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## **Tourism Award Winners Reap Rewards with Toronto Ad Agency**

**[Charlottetown, PE, September 16, 2009]** --- As recipients of the 2008 Brand Essence Award, Mary and Bill Kendrick won a wonderful opportunity to meet with Tourism PEI's advertising agency, Grey Canada, for a consultation on their 2010 advertising campaign, says Minister of Tourism Valerie E. Docherty.

"The Kendrick's business, Experience PEI complements their inn by the sea operation, Briarcliffe, located in Salutation Cove, Prince Edward Island," said Minister Docherty. "Both businesses not only meet the criteria of the award, but they truly exude the spirit of our brand positioning in all aspects of their business and have even developed new product offerings that bring the brand to life for visitors to PEI, ensuring authentic Island encounters for all of their guests."

Beyond the recognition of the award and the \$2,500 credit toward coop advertising with the Province, another significant benefit is the opportunity to spend a half-day working session with creative and strategic staff from Grey Canada to help maximize the winners' efforts for their 2010 tourism marketing and communications.

The Tourism Advisory Council of Prince Edward Island (TAC), along with Tourism PEI, present this annual Brand Essence Award to an operator who is an ambassador - not only bringing the Brand to life through their marketing efforts, but also who communicate the Gentle Island positioning in their daily interactions with visitors.

"Bill and Mary's marketing materials even carry the tone of voice consistent with our 'Gentle Island of Rejuvenation' brand position - friendly and approachable, with words that conjure up images of our vibrant palette and the emotional response of relaxation and renewal from a Prince Edward Island visit," said Kevin Murphy, Chair of the Tourism Advisory Council. "We look forward to seeing how their session with Grey Canada helps them take their marketing to the next level, with an eye to social media and new marketing tools in keeping with the Tourism PEI strategy."

Grey Canada, Tourism PEI's advertising agency since late 2005, worked with Tourism PEI and the Tourism Advisory Council to come up with the refreshed brand and tagline – Prince Edward Island, The Gentle Island.

The annual call for nominations will be advertised in January with the 2010 Brand Essence Award Winner to be announced at the 2010 Marketing Campaign Launch at the Tourism Industry Association of PEI's annual meeting in March. More about the brand and the Brand Guidelines booklets for operators wishing to incorporate the positioning into their own efforts may all be accessed from the TAC website at [www.peitac.com/marketing](http://www.peitac.com/marketing).

**Broadcast Use:** As recipients of the 2008 Brand Essence Award, Mary and Bill Kendrick won an opportunity to meet with Tourism PEI's advertising agency, Grey Canada, for a consultation on their 2010 advertising campaign. The Kendricks own Experience PEI and Briarcliffe Inn, located in Salutation Cove, PEI. The Tourism Advisory Council of PEI, along with Tourism PEI, present this annual Brand Essence Award to a tourism operator who is an ambassador of bringing the Brand to life through their marketing efforts and who communicate the Gentle Island positioning in their daily interactions with visitors. Beyond the recognition of the award and the \$2,500 credit toward coop advertising with the Province, they receive the opportunity to spend a half-day working session with the creative and strategic team from Grey Canada.

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**Photo Outline: From left to right: ---** As recipients of the 2008 Brand Essence Award, Mary and Bill Kendrick met with Tourism PEI's advertising agency, Grey Canada, for a consultation on their 2010 advertising campaign. Beyond the recognition of the award and the \$2,500 credit toward coop advertising with the Province, another significant benefit is the opportunity to spend a half-day working session with the Toronto ad agency. Joining Bill and Mary at the session are Minister of Tourism Valerie E. Docherty and Grey Canada Account Group Director Charles MacIntyre.

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