

TOURISM
TROPICAL NORTH
QUEENSLAND

Where rainforest meets the reef

2020 DOMESTIC CAMPAIGN OPPORTUNITIES

As a part of the Cairns & Great Barrier Reef 2020 Domestic Campaign running from March to December, Tourism Tropical North Queensland (TTNQ), Tourism and Events Queensland (TEQ) and media partner Ikon have developed several co-operative opportunities. This will maximise our investment by providing opportunities for industry buy-in. The \$1.8 million domestic activity will drive visitation for the winter and summer travel periods through tactical retail partnerships and strategic media placements, which will also support the launch of TTNQ's new brand positioning.

These solutions have been designed based on feedback from the industry survey that went out in December 2019. It takes into consideration the responses which called for a mix of awareness and conversion activity within a defined budget.

The five different co-operative packages aim to maximise return on investment through several tactics.



The five different co-operative packages aim to maximise return on investment through delivering better cut through in a cluttered marketplace by:

1. Leveraging the investment TEQ and TTNQ have made into media for better rates and positioning access to advertising placements that otherwise wouldn't typically be possible

We have been able to waive all minimum entry requirements by leveraging TEQ and TTNQ's investment into the News Corp network, which has unlocked first access to a new digital display placement – Experience Locator – which features Google Maps integration into TTNQ's new brand video giving consumers a contextual reference to operators and drive direct leads to industry.

2. Unlocking contracted TEQ Partnerships for access to exclusive datasets for in market travellers

Through TEQ's existing partnership with Adara, we're offering industry to directly target known travellers in region with compelling offers. Adara allows us to access data sets of over 200 of the world's most recognised travel brands.

3. Aligning in timing, placement and positioning for better visibility

By leveraging an existing \$1.8 million domestic campaign will ensure operators are surfaced off the back of lifted consideration through the right channel at the right time.

4. Access of a dedicated agency partner to support the planning, setup, optimisation and reporting of these packages

Leaning on the expertise of TEQ's trusted media agency partner, Ikon, through a dedicated project team to manage and implement this activity. Ikon have a comprehensive understanding of TEQ's strategy through a two-year partnership with the TEQ marketing team, working together to define, design and deploy 60+ advertising campaigns.

OPTION 1



Print, digital and social advertisements

\$5,630 inc. GST

Ideal for your company to leverage the most from the campaign, featuring print (targeting drive market), digital and social advertising targeting in-region and domestic markets.

Activity	Coverage	Details
1 x medium strip advertisement within a campaign template in Townsville Bulletin Escape magazine and The Morning Bulletin (Rockhampton) travel section	Townsville Rockhampton	Reach 38,000 Reach 14,700
Through the News Corp media partnership, the 'Experience Locator' is a digital display unit that will feature TTNQ's new brand video, as well as a Google Maps integration driving consumers direct to featured operators. These placements will be surfaced through the News Corp network including news.com.au, The Telegraph and more). See a live example at unrulymedia.celtra.com/preview/83af1f42	National	145,000 video impressions
1 x paid social link advertisement within a campaign template on Explore Tropical North Queensland Facebook	Sydney Victoria Queensland	320,000 minimum impressions leveraging TEQ's Adara partnership targeting known travel intenders. Estimated 5,000 clicks to website.
1 x paid social link advertisement within a campaign template re-targeting travellers in TNQ region	TNQ	This can be a different offer to the original print and social ads. Must be relevant for travellers already in the region ie. Tours and food and beverage offers will work best as most travellers already here will have accommodation booked.

Consideration:

- Operator to supply their UTM tracking code to add campaign activity to their existing Google Analytics accounts and are able to monitor traffic generated.
- All offers are at the discretion and approval of TTNQ to ensure strategic alignment
- Digital reporting for impressions and clicks will be supplied

OPTION 2



Print, digital and social advertisements

\$5,500 inc. GST

Ideal for your company to leverage the most from the campaign, featuring print (targeting drive market), digital and social advertising targeting in-region and domestic markets.

Activity	Coverage	Details
1 x medium strip advertisement within a campaign template in Cairns Post and Townsville Bulletin Escape magazines	Cairns Townsville	Reach 27,000 Reach 38,000
Through the News Corp media partnership, the 'Experience Locator' is a digital display unit that will feature TTNQ's new brand video, as well as a Google Maps integration driving consumers direct to featured operators. These placements will be surfaced through the News Corp network including news.com.au, The Telegraph and more). See a live example at unrulymedia.celtra.com/preview/83af1f42	National	145,000 video impressions
1 x paid social link advertisement within a campaign template on Explore Tropical North Queensland Facebook	Sydney Victoria Queensland	320,000 minimum impressions leveraging TEQ's Adara partnership targeting known travel intenders. Estimated 5,000 clicks to website.
1 x paid social link advertisement within a campaign template re-targeting travellers in TNQ region	TNQ	This can be a different offer to the original print and social ads. Must be relevant for travellers already in the region ie. Tours and food and beverage offers will work best as most travellers already here will have accommodation booked.

Consideration:

- Operator to supply their UTM tracking code to add campaign activity to their existing Google Analytics accounts and are able to monitor traffic generated.
- All offers are at the discretion and approval of TTNQ to ensure strategic alignment
- Digital reporting for impressions and clicks will be supplied

OPTION 3

Social and digital advertisements

\$5,500 inc. GST



Ideal if your company wants a higher social reach, featuring digital and social advertising targeting domestic markets.

Activity	Coverage	Details
Through the News Corp media partnership, the 'Experience Locator' is a digital display unit that will feature TTNQ's new brand video, as well as a Google Maps integration driving consumers direct to featured operators. These placements will be surfaced through the News Corp network including news.com.au, The Telegraph and more). See a live example at unrulymedia.celtra.com/preview/83af1f42	National	145,000 video impressions
1 x paid social link advertisement within a campaign template on Explore Tropical North Queensland Facebook	Sydney Victoria Queensland	445,000 minimum impressions leveraging TEQ's Adara partnership targeting known travel intenders. Estimated 7,100 clicks to website.
1 x paid social link advertisement within a campaign template re-targeting travellers in TNQ region	TNQ	This can be a different offer to the original print and social ads. Must be relevant for travellers already in the region ie. Tours and food and beverage offers will work best as most travellers already here will have accommodation booked.

Consideration:

- Operator to supply their UTM tracking code to add campaign activity to their existing Google Analytics accounts and are able to monitor traffic generated.
- All offers are at the discretion and approval of TTNQ to ensure strategic alignment
- Digital reporting for impressions and clicks will be supplied

OPTION 4



Print, digital and social advertisements

\$2,920 inc. GST

Ideal if your company wants to get involved at a smaller cost, featuring print (targeting drive market), digital and social advertising targeting domestic markets.

Activity	Coverage	Details
1 x medium strip advertisement within a campaign template in the Townsville Bulletin Escape magazine and The Morning Bulletin (Rockhampton) travel section	Townsville Rockhampton	Reach 38,000 Reach 14,700
Through the News Corp media partnership, the 'Experience Locator' is a digital display unit that will feature TTNQ's new brand video, as well as a Google Maps integration driving consumers direct to featured operators. These placements will be surfaced through the News Corp network including news.com.au, The Telegraph and more). See a live example at unrulymedia.celtra.com/preview/83af1f42	National	145,000 video impressions
1 x paid social link advertisement within a campaign template on Explore Tropical North Queensland Facebook	Sydney, Victoria, Queensland	100,000 minimum impressions leveraging TEQ's Adara partnership targeting known travel intenders. Estimated 1,600 clicks to website.

Consideration:

- Operator to supply their UTM tracking code to add campaign activity to their existing Google Analytics accounts and are able to monitor traffic generated.
- All offers are at the discretion and approval of TTNQ to ensure strategic alignment
- Digital reporting for impressions and clicks will be supplied

OPTION 5

Print, digital and social advertisements

\$2,750 inc. GST

Ideal if your company wants to get involved at a smaller cost, featuring print (targeting drive market), digital and social advertising targeting domestic markets.

Activity	Coverage	Details
1 x medium strip advertisement within a campaign template in Cairns Post and Townsville Bulletin Escape magazines	Cairns Townsville	Reach 27,000 Reach 38,000
Through the News Corp media partnership, the 'Experience Locator' is a digital display unit that will feature TTNQ's new brand video, as well as a Google Maps integration driving consumers direct to featured operators. These placements will be surfaced through the News Corp network including news.com.au, The Telegraph and more). See a live example at unrulymedia.celtra.com/preview/83af1f42	National	145,000 video impressions
1 x paid social link advertisement within a campaign template on Explore Tropical North Queensland Facebook	Sydney Victoria Queensland	100,000 minimum impressions leveraging TEQ's Adara partnership targeting known travel intenders. Estimated 1,600 clicks to website.

Consideration:

- Operator to supply their UTM tracking code to add campaign activity to their existing Google Analytics accounts and are able to monitor traffic generated.
- All offers are at the discretion and approval of TTNQ to ensure strategic alignment
- Digital reporting for impressions and clicks will be supplied

NEXT STEPS

1. To participate in the 2020 Domestic Campaign, select your package option.
2. Complete the [booking form](#) and return to Susan Crockford at TTNQ before **2 March 2020**.
3. TTNQ will send you an invoice along with artwork specifications for print and content requirements for social.
4. Send your image and text according to the artwork specifications for your offer to Susan Crockford at TTNQ. Artwork is due **three weeks prior** to placement.
5. A proof of your print and social advertisements will be provided.
6. Your campaign commences during **April to December**. A maximum of **three member advertisements per month**, each offer running across a **four-week period**.

For any further queries, please contact Susan Crockford on susan.crockford@ttnq.org.au

