

Tourism Australia

CASE STUDY

Campaign Overview

Tourism Australia and NZME partnered to launch an effective campaign that would showcase Australia as a desirable travel destination for New Zealanders, fostering travel confidence. The initiative sought to inspire a renewed interest and perspective among Kiwis, encouraging excitement for travel to Australia in the post-COVID environment.

The campaign's key messaging was crafted to enhance perceptions of safety and security, value for money, and exceptional hospitality, and effectively addressing the target audience's needs. Its core objective was to re-engage Kiwis and restore their confidence in traveling across the Tasman.

Campaign Elements and Strategy

The campaign employed a multi-channel approach to showcase Australia's travel offerings, emphasizing its appeal as an attractive, secure, and value-driven destination. Building on its strong print and digital editorial partnership with NZ Herald Travel, the campaign incorporated NZME's digital, print, radio, and social platforms to reach a wide audience of New Zealanders. Leveraging Coast's influence, breakfast host Sam Wallace served as the campaign's "Sambassador," sharing his travel experiences through a video series that highlighted unique attractions across all states and territories in Australia.

These videos were hosted on the NZ Herald Travel platform, boosted through NZME's digital and social channels, and integrated into a Coast watch-and-win promotion that drew significant engagement. Additionally, the content strategy, "Say G'Day Guides," utilised a range of radio personalities who developed personalised itineraries, which they promoted via adlibs on their shows, directing listeners to the NZ Herald Travel site for more insights. This strategic approach allowed the campaign to achieve extensive reach and high engagement, resonating with the target audience's desire for safe, rewarding travel experiences.



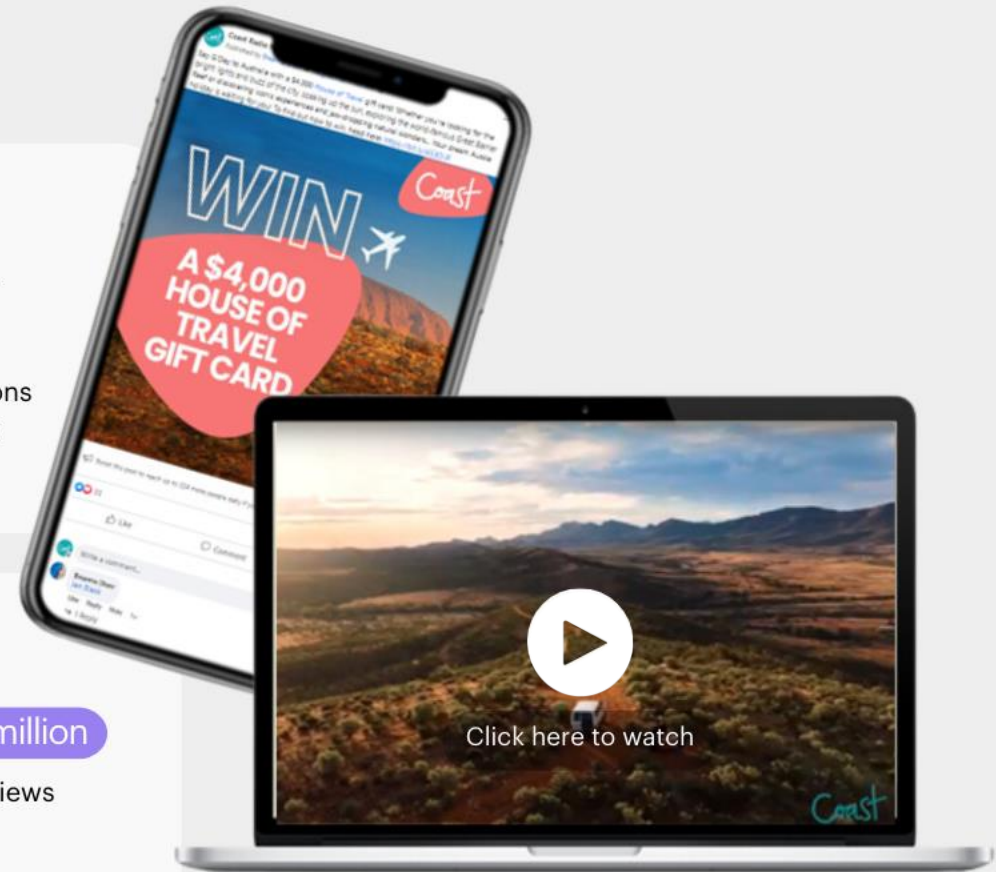
BE HEARD. EVERYONE'S HERE.

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Campaign Results

The campaign achieved significant success across all NZME platforms, demonstrating its effectiveness in re-establishing confidence in travel to Australia. By combining trusted endorsements from well-known radio talent, developing a strong digital presence and social media strategy, the campaign successfully instilled a sense of reassurance and excitement in New Zealand travellers. This strategic campaign redefined perceptions of Australia, increased interest in trans-Tasman travel, but also produced a successful collaboration between Tourism Australia and NZME.



Performance Highlights

1.23 million

 Messages delivered

Print:

Delivered messages to over 1.23 million Kiwis, reinforcing the campaign's visibility

92 million

 Total impressions

Digital Channels:

Generated 92 million impressions with 153,190 unique browsers, exceeding industry engagement benchmarks.


2.3 million

 Users reached

Social Media:

Reached 2.3 million Kiwis, effectively generating excitement about travel.

978,800

 Listeners reached

Coast Radio:

Reached 978,800 listeners, significantly enhancing audience engagement.

11.5 million

 Views

Video Content:

Achieved 11.5 million views, showcasing the appeal of Australian travel experiences.