



Royal Canadian Mint IMC Plan Milestone 3

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MARKETING OPPORTUNITY

The Royal Canadian Mint primarily engages collectors with a passion for precious metals (Royal Canadian Mint Client Brief, 2025), generating strong awareness and consistent sales within this core market. However, its reach beyond these enthusiasts remains limited. The launch of the Haunted Canada Gibraltar Point Lighthouse coin creates an opportunity to expand beyond traditional collectors and attract a new audience, further reinforcing the Mint's reputation as a trusted source of high-quality, story-driven coins (Royal Canadian Mint, n.d.).

MARKETING OBJECTIVE

Achieve X% of projected sales targets by the end of 2027.

SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none">- Recognized worldwide for their quality (<i>Royal Canadian Mint, n.d.</i>).- Strong commitment to sustainability (<i>Royal Canadian Mint, n.d.</i>).- Crown Corporation of the Government of Canada that gives financial stability (<i>Royal Canadian Mint, n.d.</i>).	<ul style="list-style-type: none">- Limited awareness beyond collectors (<i>Royal Canadian Mint Client Briefing, 2025.</i>).- No retail presence (<i>Royal Canadian Mint, n.d.</i>).- Dependency on precious metal markets (<i>Coin & Mint News, 2023</i>)
OPPORTUNITY	THREATS
<ul style="list-style-type: none">- Expansion to international markets with Asia (<i>Royal Canadian Mint Client Briefing, 2025.</i>).- Growing interest in precious metals (<i>Khadan & Temaj, 2025.</i>)- Coin collection appeals as a new hobby driven by nostalgia (<i>Mowbray, 2024.</i>)	<ul style="list-style-type: none">- Economic expansion affecting the price of gold (<i>Royal Canadian Mint, n.d.</i>).- Demand for physical coins reducing as digital payments become more prevalent (<i>Bank of Canada, 2023</i>)

SWOT KEY TAKEAWAYS

- Limited **brand awareness** beyond collectors.
- Opportunity to **expand** into international and emerging markets.
- Reputation of a **strong foundation** with high quality and credibility.
- Growing **global interest** in precious metals strengthens the appeal of a limited-edition, supernatural-themed coin.

TARGET AUDIENCE

Demographic

- Millennials age 30-44 (*Vividata, 2023*) (*Cook, 2022*)
- Married and with children under 18 (*Vividata, 2023*)
- Employed
- Household income between \$75,000 and \$125,000 (*Vividata, 2023*)

Geographic

- Canada
- Major Cities (*Vividata, 2023*)
- Provinces with high paranormal beliefs (*Ipsos, 2021*)

Psychographic

- Interest in paranormal themes and dark history (*Vividata, 2023*) (*Brode, 2024*)
- Motivated by nostalgia and meaningful childhood associations (*GovMint, 2024*)
- Values authenticity and meaningful products that feel worth purchasing (*Tapper, 2025*).
- Values experiences, interacts with brands that offer this more (*Vogels, 2019*)

Behavioural - Usage Rate

- First-time purchasers who haven't collected coins before (*Royal Mint Canadian Client Brief, 2025*)
- Purchases are carefully planned to maintain financial balance (*Deloitte, 2025*)

Est. 173,000 consumers in this target audience (*Vividata, 2023*)

Benefits Sought

- Values products with storytelling, mystery and emotional appeal (*Vogels, 2019*)
- Collectibles that are special, memorable and distinct. (*Parsons, 2025*)

Media Usage

- Active on social media, especially Instagram, Facebook and Youtube (2-6 hours) (*Vividata, 2023*)
- Accesses websites such as; weather network, news outlet, recipes (*Vividata, 2023*)
- Frequently sees ads but chooses to engage when something is relevant or intriguing (*Vividata, 2023*)
- Does not use ad blockers (*Vividata, 2023*)

LISA HAUNTING



AGE: 40

OCCUPATION: Accountant

FAMILY: Married, 2 kids

LOCATION: Montreal, QC

(Vividata, 2023) (Cook, 2022)

EST. 173,000 CONSUMERS IN THIS TARGET AUDIENCE (Vividata, 2023)

BIO

For over 10 years, Lisa has been a dedicated accountant, helping small businesses and families responsibly manage their finances. Based in Montreal, she prioritizes family and always keeps an eye out for what's happening around the city. When she's off the clock, you'll find her diving into paranormal and dark-history stories or exploring new hobbies that catches her curiosity.

PSYCHOGRAPHICS

- Interest in paranormal themes and dark history. (Vividata, 2023) (Brode, 2024)
- Motivated by nostalgia and meaningful childhood associations. (GovMint, 2024)
- Values authenticity and meaningful products that feel worth purchasing. (Tapper, 2025)
- Values experiences (Vogels, 2019)

MEDIA USAGE RATE

- Active on social media, especially Instagram, Facebook and YouTube (2-6 hours)
- Accesses websites such as; weather network, news outlet, recipes
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(Vividata, 2023)

BEHAVIOURAL USAGE-RATE

- First-time purchasers who haven't collected coins before. (Royal Mint Canadian Client Brief, 2025)
- Purchases are carefully planned to maintain financial balance. (Deloitte, 2025)

BENEFITS SOUGHT

- Values products with storytelling, mystery and emotional appeal. (Vogels, 2019)
- Collectibles that are special, memorable and distinct. (Parsons, 2025)

CREATIVE STRATEGY

'Whispers Of The Past'

Consumer Insight: With the Royal Canadian Mint launching a Haunted Canada coin, we identified three compelling truths:

- People are willing to pay a premium for a unique artifact that holds genuine historical or supernatural significance (Houran & Lange, 2020; Jang, Green, & Kim, 2015).
- The true appeal of ghost stories is the suspension of disbelief, the moment one feels they are not just reading history, but witnessing a chilling event unfold (Green & Brock, 2000; Hughes, 2024).
- People are more likely to purchase collectibles when they feel an emotional connection to the story behind them, and legendary ghost narratives can heighten that emotional engagement (Jorgensen, Sorensen, & Spilane, 2023).

Brief Description: With these in mind we developed the creative concept 'Whispers Of The Past': capturing the eeriness and mystery of the Gibraltar Point Lighthouse. Surrounded by the tranquil lake, the wind and waves carry the story of the past. The coin becomes a memory that allows consumers to hear whispers of the history through the intricate design and storytelling details.

This haunted themed collectible combines the past and present with light and shadow where fine details of the water's reflection will only be visible at certain angles when looking at the coin.

The different angles tell a different part of the story showcasing the lighthouse during the day and its mystery at night allowing the consumers to discover what still whispers in the dark.

Look/Feel:

- Tone: Mysterious, intriguing and elegant.
- The goal of this creative strategy is to get consumers to feel curious about the historical story of the coin.
- Colors: Dark Navy (#0D1B2A), Gold Accent (#C9A86A), Soft Grey (#D1D5D8), Blue visible only under UV lights.

Headline: ‘Whispers Of The Past’

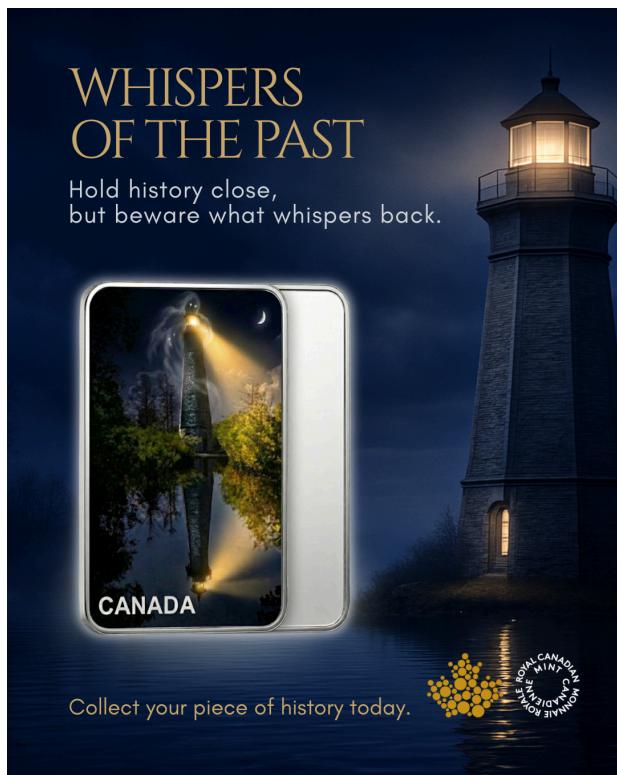
Sample Copy: ‘Hold history close, but beware the ghost that whispers back.’

Call To Action: ‘Collect your piece of history today,’ ‘Collect

Mandatories: Royal Canadian Mint logo, CTA

Sample Creative Concepts

Social Post



Display



IMC TOOL MIX

IMC Tool #1: Digital Marketing

Strategy: Website

Tactic: Website Landing Page

Goal/s: Conversions, Lead Generations, Time-on-page

Tactic Objective/s:

- Generate 200 conversions for the Gibraltar Point Lighthouse haunted series coin during the campaign period.
- Achieve 1,400 leads from the 'Whispers Of The Past' website landing page during the campaign period.
- Achieve an average of two minutes on the 'Whispers Of The Past' website landing page per visitor by the end of the campaign.

Tactic Description:

We will create a dedicated landing page that serves as the primary touchpoint for the Gibraltar Point Lighthouse coin that will feature clear, targeted messaging and add-to-cart conversions. This metric will help measure how often customers add the product to their cart and assess overall sales performance (Fermat, 2024). Campaign ads will drive traffic to the landing page (Bitly, 2024). To stay aligned with the creative strategy, the landing page will showcase the "Whispers Of The Past" message and overall visual identity to maintain a cohesive brand presence. The layout will be clear and concise, helping consumers immediately understand the page's purpose: telling the story behind the coin (Bailey et al., 2023). This landing page will be seamlessly integrated across campaign tactics, including search ads and paid social, to maximize reach and awareness.

Analytics/Measurement: Google Analytics & Tag Manager

- Track time-on-page, scroll depth, and section engagement.
- Monitor form submissions, clicks, and add-to-cart interactions.
- Map user flow to see where visitors drop off or convert.
- Identify high-performing vs. low-performing sections.

Cost:

Timing:

IMC Tool #2: Advertising

Channel #1: Search Engine Marketing

Tactic: Search Ad

Goal/s: Clicks, Conversions

Tactic Objective/s:

- Generate 2,450 link clicks to the landing page during the campaign period.
- Generate at least 98 conversions from the 2450 visitors on the website landing page during the campaign period.

Keyword List for Haunted Canada Coin Campaign

Category	Keywords
Halloween & Gift Themes	Halloween gift ideas Paranormal gift ideas Mystery collectibles Canada Paranormal themed gifts Historic gifts Canada Heritage gifts Canada
Paranormal Interests	Paranormal adventures Paranormal stories Ghost stories Ghost sightings Ghost legend Canada Supernatural storytelling Paranormal mystery event Canada
History & Dark Tourism	Dark History of Canada Dark history stories Ghost tourism Canada Historic paranormal sites Canada
Lighthouse-Specific Searches	Lighthouse history in Canada Canadian lighthouse legends

Tactic Description:

Search ads will help us capture the attention of consumers who are looking for collectible coins, ghost stories or historical artifacts. Using well-researched keywords that align with the audience's interests, as well as the Gibraltar Lighthouse coin, it will be easy to pinpoint and retarget parties interested in this coin by their search intent. This will reveal that they have an interest in rare collectibles and in supernatural themes aligned with 'Whispers Of The Past'. Moreover, SEM captures the ideal audience, reinforces the premium value of the coin (Global Coin, 2025) and directs them to the landing page.

Keyword Research: Royal Canadian Mint, Gold and silver coins, Canadian Coin, Haunted Canada, Royal Mint coins, Haunted Canada

Analytics/Measurement Tool: Google Analytics

- Track clicks, traffic quality, and conversions from Search Ads.
- Identify high-engagement keywords vs. underperforming ones.
- Measure which ads drive the most valuable visitors.
- Refine keyword list based on performance data.
- Improve ad relevance and optimize budget allocation.

Cost:**Timing:**

IMC Tool #2: Advertising

Channel #2: Social Media

Tactic: Social Media Platform ads

Goal/s: Reach, engagements

Tactic Objective/s:

- Reach 70,000 members of our target audience through the social media ads during the campaign period.
- Achieve 700 engagements on the social media platform ads for the campaign during the campaign period.

Tactic Description:

Instagram and Facebook ads are highly effective for visual storytelling, emotional engagement, and driving overall awareness. Each ad will be optimized for stories and feeds and will feature the CTA "Collect your piece of history today," directing users to the Royal Canadian Mint landing page. Visual content consistently delivers the highest engagement on social media (Hootsuite, 2025) and is particularly effective in building awareness for Canadian historical attractions (Destination Canada, n.d.). Using Meta's analytics tools, we can refine interest-based

targeting to improve conversions, efficiently reaching collectors, history enthusiasts, and audiences drawn to supernatural narratives (Cumming, n.d.).

Analytics/Measurement tool: Meta Analytics

- Monitor reach, impressions, and overall engagement.
- Track likes, shares, saves, click-throughs, and interactions.
- View gender and location breakdowns to identify strong vs. weak regions.
- Assess which locations deliver the highest engagement and ROI.
- Shift budget toward high-performing areas and update creative as needed.

Cost:

Timing:

IMC Tool #2: Advertising

Channel #3: Display

Tactic: Site Ad

Goal/s: Reach, clicks, conversions

Tactic Objective/s:

- Reach of 15,300 people within the target audience from display ads for Royal Canadian Mint during the campaign period.
- Achieve a total of 281 clicks on display ads during the campaign period.

Tactic Description:

Display ads will increase brand awareness beyond the core collector audience. These ads will be strategically placed across interest-based websites, more specifically on the Weather Network by using behavioural targeting to ensure the campaign reaches the right people at the right time (Criteo, n.d.). Visual impact is essential for capturing attention, and because our target audience is highly responsive to striking imagery and Canadian historical themes, this approach is expected to generate a higher CTR (Azimi et al., 2012). The display ads will feature clear CTA directing the audience to the dedicated landing page to drive more traffic (Bitly, 2024).

Analytics/Measurement tool: Google Analytics & Google Ads

- Measure reach, impressions, and overall ad visibility.
- Identify which audiences and locations engage most.
- Track clicks, view-throughs, and on-site behavior from display traffic.
- Evaluate which placements deliver the highest-quality visitors.

Cost:

Timing:

IMC Tool #3: Experiential and Event Marketing

Strategy: Event Marketing

Tactic: Consumer Event

Goal/s: Participants, actions

Tactic Objective/s:

- Achieve a total of 50 participants per event hosted in each city by the end of the event dates.
- Achieve a total of 30 actions from each event by the end of the campaign. The actions monitored will be scans of a QR code at the event with the CTA ‘learn more’, leading to the landing page.

Tactic Description:

This event will be hosted by the Royal Canadian Mint in major cities across Canada and will feature an immersive paranormal murder mystery inspired by the story of the Gibraltar Point Lighthouse. Designed to attract audiences interested in unique experiences, the paranormal, and true crime, the event requires attendees to register online in advance. Upon arrival, each participant will receive a character card and collaborate with fellow guests to solve the mystery behind the haunted lighthouse and the crime that started it all. This event will be held with both French and English options. It will be used to generate interest and intrigue in the history behind this story and build favorability for this coin. By creating an emotional, story-driven experience, this tactic aims to drive sales for the coin. The events will be hosted in cities such as Toronto, Ottawa, Montreal, Quebec City, Halifax, and Edmonton. There will be no events on the West Coast of Canada due to the significantly reduced rate of belief in the paranormal, therefore lower concentrations of the target audience (Ipsos, 2021).

Cost:**Timing:**

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