

DESTINATION
ONTARIO

Staycations Creative Presentation

FCB

April 28, 2021





“Ontario musicians reopened the province to tourism with a rollicking road trip, inviting everyone along with them.”

ONTARIO
Yours to rediscover

ONTOUR

Launch OLV

Music Reference and Tone:

Film Overview:



**“WE LOVE TOURING ONTARIO.
AND WE’RE EXCITED TO SHARE
EVERYTHING WE KNOW ABOUT
TRAVELLING IT.”**



HOW IT WORKS:

The ON Tour

We're going to send out 4 buses of known Ontario musicians to tour the province.

Their stops, meals, concerts along the way, and curiosity about the towns they're in, will give us content.

Follow them virtually, or in-person by joining them at one of their shows.

“Four Buses. One Province.”

In this spot, we interview a known musician who is on tour around Ontario. We can start with interviewing one on the outside of an ON Tour branded bus and then we intercut all kinds of scenes of them throughout Ontario as more people are together and the crowds get bigger.

MUSIC: Acoustic, hopeful, builds throughout and ends with a feeling of celebration

A musician talks to us outside of the ON Tour bus.

MUSICIAN VO: **How long were we apart? A lonnnngg time.
So it's great to be out on the road again.**

We see some shots on board and see the fun of jamming, hanging out, sleeping.

MUSICIAN VO: **Seeing the towns we love. Being with people.**

We see the tour map and all the places they're going to go.

MUSICIAN VO: **We're the performers, but the crowds give us back
so much more. Like an energy exchange.**

We see the band looking out the windows as they pass beautiful Ontario scenery.

MUSICIAN VO: **On tour, we really get a feel for a place,
both onstage and off.**

We see shots of the buses navigating various terrains and roads across the province.

MUSICIAN VO: **Finally. Doin what we love again!**

We see them backstage preparing for a big show.

ANNCR VO: **We asked the travelling experts of Ontario,
the musicians, to share their favourite places
of our home.**

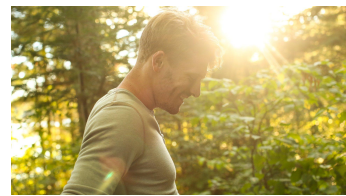
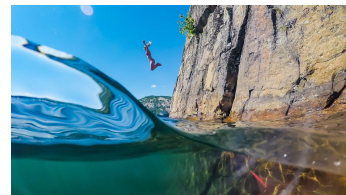
Cuts of the bands walking on stage to excited cheering audiences. We reveal all the musicians we've recruited for the program.

SUPER: **Four buses. One province.
Join us ON Tour.**

SUPER: **#ONtour**

SFX: **(ON STAGE) Helloooo Ontario!!!**

SUPER: Ontario. Yours to rediscover.



“What does Ontario sound like?’ :60

In this spot, we'll be reminded of all the things we miss in Ontario. We'll travel some roads and visit sights and sounds around the province. A musician on board the bus is our guide...

MUSIC: emotional music

An ON Tour bus navigates a winding Ontario road. A musician on the bus talks to us.

MUSICIAN VO: What does Ontario sound like to you?

It drives over a bridge where we see people standing in the river, fishing.

MUSICIAN VO Is it a whispering river?

Inside the ON Tour bus, we see the musicians looking out the window at the beautiful sight of Northern Ontario.

MUSICIAN VO A wind caressing leaves in a forest?

We see the bus arriving in a city like Ottawa or Kingston and they play at a bar. Where people are hanging out, eating, and having a great time.

MUSICIAN VO: Or a thousand sounds together, all ingredients for a night out?

Back on the bus, we see the musicians hanging out and having a great time. Jamming. Reading. Playing cards, etc.

MUSICIAN VO: Is it laughter in the backseat?

The bus passes a car. Inside that car, we see two kids looking out the window as the bus passes. They all wave.

MUSICIANS VO: Whatever you hear, Ontario... sounds like home.

We see them backstage preparing for a big show.

ANNCR VO: We're sending the travel experts of Ontario, musicians, on the road to share their favourite places in the province.

SUPER: Four buses. One province. #ONTour

SUPER: Ontario. Yours to rediscover.





HOW IT WORKS:

ON Tour Itinerary Map

An active map will tell us where the buses are, where they've been, and highlight clips of their activities in those locations. Ontarians can plan trips in their footsteps, or to meet up.



HOW IT WORKS:

ON Tour Swag

We'll make concert shirts, designed by Ontario artists, featuring the lineup, tour dates and towns visited. Each shirt could have a personalized message from one of the bands and a setlist.

Maybe Ontarians that have embarked on their own ON Tour trips can have their own shirts - their stops during their 2021-22 Ontario Tour.



HOW IT WORKS:

ON Tour Finale

Every tour deserves a big final gig. The four tour buses will meet up for one massive celebration concert. All of Ontario is invited both in-person, and as a streamable live event.

It's a watershed celebration for our province, music, and being together again.

Thank you.

