

## **YUKON- Amanda Duffenais, Caitlyn Trelford and Kim Cruea**

### **1. INFORMATION**

(History, location)

- Territory in northwest Canada.
- Yukon was split from the [Northwest Territories](#) in 1898
- The territory is named after the [Yukon River](#), the longest river in Yukon.
- Best Time to Visit Yukon
- Visitors wishing to avoid Yukon Territory's summer mosquitoes and frigid winters should visit during late spring or early fall. These shoulder seasons come with lower crowds, cheaper airfares and fairly pleasant weather.
- The mineral wealth of Yukon has been known since the famous Klondike gold rush of the later 1890s
- The Yukon has a population of approximately 37,000, roughly 75% of which live in its capital city Whitehorse
- The name Yukon comes from the Gwich'in word Yu-kun-ah meaning "great river"

### **2. GOAL/OBJECTIVE** (Increase sales/profitability, promote product(s), increase awareness, increase readership, increase profits, education, raise awareness, increase hits, image profile)

- To get people to visit
- To show people there is more there to experience than it looks like.

### **3. TARGET AUDIENCE** (Age, gender, income, location, language, culture, education, special interest (i.e. hockey fans, outdoor enthusiasts, motorcycle riders, etc.)

- Mid 30's – 70
- Travellers + Single and Couples

### **4. COMPETITION** (Competition name, location, strategy, size, competitive advantage)

- The Northwest Territories – Due to the fact that they are similar in nature and proximity
- Alaska
- Nunavut

## 5. MESSAGE (BENEFIT, USP)

- Not so crowded
- Nature
- Relaxation
- Connect with yourself
- Not commercialized

## 6. TONE

- Nature – Greens, blues, greys and whites
- Images of snow, animals, trees, mountains and water
- Relaxing – laid back lifestyle

## 7. PRODUCTION SPECS

- Logo and wordmark + slogan
- Website
- Brochure / booklet – full colour
- Airport mural and poster
- 2 full colour ad
- 3 Social Media Posts

## YUKON SLOGAN IDEAS ....

- A Place for you
- Where adventure finds you
- Where nature finds you
- Where It's simple... Where it's just that simple... Find your simple.. It's just that simple.
- Step into nature
- Escape Ordinary