

BEST MARKETING/MERCHANDISING AWARD

Manitoba is a province full of unique beauty, diversity and natural wonders. The Emerson Duty Free is a proud Manitoban travel retail business, servicing the travelling community for 37 years. So what do you get when you combine the two together? “GET ON THE ROAD TO WIN” an Arctic Summer Adventure.

Emerson Duty Free joined with Lazy Bear Expeditions to bring our guests an exciting contest, promote Manitoba tourism and give our guests the chance to see there is more to Manitoba than “just” the prairies.

One lucky guest had the chance to win a trip for two to Churchill, Manitoba, staying at the Lazy Bear Lodge. Flights, accommodation and spending money was included, and the lucky winner and their guest had the opportunity of a life time to get up close and personal on the arctic tundra to see two of Manitoba’s awesome creatures, the majestic polar bear and nature’s “sea canary” the Beluga whale.

No purchase was required, and all our guests had to do was stop at our shop on their way south and spend a few moments entering the contest on our instore iPad.

The contest was a huge hit, and provided countless interaction opportunities between staff and guests, enhancing their experience with us while in our store.

With regular social media posts promoting the contest, we saw a great response from our followers liking and sharing our content, which led to more people liking and following our social media pages. The social media sharing brought new faces into our shop as well as enticing old ones back, and guests new or returning were amazed at what we had to offer.

Guests could enter once a week for the duration of the contest, this saw many commercial drivers stopping by more often, giving them more opportunity to see what we could offer them.

The contest reached its objectives of promoting Manitoba tourism, enhancing our guest experience, reaching a wider social media audience and promoting Emerson Duty Free as an exciting place to stop, visit and shop. It was an exciting, impactful experience for all involved that created awareness on both sides of the border of the diversity in Manitoba, and showed how two industries; ecotourism and travel retail can work hand in hand to achieve common goals.

GET ON THE ROAD TO WIN*



AT EMERSON DUTY FREE

ENTER FOR YOUR CHANCE TO

WIN A TRIP OF A LIFETIME TO CHURCHILL MANITOBA!

Valued over \$12,000 CDN



PLUS 4 SECONDARY PRIZE PACKS TO BE WON!



**EMERSON
DUTY FREE**

YOUR DUTY FREE



emersondutyfree.com

*No purchase necessary. Contest closes September 8, 2019 at 11:59:59 CT. Five (5) prizes to be won consisting of one (1) GRAND PRIZE Trip of Lifetime to Churchill, Manitoba plus \$1,000 spending money, ARV \$11,560.00 CDN; and four (4) SECONDARY PRIZE PACKAGES ranging in value from \$100.00 to \$230.00 CDN. Limit of one (1) entry per person and per e-mail address, per week period during the entire Contest Period. There is a maximum number of six (6) entries for the random Grand Prize and Secondary Prize drawings. Must correctly answer a mathematical skill-testing question to win if a Canadian resident. Contest open to residents of Canada, excluding Quebec, who are over the age of majority in their province, territory or state of residence, and U.S. (excluding New York, Rhode Island, Arizona, Hawaii, Florida, Alaska and Puerto Rico) who are at least twenty-one (21) years old at the time of registration. To enter and for complete Official Rules, go to www.getontheroadtowin.ca Sponsor: Emerson Duty Free.





