

# Tourism Central Australia Cooperative Marketing Opportunity



## Facebook Advertising Campaign

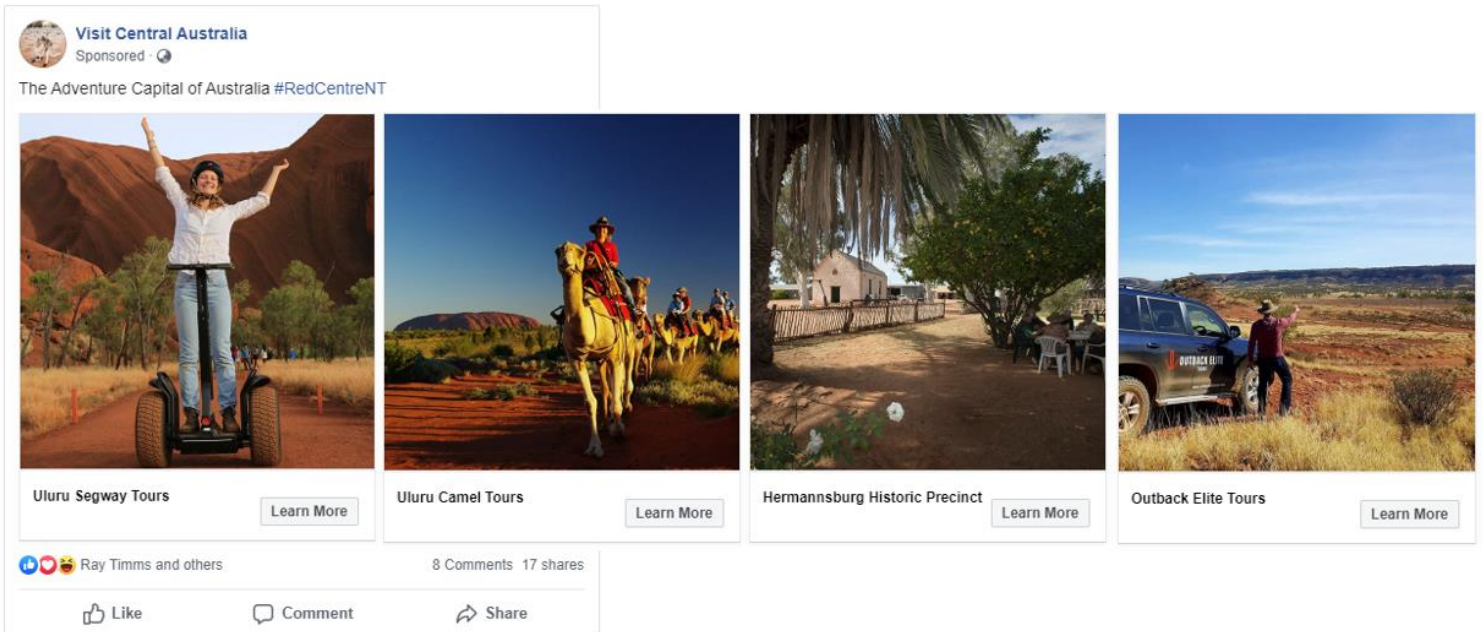
February – June 2020

### INTRODUCTION

Tourism Central Australia will be coordinating a digital cooperative advertising campaign on Facebook over the coming months to market the #RedCentreNT's breathtaking sights, traditions, and events. Each month of the campaign will feature a different advertisement in the carousel format, themed around Red Centre Events, Adventure, Attractions and Experiences and Food and Culture.

The carousel format is one that engages consumers at a higher rate than that of other advertisements, due largely to its visual appeal and the way that all the contents of the carousel appeal to the targeted consumer. The carousel advertisements will consist of one slide for each participating member. The website click-through will be your organisation's listing on [www.discovercentralaustralia.com](http://www.discovercentralaustralia.com).

See example below from last year's Facebook carousel campaign.



This particular ad reached **304,876 people** and resulted in **5,882 link clicks** to operator pages.

## February 2020

### Attractions and Experiences

This carousel aims to show visitors that, with so many things to see and do in the Red Centre, they'll need to extend their stay to make sure that they don't miss out on all the incredible opportunities that the Red Centre has to offer.

## March 2020

### Red Centre Events

Our events encapsulate the one-of-a-kind lifestyle and values of the Red Centre. Big or small, each event brings with it a unique quality to the community.

## April 2020

### Attractions and Experiences

This carousel aims to show visitors that, with so many things to see and do in the Red Centre, they'll need to extend their stay to make sure that they don't miss out on all the incredible opportunities that the Red Centre has to offer.

## May 2020

### Adventure

This carousel will be a major part of the latest iteration of our Adventurers campaign. The objective is to give travellers a taste of the adventure activities that are available in the #RedCentreNT and to cement the region as the Adventure Capital of Australia.

## June 2020

### Food and Culture

Travellers can immerse themselves in an unmatched selection of dining and cultural experiences local to the Red Centre. Ranging from our favourite coffee spots to vastly distinctive art galleries, there is something for everyone.

## Cost

This opportunity is available to any member of TCA with a product that fits these themes. The cost to contribute one slide to one carousel for the duration of one month will be **\$500 (ex. GST)**.

## Tourism Central Australia Cooperative Marketing Application form



# Facebook Advertising Campaign

February – June 2020

Please complete this form and return to [marketing@discoverca.com.au](mailto:marketing@discoverca.com.au) by 12 noon on the relevant closing date (see below).

COMPANY NAME: \_\_\_\_\_  
This will appear under your image on the carousel

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

- Yes, I would like to participate in the 2020 Facebook Advertising Campaign for \$500 (ex. GST)
- Yes, I will provide TCA with a suitable high-quality image by the relevant closing date.
  - Square format
  - 600px x 600px minimum

Please indicate your preferred sponsorship package(s):

**Closing date**

- |  |                          |                      |
|--|--------------------------|----------------------|
| <input type="radio"/> February – Attractions and Experiences | <input type="checkbox"/> | Friday 24 Jan 2020   |
| <input type="radio"/> March – Red Centre Events              | <input type="checkbox"/> | Friday 21 Feb 2020   |
| <input type="radio"/> April – Attractions and Experiences    | <input type="checkbox"/> | Friday 20 March 2020 |
| <input type="radio"/> May – Adventure                        | <input type="checkbox"/> | Friday 17 April 2020 |
| <input type="radio"/> June – Food and Culture                | <input type="checkbox"/> | Friday 22 May 2020   |

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_