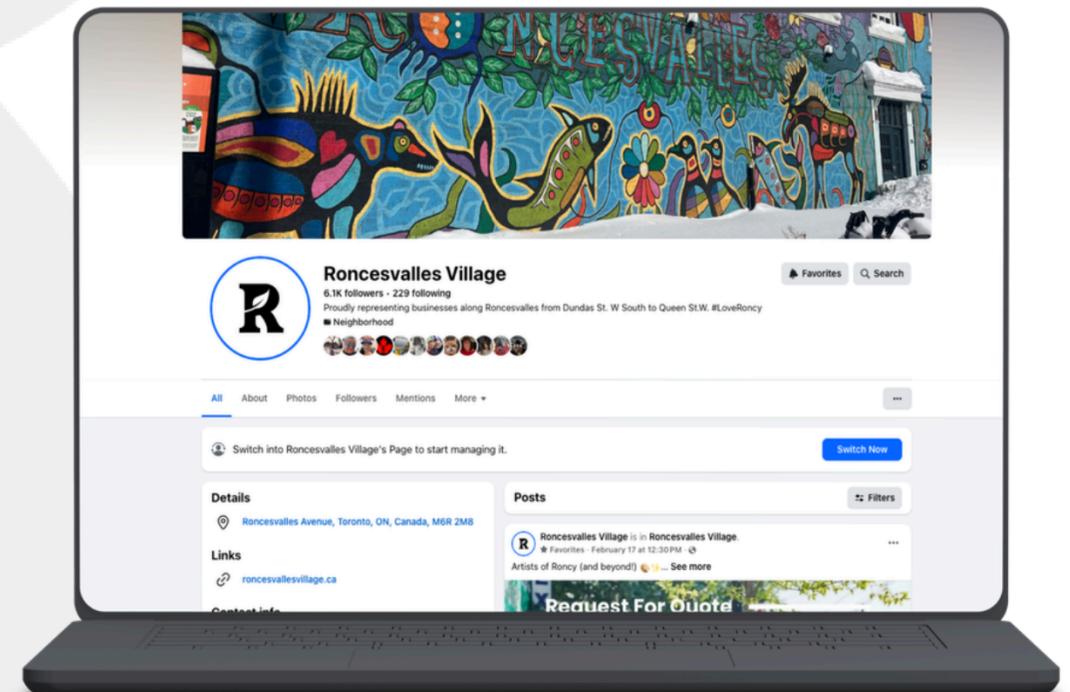
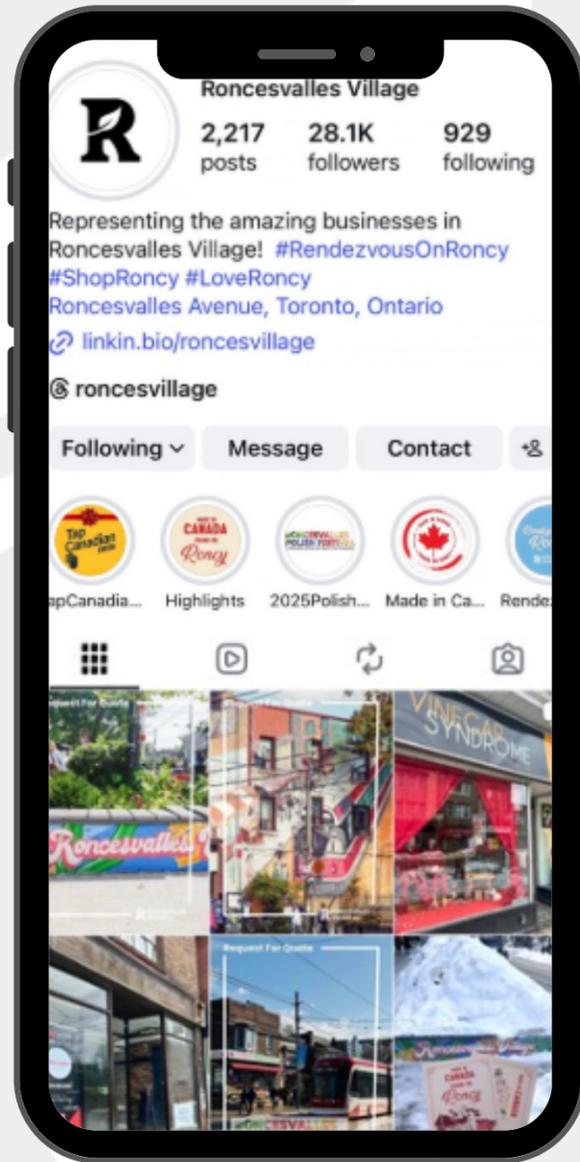
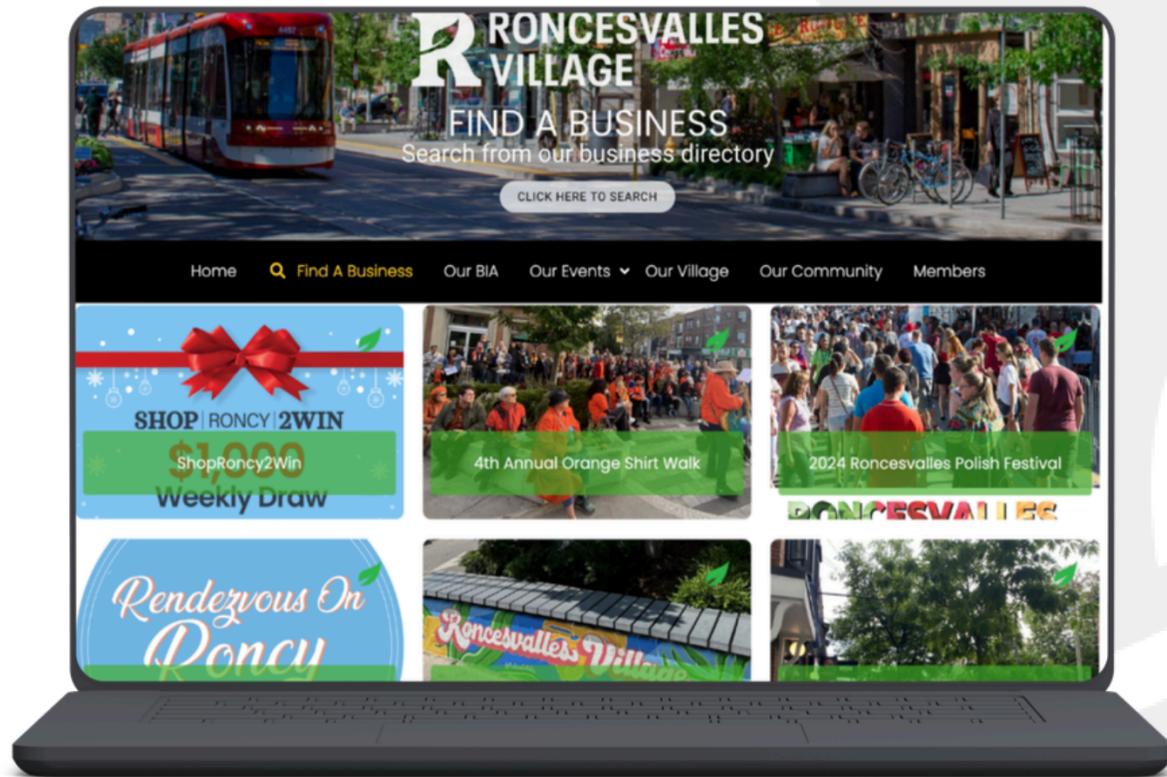
5 months ago



9 Amazing Toronto Escape Rooms & Games for All Ages

COLLATERAL GUIDE (example)

Digital	Details	Size(s)	Format
Instagram	Highlight Icon	110 x 110 pixels	digital only
Instagram	Story	1080 x 1920 px with a 9:16 aspect ratio	digital only
Instagram	Instagram portrait (grid)	1080 x 1350 px 4:5 aspect ratio	digital only
Instagram	Reel Cover	420 x 654 px	digital only
Facebook	Cover Image	851 x 315 px	digital only
Facebook	Event Cover Image	1920 x 1005 px	digital only
Revue Cinema	Preshow	1920 x 1080px	digital only
RVBIA Website	Featured Post	960 x 400px	digital only
Print	Details	Size(s)	Quantity
Garden Beds	Lawn Signs	24x18	
Post Card	Direct Mail	4 x 6	
Poster	TSA	Astral (see Astral Guidelines)	
Poster	Businesses/Community boards	Alt sizes	
Poster	Businesses	11 x 17	
Counter Advertising	Tent cards	7x4.5	
Window Signs	Corroplast	16x12	









DESTINATION MARKETING

Tools:

Brand Guides



DANIELE STODDARD

DUOLINGO

our story

Just about everyone wants to learn a new language, whether it's for fun or the way to a better life. Problem is, language learning can be expensive and inaccessible to the people who need it most. Our founders set out to build something that's free and available to everyone. Here, more than 300 million people worldwide are learning over 30 languages on Duolingo. And we're just getting started.



LOGO OVERVIEW

We have four ways of showing the world who we are.

- OUR CORE LOGOTYPE**
This is our go-to logotype, our typographic signature, to be used on all official Duolingo platforms.
- OUR LANDSCAPE LOGO**
Sometimes we get Duolingo our core logotype to stand out from our competitors. We all know Duo has the brilliant ability to steal the limelight! We use this backup when we appear on any third party platform or event.
- OUR PORTRAIT LOGO**
For partner formats used by third parties we use this backup.
- OUR STYLING**
For our app icon, favicons, and our profile picture on social media channels, we use Duo's eyes, either in a square or circle.



USING THE LOGOTYPE

Here are some simple tips on how to use the Duolingo logotype.

CLEAR SPACE
To allow our logotype to stand out, do not place any designed objects such as illustrations or text in the clear space shown.

MINIMUM SIZES
Never use the logotype smaller than:
100 px wide
35 mm wide

COLORWAYS
Our logotype comes in three different colorways: feather green, white and grey. Always select the color which contrasts the most with the background color or photograph.



DUOLINGO PLUS

Our premium service is called Duolingo Plus, which has its own specific logotype.

The colorways of the Plus brand also change dramatically to show our learners that they're using a different version of the app.



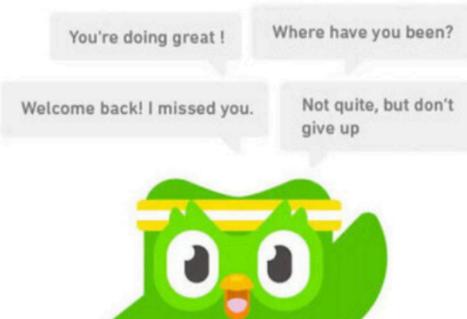
DUO'S VOICE

Duo's voice is just like Duolingo's: expressive, playful, embracing, and witty. He's just more at it.

When does Duo talk? Well, he never actually talks — he communicates via text.

- in the app to cheer you on.
- "You're doing great!"
- in a push notification to check on you. "Are you okay?"
- in an email to tell you to practice! "Where have you been?"

Contrary to popular opinion, Duo isn't out to get people. He leaves that to the natives! He's just out to get people back on Duolingo.



SECONDARY COLORS

We have a range of bold, multicolored colors in our secondary color palette. We use these for bright backgrounds to emphasize specific elements in our illustrations and our photography style.

Cardinal Red	#E51E24 #F7941D #F1C40F	Flame Yellow	#F1C40F #F19B2B #F06A47
Teal	#2ECC71 #27AE60 #2ECC71	Fire Orange	#F06A47 #F0982E #F06A47
Hammerhead Teal	#00838F #00A0A0 #00838F	Electric Blue	#3498DB #2980B9 #3498DB

PORTRAITS

Authentic portraits of people across the globe.



MOVEMENT

Our illustrations work well when they suggest a sense of movement and interact with the copy.

Here are examples of how we create life in our ads.

To learn more about this go to page 95.



ONE WORD HEADLINES

On our own social channels we can create posts using bold, one-word headlines.

Longer messages are attached as captions to the post and our logotype is close, allowing us to create simple posts with no clutter.

DETAILS

- Margins should be consistent.
- Feather Font is centered on the T-bar.
- Feather Font placement complements photograph/illustration. For example, typography does not cover the eyes of the person.
- Background colors emphasize and complement the photograph/illustration.

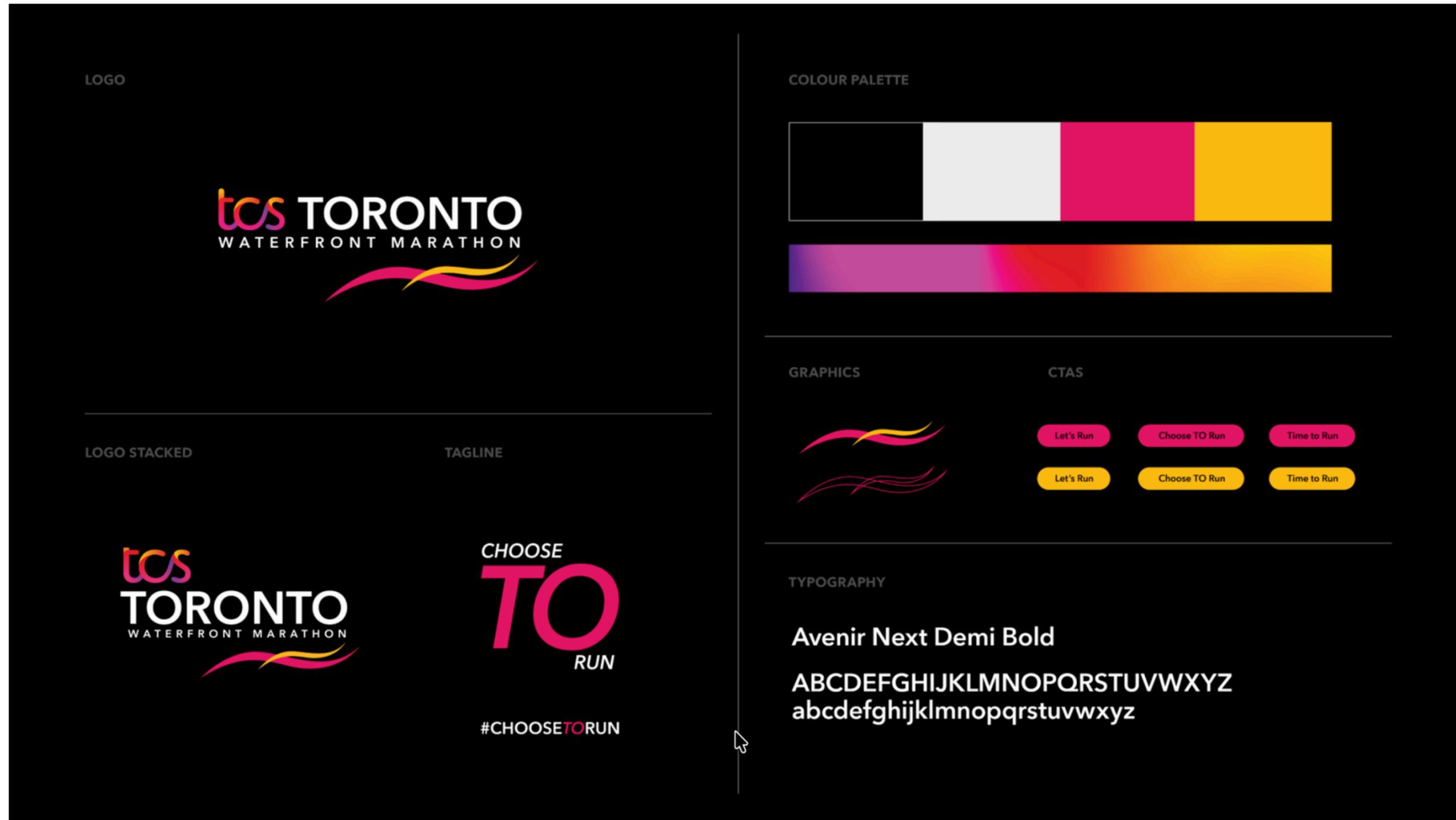
LAYOUT



EXAMPLES



TORONTO WATERFRONT MARATHON



TORONTO ZOO

LOGO



COLOURS



C35 M0 Y85 K0



C15 M100 Y100 K0



C80 M85 Y0 K0



C0 M45 Y88 K0

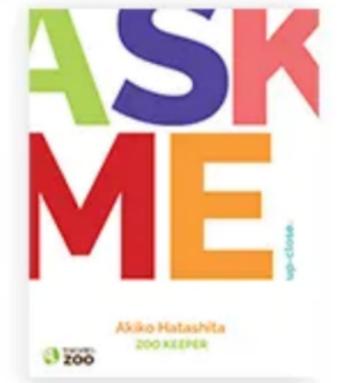
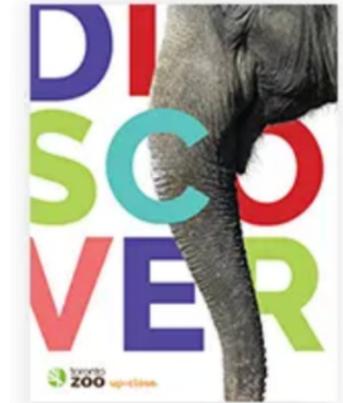


C60 M0 Y30 K0



C0 M70 Y45 K0

COMPOSITION



FONT

Raleway Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGERY



Colour

Each logo has a seasonal application - one colour (two different tones) for each of the 4 seasons.



SPRING
PANTONE 360 C
C63 M0 Y84 K0
R108 G194 B74
HTML 6CC24A



SPRING
PANTONE 361 C
C77 M0 Y100 K0
R67 G176 B42
HTML 43B02A



SUMMER
PANTONE 700 C
C0 M40 Y8 K0
R242 G172 B185
HTML F2ACB9



SUMMER
PANTONE 708 C
C0 M53 Y17 K0
R248 G144 B165
HTML F890A5



FALL
PANTONE 123 C
C0 M19 Y89 K0
R255 G199 B44
HTML FFC72C



FALL
PANTONE 1235 C
C0 M31 Y98 K0
R255 G184 B28
HTML FFB81C



WINTER
PANTONE 305 C
C54 M0 Y6 K0
R89 G203 B232
HTML 59CBE8



WINTER
PANTONE 292 C
C59 M11 Y0 K0
R105 G179 B231
HTML 69B3E7

The darker tone for each is used for the colour versions of the logo. The lighter tones are used to complement designs.

In special circumstances, when printing on a more challenging material, a darker pink, C0 M62 Y29 K0, can be introduced.

Typography

To maintain the brand's consistent look and feel across different pieces of communication, both digital and analog, the use of a consistent typeface is encouraged.

POPPINS (used throughout this guide) is a widely available sans serif Google font with 9 different weights. This typeface complements the brand's logo and the typography used in it.

It can be downloaded here: <https://fonts.google.com/specimen/Poppins?query=popp#standard-styles>

Poppins Thin 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Extra Light 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Light 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Regular 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Medium 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Semibold 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Bold 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Extra Bold 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Poppins Black 1234567890 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

9 weights, from thin to black,

a a a a a a a a a

with matching italics.

a a a a a a a a a

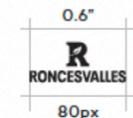
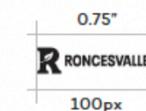
Logo

SIZE CONSIDERATIONS

To maintain the logo's integrity and legibility, there're size considerations for each version. The logos should appear no smaller than:

- RONCESVALLES Horizontal - 0.75" wide for print and 100px for web
- RONCESVALLES Vertical - 0.6" wide for print and 80px for web
- RONCESVALLES BIA Horizontal - 0.9" wide for print and 120px for web
- RONCESVALLES BIA Vertical - 0.7" wide for print and 95px for web

If the logo needs to be smaller than the above mentioned values, the wordmark should be removed and the *Roncy R* should be used on its own.





REVUE R CINEMA

Roncesvalles Village

@AndreaCataRo



DESTINATION MARKETING

Roncesvalles Village

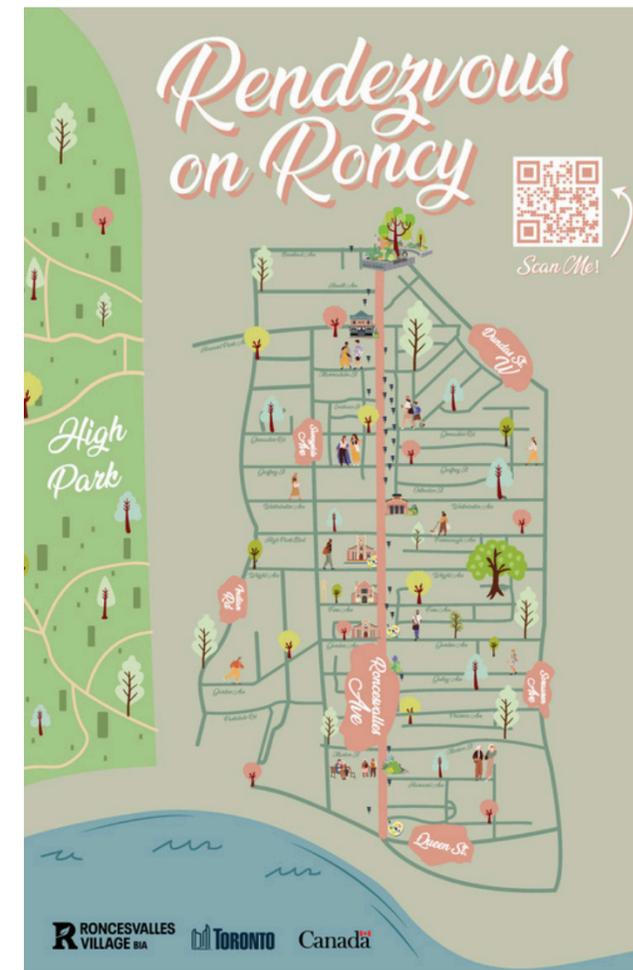
Campaigns



DANIELE STODDARD



MAIN STREET INNOVATION FUND



Thank You

For Making Roncy Your
One-Stop Winter Shop

#RendezvousOnRoncy

#LoveRoncy

R RONCESVALLES
VILLAGE BIA





SHOP | RONCY | 2WIN

\$1,000
Weekly Draws

\$500 to keep and **\$500** to share
with a local business in Roncesvalles Village

plus
A Grand Prize of
\$1,500

**OCTOBER 28 –
DECEMBER 8**

Sponsored by:



An initiative of:



For complete contest rules
and to enter visit

ShopRency2Win.com

Rendezvous On Roncy This Holiday Season!

QR Code

R RONCESVALLES VILLAGE BIA

Rendezvous on Roncy

Scan Me!

High Park

QR Code

R RONCESVALLES VILLAGE BIA **TORONTO** **Canada**





Sen. Bernie Sanders at the inauguration of President Joe Biden on January 20, 2021.

Photo by BRENDAN SMIALOWSKI/AFP via Getty Images

#BernieSits 😊



roncesvalles
#BERNIESITSEVERYWHERE

📍 RONCESVALLES VILLAGE

Some more Bernie sightings on Roncy 😊



cinco.restaurant
CINCO MEXICAN RESTAURANT
TACOS & ROTISSERIE

@torontofamilyheari



TORONTO FAMILY HEARING



@goldstandardsandwich

#BERNIESITS

📍 RONCESVALLES VILLAGE



theknitcafe - Following
The Knit Cafe

@theknitcafe



evolvechiropractic - Following
Evolve Chiropractic & Physiotherapy

@evolvechiropractic

Bernie made his way to Roncy 😊



fantail_bakery_cafe - Following

@fantail_bakery_cafe



@reunioncoffee
reunioncoffee - Following
Reunion Coffee

#LOVERONCY

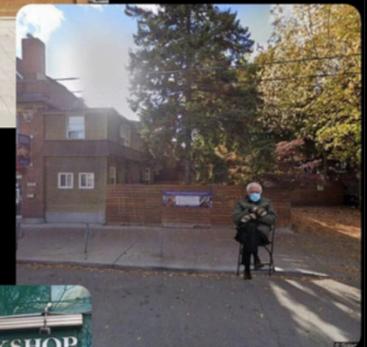
📍 RONCESVALLES VILLAGE

#berniesitseverywhere
#berniesits

More Bernie sightings on Roncy 😊



@kennelcafe



@cmccanada97



@anotherstorybookshop

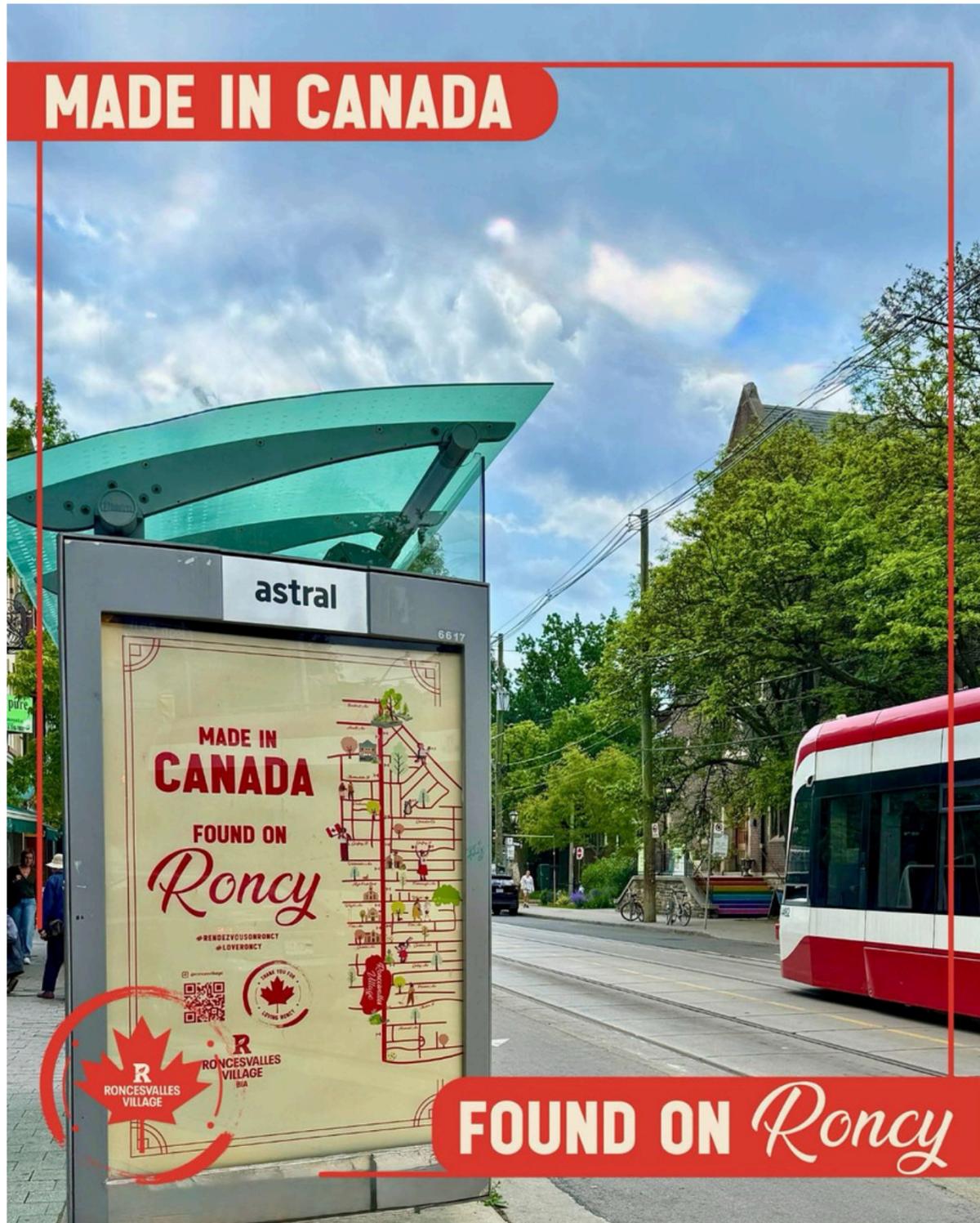
📍 RONCESVALLES VILLAGE

MADE IN
CANADA

FOUND ON
Roncy

R RONCESVALLES
VILLAGE BIA

MADE IN CANADA



FOUND ON Roncy

**GET YOUR
COLLECTIBLE
POSTCARD
IN-STORE*
TODAY!**

*WHILE QUANTITIES LAST
LIMIT ONE PER PERSON



R
RONCESVALLES
VILLAGE

DID YOU PICK UP YOUR
COMPLIMENTARY COLLECTIBLE
RONCESVALLES VILLAGE POSTCARD?

MADE IN
CANADA
FOUND ON
Roncy

MADE IN CANADA
FOUND ON
Roncy

BE THE FIRST TO FIND OUT ABOUT THE NEXT DROP!

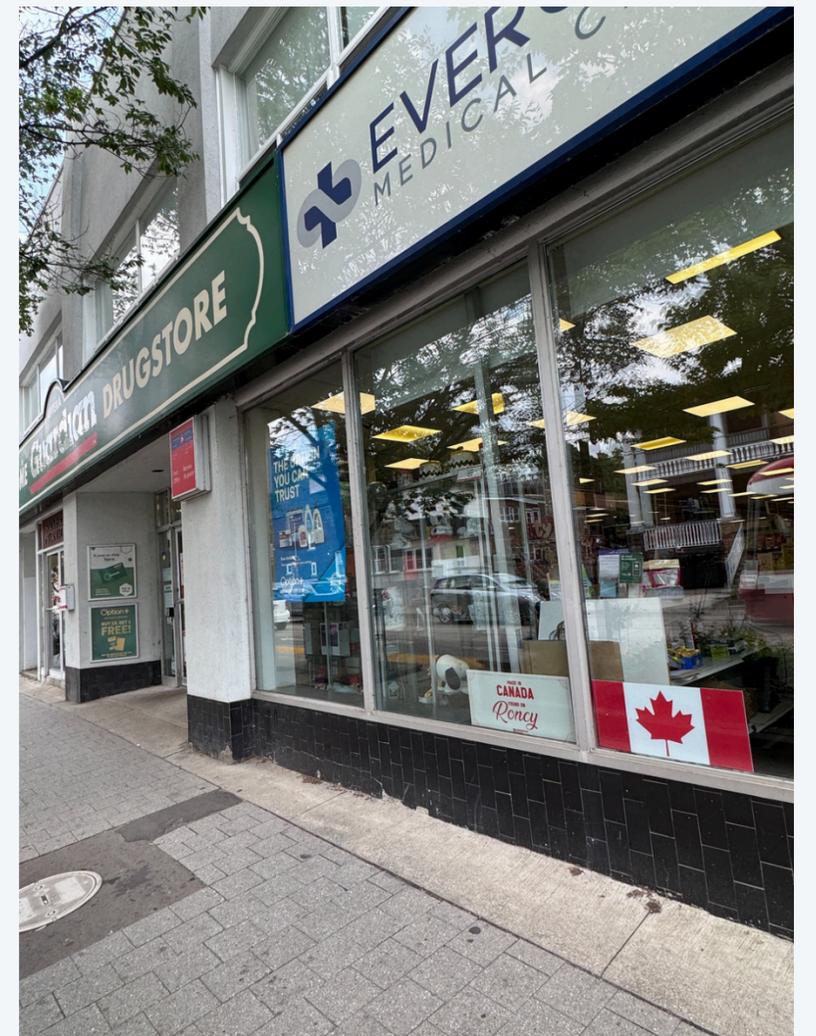
MADE IN
CANADA
FOUND ON
Roncy

R RONCESVALLES
VILLAGE

MADE IN
CANADA
FOUND ON
Roncy

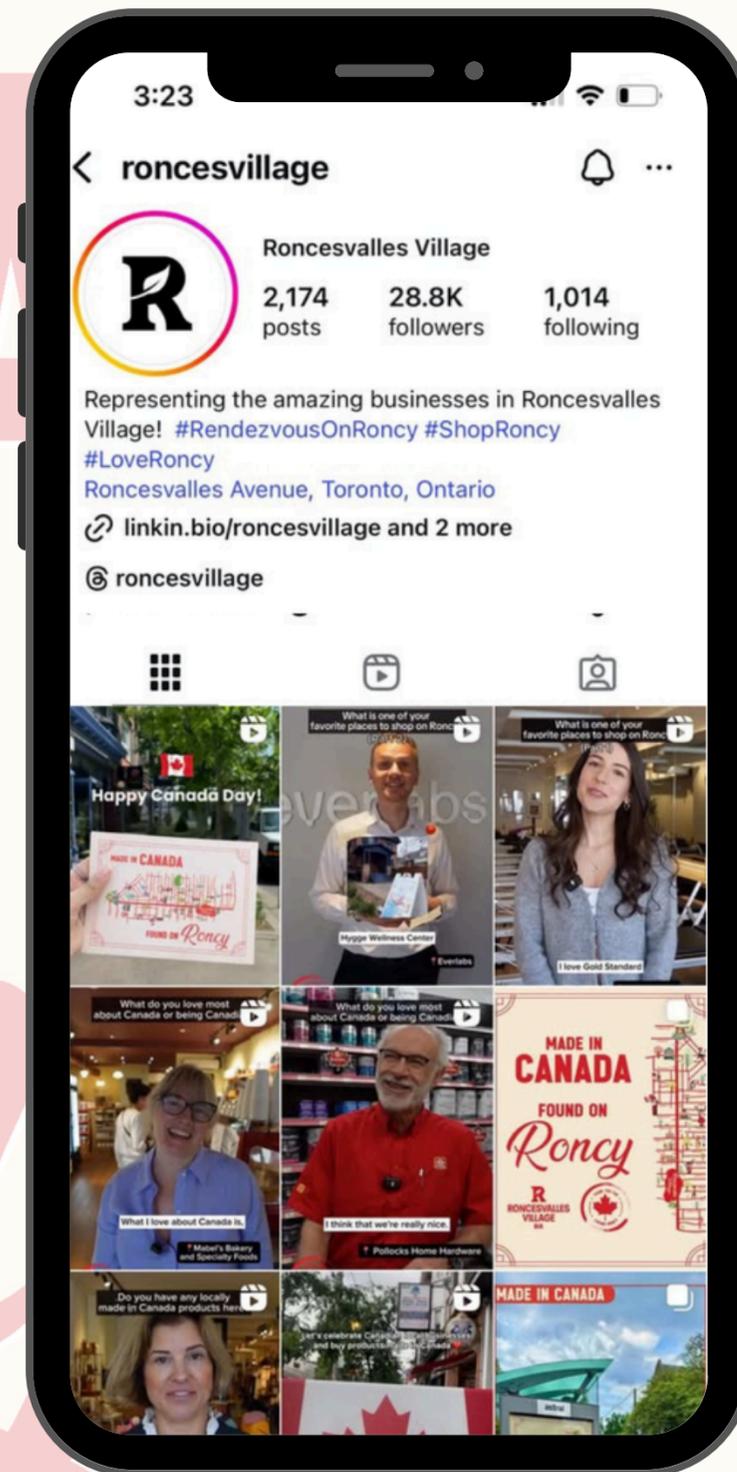
MADE IN
CANADA
FOUND ON
Roncy

#RENDEZVOUSRONCY
@LOVERONCY

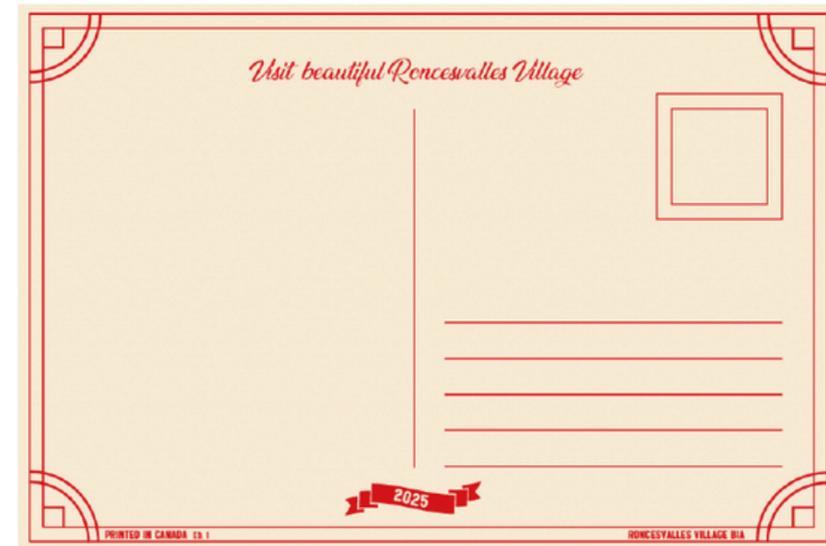
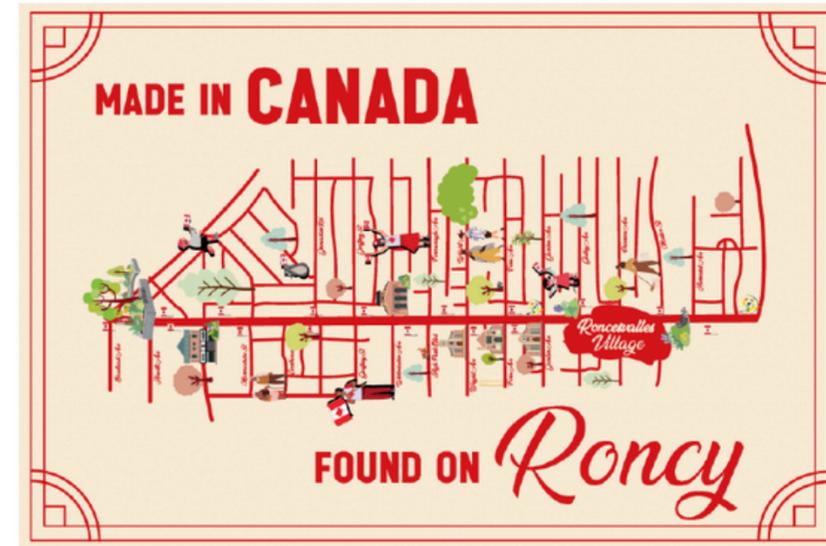
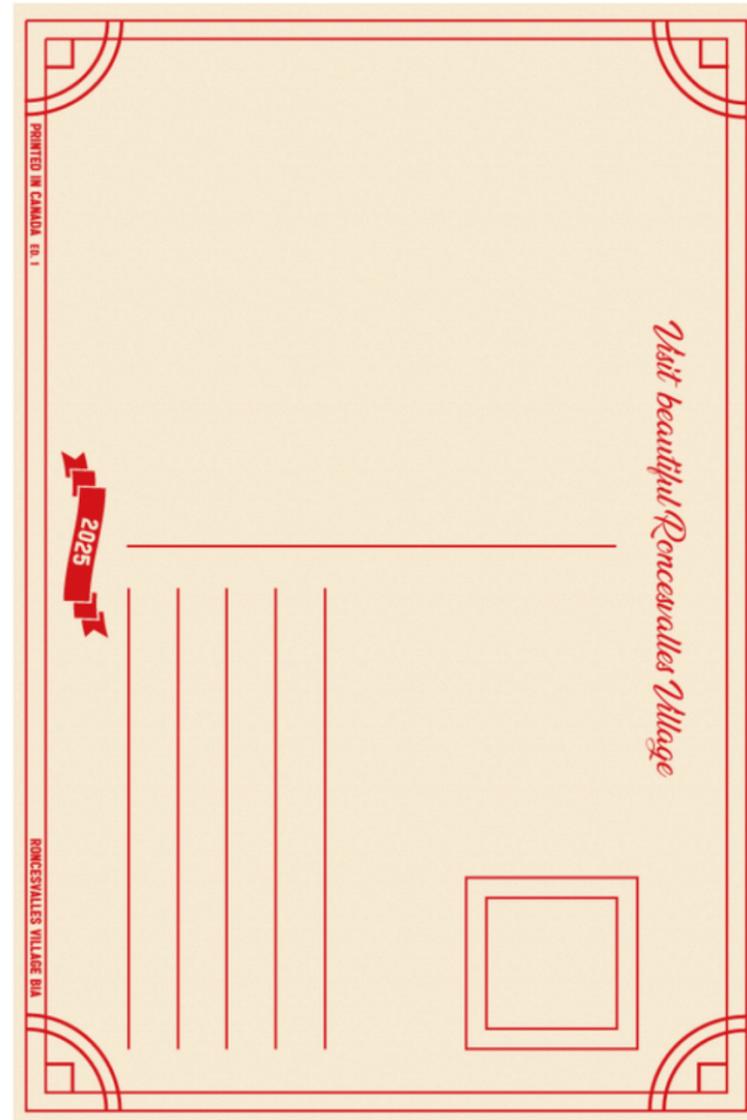
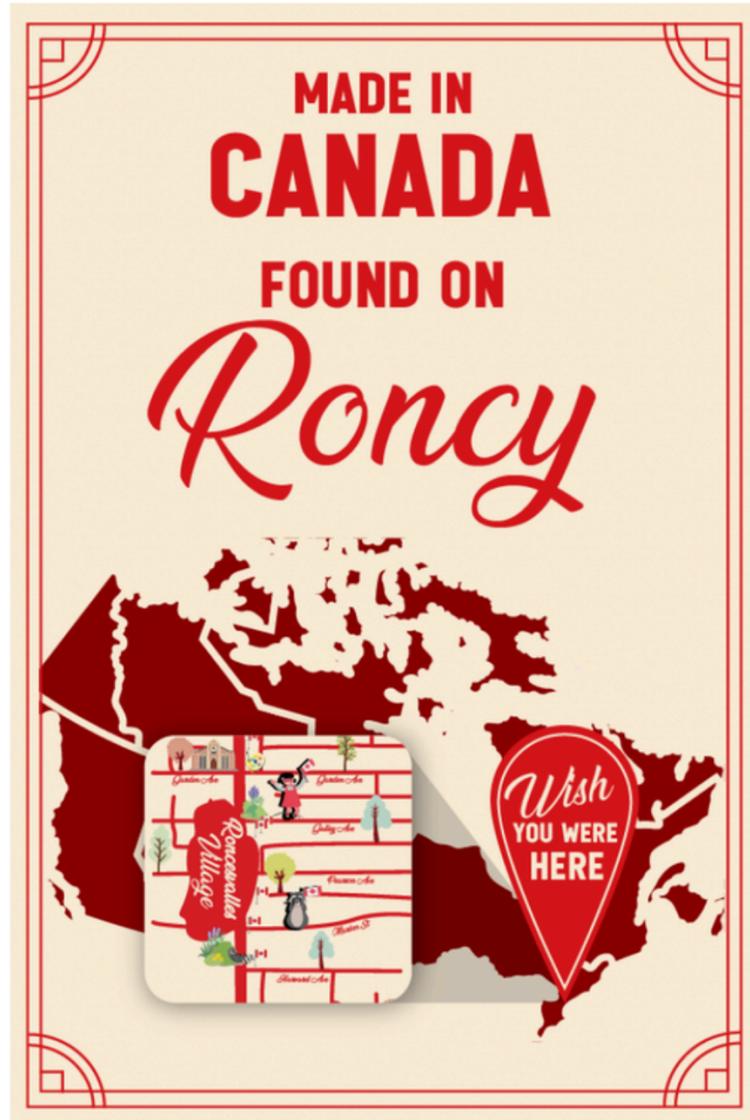


MADE IN CANADA

- 12 content pieces featuring 30+ BIA businesses on Instagram
- 10 content pieces featuring 30+ BIA businesses on Facebook



POSTCARD



MADE IN





**MADE IN CANADA
FOUND ON
Roncesvalles Village**

MADE IN CANADA

FOUND ON Roncesvalles Village

**VISIT THE
RONCESVALLES
VILLAGE BIA
WEBSITE FOR MORE INFO**

ONLY AVAILABLE IN-STORE ON RONCY!

@roncesvillage

R
**RONCESVALLES
VILLAGE
BIA**

WWW.RONCESVALLESVILLAGE.CA

DESTINATION MARKETING

FOR EACH INITIATIVE



EDUCATE STAKEHOLDERS



What is the problem we are trying to solve?
(Holiday Marketing, Crisis response -COVID, tariffs etc)



ESTABLISH A 'COMMON LANGUAGE'



What is the message/theme of the initiative?
(Shop local, Visit Roncy, Celebrate FIFA etc)



DEVELOP SHARED SUCCESS METRICS



How will we evaluate the successfulness of the initiative? (participation? Paying for visitor data, giveaways, surveys etc.)





Thank You!

DANIELE STODDARD
EXECUTIVE DIRECTOR
RONCESVALLES VILLAGE BIA