

CASE STUDY

TOURISM QUEENSLAND / SYDNEY – ‘AUSTRALIA IN STYLE’



INTEGRATED BRAND & BOOKING CAMPAIGN

RESULTS

- **TOTAL REACH:** 18,294,356
- **TOTAL CAMPAIGN VALUE:** £245,000
- **TOTAL CAMPAIGN VISITS:** 1,390,000
- **TOTAL COMPETITION ENTRANTS:** 44,805

THE BRIEF

- Raise awareness of the diverse product offering across all destination partners, while positioning partnering destinations as stylish, contemporary and attractive
- Drive bookings for both UK and Irish participating tour operators whom offer products across partnering destinations
- Highlight the combined brand position of both Queensland and Sydney.

TACTICS

- Launched a major integrated campaign in both the UK and Ireland, anchored around the development of a campaign-specific microsite. The design of a ‘Australia Style Guide’ was undertaken and delivered through Harper’s Bazaar and Esquire Magazines. These activities were supported by strategic partnership activities from highly influential brands such as aussieBum and My-Wardrobe. Other major marketing activities included:
 - Direct Marketing (email)
 - Print Media
 - Outdoor Advertising (Bus Shelter Posters)
 - Brand Partnership Promotion (Harper’s Bazaar and Esquire)
 - Online Media Display (banners)
 - Social Media Advertising and
 - Search Engine Marketing

Budget: approx. £125,000

