



HuffPost Canada Case Story

The Snapshot

- **Project Brief:** Writing articles to boost internal tourism in Toronto for HuffPost Canada
- **Initial Success:** Two initial articles that received high praise from the city
- **Expanded Engagement:** Commission for an additional 10 pieces following initial success

The Background

HuffPost Canada was tasked with crafting articles that would ignite interest in internal tourism at a time when travel restrictions limited external visitors. The challenge lay in capturing the vibrant spirit of Toronto and presenting it in a way that would entice locals to explore their own city.

Uktub

Uktub joined this initiative and began researching the city's cultural and social fabric. Our task was to create content that not only informed but also inspired Toronto's residents to rediscover their city. The first two articles we wrote struck the perfect chord. They were informative, engaging, and filled with the allure of Toronto's lesser-known gems and popular landmarks.

The Outcome

- Articles that highlighted Toronto's unique attractions, encouraging residents to explore locally.
- Engaging storytelling that painted a vivid picture of the city, sparking curiosity and interest.
- A tone that was both inviting and informative, fitting the needs of HuffPost Canada and the City of Toronto.
- An extended engagement for more content due to the success of the originally commissioned articles

Work Samples:

Sirine green landscapes, bustling metropolitan towers, raving nightlife, and endless activities - there's a reason tourists love Toronto. But one secret that keeps them truly happy is the fact that there is always a wild dining experience just around the corner.

From luxury dinners to theatrical shows, Torontonians have a world of exceptional dining options to choose from well within the reach of our TTC. So, with all the food buzz happening around, it is time to reflect on how well we have explored the choices that we have here at home.

In partnership with Tourism Toronto, we have picked out some of the best experiences that you should not miss out on.

It's happening! Holiday season is almost at the door, and we can already feel it. From gatherings and festivities to family dinners, music, and sing-alongs, we can't hide that childlike excitement we feel when this time of year starts knocking. And whether we like to admit it or not, there is one aspect of the season that we *truly* get the rushes for: Holiday shopping.

Cue: The AIR MILES Reward Program. Here to vamp up your Holiday shopping experience, the AIR MILES Reward Program opens up a world of promotions, offers, and freebies. For those of you looking to get a head start on your Holiday shopping, being a Collector during this season is more rewarding than ever.

Mysteriously Yours

You could describe Mysteriously Yours as "dinner and a show." But the experience goes far beyond that: there's lies, deceit, and Chicken Marsala. We digress...

Mysteriously Yours is also a theatre company performing murder mysteries for over 30 years. Diners don't just watch; they're brought into the show and get to mingle with the characters, murderer included.

As diners try to solve the case, they feast on a three-course meal while trying to identify the killer. Once they've fine-tuned their sleuthing skills, they even have the chance to win prizes based on their guesses.

The Addisons

At The Addisons, guests are invited to make themselves at home – literally. The bar itself is modeled as an expertly decorated family house.

What makes The Addisons stand out from the crowd? A night at the Addisons allows bargoers to relive their teenage house party days as an adult. Guests can order bottle service, play Jenga, marvel at the fine art on the walls, or nab a slice of pizza from a box. With a frequently packed house, nostalgia is the winning ingredient for this Entertainment District bar.

