

2024

**SYDNEY & MELBOURNE
MARKETING CAMPAIGN
CO-OP PROPOSAL**

OVERVIEW

Bundaberg Tourism are excited to present a unique opportunity as part of major marketing investment for Bundaberg and Queensland this February and March. Within this proposal there are investment opportunities available to Bundaberg Region operators to leverage the campaign and maximise the outcomes for your business.

2024 SYDNEY & MELBOURNE CAMPAIGN OBJECTIVE

Bundaberg Tourism, supported by Bundaberg Regional Council, will launch a new marketing campaign valued at \$200,000, into the lucrative markets of travel-intenders across Sydney and Melbourne as efforts to build consideration, increase visitation and drive conversions across the regions autumn/winter shoulder season ramps up.

CAMPAIGN DATES

Monday 26 February – Sunday 31 March

CAMPAIGN ACTIVITY

The integrated campaign will showcase brand Bundaberg, Southern Great Barrier Reef across various channels, including

- Digital billboards in busy city transit locations
- Prime editorial across Escape.com
- Targeted social media efforts, driving traffic to bundabergregion.org.
- Strategic PR and trade partner activities with enticing travel offers

ALIGNMENT WITH TEQ'S 'UNMISSABLE HOLIDAY DEALS' CAMPAIGN

Tourism and Event's Queensland's (TEQ) latest marketing campaign 'Unmissable Holiday Deals' will launch across Australia and New Zealand from 5 February to 31 March, aiming to drive conversions to bring interstate visitors to Queensland. The Unmissable Deals campaign will run a two-month deal push, with the focus on unmissable deals and the incredible value to be found in Queensland.

Leveraging TEQ's significant media buy and brand in domestic markets during this period, part of Bundaberg Tourism's *2024 Sydney & Melbourne Campaign* activity will align and support TEQ's media partnerships, positioning the destination front of mind among these captured audiences to generate strong campaign outcomes and elevate the destination's presence within the state.

DESTINATION PACKAGE OPPORTUNITY

DESTINATION LEADER PACKAGE

Be front and centre of the *Sydney & Melbourne Campaign* with a high-value package combining dedicated social media presence, elevated presence across campaign content, prioritized digital display ads and featured deal placements, and top-tier EDM inclusion across the campaign period, ensuring access to the destination's already engaged consumers.

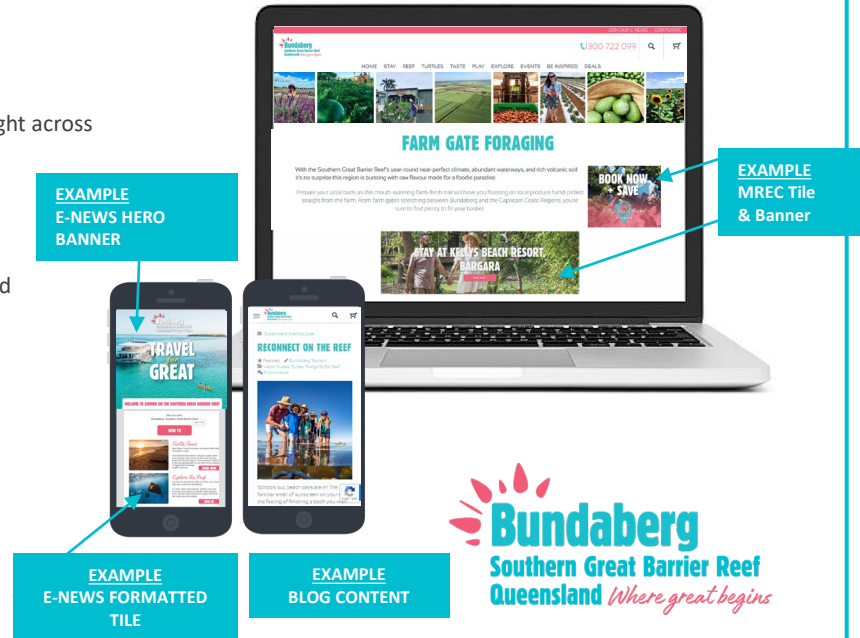
THE BENEFITS

- Priority access to engaged Campaign audiences, ensuring your brand is showcased as a major destination attraction, driving consideration and conversions to your business.
- Embed your brand across Bundaberg Tourism's trusted brand and platform with touchpoints right across key content

PACKAGE INCLUSIONS

- Priority inclusion in Destination News Corp content
- Priority inclusion in campaign content including strong social amplification featuring your brand
- Top-tier MREC Tiles and Banner on priority campaign pages on the destination website
- Featured Deal for 4 weeks on bundabergregion.org/deals and campaign page
- Priority inclusion in the Destination Consumer E-News via banners and content inclusion
- Option to have BT create campaign assets
- Post Campaign Report

INVESTMENT: From \$5,000





DESTINATION PACKAGE OPPORTUNITY

DESTINATION DIGITAL PACKAGE

A package combining blog content, digital display ads, featured deal placements, and EDM inclusion through a destination partnership across bundabergregion.org during campaign period, leveraging already engaged consumers.

THE BENEFITS

- Access engaged Campaign audiences and showcase your brand to drive consideration and conversions to your business.
- Leverage Bundaberg Tourism's trusted brand and platform with touchpoints right across the content consumers will

PACKAGE INCLUSIONS

- Featured Deal for 4 weeks on bundabergregion.org/deals and campaign page
- Formatted Inclusion in Consumer E-News
- 1 x MREC Tile or Banner on the destination website
- Inclusion in featured blog on destination website which will be distributed across campaign page and amplified across socials
- Package includes option to have BT create campaign assets using hero images supplied by operator
- Post Campaign Report

INVESTMENT: \$1,075

SOCIAL AMPLIFICATION ADD ON

Targeted Social Media Campaign across @southerngreatbarrierreef Facebook & Instagram targeting already-engaged audiences from the Sydney & Melbourne Campaign.

- Direct leads to your website

\$500

QLD.COM FEATURED DEAL ADD ON

Feature your deal across Tourism and Events Queensland's (TEQ) consumer website queensland.com, targeting a travel primed audience by leveraging those that have visited Queensland.com.

- Premium placements for your deal across queensland.com
- Gain relevant reach of in-market travel intenders on queensland.com
- Efficient cost-per-lead with proven ROI
- Fast activation elevating ATDW deals
- **Limited availability.** Spaces available on first in first served basis across QLD.

From \$1,000

CONTENT PACKAGE TEQ CO-INVEST OPPORTUNITY

NEWS CORP CONTENT PARTNERSHIP PACKAGE

A package combining paid editorial, social and display through a digital content partnership with ESCAPE, leveraging TEQ's News Corp partnership as part of their 'Unmissable Holiday Deals' campaign. Here your content will be placed alongside paid Bundaberg destination editorial that will also be amplified across ESCAPE as part of BT's SYD MELB campaign.

THE BENEFITS

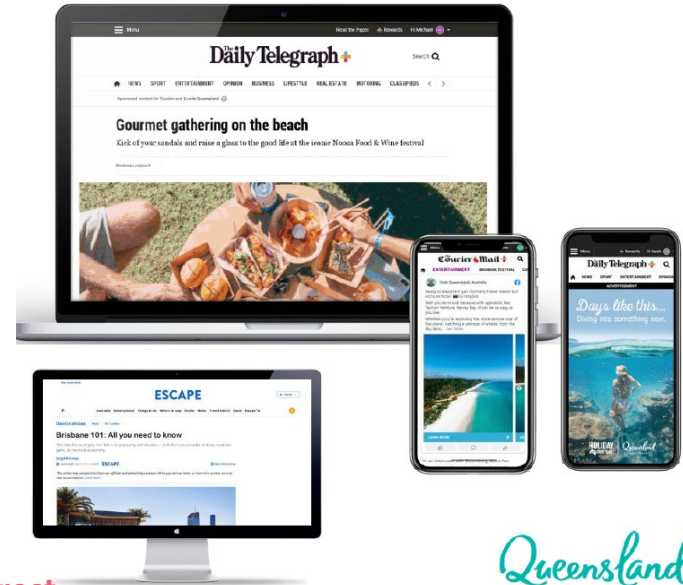
- A premium content package that allows you to engage the BTDT audience and showcase what's new in Queensland.
- Tapping into a trusted publication ESCAPE tone of voice while integrating key campaign messages and links throughout
- Ability to on share content via owned channels and socials

ACTIVITY

- Format: Standard Display, Social Display, Standard Native Article & Content Social Story
- Placement: Run of Network
- Targeting: Intent Connect audience targeting
- Est. Results: 880K Standard Display Impressions; 1m Social Display Impressions; 20k Guaranteed Page Views; 500K Content Social Story View

INVESTMENT: Dedicated package from \$35,000

Shared-cost packages with other operators available subject to interest



BOOKINGS DUE: FRIDAY 2ND FEBRUARY 2024

FOR MORE INFORMATION CONTACT KATIE.DAVIS@BUNDABERGREGION.ORG

All prices exclude GST. TEQ Content Partnership may be subject to additional agency fees outside of BT's control. Destination Leader and Digital packages include option to have campaign assets (MRECs, ads) designed by BT at no extra cost with a maximum of two rounds of edits.