



BRINGING THE WHITSUNDAYS TO OUR AUDIENCE - YOUTUBE CAMPAIGN PROSPECTUS

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802
1/5 Carlo Drive | Cannonvale QLD 4802
+617 4948 5900
www.tourismwhitsundays.com.au

**Tourism
Whitsundays**

Destination Marketing | Industry Development | Visitor Services

CAMPAIGN OVERVIEW

Timing:
Always On

Marketing Objectives:

To drive increased awareness of The Whitsundays to our target audiences through YouTube in the comfort of their own home. Content should be engaging, provide value and learnings to the viewer, be fun and relevant to The Whitsundays as a holiday destination, keeping The Whitsundays top of mind for their next holiday.

Stakeholders are invited to film behind the scenes videos of a product or experience in The Whitsundays for distribution on Tourism Whitsundays YouTube channel. This content will be shared on TW's relevant social media platforms and stakeholders will be encouraged to share the content through their own networks in an effort to inspire and plant the seed on reasons to visit the Whitsunday Region when COVID19 travel restrictions lift.

While these videos are aimed to inspire anyone, the target audience is children/families, with the intention to get the kids inspired and encourage parents to book a holiday to The Whitsundays to experience it in person when travel is once again permitted.

How will this work?

1. Sign the terms and conditions below giving TW permission to use your content
2. Film a short clip on your product, experience or operation (1 – 2 mins is fine, maximum 5 minutes), following instructions below
3. Send content to Tourism Whitsundays to load onto The Whitsundays YouTube Channel (which will be re-launched using this campaign)
4. TW may share this content on TW social channels using hashtag #lovewhitsundays
5. Stakeholder to then share the content on your owned assets

Examples of content

[Australia Zoo - Robert Irwin's virtual Australia Zoo tour](#)

[Jenna, a Dairy Farmer](#)

[Check out the Great Barrier Reef](#)

[Helicopters for Children](#)

- Marine Biologist showcasing parts of the Great Barrier Reef or meeting the sea life e.g. coral, fishes, tides etc
- Tour guide walking through the Whitsunday rainforest and showcasing what you can see and do here and explaining about the natural landscape
- Sugar cane farmer talking about the process of sugar cane farming
- A pilot exploring the inside of a helicopter, light aircraft or seaplane, explaining how it works, how they are maintained
- A cooking class or tips/tricks from a local restaurant
- What it is like to be an island caretaker and maintain one of the beautiful islands
- Engaging lesson on the history of the Whitsunday region from someone at a museum
- A day in the life of... perhaps a fisherman?

Tourism Whitsundays

PO Box 479 | Cannonvale QLD 4802

1/5 Carlo Drive | Cannonvale QLD 4802

+61 7 4948 5900

www.tourismwhitsundays.com.au

- What is involved in maintaining a boat
- Behind the scenes on a mango farm

Cost:

There is no cost to participate in this initiative however you do need to provide TW with written consent to your content.

How can you get involved?

1. Register your intention to film a video to Donna van 't Hoff along with details of the topic and booking form. You will then be given a timeframe of when the video will be required by for scheduling.
2. You can do multiple videos that are 1 min to 3 min in length (maximum 5 min) that can be used by TW when content is required on the YouTube channel
3. Complete your video using the requirements below and send to Alyssa.turner@tourismwhitsundays.com.au by the time provided to you

Filming requirements:

- Filmed on a Smartphone (with no case on phone) as minimum
- Filmed Horizontally / Landscape
- Filmed at minimum resolution of 1920x1080p 16:9 ratio (horizontal) 25fps or higher (30fps is fine) (4K is fine)
- Video's should be maximum 5 minutes in length
- Try not to film in too much wind
- Steady smooth footage – no shakes or movement
- Have fun – make them relevant to a specific audience – ie – kids

BOOKING FORM – YOUTUBE CAMPAIGN

Please see terms & conditions.

Please complete the form below, sign and return to donna.vanthoff@tourismwhitsundays.com.au

Member business name:	
Business contact:	
Topic / Details of video:	
I accept the terms and conditions:	<input type="checkbox"/> YES <input type="checkbox"/> NO
Signature:	
Date:	
Phone:	
Email:	

TERMS & CONDITIONS

To participate in this campaign, you must:

- Allow Tourism Whitsundays to use the provided content on TW assets including but not limited to YouTube, social media channels and website
- A signed booking form and all required information must be completed and returned by the deadline
- Provide a video suitable for YouTube by the date provided to you
- Limited spaces available
- Only the most suitable videos will feature
- By returning your booking form you agree to the terms and conditions

Tourism Whitsundays have the right to:

- Refuse materials that do not meet the participation terms and conditions
- Refuse videos that do not showcase The Whitsundays
- Ensure there is an adequate mix of operators featured
- Cancel or modify campaign components if participation levels are not met