

# CASE STUDY

## TOURISM QUEENSLAND – KOALA-PULT PROMOTION



### VIRAL MARKETING / SOCIAL NETWORKING CAMPAIGN

#### THE BRIEF

- To promote the diversity of Queensland’s experiences (beaches, rainforests, outback, reef, islands and cities)
- To showcase Queensland as a fun ‘must visit’ adventure-packed destination
- To create awareness of Etihad as an airline servicing destination Queensland (through their new London/Manchester –Abu Dhabi –Brisbane route)
- To win: An amazing holiday for 6 people (you + 5 mates) to Queensland flying with Etihad Airways (UK prize) + holiday for 2 people (Irish prize)
- To integrate the campaign further and build a database by promoting it through social networking site Facebook with a dedicated ‘Kevin Koala’ character profile

#### TACTICS

##### Print activities

- Travel Weekly (Travel Trade Magazine)

##### Online activities

- Etihad Website
- Experience Queensland Website
- Queensland Backpackers E-Zine

##### DM Campaign

- Australia Travel Market
- Tourism Australia’s Aussie Specialists
- Brought-in segmented and highly profiled data

#### RESULTS:

- Total Game Plays: 1,147,630
- Total Unique Players: 27,011
- Total Competition Entries: 11,742
- Total Brand Exposure: 8,076hrs 5min 32sec
- Average Viewing Time: 17min 56sec

