

BRAND CAMPAIGN

Campaign Timing

January – March 2020

Campaign Spend

\$600,000 +

Marketing Objectives

- Build awareness and aspirational desire of The Whitsundays using the new brand positioning as the Heart of the Great Barrier Reef
- Provide the Whitsunday industry with the opportunity to increase bookings and therefore revenue during the need period
- Keep The Whitsundays competitive against other holiday destinations
- Convert holiday makers from considering a holiday in the Whitsundays to booking a holiday in the Whitsundays
- Increase visitation and expenditure for the Whitsunday region

Target Market

Primary: Sydney, Melbourne, Brisbane

Primary segment markets: High Value Travellers (HVT)

Secondary target market: Regional drive market

Draft Media Plan*

- Dedicated 'The Whitsundays' Campaign Landing Page
- Out of Home Activity including office tower creative and street furniture (examples below)
- Google Search
- Addressable TV commercials - hyper-targeted engagement of relevant HVT's in a brand-safe, big screen environment across connected TV's (NineNOW, TENplay, SevenPLUS, FOXTEL, SBS, KAYO, etc). Commercials will be targeted to specific post-codes that over-index for our key audience segments (using various 3rd party data sets)
- Social Media activity
- Online video advertising delivering targeted exposure to engage our key prospects whenever and wherever they're consuming video content
- NewsIt'd Escape Travel – Bespoke destination Hub delivering a standalone online portal, showcasing the destination via aspirational content and also highlighting partner-specific offers
- The Whitsundays consumer newsletters

* Final dates/media schedule to be confirmed

The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



How will the campaign look?

This campaign has been put together based on past campaign learnings: -

- Video plays a crucial role in the Travel consumer journey, both in the inspiration/dreaming phase and active planning..... with 60% of this consumption taking place on mobile devices, but the 'big' screen being more influential.
- The draft media plan includes video plus activity plus priming and active stage touchpoint priorities for our target audience.
- Key improvements include the ability to drive consumers to your website for conversion.
- The Wonders of the Whitsundays campaign which ran from May – August 2019 (with 4 member partners) generated close to \$3M in sales.

The campaign will launch the new Whitsunday brand to the consumer to drive awareness and aspirational desire of The Whitsundays in the Heart of the Great Barrier Reef. A tactical element will run alongside the campaign driving visibility and consideration for participating members.

A dedicated landing page will be created which will also house all member offers. Offers will then be driven directly to the operator booking page/website. Additional dedicated member activity can be driven directly to the operator page/website.

Tier 1 – 5 Spots - \$20,000 plus GST

- Hero placement on campaign landing page
- Brand Inclusion in out of home activity
- Dedicated social activity
- Hero placement in news/td portal
- Inclusion in EDM

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Tourism
Whitsundays

Destination Marketing | Industry Development | Visitor Services

Tier 2 – 8 Spots - \$5,000 plus GST

- Inclusion on campaign landing page
- Inclusion in shared social activity
- Inclusion in in newsltd portal

Tier 3 – 4 Spots - \$2,000 plus GST

- Inclusion on campaign landing page
- Inclusion in in newsltd portal

How to Participate*

This opportunity is open to Platinum, Gold and Silver members who agree to the below. Bronze members are encouraged to register their interest, subject to availability.

- Provide and load a compelling offer on your website
- Ensure all relevant tagging is completed on your website to allow full tracking of the consumer journey
- Complete all post reporting with full lead/booking information provided including YOY comparisons

*Please note that limited spaces remain, spaces will be allocated by Tourism Whitsundays based on operators who best fit requirements.

Booking Form

Note: All costs are ex-GST. Please see terms & conditions on following page.
 Please complete the below booking form, sign and return to Donna van 't Hoff by email at donna.vanhoff@tourismwhitsundays.com.au no later than Friday 18th October.

Business Name:	
Tier	<input type="checkbox"/> Tier 1 <input type="checkbox"/> Tier 2 <input type="checkbox"/> Tier 3
Your Offer	
Travel Dates	
Block out dates:	
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 agree to the below:

- Provide an attractive deal or offer valid for sale during the campaign period and ensure it is loaded and available for sale on your website
- Complete all required tagging on your website
- Be a financial member at Platinum, Gold or Silver level and have no outstanding invoices with Tourism Whitsundays
- Commit to all required reporting
- A signed booking form must be completed and returned by the deadline to secure your booking
- By returning this agreement you confirm to give Tourism Whitsundays access to your sales data with during the campaign period and comparing with YOY data.
- By returning your booking form you agree to the terms and conditions
- Final creative will be approved by Tourism Whitsundays in line with destination branding

Tourism Whitsundays have the right to:

- Refuse materials that do not meet the participation terms and conditions
- Refuse participation if your offer is not compelling
- Refuse advertisements that are in breach of the ACCC guidelines for travel
- Ensure there is an adequate mix of operators featured
- Cancel or modify campaign components if subscription levels are not met