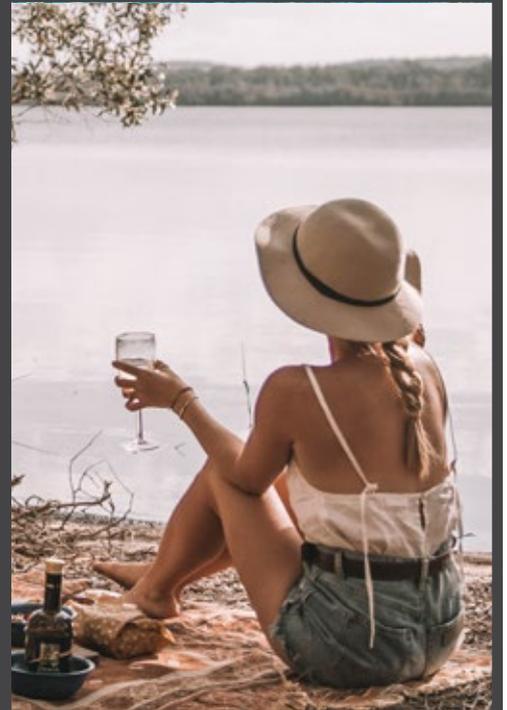


Destination
Barrington Coast



**Barrington
Coast:**
*A desired
destination*

Destination
Marketing Campaign
Partner Program



A message from our Mayor

While it's been very satisfying to see the high visitation levels across the Barrington Coast over the past few months, it's important to remember that this pattern is unlikely to continue. Indeed some of the large online travel agencies are already cautiously predicting a steep down-turn in the second quarter of 2021.

This means we only have a small window of opportunity to capitalise on the enormous levels of domestic travel that we've experienced at the end of 2020, and why our Destination Barrington Coast team has continued to work hard to maintain top-of-mind awareness for our region through social media and digital channels.

The large numbers of first-time visitors to our region over the past months has been testament to this awareness marketing.

This is also why we're now excited to announce our inaugural Barrington Coast Destination Marketing Campaign.

MidCoast Council is investing \$200,000 into a targeted multi-media tourism campaign that will go into market in March/May 2021 to continue to promote our wonderful part of the world.



We're inviting businesses to partner with us, to leverage off this huge campaign opportunity and importantly to collectively help to ensure that we boost the campaign even further via paid participation.

So even though it's a busy time of the year, now is the time to get started on your marketing plan for 2021.

This period is likely to be even more competitive than usual, with every domestic destination chasing a piece of the same pie, and some international destinations could also be back on our tails too.

However, we are extremely confident about what our well-planned campaign will achieve for the Barrington Coast destination and its tourism businesses, and would welcome your support and partnership in this venture.

MAYOR DAVID WEST, MIDCOAST COUNCIL
JANUARY 2021

Destination Marketing Campaign Partner Program

The Opportunity

MidCoast Council is funding a major marketing campaign to promote awareness of the incredible landscape, culture and tourism opportunities that abound in the Barrington Coast. This is a once in a decade initiative, offering valuable potential to drive and create significant awareness momentum for operators to benefit, providing them with an opportunity to add their voice to a powerful, targeted consolidated campaign.

Awareness campaigns can be expensive and complex. They require carefully targeted media messaging placed on multiple channels including traditional which remain powerful channels, albeit expensive. In marketing terms, awareness is the critical start of the buyer journey to eventually encourage the consumer to become an advocate or supporter, and ultimately a customer of Barrington Coast.

Barrington Coast Campaign Funnel

MidCoast Council - Wide end of funnel responsibility with a Call To Action that drives awareness of Barrington Coast with potential visitors, business owners and relocators. This is at the high \$ end.



Barrington Coast Operators can leverage from raised awareness and activity that draws customers into the Barrington Coast funnel.

How do the mechanics of the campaign work?

Awareness

This is the costly, though a critical stage where a carefully researched and broad channel media strategy is put into play. It could include TV, Outdoor, and Radio together with more incisive and targeted digital methods including search words, social and programmatic advertising.

Opinion

This component is about harnessing and amplifying social media channels with compelling content that motivates an engaging response. It will be further supported with a level of Public Relations activity to favourably shape and influence consumers in favour of Barrington Coast through active storytelling.

Consideration

This will be varied and it's where Council and Operators shake hands.

Council

Will be working on any leads or inquiries gathered through social media or messaging via email from those consumers who have expressed interest.

Operators

Will be leveraging off enhanced Google rankings and social searches (Barrington Coast will be Google fit!). Operators will benefit from an overall increase in brand awareness and enquiries resulting from these marketing activities.

This offers a powerful combination if the branding and messaging are consistent and linked with Council and operators to deliver message alignment. This alignment will also maximise Google and Social Media impact as these platforms are typically programmed to reward consistent popular searches and web journeys.

Preference

Participating operators will be able to digitally target visitors that are already "Barrington Coast aware" with researched advertising (see details following).

Purchase

The content, enquiry and sophistication of the booking process will lead to significantly improved sales activity. This aspect of the marketing campaign will be for those operators investing in campaign packages.

What are the real advantages of the Barrington Coast Campaign for Operators?

Operators will gain by simply harnessing the indirect benefit of greatly enhanced and targeted Barrington Coast awareness generated by the Barrington Coast campaign. However, this "do nothing benefit" can be a distant second prize. Greater, more measurable gain can be realised if operators leverage the visitor interest already generated for Barrington Coast by focussing, at the very least, on a digital campaign for their own

business. The interest is now there, the challenge is to convert this interest and momentum into customers and sales.

This is achieved by optimising search ranking where potential visitors are targeted programmatically with professionally customised advertising content. This can be managed with sophisticated, researched digital advertising that is professionally presented.

To use a well-known fishing analogy – Council has brought the fish to the harbour, Operators now have an abundant source to harvest!

The Simple Game Plan

Extra attention for Barrington Coast

=

Extra people visiting Barrington Coast

=

Extra people knowing your business and a great catch with professional marketing!

What type of advertising is being put in place?

A carefully constructed mix of various advertising initiatives are being put into place to promote Barrington Coast and marketing partners. These include:

- Google Display Network of banners
- Google AdWords
- Facebook and Instagram ads
- YouTube to promote the new destination videos and snippets
- much more online and offline streams

Who is the target audience?

Through market research, we have identified the different types of people who like to travel to regional NSW for their short breaks.

We know who they are, the general areas they live in, if they are internet searchers, what social media they prefer and use, and the areas they like to visit.

We have been using the Roy Morgan Helix Persona tool to understand deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The tool incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour, so we can reach our audience most effectively with messages that resonate.

We have identified 5 keys personas that reflect the Barrington Coast visitation and the team at Leonards Advertising will also support each marketing partner in identifying the right audience and profiling relevant to their industry and or segment.

Below the Personas identified for Barrington Coast:

1. Leading Lifestyle: Bluechip
@ 7.9%

Highly educated and cultured, Bluechips enjoy the kind of privileged lifestyle envied by the average Australian. Boasting the highest income and highest proportion of home ownership in the Leading Lifestyles Community, Bluechips spend big on their heart's desires, from home interiors to season theatre tickets and meals at the best restaurants.

2. Hearth and Home: Building Security
@ 5.4%

Like most young Australians, Building Security love fashion, playing sport and sharing a home delivered pizza with friends. But when it comes to values, they are distinctly different to their peers. Despite their youth, people belonging to this Persona are likely to hold traditional and conservative values and are likely to be religious – one quarter regularly attends a place of worship.

3. Leading Lifestyle: Domestic Bliss
@ 4.8%

In the Domestic Bliss Persona you'll find lots of mid-life householders, along with mid-life families and older households. Most are married and some have children under 16 at home.

They are among the most quintessential Australians in Leading Lifestyle. 4 in 5 are born in Australia, and a significant proportion from the UK.

4. Aspirational: Lifestyle Seekers
@ 4.5 %

People who belong to this Persona are well educated, and are more progressive and socially aware than most of their Aspirational Community counterparts. They care about issues that affect society at large, and believe that we should all be doing our bit by donating to charity regularly.

5. Metrotech: Sociable Trendsetters
@ 4.1%

People belonging to this Persona share a youthful optimism, embrace changes and are driven by the desire for an exciting life. They love fashion and care about how they look. They see themselves as the kind of people who set trends rather than follow them and don't hesitate to try a new brand or product if it has the right amount of buzz to attract their attention. Not surprisingly, they are also likely to be extroverted and love being in a crowd.

Is it a 'One Size Fits All' or could I customise and scale up the Marketing effort?

You can now be a greater player in the campaign. Your business could get more of this attention to focus on your business. We have created packages that start with the digital basics layering up all the way to fully integrated channel campaigns.

How can the Industry become more involved?

The packages outlined in the Destination Marketing Campaign Partner Program provide operators the opportunity to select their level of marketing commitment. Typically, there will be operators who do little in terms of marketing let alone digital marketing. Others will be more opportunistic and attuned to marketing, reaping the benefits by using all the digital channels with sophisticated booking and email systems already in place to support their business.

The packages allow a business to either start their journey at an entry investment level or scale up to a full campaign. The advantages of using Leonards as a partner with these packages is that it gives access to a long standing, well recognised advertising agency. Leonards currently trades with all the major publishers (traditional and digital) and has access to great rates, research tools together with expert staff.

Leonards is an approved Local Government Procurement Contractor for Advertising and Media Services as well as a Gold Sponsor/Supplier to the Accommodation Association of Australia. The agency has a unique understanding of both the Local Government and Operator sides to running a successful destination campaign.

Overview of Marketing Campaign Packages

Entry Level (A, B and C packages)

We have designed these packages to be minimal in spend and also split into marketing components so that if operators can make use of this with their own individual marketing endeavours, should they wish to limit their campaign spend.

For example, an operator could simply pick Package A and with that they will have access to the benefits of the Barrington Coast Destination Marketing campaign by having an individual presence on the destination website with URL links back to their own site. This not only supports the campaign and provides the potential for direct business but it also will strengthen an operators SEO/web presence.

If they select Package B, the operator will be able to run a modest full digital campaign where they have access to bespoke research, a full suite of digital ads where the content specifications

will be readily accepted by the digital publishers (e.g. Facebook, Google, Instagram) with optimised resolution. Further they will have these ads being placed over the Google and Social channels. We will also develop an AdWords campaign to further support this activity.

There are further media extensions also on offer as described however the packages are designed to be inclusive, taking advantage of the overall destination campaign while also offering bespoke alternatives to operators.

Destination
Barrington Coast

**PARTNER
BOOSTER PACK**

\$500

This is the entry point to ensure your visibility in market in partnership with Destination Barrington Coast.

Includes:

- Listing in the campaign branded website
 - Your Logo
 - Your headlines
 - Your business description
- Call to action linking to your site increasing SEO



**DIGITAL
CAMPAIGN PACK**

\$2,000

This is the best way to gain new customers and leads to your business at the best ROI.

**Includes Partner
Booster Pack, PLUS:**

- AdWords campaign worth 100k impressions (Google Display Network and SEM)
 - Social media campaign + 1k CTR to your site
- Display banners ads X3
 - Retargeting
- Facebook & Instagram images specs
- Generic logo sizing
 - Full campaign management
 - Implementation, tracking and reporting
 - Audience profiling (Roy Morgan)



**PIONEER
PACK**

\$5,000

This pack gives you brand awareness to support your initial investment. There is a media mix between radio and digital.

**Includes Digital
Campaign Pack, PLUS:**

- Radio on air floating air time ads blast (minimum 20 radio slots)
 - Premium radio Network Guarantee
 - Audience locally targeted



**ALL STAR
PACK**

\$10,000

This is the best value pack to get maximum reach and frequency in market with a mix of cross media and digital platforms.

**Includes Pioneer
Pack, PLUS:**

- An outdoor campaign in the city of your choice
- High quality media placement



HALL OF FAME PACK

P.O.A.

Please get in touch with us for a free media and advertising consultation.

Includes All Star Pack, PLUS:

- Bespoke Advertising Solution tailored to your needs and objectives
- Creative/Web
- Strategy/Research
- Media Planning/Buying
- Regional TV

BASIC LISTING

FULL DIGITAL
CAMPAIGN EXPERIENCE

STRENGTHEN YOUR CAMPAIGN AWARENESS WITH OFFLINE
(RADIO - RADIO & OUTDOOR)



Package Descriptions

Package A:
Partner Booster Pack
Cost \$500

This is the entry point to ensure visibility in market while working in partnership with Destination Barrington Coast. The main benefit is that it gives your business visibility on the campaign website via a listing and URL link back to your business. Your business is gaining a tremendous derivative value of the media campaign money being spent on the Barrington Coast.

Your business will be visible with a listing on the branded web site complete with your logo, headlines and business description. It will also have a URL link back to your website which will greatly improve your SEO performance (web ranking). This advertising has similarity to being listed in an old school directory however this time it will be dynamic with Barrington Coast enquiry traffic which will be greatly amplified by the supporting media campaign.

Package B:
Digital Campaign Pack
Cost \$2,000

This is most efficient way to target a likely customer base. The main attraction is that it is a professionally managed campaign that deploys all digital media channels within a researched and managed strategy.

This package includes the "Package A: Partner Booster Pack". It then moves into a coordinated sequence of marketing activity that leads to the deployment of the digital channels, their optimization and finally reporting of the campaign performance.

1. Client Research, Audience profiling

This starts with a discussion to discuss your business imperatives or seek guidance on potential target markets. This discussion will base our research of audience (location, media consumption, psychological traits) which is primarily extracted from the Roy Morgan Helix Persona software to which Leonards subscribes.

This research platform can provide incisive detail about your audience allowing you to better customize the shape and impact of your marketing campaign. These insights will help you to discover and learn more about your customers and segments as well as understanding the motivations of your community. Those Helix Personas are divided into six groups:

Destination
Barrington Coast



100
Leading Lifestyles

Focused on success and career and family, people in the Leading Lifestyles Community are proud of their prosperity and achievements. They are big spenders and enjoy cultured living to the max.

[Browse](#)



200
Metrotechs

Socially aware, successful, career focussed and culturally diverse, Metrotechs are trend and tech focused. They are committed experience seekers, willing to spend big on the best of city life and thrive on being out and about in the world.

[Browse](#)



300
Aspirationals

Driven by dreams of a big future, Aspirationals are highly ambitious and culturally diverse up-and-comers. Careful spenders, they're working hard today to create a more successful tomorrow.

[Browse](#)



400
Hearth and Home

Closest to the average Australian, life revolves around the home for these contented Australians who embrace conventional family life. Perennial home improvers, they see their homes as an expression of their status and achievements.

[Browse](#)



500
Doing Fine

Modest but contented, people in the Doing Fine Community are happily making their way through life and value simple pleasures. Price sensitive and tight spenders, they take a pragmatic approach to what they buy.

[Browse](#)



600
Fair Go

Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life; the Fair Go community are lower income Australians.

[Browse](#)

2. Create Digital Marketing Content

This allows you to have readymade digital marketing content to start reaching new audiences. The package provides you with high resolution content which can be used across all digital media platforms.

Specifically the package will provide:

- X3 Display Banner Ads
- X1 Facebook Ad
- X1 Instagram Ad

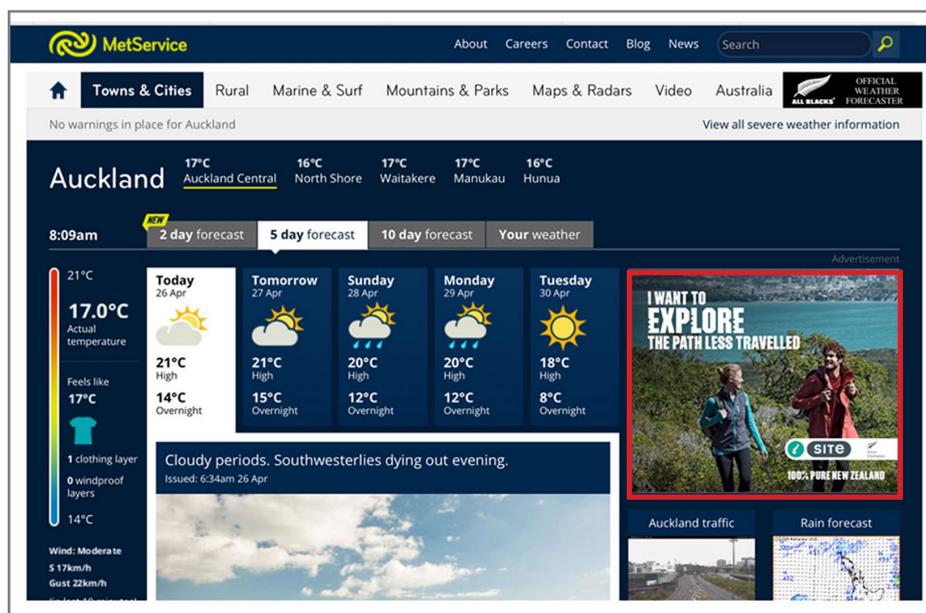
These will be produced from your content to optimum resolution and ensuring all platform content and edit tests are satisfied. This is included in **Digital Package B**.

Examples of such content can be seen as follows:



MREC: 300 x 250px

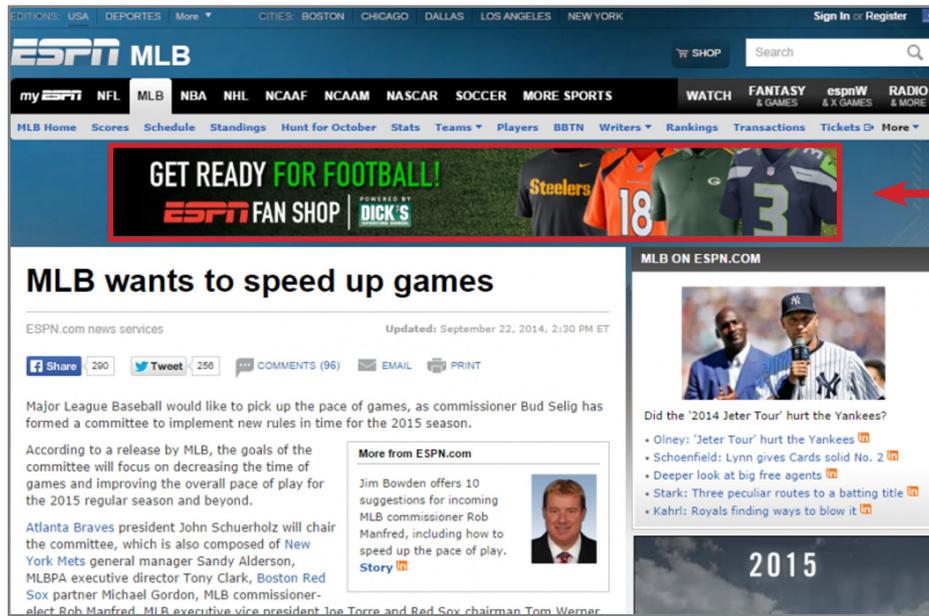
Often considered as the best ad unit due to its performance and revenue. Often used to break up content as a user scrolls down.



Destination Barrington Coast

Leaderboard: 728 x 90px

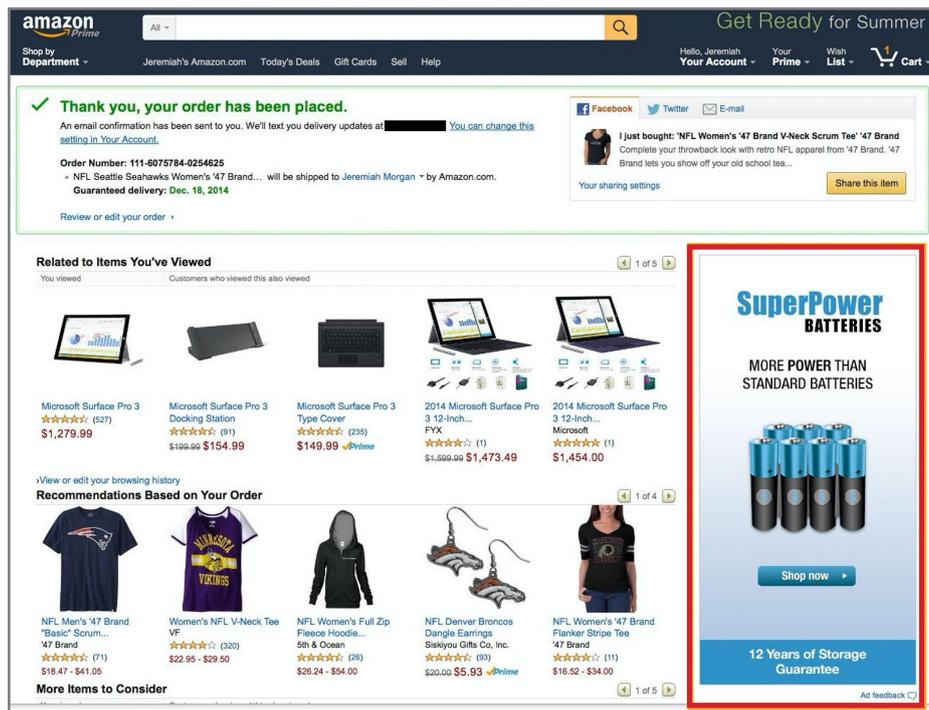
Often placed at the top of webpages so it is seen as soon as a page loads. Usually a great performer for advertisers and a great earner for websites.



Leaderboard

Half Page: 300 x 600px

A vertical ad unit with generally great performance and revenue. Currently the best way to monetise the margins of a website.



Half Page

Social media images at best practice specifications and ratio:

High resolution professional images recommended by Facebook and Instagram.

Size: 1,200 x 628px



Generic Logo sizing:

This is to streamline your professional logo to accommodate the majority of digital platforms so you can use it on the go. Anywhere/Anytime!

The best logo size depends on the context and how it is used. Broadly speaking, 1280px is a universal fit that covers most applications, with the larger dimension being 1280px and the smaller dimension being less than 1280px.



3. Deploy Digital Assets Over Targeted Digital Media Channels

This will help grow both your market and audience and is the most effective method to generate leads, by driving increased traffic to your website or ecommerce platform.

At Leonards Advertising we are fully certified and have the proven experience to develop and execute the most effective, customised campaign to deliver results. We are fully accredited and can professionally project your business leading to visibility, leads and ultimately generating new sales while saving you time and money.

The Digital Campaign Pack will include activities in the below described digital media streams:

- Google Ads – Google AdWords (3 descriptions and word settings)
- Google Ads – Google Display Network
- Social Media Amplification – Facebook and Instagram
- Retargeting using above channels

Google AdWords

Google AdWords is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search (the Google Search Network) and on non-search websites, mobile apps, and videos (the Google Display Network). Services are offered under a pay-per-click (PPC) pricing model.



With our Google Ads platform, you will have access to:

- Display advertising: Google Display Network
- Search: SEM (Search Engine Marketing)
- True view advertising: You Tube Advertising

With Google AdWords you will never go over your dedicated budget. This is the best ROI (Return On Investment) to ensure your success in reaching new customers.

Social Media Amplification

This is similar to the Google AdWords principle where you pay-per-click to optimize your investment. The only difference is your reach/audience is contained to the specified social media platform. In this instance we will be using Facebook and Instagram to promote and boost your content.

Below are a few examples of social media platforms:

Retargeting

What is Retargeting?

Retargeting, also known as remarketing, is a form of online advertising that can help keep your brand in front of bounced traffic after they leave your website. For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't convert right away.

The retargeting will appear in Social Media and in the Google Display Network.

How Does Retargeting Work?

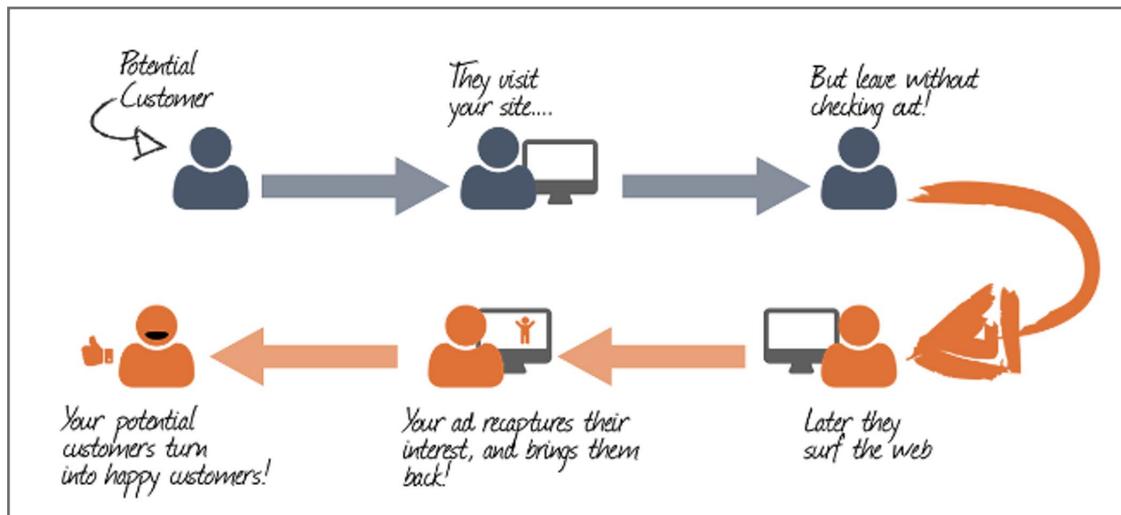
Retargeting is a cookie-based technology using simple Javascript code to anonymously 'follow' your audience all over the Web.

Here's how it works: you place a small, unobtrusive piece of code on your website (this code is sometimes referred to as a pixel). The code, or pixel, is



unnoticeable to your site visitors and won't affect your site's performance. Every time a new visitor comes to your site, the code drops an anonymous browser cookie. Later, when your cookied visitors browse the Web, the cookie will let your retargeting provider know when to serve ads, ensuring your ads are served only to people who have previously visited your site.

Retargeting is so effective because it focuses your advertising spend on people who are already familiar with your brand and have recently demonstrated interest. Marketers who use it see a higher ROI from this method than from other digital channels.



**Package C:
Pioneer Pack
Cost \$5,000**

This package is a high impact option, to get you to the next level of marketing.

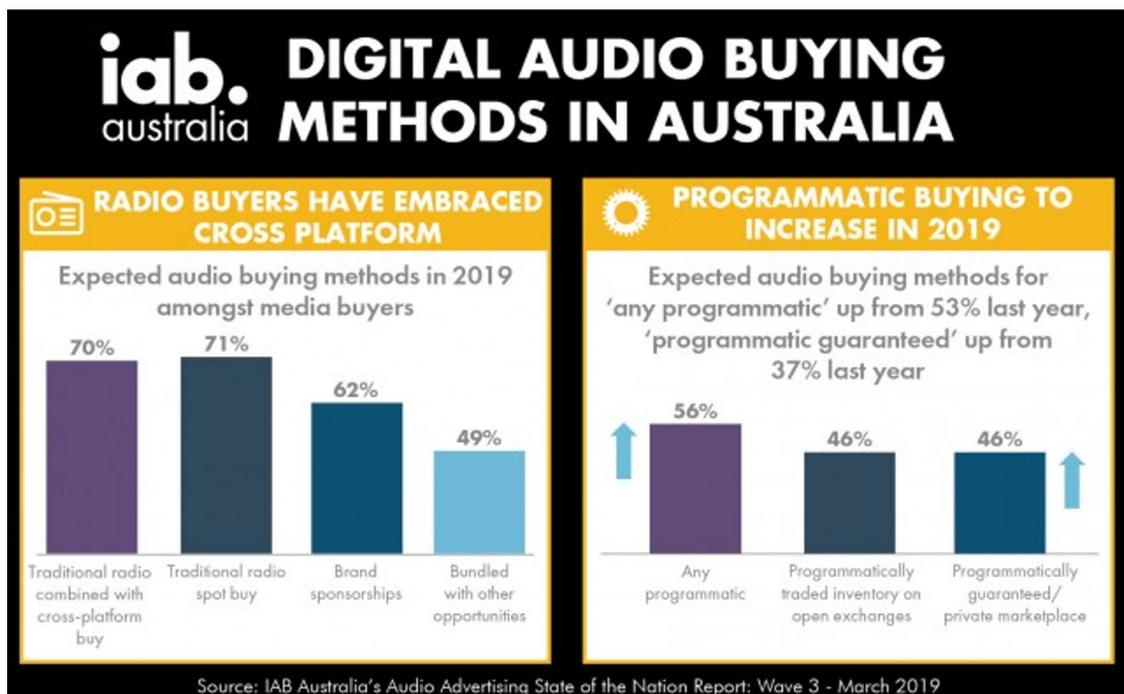
With the Pioneer package you will gain access to all the previous packages, but with the added and powerful benefit of a bespoke radio campaign to maximize your brand awareness. The radio campaign will be allocated to the city of your choice.



Radio drives customer action

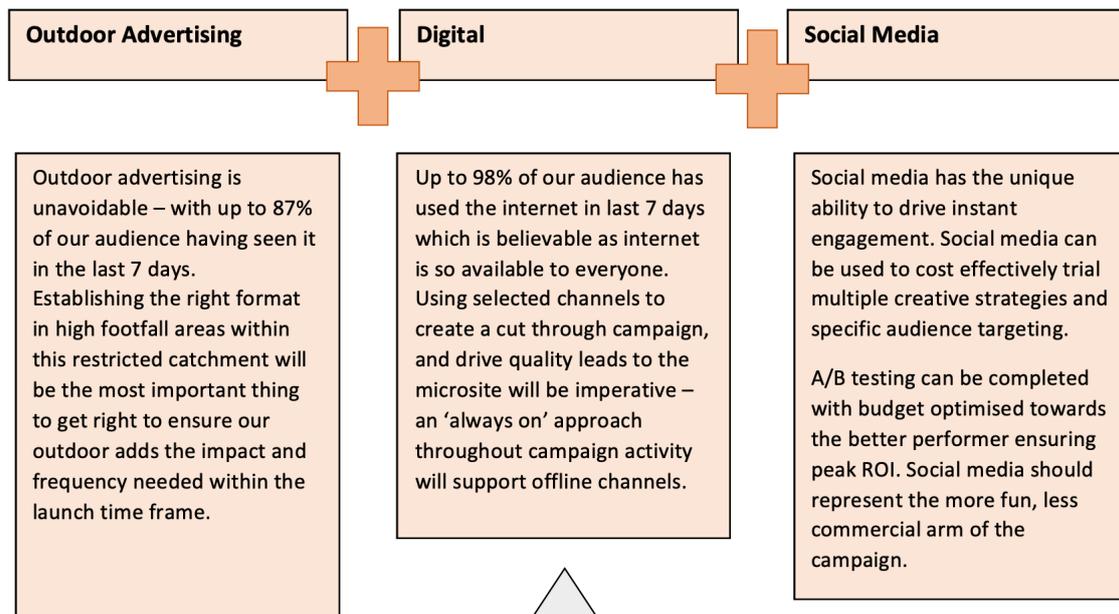
You can use both radio and digital advertising to reach people when they are at their point of purchase. For example, radio ads can reach people sitting in traffic in the car dreaming of a holiday, while digital ads can speak to customers online before they visit the Barrington Coast website. This helps you to increase revenue, as you spark interest in the minds of customers at the very moment they prepare to take action. Radio offers your campaign one last final chance to remind customers why they should select your tourism business, increasing bookings and therefore ROI from your advertising strategy.

Using radio and digital advertising together increases the impact of each channel. It makes it easier to reach people across multiple platforms, enticing them to learn more about your business and increasing recognition.



Package D: All Star Pack. Cost \$10,000

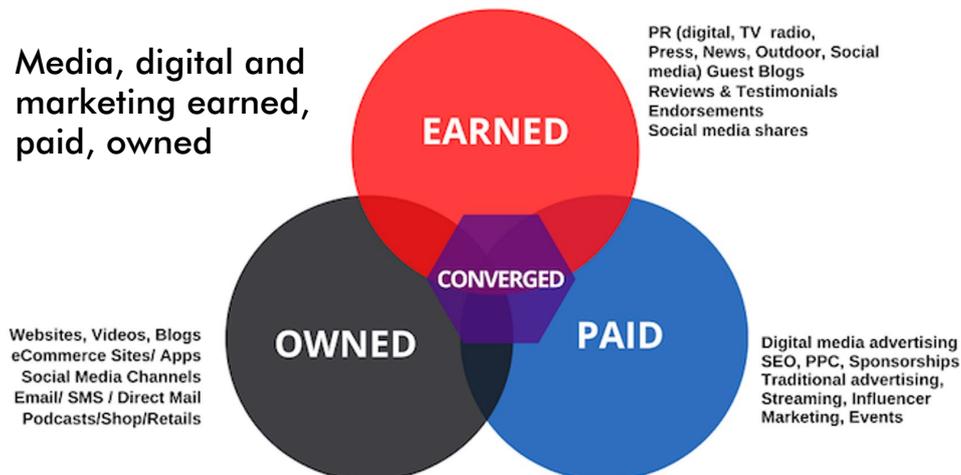
The "All-Star" package offers a fully comprehensive marketing footprint; a perfect fit if you want to be heard and seen in a cost-effective way. With this package you will receive all the digital media amplification needed, and all the management and support you deserve to ensure success in your marketing campaign. Further, this package includes an outdoor and a radio campaign in the city of your choice. This will significantly optimize your reach and frequency across the campaign.



Digital can report on a **26% increased** ROI when supported by outdoor*

*Ref: ooh-insight/roi-study/

Media, digital and marketing earned, paid, owned



**Package E:
Hall of Fame Pack
Cost POA**

If you are ready for your next media and marketing move with the support of a dedicated advertising agency contact us at Leonards Advertising:

Your partner in Communications

With over 90 years' experience, Leonards is a full-service advertising agency with the knowledge, scope, expertise and experience to achieve your business goals.

Leonards has maintained a philosophy that all communications, marketing strategies or content must revolve around your brand, your message, your objectives.

Relationship building with our clients goes beyond fulfilling a brief. Leonards strives for a partnership, the key to achieving results which ensure efficient and rewarding outcomes.

Leonards has demonstrated this as a preferred supplier to Local Government for over a decade.

Services we provide

Leonards is a full-service agency. We thrive on providing integrated solutions unique to your needs. Whether it's branding, advertising, marketing, web development, content creation, research, strategy or campaign, we'll work with you every step of the way.



ADVERTISING

- Digital Advertising
- Print Advertising
- Outdoor Advertising
- Broadcast, Campaign
- Non-Campaign
- Distribution
- Media Schedules
- Public Relations



CREATIVE

- Creative Development
- Print Collateral
- Copy Writing
- Brand Development
- Photography
- Videography



WEB SERVICES

- Websites
- Campaign Microsites
- Electronic Direct Marketing
- Online Surveys
- Website Analysis



STRATEGY & RESEARCH

- Research
- Audience Segmentation
- Economic Development Marketing Strategy
- Tourism Strategy
- Social Media Strategy
- Marketing Plan
- Communication Strategy

Barrington Coast Campaign Membership program

Select your Participation Level

- A:** Campaign Booster Pack - \$500 **B:** Digital Campaign Pack - \$2,000
C: Pioneer Pack - \$5,000 **D:** All Star Pack - \$10,000 **E:** Hall of Fame Pack – POA