

OTTAWA **HOME**
& REMODELLING
SHOW

POST SHOW MEDIA REPORT

SUBMITTED BY: SYNTAX STRATEGIC

\$50,635

value of earned media coverage



3.7 million+

Audience reach generated by coverage



\$1,915

Raised for Habitat for Humanity



3

Primary show features developed, managed and executed by Syntax Strategic



TACTICS

- Strategic and personalized media outreach
- Forging strategic partnership with local organizations (ex: Malenka Originals) to enhance show awareness, features and visibility
- Brainstorm, management and execution of 3 primary show features (#HomeSweetOttawa, TryDIY and Refreshed Furniture Pop-Up Shop)
- Development and management of social media contest to promote the show and Try DIY feature
- Strategic and personalized media outreach
- Issuance of press release promoting Ottawa Home + Remodelling Show, including information about Coach House Village, Refreshed Furniture Pop Up Show, Try DIY, #HomeSweetOttawa Challenge, Mike Holmes Jr. appearance and the Test a Tool Area
- Media advisory issuance promoting Ottawa Home + Remodelling Show
- Forging strategic partnerships for ticket giveaways
- Leveraging opportunities for further exposure for the show through show partners (ticket giveaway partners sent information about the show through their newsletters to more than 15,000 people; leveraged social media channels of partners, presenters and #HomeSweetOttawa participants)
- Fulsome social media plan, inclusive of blogs and engaging Facebook / Twitter posts
- Strategic copy writing for marketing collateral (advertisements, web and show guide)
- Strategic line-up of presenters during the show for maximum audience draw

EARNED MEDIA COVERAGE

Earned media (n): Earned media refers to publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising.

Value of earned media coverage: Brand awareness for the Home Show, driving traffic to the show, heightening the brand of your exhibitors, providing value to prospective and existing exhibitors, and providing value to prospective and existing show sponsors.

**Please note that all images below are hyperlinked to the full articles available online.*

CBC Ottawa (Online), December 22

Circulation: 100,000 | Ad Value: \$1,100

The screenshot shows the CBC Ottawa website interface. At the top, there is a navigation bar with the CBC logo and links for TV, RADIO, NEWS, SPORTS, MUSIC, LIFE, ARTS, LOCAL, and MORE. Below this is a banner with the text "CBC | Ottawa" and four small portraits of people. A secondary navigation bar includes links for Home, News, Events, Programs, Video, and Audio, with "Events" highlighted in red. The main article title is "EVENT | Ottawa Home + Remodelling Show" with a sub-headline "Jan. 19-22, 2017". Below the title, it says "Posted: Dec 22, 2016 10:58 AM ET | Last Updated: Jan 13, 2017 12:02 PM ET". The article features a large orange graphic with the text "OTTAWA HOME & REMODELLING SHOW" in white. At the bottom left, it shows "2 shares" and a Facebook share button. To the right of the share button, the text reads: "This year's **Ottawa Home + Remodelling Show** is taking place Jan. 19-22, 2017 at the EY Centre. Here are some features we are excited to share with you:"

Daytime Ottawa (Television), January 10

Sarah Kidder appeared on the show to discuss her involvement with the #HomeSweetOttawa Challenge

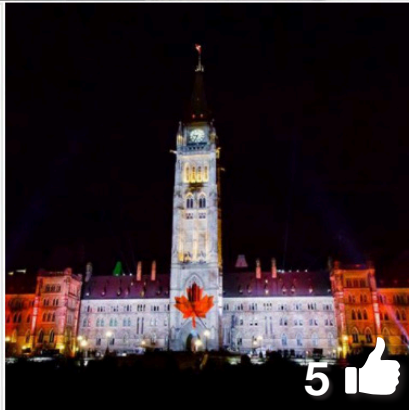
Audience: 10,000 | Ad Value: \$250



Daytime Ottawa added 3 new photos.

January 5 at 12:16pm · 🌐

It's 2017 and officially time to start celebrating Canada's 150th birthday! check out these images by local photographers like [Michelle Valberg Photography](#) and influencers like [Delaney Holley](#) and our own [Julie Beun](#), who were asked to capture what they love about #HomeSweetOttawa, for an upcoming silent auction in support of [Habitat for Humanity Greater Ottawa](#) at the Ottawa Home and Remodelling Show Jan 19-22. We'll be talking to one of the entrants on Tuesday, so tune in with The Julies! What's your favourite part of Ottawa and Canada?



1310News (Radio), January 16

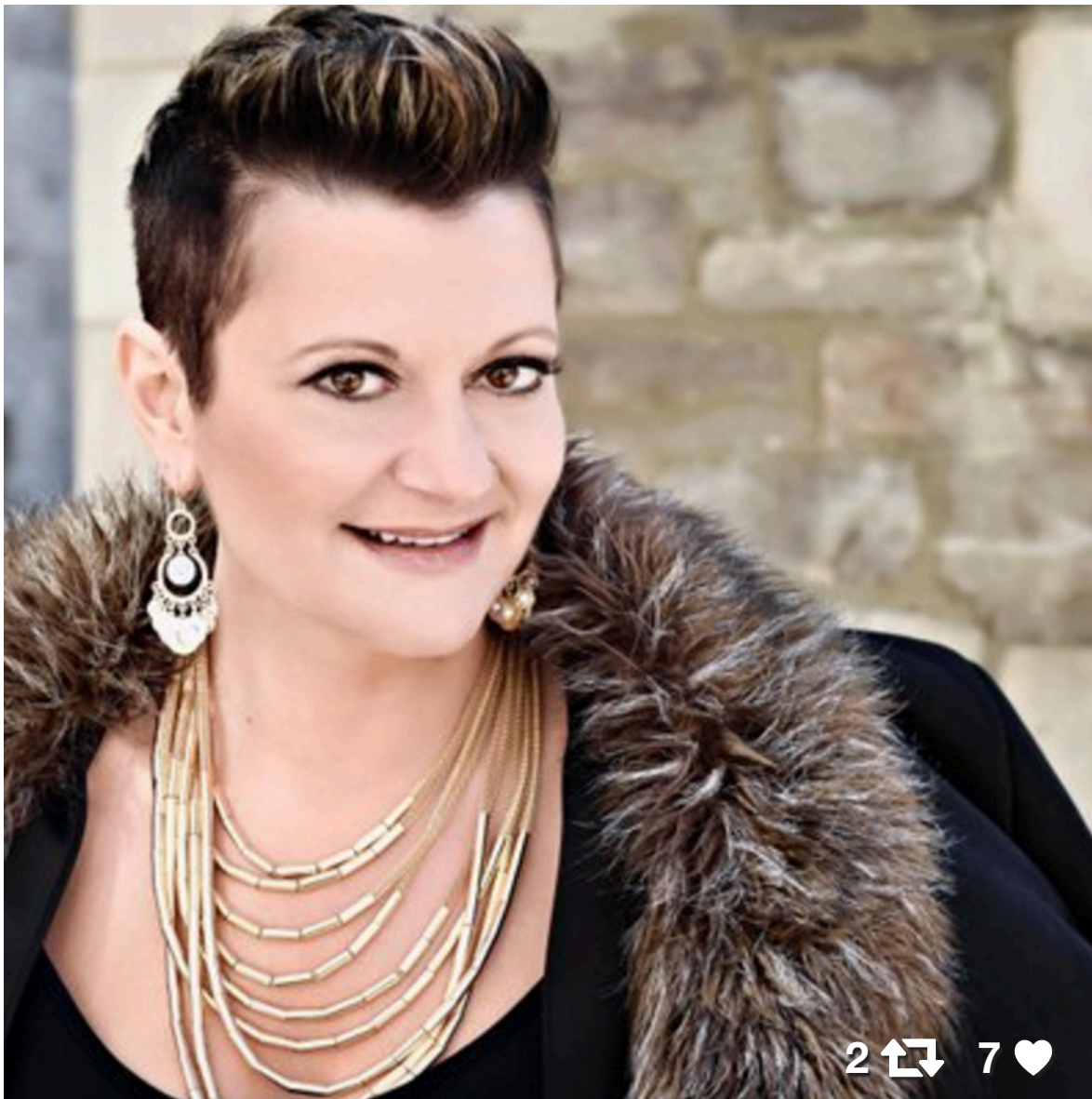
Audience: 10,000 | Ad Value: \$250



1310 NEWS @1310NEWS · Jan 16



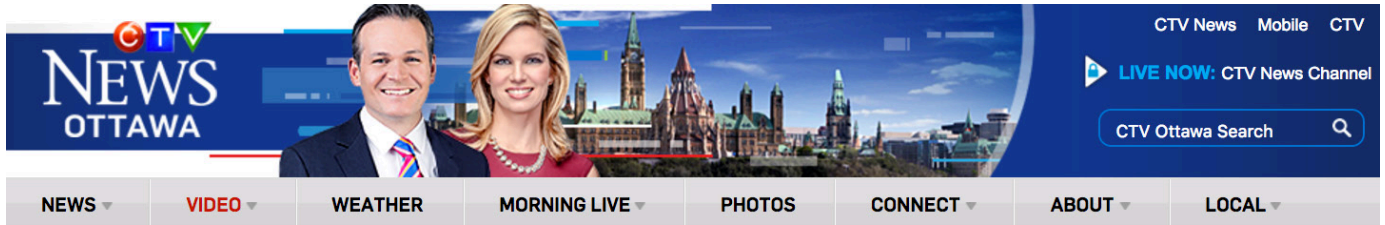
Next on the @MeehanCarolAnne show:
@JulieBeun discusses #homesweetottawa,
a fashion show for @OttawaCancer &
#WomensMarchOttawa



CTV Morning Live (Television), January 17

A City of Ottawa Representative and the Owner of Lumbec appeared on the show to discuss the Coach House Village

Audience: 207,000 | Ad Value: \$1,980



CTV OTTAWA... A PART OF THE CTV NEWS VIDEO NETWORK



MetroOttawa (Online and Print), January 17

Circulation (Online): 136,000 | Ad Value (Online): \$1,590

Circulation (Print): 369,000 | Ad Value (Print): \$5,310



› HOME

▼ NEWS

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FEATURES

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› FLYERS

News / Ottawa

Ottawa home show to feature coach houses

City passed bylaws for secondary dwellings last year.



Tweet



1



reddit this!



SUPPLIED

Lumbec construction has built this tiny house on wheels that will be at the show.

By: [Ryan Tumilty](#) Metro Published on Tue Jan 17 2017

Reflecting a new side of the local real estate market, the Ottawa Home and Remodeling Show will feature a section for coach houses this year.

The show set to go on this weekend will include a section for the back lane properties that were introduced in bylaw changes the City of Ottawa approved last year.

Home » TOP NEWS » Ottawa home show to feature coach houses



Ottawa home show to feature coach houses

By Ryan Tumilty – Metro

City passed bylaws for secondary dwellings last year. ...Read the news

Daytime Ottawa (Television), January 17

Katrina Barclay appeared on the show to discuss the TRY DIY feature, the Pop-Up Shop and her stage presentation

Audience: 10,000 | Ad Value: \$250



CTV Morning Live (Television), January 18

Katrina Barclay appeared on the show to discuss the Try DIY feature and promote her stage presentation

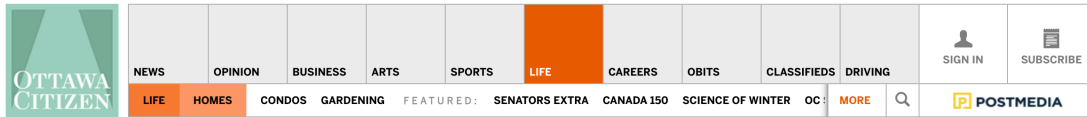
Audience: 207,000 | Ad Value: \$1,980



Ottawa Citizen (Online and Print), January 18

Circulation (Online): 663,000 | Ad Value (Online): \$6,700 (750+ words)

Circulation (Print): 592,000 | Ad Value (Print): \$11,350



Discover DIY projects and coach houses at the Ottawa Home and Remodelling Show

 **EVELYN CIMESA**
[More from Evelyn Cimesa](#)

Published on: January 18, 2017 | Last Updated: January 18, 2017 11:01 AM EST



"One of the key elements that drives and motivates me is the realization that by reusing old furniture – and helping others refresh their old furniture – the impact on the planet and resources is much less. I believe that every piece of furniture – no matter how battered and bruised it once was – can become a thing of beauty," says Katrina Barclay, owner of Malenka Originals. *MALENKA ORIGINALS / -*

Unique FM (Radio), January 19

French interview with Sarah Girard about the show and its features

Audience: 5,000 | Ad Value: \$150



LE MATIN, C'EST SHEILA
AVEC SHEILA FOURNIER

CBC Ottawa News at 6 (Television), January 19

Live remote at the Ottawa Home + Remodelling Show

Audience: 65,000 | Ad Value: \$6,500

(See 10:41 and 29:37; 10 minutes of airtime)

CBC player

TV KIDS RADIO NEWS SPORTS A



CBC Ottawa News January 19, 2017

CBC News: Ottawa at 6:00

January 19, 2017 | 01:01:03

Watch our local supper-hour newscast for a comprehensive look at the day's top stories in Ottawa

CBC Ottawa News at 11 (Television), January 19

Used footage from Ottawa Home + Remodelling Show

Audience: 65,000 | Ad Value: \$1,300

(See 11:20; 2 minutes of airtime)

CBC player

TV

KIDS

RADIO

NEWS

SPORTS

ALL



OTTAWA
news

COACH HOUSES

CBC Ottawa News January 19, 2017

News Ottawa (Late Night)

January 19, 2017 | 23:25

Keeps you up-to-date on developing stories in the Ottawa and Greater Toronto regions weeknights following The National.

CBC Ottawa 'Our Ottawa' (Television), January 19

Featured photos of #HomeSweetOttawa

Audience: 40,000 | Ad Value: \$1,000

(2 minutes of airtime)



économie

Le Droit VENDREDI 20 JANVIER 2017

17

MICROMAISONS

Quatre fois plus petit, mais le même confort

STYLISH BRANCH
branch@le droit.com

Le phénomène des micromaisons attire de nombreux curieux et c'est pour répondre à la demande que le Salon de la maison et de la rénovation d'Ottawa a dirigé un village de petites résidences, entre 400 et 800 pieds carrés, afin de permettre aux visiteurs d'en apprendre plus sur ces espaces restreints.

« Les micromaisons, c'est quelque chose de nouveau à Ottawa et on a voulu adapter le salon au marché. C'est une belle opportunité pour les gens de générer de nouveaux revenus ou construire une résidence dans leur coin qui servira de lieu pour se reposer, par exemple. On voulait répondre aux questions des visiteurs et c'est pour ça qu'on a



Le Salon de la maison et de la rénovation fut son plein tout le week-end, au Centre SY d'Ottawa. — CROSS NEWS/LE DROIT

Ottawa Citizen (Online and Print), February 11

Circulation (Online): 663,000 | Ad Value (Online): \$3,500 (400 words)

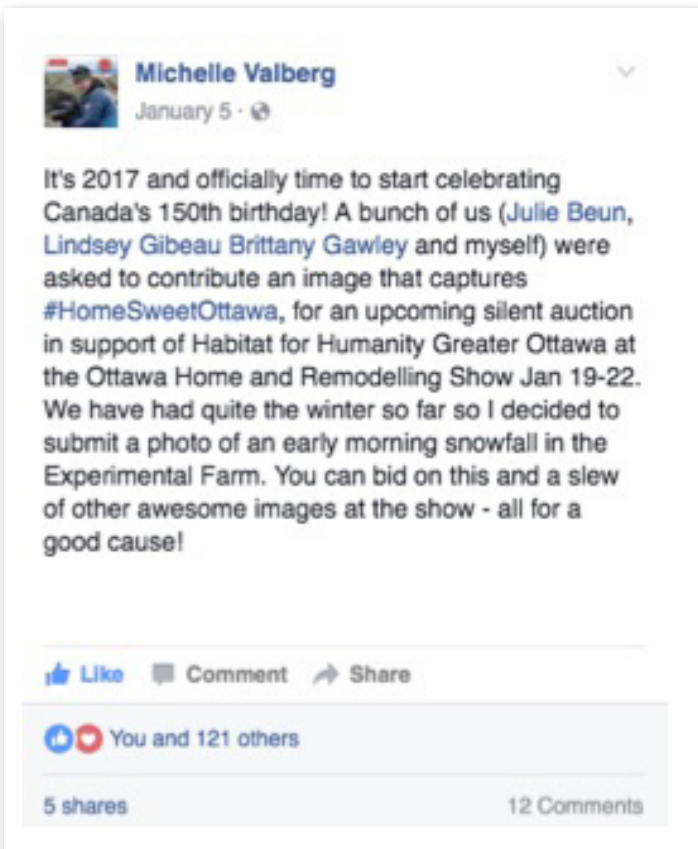
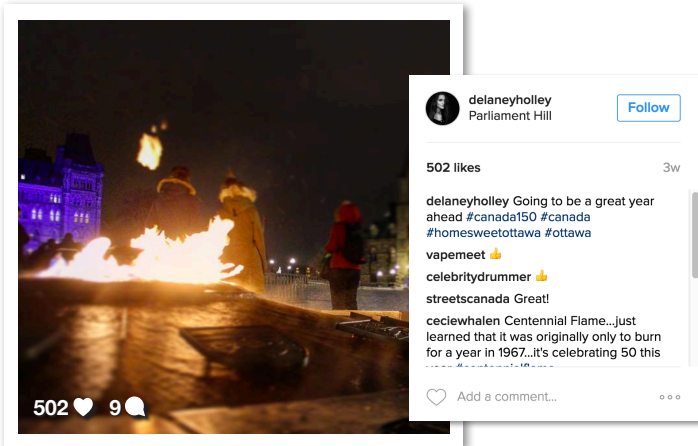
Circulation (Print): 592,000 | Ad Value (Print): \$5,675

OTTAWA CITIZEN



The Buzz on Social Media

#HomeSweetOttawa | @OttawaHomeShow | #OHR17

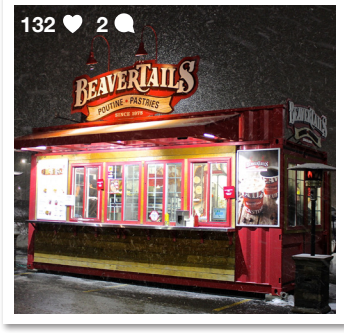
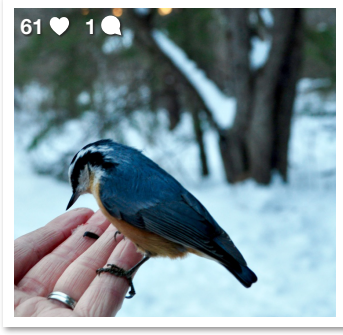
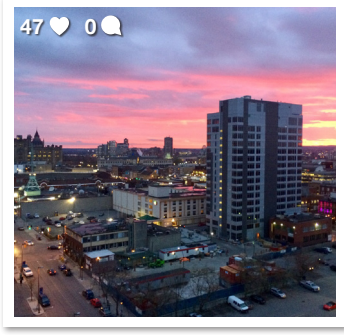
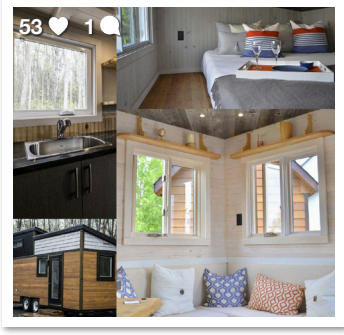
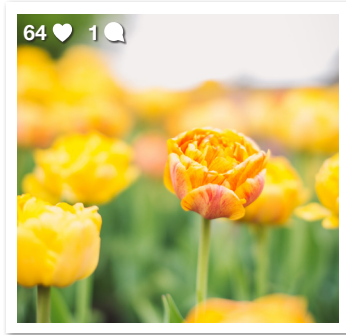
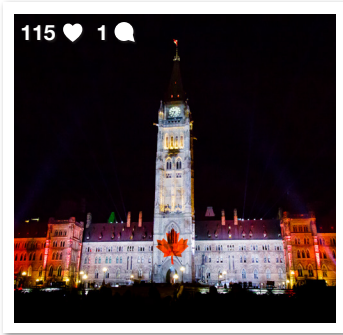
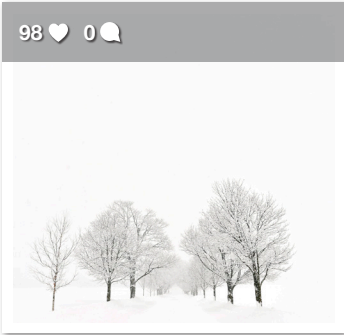




CBC Ottawa Instagram Takeover

Impressions: 19,019 | Ad Value: \$350

451 posts | 4,787 followers | 127 following



Enhancing Visibility for Show Sponsors and Partners

Malenka Originals



- In-studio and onsite segments on CTV Morning Live (\$3,960 value)
- Mention in Ottawa Citizen **article** (Online and print; \$18,050 value)
- Feature in upcoming Ottawa Citizen Marketplace Column (Online and print; \$9,175 value)
- Mention in official show press release to 15+ local media outlets
- Ongoing promotion on all social media accounts (100K+ audience across platforms)
- Visibility on the Ottawa Fall Home Show website
- Visibility throughout the Show Guide
- Mention as a show sponsor in all ad buys for broadcast media
- Prominent onsite branding

Lumbec / City of Ottawa



- In-studio and onsite segments on CTV Morning Live (\$3,960 value)
- Mention in Ottawa Citizen **article** (Online and print; \$18,050 value)
- Mention in Metro Ottawa **article** (Online and print; \$6,900 value)
- Mention in CBC Ottawa News at 6 and News at 11 (\$7,800 value)
- Mention in official show press release to 15+ local media outlets
- Ongoing promotion on all social media accounts (100K+ audience across platforms)
- Visibility on the Ottawa Fall Home Show website
- Visibility throughout the Show Guide
- Mention as a show sponsor in all ad buys for broadcast media
- Prominent onsite branding

OTTAWA

HOME

& REMODELLING

SHOW

Congratulations on yet another successful **Ottawa Home + Remodelling Show** was a pleasure working with you and we look forward to future opportunities.

Questions? Contact us!

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(613) 270-9555

