



City of Toronto War of 1812 Bicentennial Commemoration

Media/Marketing Overview

JUNE LAUNCH



- **Campaign Timing – May 21-June 29, 2012**
- **Reach - 9,452,000 (Paid and In-kind Media)**
- **Core campaign tactics**
 - TTC Subway Posters
 - Transit Shelters
 - Digital Video Boards
 - TV - Rogers network (City, CityNews, OMNI, etc.)
 - Radio – Rogers and Astral network
 - Print – Toronto Star, Canada’s History, NOW, Walrus
 - Online Ads – Rogers Network, Toronto Star, NOW, Canada’s History, Walrus.
 - Lure Cards (CTM distribution, City of Toronto Distribution)
 - Social Media – facebook, twitter

JUNE LAUNCH



Two hundred years of peace
make it easy to forget a war.
Here's one way you'll remember.

FORT YORK
1827-1829
1793-1829

"The Encampment"
The stories of 200 civilians told in 200 luminous tents.
By Thom Sokoloski and Jenny-Anne McCowan,
June 8 to 24, co-commissioned by LUMINATO

June 15 to 17
Toronto launches its War of 1812
Bicentennial Commemoration with a weekend
of free events.
Enjoy more than 100 events through 2012/2013

Visit toronto.ca/1812
How will you remember?

Find us at [facebook.com/fortnyork](https://www.facebook.com/fortnyork)
Follow us @[fortnyork](https://twitter.com/fortnyork) Call **3-1-1**

Print Ad

JUNE LAUNCH



Two hundred years of peace make it easy to forget a war. Here's a summer of music to help you remember.

June 15 to 17

Come listen as Toronto launches its War of 1812 Bicentennial Commemoration at Fort York



The Barra MacNeils



The Métis Fiddler Quartet



Digging Roots



Muddy York

Free admission to all performances!

July 14
'On Common Ground'

Presented by



STRONGER COMMUNITIES TOGETHER™



Sarah Harmer



SHAD

with Rural Alberta Advantage
and Alex Cuba



Visit toronto.ca/1812

Find us at facebook.com/fortyork Follow us @fortyork

Call 311



Print Ad

JUNE LAUNCH

A horizontal banner with a dark blue background. On the left is a white circle containing a smaller version of the 'THE WAR OF 1812' logo. To the right of the circle, the text 'Two hundred years of peace make it easy to forget a war.' is written in white. Below this, the question 'How will you remember?' is written in a smaller white font. In the bottom right corner, the 'TORONTO' logo is displayed in white.

TORONTO • BICENTENNIAL
THE WAR OF
1812

Two hundred years of peace make it easy to forget a war.
How will you remember?

TORONTO

Banner Ad

JULY CONCERT



- **Campaign Timing – June 28-July 14, 2012**
- **Reach - 8,802,000 (Paid and In-kind Media)**
- **Core campaign tactics**
 - TTC Subway Posters
 - Digital Video Boards – Toronto /Gardiner locations
 - TV - Rogers network (City, CityNews, OMNI, etc.) both GTA and Out-of-Market
 - Radio – Rogers and Astral network
 - Print – Toronto Star, Canada’s History, NOW, Walrus
 - Online Ads – Rogers Network, Toronto Star, NOW, Canada’s History, Walrus.
 - Social Media – facebook, twitter

JULY CONCERT



Sarah Harmer

SHAD

Rural Alberta Advantage

Alex Cuba

'On Common Ground'
July 14th at Fort York
Gates open at 3pm - FREE

Presented by

toronto.ca/1812
How will you remember?

Find us at Facebook.com/Toronto Follow us @Toronto

Toronto Star 1/4 page July

Print Ad

JULY CONCERT



Two hundred years of peace
make it easy to forget a war.
Here's a concert to remember.



Sarah Harmer



SHAD



Rural Alberta Advantage



Alex Cuba

July 14 'On Common Ground'

Presented by Fort York Toronto Canada Life

CELEBRATE COMMON GROUND TOGETHER



Celebrate 200 years of common ground at
Fort York with these incredible musicians.

Free admission, gates open at 3 pm.

Visit toronto.ca/1812

How will you remember?



Find us at [facebook.com/fortnyork](https://www.facebook.com/fortnyork) Follow us @[fortnyork](https://twitter.com/fortnyork)

Call 311



Transit Ad

JULY CONCERT



'On Common Ground'
July 14 at Fort York - Free event

Presented by
Great-West Life
London Life
Canada Life

Call 3-1-1
TORONTO

STRONGER COMMUNITIES TOGETHER™

Astral dig board July

Digital Video Board



OCTOBER HISTORY MONTH

- **Campaign Timing – September 24 to October 31, 2012**
- **Reach - 8,252,000 (Paid and In-kind Media)**
- **Core campaign tactics**
 - TTC Subway Posters
 - Digital Video Boards
 - TV - Rogers network – Brand Spot (City, CityNews, OMNI, etc.) and community focused Tuned In Spots
 - Radio – Rogers and Astral network
 - Print – Toronto Star, Canada's History, NOW, Walrus – Special Toronto Star Insert around History Month – distributed to over 350,000 GTA households, as well as 100,000 additional copies through City distribution i.e., Libraries, Museums, Community Centres, etc.
 - Online Ads – Rogers Network, Toronto Star, NOW, Canada's History, Walrus.
 - Social Media – facebook, twitter

OCTOBER HISTORY MONTH



TORONTO • BICENTENNIAL
THE WAR OF
1812

October
is History Month at
City of Toronto Museums

Charles Pechter, "Dressed to Kill", 2011, acrylic on canvas

28 events across our City

Presented by
ACF
What are you doing after work?

Untold Stories – Oct 4, 11, 18, 25
Films Under the Stars – Oct 3, 10 & 17
Best Before Food Symposium – Oct 20
Looking Glass: A view of 1812 – Oct 7-28
Toronto In Time Mobile App – Oct 17

toronto.ca/1812
How will you remember?

TORONTO @toronto facebook.com/toronto

Canada CIBC

Print Ad



OCTOBER HISTORY MONTH



Charles Pachter, 'Dressed to Kill', 2011

October is History Month at City of Toronto Museums

Check out the 28 events across the city

Presented by

What are you doing after work?



Call **3-1-1**


toronto.ca/1812

Digital Video Board

A TORONTO STAR ADVERTISING SUPPLEMENT | THURSDAY, SEPTEMBER 27, 2012
THE WAR OF 1812
BICENTENNIAL



Toronto artist Isaac Nicasio Weber, 25, in front of his painting titled '1812', part of *Monstrous*, a youth group participating in October History Month.

THE ART OF HISTORY

The War of 1812 has shaped Toronto as we know it, inspiring artists, filmmakers, historians and more. During its bicentennial year, the City of Toronto Museums commemorates the war while celebrating our vibrant city.

For anyone who has visited a Canadian city, it's hard to believe that the city we know today is the same one that was founded in 1793. The city's history is a rich tapestry of stories that have shaped the city we know today. The War of 1812 was a pivotal moment in the city's history, one that shaped the city's identity and its future. The city's history is a testament to the resilience and spirit of its people, and it is a story that continues to inspire and educate us today.

Created in collaboration with Star Content Studios. Contact starcontent@starcontentstudios.com

Toronto landmarks

These museums tell the remarkable story of a city steeped in history

- 1. THE QUEEN'S HOTEL: One of the oldest buildings in Toronto, built in 1828.
- 2. THE OLD CITY HALL: The first City Hall, built in 1824.
- 3. THE ONTARIO LEGISLATIVE BUILDING: The seat of the provincial government, built in 1844.
- 4. THE CITY HALL: The current City Hall, built in 1965.
- 5. THE HARBOURFRONT CENTRE: A major cultural and entertainment hub, built in 1977.
- 6. THE ROYAL ONTARIO MUSEUM: A world-class museum of natural history, built in 1827.
- 7. THE ART GALLERY OF ONTARIO: A major art museum, built in 1900.
- 8. THE CANADIAN MUSEUM OF CIVILIZATION: A national museum of Canadian history and culture, built in 1969.
- 9. THE BANK OF MONTREAL: A major financial institution, built in 1824.
- 10. THE TORONTO PUBLIC LIBRARY: A major cultural institution, built in 1827.
- 11. THE TORONTO POLICE MUSEUM: A museum of Toronto's police force, built in 1969.
- 12. THE TORONTO FIRE MUSEUM: A museum of Toronto's fire department, built in 1969.
- 13. THE TORONTO HISTORICAL SOCIETY: A society dedicated to the study of Toronto's history, founded in 1827.
- 14. THE TORONTO ARCHIVES: A repository of Toronto's historical records, founded in 1952.
- 15. THE TORONTO CITY MUSEUM: A museum of Toronto's history and culture, founded in 1969.
- 16. THE TORONTO CITY HALL: The seat of the City of Toronto, built in 1965.
- 17. THE TORONTO CITY ARCHIVES: A repository of Toronto's historical records, founded in 1952.
- 18. THE TORONTO CITY MUSEUM: A museum of Toronto's history and culture, founded in 1969.
- 19. THE TORONTO CITY HALL: The seat of the City of Toronto, built in 1965.
- 20. THE TORONTO CITY ARCHIVES: A repository of Toronto's historical records, founded in 1952.

THE UNTOLD STORIES OF 1812

Civilians on both sides of the border descended companion for their tragic losses but walked away empty-handed

DID YOU KNOW?

Some British naval vessels... **Did you know?** The British naval vessels... **Did you know?** The British naval vessels...

THE FUTURE OF FORT YORK

Built in 1793 to deter invaders, Toronto's historic site is getting a modern makeover



An artist's rendering of a revitalized Fort York, shows a "liquid landscape" of waving grasses is designed to represent where the edge of the lake water would have been.

WHAT'S ON

Fort York, the historic site on Toronto's waterfront, is more than a landmark—it's a living museum. The site is being revitalized to create a modern public space that will be a centerpiece of the city's waterfront. The revitalization project includes the construction of a new building, the Fort York Public Space, and the creation of a "liquid landscape" of waving grasses. The project is designed to represent where the edge of the lake water would have been. The revitalization project is a testament to the city's commitment to preserving its history while embracing the future.

HOGTOWN HISTORY

Toronto in Time app lets you explore the city on your smartphone

The free Toronto in Time app includes before-and-after shots of Nathan Phillips Square.

Presented by

What are you doing after work?



BATTLE OF YORK PLAN

- **Campaign Timing – March 24 to April 27, 2013**
- **Reach - 9,859,000 (Paid and In-kind Media)**
- **Core campaign tactics**
 - TTC Subway Posters
 - TV - Rogers network – Brand Spot (City, CityNews, OMNI, etc.) and community focused Tuned In Spots
 - Radio – Rogers and Astral network
 - Print – Toronto Star, NOW, Walrus
 - Collateral - Lure Cards, distributed through City and Armed Forces Networks, Hand outs, flags, etc.
 - Email distribution messages through City and Armed Forces networks.
 - Online Ads – Rogers Network, Toronto Star
 - Social Media – facebook, twitter

BATTLE OF YORK



Creative Direction For Battle Of York

Toronto's 200 year commemoration,
now with a modern-day call to action.

BATTLE OF YORK



- How did we get here?
 - “How will you remember?”
 - Respect
 - Living History
 - Options

Become all things to all people by becoming at least one thing to each person.

BATTLE OF YORK



It all comes down to one day

- One of Toronto's single largest military parades since WWII deserves an audience
- More importantly, our military deserves a resounding show of support.
- Can we rally our city behind 200 years of military service?
- Can we make April 27th a catalyst for a hard-won peace?
- Can we build on the emotional-ground work our "How will you remember" campaign has laid?



BATTLE OF YORK

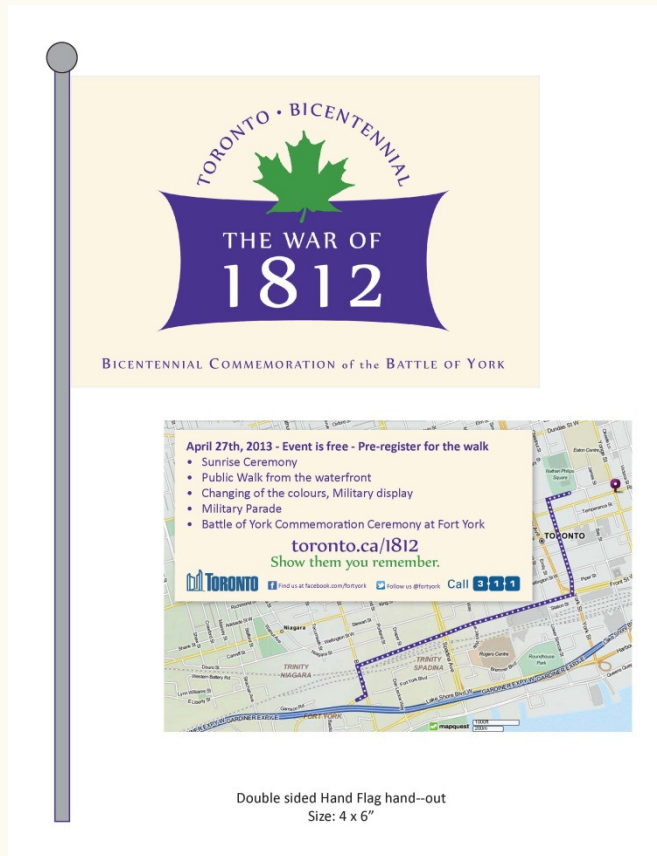
How will you remember



BATTLE OF YORK

Show them you remember

BATTLE OF YORK



BATTLE OF YORK



Was 200 years of peace worth fighting for?
On April 27th,
help Toronto say yes!

Saturday April 27th marks the bicentennial commemoration of the Battle of York. Join Toronto and Fort York to honour those who fought, and to support the Canadian Forces in one of the largest military parades ever organized in our city. On one event-filled day 200 years in the making, show them you remember.

toronto.ca/1812
Show them you remember.

facebook.com/fortnyork @fortnyork Call 3-1-1

Canada Defense nationale National Defence Ontario OFFICIAL LANGUAGE POLICY BOARD Logo Toronto

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