



ROOTED TRAVEL CO.

INTRODUCTION

Rooted Travel Co. is a fictional company offering tours to young professionals who are interested in the travel lifestyle they've seen modelled online, but are unable to participate due to practical commitments. Inspired by my time in the tourism industry and some of the marketing strategies I've seen modeled there, this project includes a wide variety of products including website copy, print marketing, social media posts, product descriptions, product instructions, etc.

BRAND

Business Type	Canadian Tour Company
Unique Selling Points	<ul style="list-style-type: none">• Unique activities not offered by 80% of our competitors.• Strong links with local communities that allow us to offer educational workshops and activities usually geared to locals or unavailable completely.• Focus on education.• Commitment to support community initiatives and reconciliation.

Brand Voice	<ul style="list-style-type: none"> • Informal/Casual • Young • Personable
English	Canadian English
Top Competitors	<ul style="list-style-type: none"> • G Adventures • Moose Travel Network • Discover Canada Tours

AUDIENCE

Target Audience	<ul style="list-style-type: none"> • Young Professionals • Solo Travellers • Ages 20 - 35
Their Pain Point	<ul style="list-style-type: none"> • Lack of reliable and affordable transportation in Canada • Loneliness • Desire to travel, not sure where to get started • Lack of in depth cultural and social tours • Fear of ending up in a tour group surrounded by senior citizens
Their Perfect World	<ul style="list-style-type: none"> • Meet up with a local and go visit places only that local knows about. • Find a wealth of knowledge about their destination and it's people and their fingertips.
Evidence and Social Proof	<ul style="list-style-type: none"> • Testimonials • Professional histories of the company founders and operators • Social causes
Potential Objections	<ul style="list-style-type: none"> • I prefer to travel outside of a tour • tours are for old people • tours restrict genuine and organic experiences • tours only provide an overview.

