

PROUDLY CANADIAN PROUDLY YOU CONTEST



Carpenter Media Group

1 MILLION entries



The largest contest ever run across the CMG network.

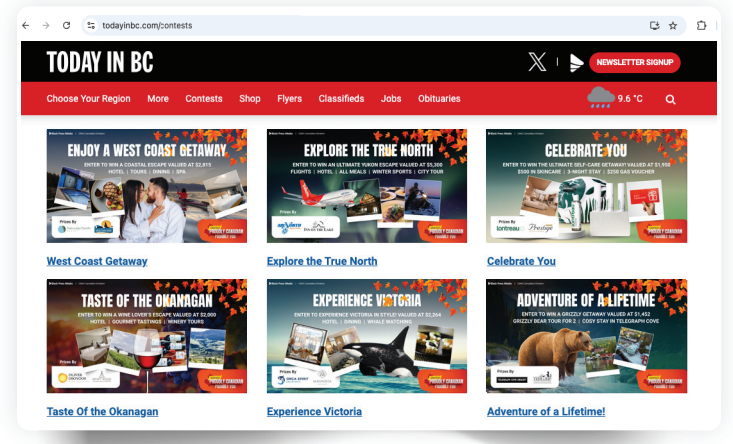
The Proudly Canadian, Proudly You Contest launched on July 1, 2025, offering over \$17,000 in prizes – including airfare, accommodations, spa experiences, winery tastings, premium skincare, adventure tours, gas vouchers, and more.

The prizes were divided into six exclusive getaways (see below): Celebrate You, Taste of the Okanagan, Adventure of a Lifetime, Experience Victoria, West Coast Getaway, and Explore the True North.

Our initial goal was to reach 450,000 entries between July and December – a milestone achieved in September. Following that success, we raised the bar to 1 million entries by December.

Tactics used include digital ads, social media advertising, newsletters, print campaigns, and featured articles published across our network.

THUMBNAILS



SOCIAL MEDIA ADS



JULY 30
223,024

AUG 30
444,596

SEP 30
652,920

OCT 30
833,897

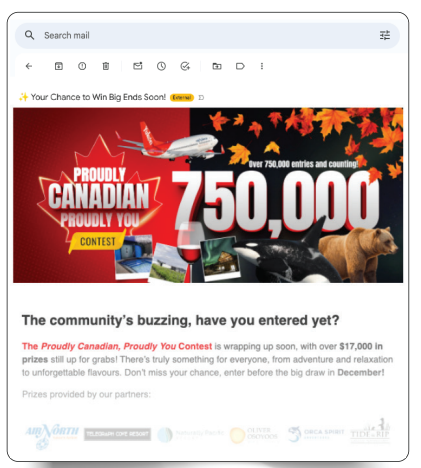
NOV 17
1,028,091

We did it!

NEW OPT-INS

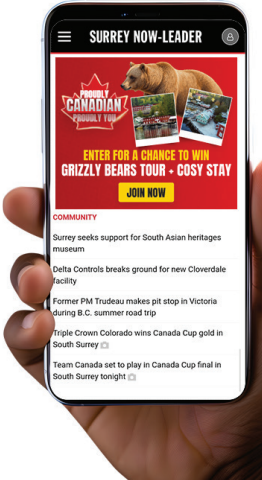
34,200 Expanding our audience base and strengthening future engagement opportunities across all campaigns.

NEWSLETTER



OPEN RATE

28% The newsletters achieved open rates of 28%, well above industry averages. Each reaching around 68k subscribers.



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|-------------------------|---------|
| Celebrate You | 139,117 |
| Taste of the Okanagan | 165,328 |
| Adventure of a Lifetime | 103,759 |
| Experience Victoria | 221,416 |
| West Coast Getaway | 191,289 |
| Explore the True North | 207,182 |

[CLICK HERE TO SEE ALL CONTESTS](#)