

# POST SHOW MEDIA REPORT

SUBMITTED BY: SYNTAX STRATEGIC

**\$45,605**

value of earned media coverage



**3.8 million+**

Audience reach generated by coverage



**\$1,555**

Raised for Habitat for Humanity



**29,185**

Visitors

**WELCOME**



# TACTICS

- Strategic and personalized media outreach
- Forging strategic partnership with local organizations to enhance show awareness, features and visibility
- Strategic and personalized media outreach
- Issuance of press release promoting Ottawa Home + Garden Show, including information about Living Landscapes, Perth Brewery Beer Gardens, Bonneville Home and Upcycle Challenge.
- Media advisory issuance promoting Ottawa Home + Garden Show
- Forging strategic partnerships for ticket giveaways
- Leveraging opportunities for further exposure for the show through show partners (leveraged social media channels of partners, presenters and Upcycle Challenge participants)
- Fulsome social media plan, inclusive of blogs and engaging Facebook / Twitter posts
- Strategic copy writing for marketing collateral (advertisements, web and show guide)
- Strategic line-up of presenters during the show for maximum audience draw

# EARNED MEDIA COVERAGE

**Earned media (n):** Earned media refers to publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising.

**Value of earned media coverage:** Brand awareness for the Home Show, driving traffic to the show, heightening the brand of your exhibitors, providing value to prospective and existing exhibitors, and providing value to prospective and existing show sponsors.

*\*Please note that all images below are hyperlinked to the full articles available online.*

## Ottawa at Home (Online and Print), February 8, 2017

Circulation: 30,000 | Ad Value: \$2,300



**HOMES DIY Tips**



**Chic indoor gardens**  
BY LEIGH-ANN ALLAIRE PERREault  
PHOTOGRAPHY BY MICHAEL CARSON

The introduction of fresh plants and greenery to your home is a sure-fire way to put a spring in your décor step – especially on days when winter is still packing a high punch outside. From stylish fiddle leaf fig trees and ferns, to sculptural succulents and air plants, trendy foliage has become the latest must-have accessory for interiors. And as chic as the plants themselves are, how they are displayed requires some design considerations as well.

Terrariums are a simple way to contain and curate tabletop collections of potted plant life. With a little recycling ingenuity, it's easy to create and customize your own using something as simple as an old, flush-mount light fixture. Aged brass faceted fixtures, such as the one used for this project, make the perfect base to create your own chic indoor DIY garden. They can be affordably found at thrifty resale locations such as the Habitat for Humanity ReStore.

**MATERIALS**

- Flush-mount glass light fixture
- Silicone or wire cutters
- Rocks and pebbles
- Air plants and moss
- Drop cloth
- Painter's tape
- Disposable gloves
- Lin-free rag
- Krud Kutter Glass-Oil Prep/Prime Surface Preparation
- Uchicmat Metallic Spray Paint in the metallic finish of your choice
- Rust-Oleum Specialty Mirror Effect Spray Paint in gold

**INSTRUCTIONS**

**Step 1:** Remove any loose wires from the back of the fixture with scissors or wire snips so it will sit flat on a table surface.

**Step 2:** Move the glass light fixture to a well-ventilated place and cover the work surface and surrounding area with drop cloths to protect them from over-spray when painting.

**Step 3:** While wearing disposable gloves, wipe the metal of the glass light fixture with a lin-free rag and Krud Kutter Glass-Oil to prep the surface for paint. No rinsing required.

**Step 4:** Once completely dry, use low-tack painter's tape to cover the glass part of the light fixture and coat the metal base with Uchicmat Metallic Spray Paint in the colour of your choice. Hold the can 25-30 cm (10-12") from the surface and spray with a steady back-and-forth motion, slightly overlapping each stroke. Repeat if necessary and allow to dry thoroughly as recommended on the can.

**Step 5:** While the light fixture base is drying, coat the large decorative rocks with Specialty Mirror Effect Spray Paint to gold. Apply two or more light coats a few minutes apart. For best results, apply multiple light coats versus one heavy coat. Once your project is dry, flip the rock and paint the other side.

**Step 6:** Once everything is dry and the painter's tape has been removed, fill your terrarium with pebbles, the painted rocks, moss and air plants and enjoy!

Join Cityline expert Leigh-Ann Allaire Perreault at the Ottawa Home & Garden Show as she discusses the real ROI on DIY for staging your home to sell. Saturday, March 25 at 4:30pm and Sunday, March 26 at 1pm.

CELEBRATING 100 YEARS | WINTER 2017 | OttawaHome.ca | 23

# Our Homes Ottawa (Print), March 2, 2017

Audience: 38,000 | Ad Value: \$975

# ourhomes.ca

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& garden  
SHOW  
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MARCH 23-26  
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HGTV's CARSON ARTHUR

The snow is still falling, but warmer temperatures are just around the corner! If you're already dreaming of an outdoor renovation this spring, you won't want to miss HGTV star, **Carson Arthur** at the upcoming **Ottawa Home + Garden Show** March 23 - 26, 2017 at the EY Centre.

By attending Carson's dynamic presentation, you will walk away with valuable knowledge on how to make the most out of your outdoor investment and not lose money in the process.

Don't miss Carson on stage at the EY Centre on Thursday, March 23 and Friday, March 24—only at the **Ottawa Home + Garden Show!**

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# CTV Morning Live (Television), March 20

Audience: 207,000 | Ad Value: \$1,980

*Ed Hansen appeared on the show to discuss his plans for Living Landscapes*



# CTV Morning Live (Television), March 21

The founder of the NutriTower appeared on the show to talk about the Tower and their involvement with the Upcycle Challenge auction

Audience: 207,000 | Ad Value: \$1,980



## 1310News (Radio), March 21

Paul from EkoBuilt discussed ways that people can be more energy efficient in their homes; promoted his involvement with the Home & Garden Show (see: March 21, 31:00)

Circulation (Online): 10,000 | Ad Value (Online): \$250



*Introducing*

**The Carol Anne Meehan Show**

— Weekdays from 1 pm - 3pm —

**1310 NEWS**

The graphic features a portrait of Carol Anne Meehan on the left, wearing a light blue button-down shirt and a necklace. The background is a solid green color. The text is in white, with 'The Carol Anne Meehan Show' in a large, bold font. The 1310 NEWS logo is in the bottom right corner.

## Daytime Ottawa (Television), March 21

*Ed Hansen appeared on the show to discuss his plans for Living Landscapes and landscaping trends for 2017*

Circulation (Online): 10,000 | Ad Value (Online): \$250





# CTV Morning Live (Television), March 22

Jason Smalley from Permacon appeared on the show to discuss garden trends for 2017 and the overarching plans for the Living Landscapes

Audience: 207,000 | Ad Value: \$1,980



# CTV News at 11:30 (Television), March 23

(See: 11:07)

Audience: 95,000 | Ad Value: \$495



# Additional CTV Morning Live Segment (Television), March 24

Carson Arthur appeared on the show to discuss his appearance at the Home & Garden Show and urban gardening trends

Circulation (Print): 207,000 | Ad Value (Print): \$1,980



## 1310News (Radio), March 24

Carson Arthur discussed urban gardening and his stage presentations at the Home & Garden Show (See March 24, 31:00)

Audience: 10,000 | Ad Value: \$250



*Introducing*

**The Carol Anne Meehan Show**

— Weekdays from 1pm - 3pm —

**1310 NEWS**

## CTV News At Noon- Three Segments (Television), March 24

*Carson Arthur did three segments on CTV News promoting his appearance at the Ottawa Home & Garden Show and shared garden and outdoor renovation tips*

Audience: 255,000 | Ad Value: \$5,94000



# Ottawa Citizen (Online and Print), March 25

Circulation (Online): 663,000 | Ad Value (Online): \$3,500 (400 words)

Circulation (Print): 592,000 | Ad Value (Print): \$5,675



NEWS	OPINION	BUSINESS	ARTS	SPORTS	LIFE	CAREERS	OBITS	CLASSIFIEDS	DRIVING	SIGN IN	SUBSCRIBE
LIFE	HOMES	CONDOS	GARDENING	FEATURED:	SENATORS EXTRA	CANADA 150	STYLE MAGAZINE	JUNO /	MORE	SEARCH	POSTMEDIA

## Marketplace: Indoors-and-out ideas from the Ottawa Home & Garden Show



MEGAN GILLIS, POSTMEDIA

[More from Megan Gillis, Postmedia](#)

Published on: March 23, 2017 | Last Updated: March 23, 2017 9:45 AM EDT



Whether it's a high-tech tower to grow herbs in your kitchen or a backyard campfire at the touch of a button, blurring the line between home and garden is a "huge trend" we'll be seeing more of in 2017.



"A lot of people are looking at maximizing their living space and making outdoors feel like inside and inside feel like outside," explained Robert Johnstone, manager of the Ottawa Home & Garden Show, which brings 300 exhibitors and eight gardens full of blooms and inspiration to the EY Centre through Sunday.



People also want upgrades to their spaces, indoor and out, to be kinder to the earth and their wallet by saving energy and reusing or recycling materials, he said, pointing to the Ultimate Upcycle Challenge where contestants will turn Habitat for Humanity Re-Store finds into functional urban gardens.



"We're seeing a lot of our exhibitors bringing eco-friendly and sustainable options, different ways to take the footprint of your home or condo and make it more affordable and sustainable," Johnstone said.

### Grow your own

The Nutritower gives new meaning to farm-to-table. The vertical hydroponic home gardening system fits in the corner of a kitchen but is billed as a mess-free way of growing \$700 a year worth of fresh herbs and veggies using only about \$10 worth of electricity a month. It claims to offer mood-boosting full-spectrum light to boot. [nutritower.com](http://nutritower.com). \$1,225 (on sale for \$999) at the Ottawa Home & Garden Show.



The high-tech Nutritower is a vertical hydroponic system that tucks into a corner and is billed as an energy-efficient, no-mess way to grow fresh herbs and veggies at home. It's at the Ottawa Home & Garden Show, which runs at the EY Centre through Sunday.

# Ottawa Citizen (Online and Print), April 1

Circulation (Online): 663,000 | Ad Value (Online): \$6,700 (750+ words)

Circulation (Print): 592,000 | Ad Value (Print): \$11,350

**OTTAWA CITIZEN** NEWS OPINION BUSINESS ARTS SPORTS LIFE CAREERS OBITS CLASSIFIEDS DRIVING SIGN IN SUBSCRIBE  
LIFE HOMES CONDOS GARDENING FEATURED SENATORS EXTRA CANADA ISO STYLE MAGAZINE JUNO / MORE POSTMEDIA

## Living Landscapes: Creating a luxurious backyard getaway

**S. EVELYN CIMESA**  
More from S. Evelyn Cimesa

Published on: March 31, 2017 | Last Updated: March 31, 2017 1:00 PM EDT

Upon entering Welwyn Wong Landscape Design's luscious space, individuals were able to trek the slab steps and discover a lovely water feature with a glowing centerpiece. *SYNTAX STRATBOIC / -*

**SHARE** Whether you're inspired by the hanging gardens of Babylon or the waterfalls of Iceland, there's potential to create a fully immersive outdoor escape in your own backyard.

**ADJUST** The Ottawa Home and Garden Show, which took place at the EY Centre from March 23rd to 26th, featured Living Landscapes by Landscape Ontario. It boasted 30,000 square-feet dedicated to the debut of eight new gardens, each with its own unique theme, origins and design.

**COMMENT** Local landscaping companies showcased their passion for their art in these living exhibits, and their proprietors were present to answer questions and speak about the catalysts behind their design, as well as upcoming trends for the 2017 landscaping scene.

# The Buzz on Social Media

#UpcycleChallenge | @OttawaHomeShow | #OHR517







OTTAWA **HOME**  
& garden  
**SHOW**

Presented by **RE/MAX**<sup>®</sup>

Congratulations on yet another successful  
**Ottawa Home + Garden Show!**  
It was a pleasure working with you and we  
look forward to future opportunities.

**Questions? Contact us!**

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