

# Discover Something New to Enjoy - Whitby Tourism Brand

DIGITAL

The digital assets include a laptop displaying the website [whitby.ca/Explore](http://whitby.ca/Explore) with a navigation menu (FOOD AND DRINK, GET INSPIRED, PLAN YOUR VISIT, SEE AND DO) and a main banner reading "DISCOVER SOMETHING NEW TO ENJOY! WELCOME TO THE HEART OF DURHAM REGION #ExploreWhitby". Two smartphones show social media posts: one for @ExploreWhitby and another for @TownOfWhitby, both featuring promotional text and images of local activities and food.

PRINT

The print assets include:
 

- Bookmark:** A vertical card with the text "Visiting for a tournament, wedding or just the day?" and "Discover Something New to Enjoy" with social media handles and a QR code.
- Rack Card:** A vertical card with the headline "Discover Something New to Enjoy" and a QR code, surrounded by images of food, drinks, and local activities.
- Newspaper Ad:** A horizontal ad with the headline "Discover Something New to Enjoy" and the tagline "Connected, vibrant and innovative. Welcome to Whitby, the Heart of Durham Region.", featuring images of water sports and food.

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PRINT DISPLAYS & SWAG



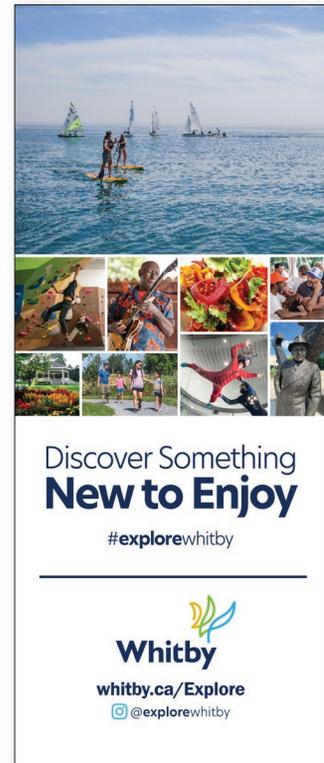
Window Clings



Tote Bag



Pop-up Banners



# Whitby Food Guide 2023 - Promotional Assets

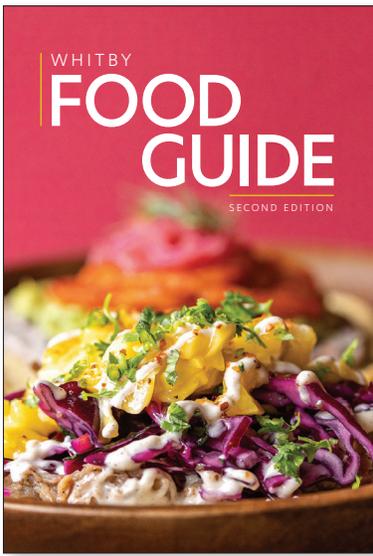
DIGITAL

Whitby.ca/FoodGuide

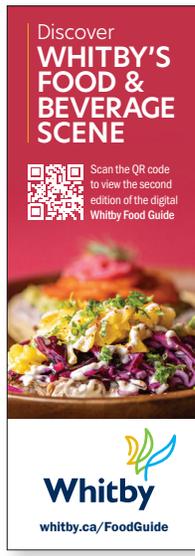
@ExploreWhitby

@TownOfWhitby

PRINT



Postcard



Bookmark



Window Cling