



# Tecumseh BIA

Tour. Explore. Discover

  
Tour. Explore. Discover.

# INTRODUCTIONS



# A Tour of Today's Conversation

- Introduction to Driftscape
- Understanding your goals
- Discussion of our discovery platform
  - Visitor engagement
  - Build Awareness
- Jump into a product demonstration
- Review next steps



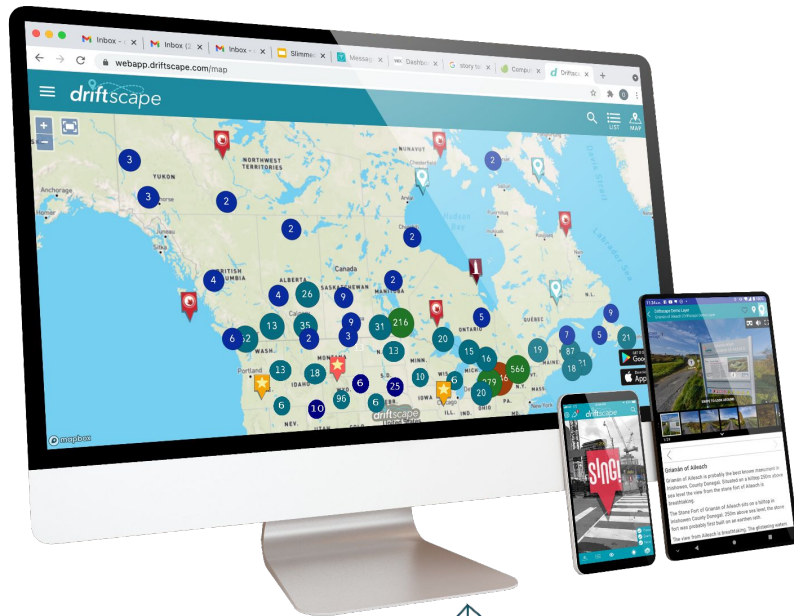


**+7,000**

POINTS  
ON  
THE MAP

**85+**

HAPPY  
CUSTOMERS  
ON PLATFORM





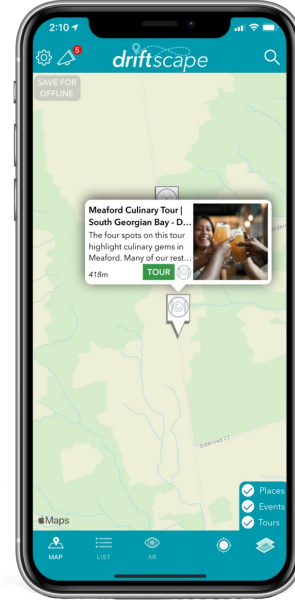
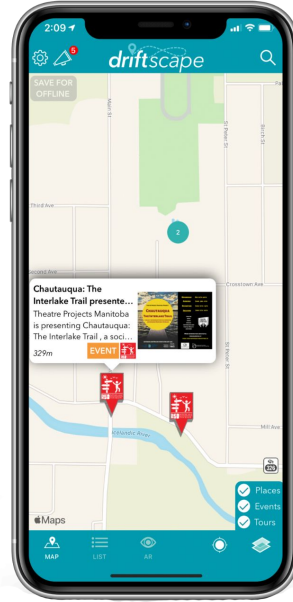
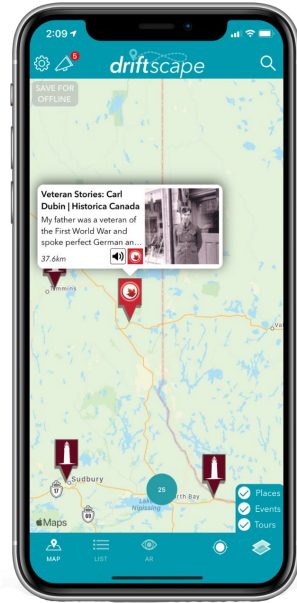


# Check All That Apply:

- ☐ “What is there to do here?”
- ☐ Instant Updates
- ☐ Augment Visitors Centre
- ☐ Help locals explore their backyard
- ☐ Stay top of mind
- ☐ Help visitors find their way around
- ☐ Tell stories of local history and sites
- ☐ Engage Visitors
- ☐ “Go Digital”
- ☐ Reduce printed materials
- ☐ Promote local businesses
- ☐ Gain insights about visitors

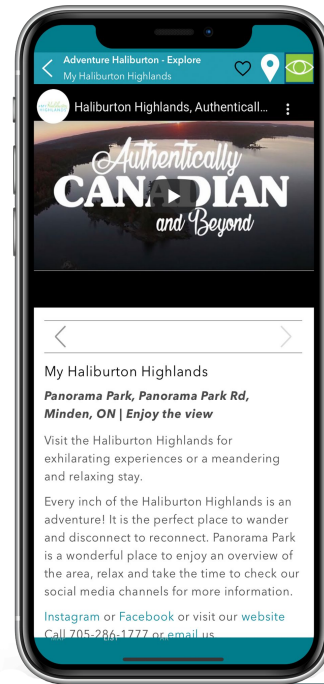
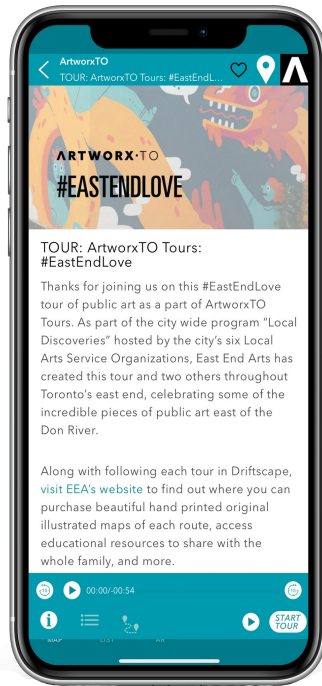
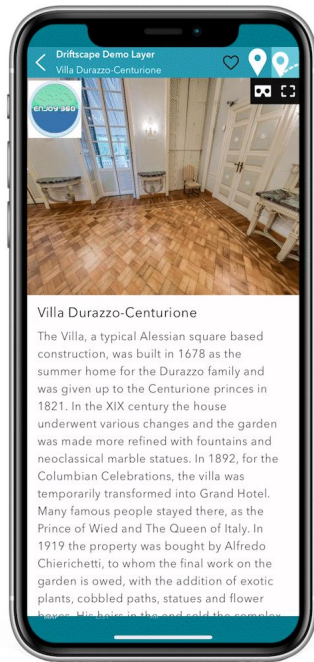


## Visitor Engagement

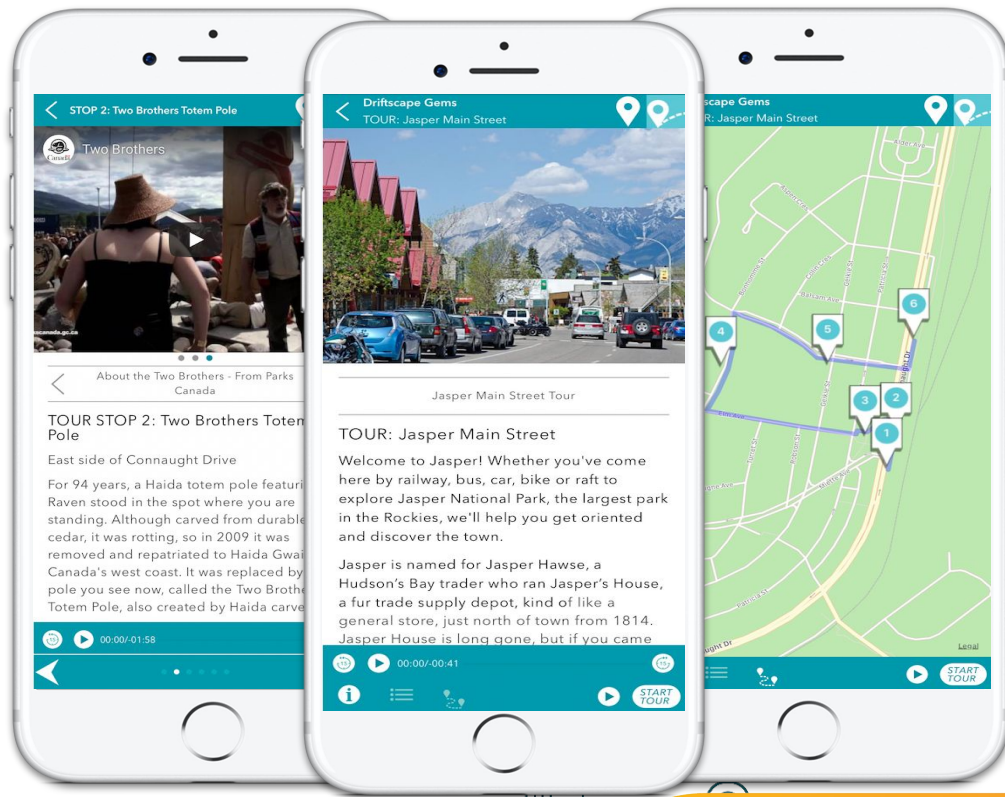


Visitor Engagement - User Preferences

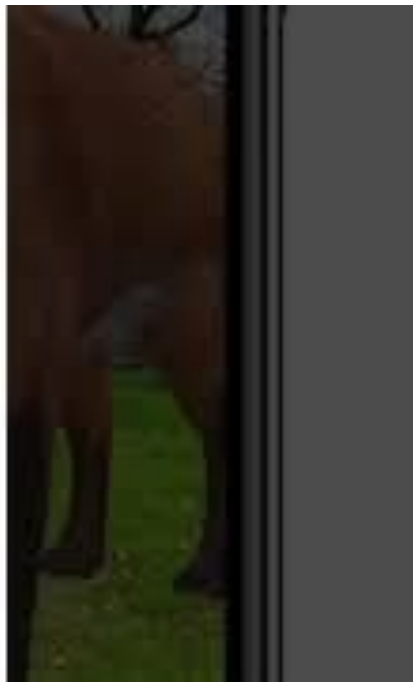




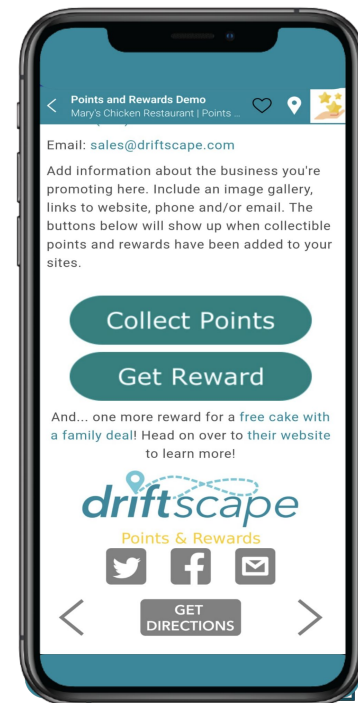
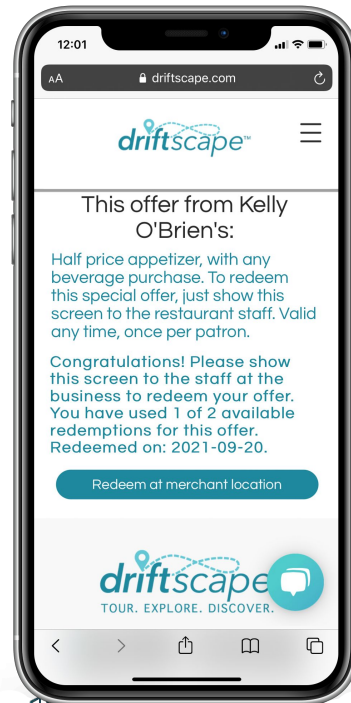
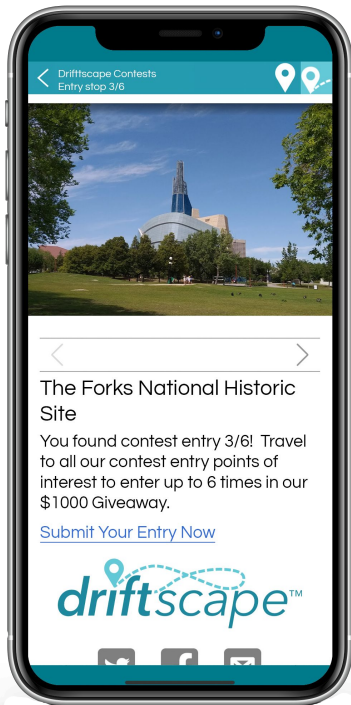
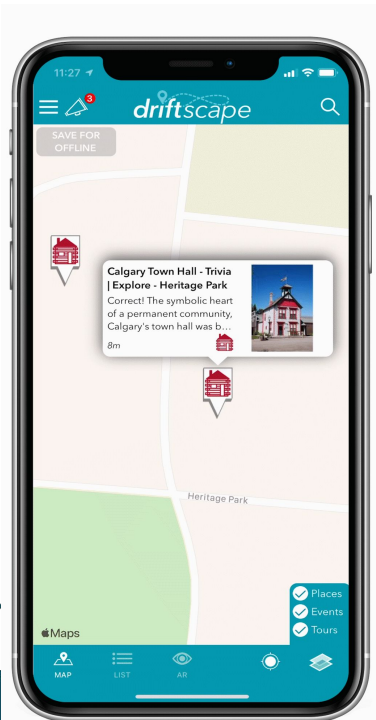
**Visitor Engagement - Unlimited Media**



Visitor Engagement - Tour Autoplay



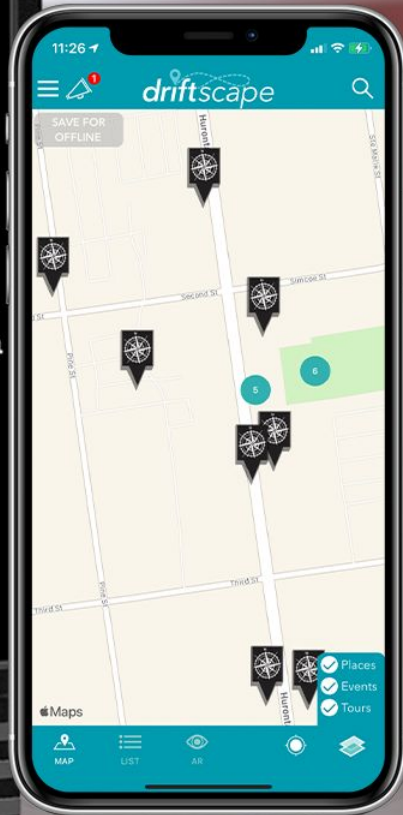
Visitor Engagement - Augmented Reality



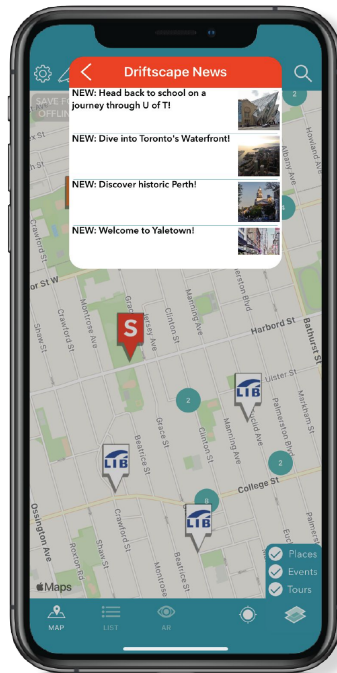
Visitor Engagement - Gamify Experiences



Discover  
Collingwood.ca



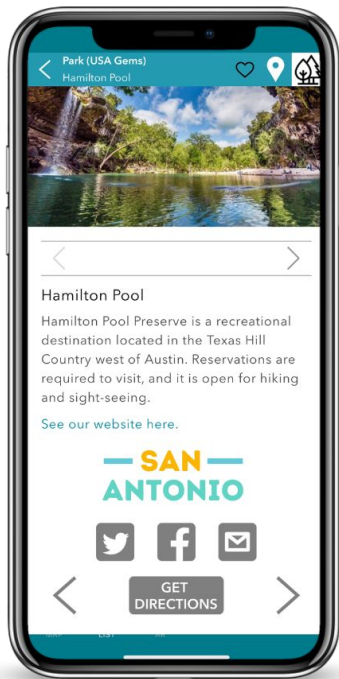
**Build Awareness**



**Build Awareness - Notifications**

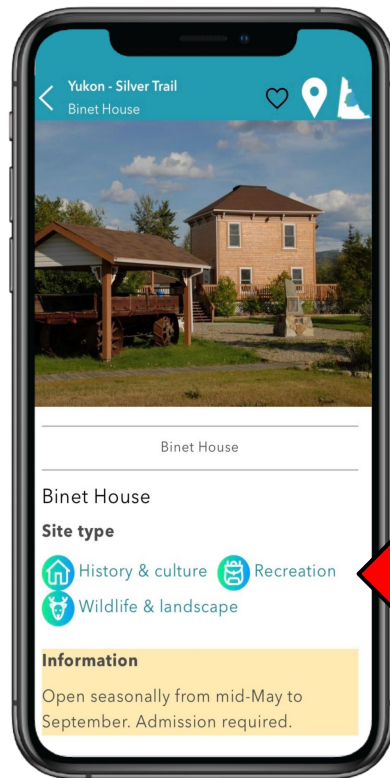


Build Awareness - Opt in Notifications

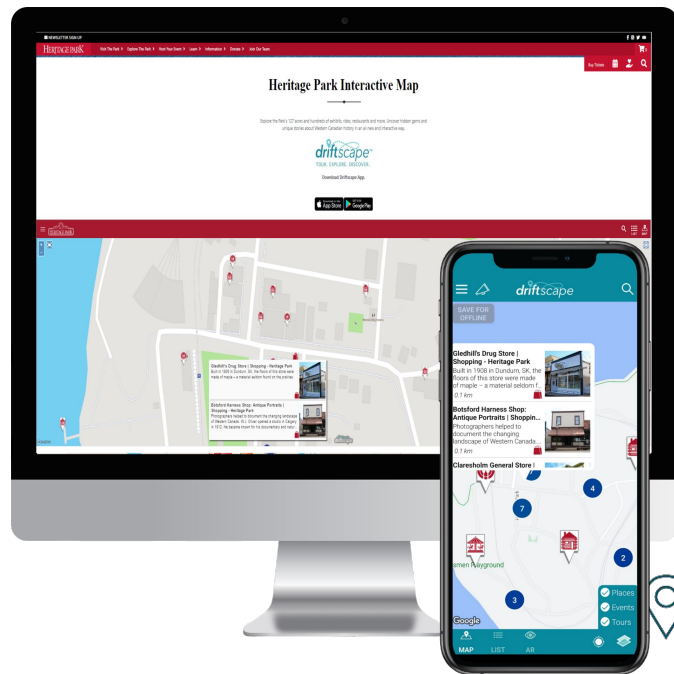
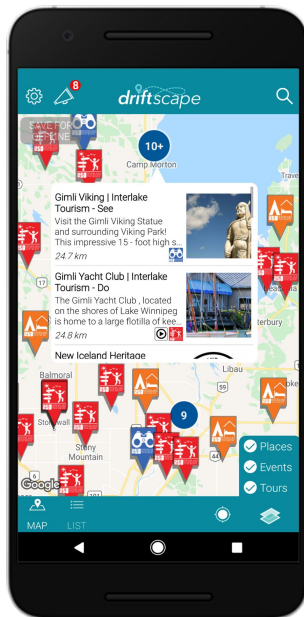
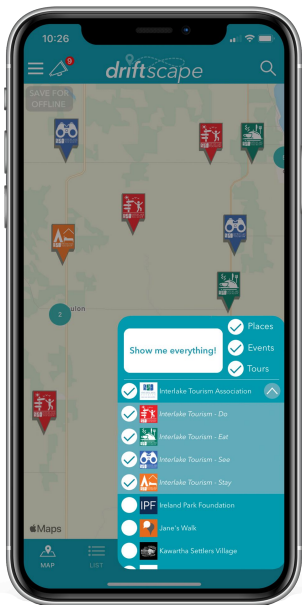


Build Awareness - Get Directions

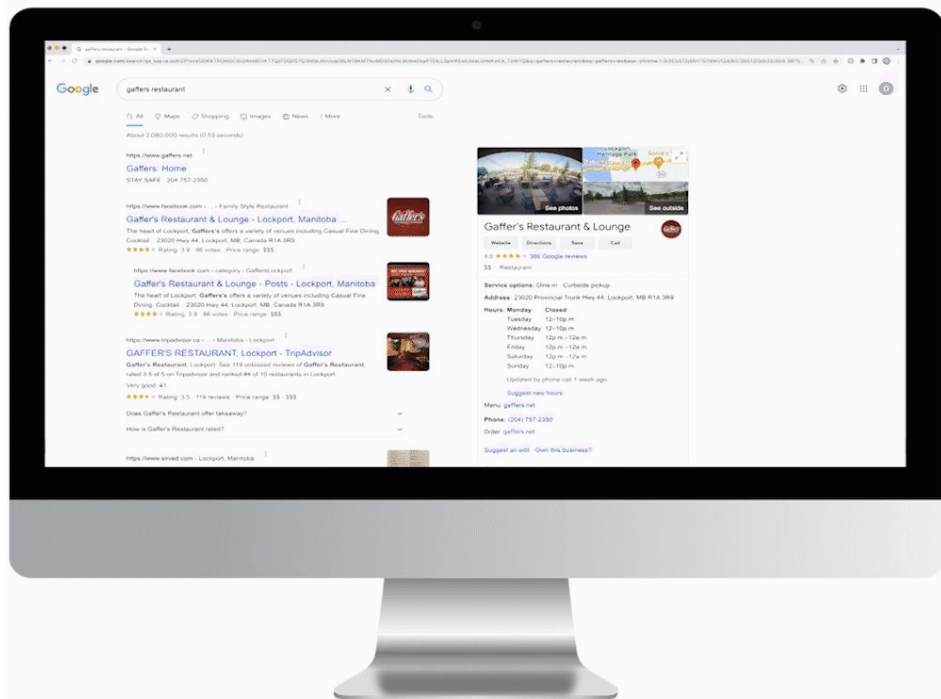




**Build Awareness - Content Linking**

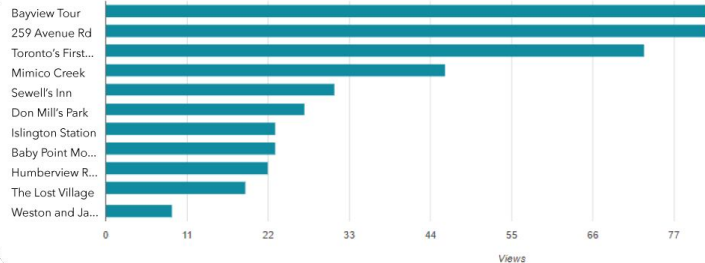


Build Awareness - Branding



**Build Awareness - Businesses**

FSA	Count ▼	Avg Distance						
M6P	35	7.4	M5J	20	13.0	N2M	12	82.8
M4Y	34	13.2	M2N	18	17.3	M6C	12	10.5
M6G	30	10.2	M4K	18	15.7	M4S	12	14.1
M5V	30	11.2	M6R	18	7.4	M8V	11	4.9
M5A	26	14.1	M4L	17	18.5	M4W	11	13.4
M6J	26	10.1	M5S	16	11.3	M6E	10	8.7
M6H	23	8.7	M4C	15	19.1			
M5T	22	11.6	M4M	14	15.4			
M5R	21	11.6	M3J	13	13.4			
M6K	20	8.5	M5G	13	12.6			
M4J	20	17.6	M2M	13	18.9			



**Additional Benefits: Visitor Insights**





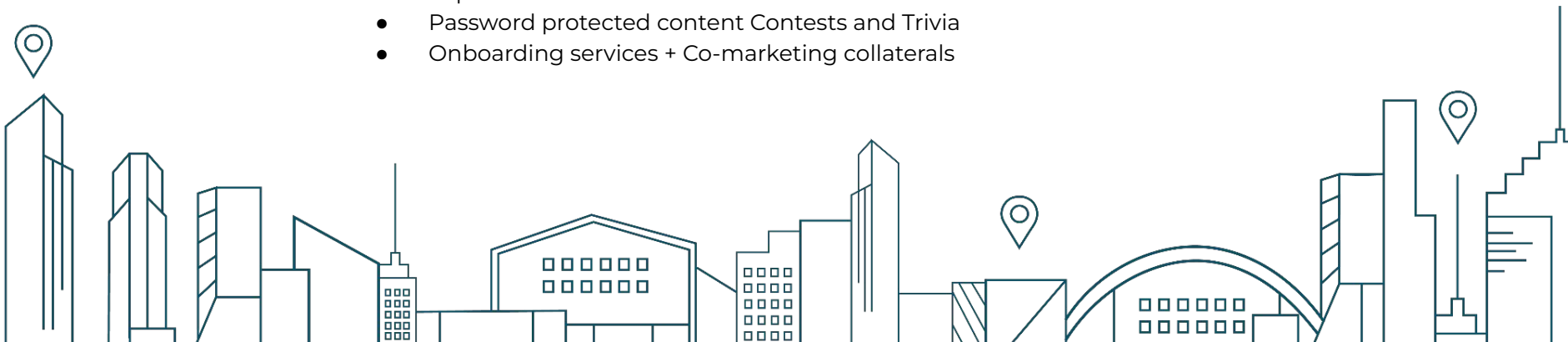
# Driftscape Demonstration



# How much does *driftscape*<sup>™</sup> cost?

## Always included:

- 1 branded layer (EX: Tecumseh BIA)
- Interactive map (Driftscape for web)
- Augmented reality
- Tour Autoplay
- Location aware notifications
- Visitor Analytics
- Offline Mode
- *Unlimited* deeplinks
- Trip Itineraries & Favourites
- Password protected content Contests and Trivia
- Onboarding services + Co-marketing collaterals



# How much does *driftscape*<sup>™</sup> cost?

BIA

Starter

Lite

Pro

Ultimate






## What is Content Buddy?



Looking for something “outside” of the box?

All plans can be customized to meet your needs!




	BIA 	Starter 
	\$2,048/year	\$3,588/year
	3D Object Setup Fee: N/A	3D Object Setup Fee: N/A
Content Buddy (Optional)	\$2,625	\$2,625
Custom Layers	-	-
Points on the Map	10	40
Content Promotion	-	-
Quest	-	1
Opt-In Notifications	6	6
3D Experiences	-	-
Points and Rewards	-	-
Automated Business Listings	75	-

## What is Content Buddy?



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	<b>Starter</b>  <b>\$3,588/year</b>	<b>Lite</b>  <b>\$6,958/year</b>
	3D Object Setup Fee: N/A	3D Experience Setup Fee: \$900
Content Buddy (Optional)	\$2,625	Free on 2 year plan
Custom Layers	-	2
Points on the Map	40	65
Content Promotion	-	1
Quest	1	1
Opt-In Notifications	6	10
3D Experiences	-	3
Points and Rewards	-	-






## What is Content Buddy?



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	Lite 	Most Popular Pro 
	\$6,958/year	\$8,658/year
	3D Experience Setup Fee: \$900	3D Experience Setup Fee: \$1,200
Content Buddy (Optional)	Free on 2 year plan	Free on 2 year plan
Custom Layers	2	4
Points on the Map	65	80
Content Promotion	1	1
Quest	1	1
Opt-In Notifications	10	12
3D Experiences	3	4
Points and Rewards	-	Included

## What is Content Buddy?



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	<b>Most Popular</b> <b>Pro</b>  <b>\$8,658/year</b>	<b>Ultimate</b>  <b>\$11,958/year</b>
	3D Experience Setup Fee: \$1,200	3D Experience Setup Fee: \$1,500
<b>Content Buddy (Optional)</b>	<b>Free on 2 year plan</b>	<b>Free on 2 year plan</b>
<b>Custom Layers</b>	4	5
<b>Points on the Map</b>	80	100
<b>Content Promotion</b>	1	2
<b>Quest</b>	1	1
<b>Opt-In Notifications</b>	12	24
<b>3D Experiences</b>	4	5
<b>Points and Rewards</b>	Included	Included
<b>Coupons</b>	-	Included
<b>Microregion</b>	-	1
<b>Automated Business Listings</b>	-	75

## What is Content Buddy?



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<div></div>	<div><div>Most Popular</div><div>Pro </div><div>\$8,658/year</div></div>	<div><div>Ultimate </div><div>\$11,958/year</div></div>
	3D Experience Setup Fee: \$1,200	3D Experience Setup Fee: \$1,500
Content Buddy (Optional)	Free on 2 year plan	Free on 2 year plan
Custom Layers	4	5
Points on the Map	80	100
Content Promotion	1	2
Quest	1	1
Opt-In Notifications	12	24
3D Experiences	4	5
Points and Rewards	Included	Included
Coupons	-	Included
Microregion	-	1
Automated Business Listings	-	75



# What is “Content Buddy”?

## Professional Content Creation Services (34 Hours)

- 1 Audio Tour & 10 Points of Interest **OR**
- 25 Points of Interest **OR**
- 1 Trivia Hunt & 7 Points of Interest

Want something different? Let us know!

**Free on a 2 year plan** (for Lite and above)  
or

\$2,625 for BIA & Starter (or on a 1 year plan)





# Thank you for joining!

We want to create a  
unique, interactive app experience for  
**Tecumseh BIA**  
to showcase  
**your amazing stories, sites, and businesses!**

