



Nicole Hoffart 3/16 5:04 PM

You can see Experience Regina's new video on their Instagram page, which is a refresh of the OG 'Experience Regina' song: https://www.instagram.com/tourism_regina/?hl=en

Edited

They will be referred to as Experience Regina effective today and on May 1 will be launching a Y'QR'ed campaign. If anyone wants more information on their rebrand, I can get it for you. Please note our team was not involved in the development of their refresh.



Friday, March 17



Abby Schneider 3/17 7:46 AM

I was trying to think of a way to write this diplomatically, but it was very apparent to us at the office that our team was not involved, and I really wish that we were. Seems like something that needed someone to pump the brakes at some point and give it some more thought. The reaction on social is quite interesting (and that's me trying to be diplomatic again). 😊

Also- happy saint patrick's day everyone! If CTV posts Emily's dance crew performance later, I'll share it here. 🍀



Darrell Romuld on Twitter: "Caption this @CTVKayleen <https://t.co/XtL8utHbe7>" / Twitter