

Question 1 revised to CMHC RFP for Marketing and Advertising Services for Granville Island,

Vancouver, British Columbia, File # 201401458

Question 1

What is the current marketing mix used by Granville Island?

Answer 1

The current marketing mix used by Granville Island is: display (bus, no **Transit Shelter Advertising (TSA)** or billboard), direct mail to local trade area only, print (local weeklies – 3 times a year), local web & e-newsletter services, self-managed social media, on-island display (Granville Island and controlled media)