

## **‘Where Am I?’ Ontario Tourism Campaign Earns Awards Recognition**

Toronto, ON (June 12, 2017) – The Ontario Tourism Marketing Partnership Corporation (OTMPC) is celebrating another award win for the ‘Where Am I?’ Ontario tourism brand marketing campaign. OTMPC was recognized this week at Strategy Magazine’s Marketing Awards with Silver for the Integrated Campaign and Bronze for the Television Single, Public Service Categories.

The campaign has already garnered recognition with previous wins including the Canadian Tourism Awards 2016 Marketing Campaign of the Year, the 2017 AICE Awards for Best Montage and Best of Toronto, and the 2017 Applied Arts Award for TV Craft – Cinematography – Single.

The ‘Where Am I?’ innovative tourism marketing campaign was launched in June 2016 and during its first year generated significant success with 11.9 million video views, 29 million social impressions and 48,000 social comments and reactions. The campaign continues to build on its positive results and is currently in-market generating awareness for the summer tourism season.

### Quick Facts

- View the ‘Where Am I?’ campaign video at: [youtube.com/TravelOntarioCanada](https://youtube.com/TravelOntarioCanada)
- OTMPC was pleased to work with its creative agency of record, FCB Toronto, to produce the award-winning campaign. Learn more about FCB Toronto at: [fcbtoronto.com](http://fcbtoronto.com)

### Additional Resources

- View the ‘Where Am I?’ Ontario travel guide online at: [ontariotravel.net](http://ontariotravel.net)
- See Ontario like never before at: [ontariotravel.net](http://ontariotravel.net)

### Quotes

“Congratulations to OTMPC on this well-deserved award. ‘Where Am I?’ is a compelling marketing campaign that highlights Ontario’s breathtaking scenery and unique attractions. This year, as we celebrate Ontario’s 150th anniversary, the campaign continues to encourage people to explore, discover and be amazed at all this province has to offer.”

– Eleanor McMahon, Minister of Tourism, Culture and Sport

“It is an honour to receive several award recognitions for the ‘Where Am I?’ campaign. While the awards are a testament to the marketing excellence we have achieved, more importantly we know that the campaign is driving visitation and expenditures’ results for tourism in Ontario and our tourism partners.”

– Lisa LaVecchia, President and CEO, Ontario Tourism Marketing Partnership Corporation

“It’s been proven again and again that great creative work delivers great business results and that couldn’t be more true than for the ‘Where Am I?’ campaign. We are so proud of the work we developed with OTMPC and the results it has delivered for the province of Ontario.”

– Tyler Turnbull, Chief Executive Officer, FCB Toronto

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