

Marketing

DECEMBER/
JANUARY
2009
\$7.95
NZ\$8.95

www.marketingmag.com.au

FOCUS:
DIGIGUIDE AND
ONE:TO:ONE

WHEN YOU WISH UPON A BRAND

Kylie Flavell goes inside Disney

Print Post No. 391667/00301





REFRESHING THE TROPICS

Client: Tourism Queensland **Agency:** XCOM Media

BACKGROUND

Queensland has never been closed for business, so why did Tourism Queensland put a campaign in market themed ‘Open for Business’? One word – rain.

This is according to Tourism Queensland’s director of digital marketing, Chris Chambers.

Tourism Queensland’s digital marketing team, together with the help of their digital agency XCOM Media, created the ‘Open for Business’ viral campaign to address serious challenges being felt by tourism operators throughout the state as a result of the long periods of rain leading up to the campaign launch. The campaign was an initiative of the state’s Minister for Tourism, Regional Development and Industry, Desley Boyle, with a simple strategy to “woo southerners back to Queensland”.

Tourism is the second largest export earner in the state, generating more than \$8 billion to its economy every year. With saturated national media reports of the heavy downfalls across the state, visitor numbers were significantly down during the traditionally lucrative Christmas holiday season.

This campaign was designed to increase prospective travellers’ awareness that Queensland was ‘Open for Business’ and looking its best after the rain. It was also used to drive interest and inquiry to directly support tourism operators. The key challenge facing Tourism Queensland with this project was that it needed to be developed from conception to deployment within three weeks and within a tight budget of \$94,000. Despite this, the campaign effectively engaged and changed the perceptions of the target market.

OBJECTIVES

The key challenge of the campaign centred on creating a purpose-built microsite that was animated, interactive and engaging, while showcasing lush Queensland.

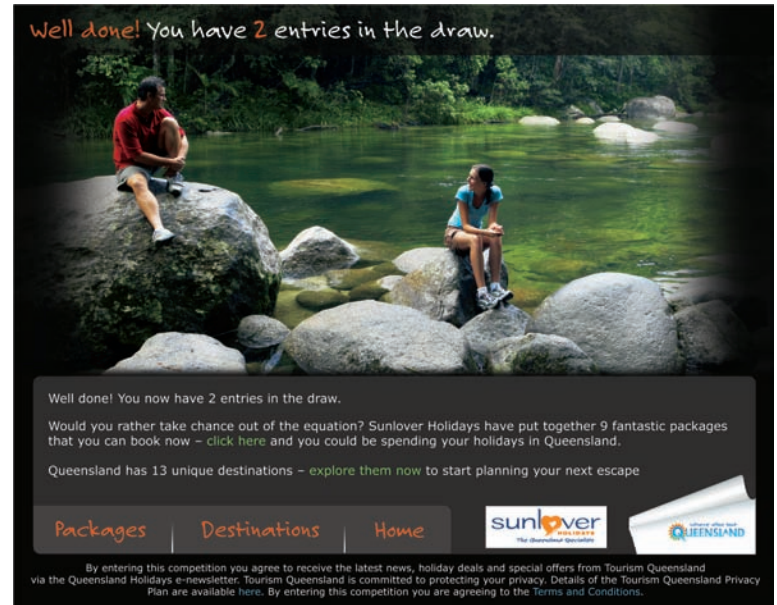
The primary target market was New South Wales and Victorian residents, aged 24 to 62, with an average household income of over \$100,000.

Tourism Queensland’s digital marketing team are no strangers to putting award-winning campaigns in market – expectations were high and so were the campaign KPIs. XCOM Media was tasked with the challenge of creating a campaign that showcased Queensland looking green and lush in an online environment that ‘brought the screen to life’ by overlaying animation on a static image.

Along with the high expectations came clear metrics to be used to measure the success of the ‘Open for Business’ campaign. The campaign

KPIs included 100,000 unique site visits to the purpose-built microsite, 40,000 competition entries through the site, with 100,000 forward-to-friend messages generated from competition entrants.

The campaign also aimed to attract 10,000 new subscribers to Tourism Queensland’s subscriber database. The email campaign had a target click rate of 7.5 percent clicks measured as a percentage of delivered emails



and banner placements on third-party sites had a target click rate of 0.3 percent. The packages page on the campaign microsite had a target click-through rate of 10,000 unique visitors viewing the page.

The campaign had an overall KPI metric for target market penetration, which was to have the campaign deliver a minimum of 60 percent of all activity occurring on the site received from users from New South Wales or Victoria.

STRATEGY

Despite campaign objectives being aggressive, the overarching strategy was simple – woo southerners back to Queensland. It is an attractive destination for holidaymakers, however, the national media attention about the ongoing rain within Queensland in the three months leading up to the campaign challenged the client and agency to deliver something more than simply notifying the audience the rain had stopped.

The campaign needed to meet essential creative and functional benchmarks. The campaign needed clear calls to action for competition entry with forward-to-friend functionality, while showcasing Queensland looking ‘fresh’ after the rain.

“Our challenge was to take a static image and bring it to life in a microsite environment,” says Rob Bell, director of XCOM Media. “We took a fantastic Queensland image of Mossman Gorge and animated the waterfall and water.

“We created light flickering in the rainforest to create the illusion that the trees were moving and finally overlaid birds of different colours and sizes flying through both the foreground and background to give the effect of a movie rather than an image on the landing page.”

The strapline ‘Where all the pools have been topped up’ tied into the landing page image, which in turn tied into the ‘Where Else’ campaign URL used to host the site.

The site invited users to enter a competition to win one of four Queensland holidays packages valued at \$13,000, which was provided by campaign partner Sunlover Holidays. The site design followed a logical pattern with clear navigation for user engagement on all campaign components including the competition, Queensland destinations and specially selected Queensland holiday packages supplied by Sunlover Holidays.

EXECUTION

The campaign was initially launched through an email campaign to Tourism Queensland’s ‘house list’ of more than 300,000 subscribers. The campaign drove users to the microsite to enter the competition and forward the campaign on to their friends using the campaign viral engine. The viral activity created a groundswell of user-generated activity to distribute the campaign to a wider audience.

Strategically placed banners and sponsored links were placed on third-party sites, as well as links throughout the Tourism Queensland managed Queensland Holiday website.

A second week ‘remarketing’ campaign was sent to subscribers who did not open the first email to ensure maximum cut-through.

RESULTS

The campaign results exceeded expectations across all campaign metrics.

Unique site visits achieved 109.27 percent of the KPI set for this metric and 68,066 competition entries were received, achieving 170 percent of the KPI set for this campaign metric.

An unbelievable 345 percent of targeted new subscriber registration was also achieved.

Forward-to-friend viral messages resulted in 186 percent of the campaign target. Traffic to the packages page on the campaign microsite achieved 217 percent of the campaign KPI for this metric, which resulted in 21,754 unique users viewing the special packages supplied by campaign partner Sunlover Holidays.

Labor MP Desley Boyle publicly announced the success of the campaign, saying, “More than 105,000 potential holidaymakers have visited the specially created whereelse.com.au website since the campaign launch, highlighting the campaign managed to well exceed all expectations.”

To top it all off the campaign won two awards at the W3 Awards, which is hosted by the International Academy of the Visual Arts – gold for marketing effectiveness and silver for email marketing.

The ‘Open for Business’ campaign is another example of Tourism Queensland’s progressive approach to the digital space and, together with XCOM Media, demonstrated what it is possible to achieve with limited budgets and tight deliverables. **M**