

## Destination Barrington Coast Marketing Campaign FAQs

### 1. What type of advertising is being used?

This is a digital campaign supported by outdoor. The trend towards heavy online activity by consumers was accelerated by Covid19 restrictions so the digital space is where consumers are now easily found... so that's where most of our focus will be. Research also shows that return on investment for digital is increased by 26% if supported with outdoor, so our media selection is: online + social media + outdoor. The campaign strategy is presented by the experienced team at Leonards Advertising, the preferred supplier to NSW local government for over a decade. Radio will also be used for partner packages of \$5,000 and above. TV and print are excluded from the overall destination campaign due to their high cost (in our target city areas) and low conversion. However, regional TV and print can be explored as options for the bespoke partner packages, based upon audience research into their respective value for the participating business.

### 2. Who is the target market and where are they from?

Using postcode data from our visitor information centres, we've been able to develop a better understanding of the type of visitor to our region, with the help of the *Roy Morgan Helix Persona* tool. This research tool uses deep psychographic insights - far beyond simple demographics - to segment visitors into targetable groups. The tool incorporates values, beliefs and attitudes which are the best predictors of consumer behaviour. We can then reach this audience most effectively with messages that resonate. Our target audiences sit within Newcastle and Sydney (total population of over 4 million) with these top 5 personas targeting 1.068 million people:

- a) Leading Lifestyle: Bluechip (7.9%)
- b) Hearth & Home: Building Security (5.4%)
- c) Leading Lifestyle: Domestic Bliss (4.8%)
- d) Aspirational: Lifestyle Seekers (4.5%)
- e) Metrotech: Sociable Trendsetters (4.1%)

### 3. What about the campaign messages?

The rationale for the look and feel of the advertising is all about transformation of the visitor: finding joy in the simplicity; about having no regrets; breaking out of self-doubt and getting beyond everyday restrictions of self. Plus it needs to cut through the clutter of other destinations' advertising, who all have competing beaches, mountains, rivers and lakes.

### 4. Do I have to be a current tourism partner to participate?

Yes. But the 2020-21 Tourism Partnership has been extended at no extra cost (for new & existing partners). So if you're not already a tourism partner with us, sign up now so you can join this campaign.

## **5. What does it cost?**

We're offering a selection of packages, from \$500 to \$10,000 (or more if you wish). So you can choose how much you wish to invest, according to your marketing needs:

- a) 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: Priced according to your specific needs

## **6. Is this an extra cost on top of the annual partnership fee?**

The extension of the 2020-21 Tourism Partnership means that there will be no additional tourism partnership fee this financial year. This will allow our current partners to allocate more of their available marketing funds into this inaugural destination marketing campaign. Tourism partnership fees will be reintroduced for the 2021-22 year.

## **7. How flexible is the program?**

The packages allow you to participate at the entry level or scale up to a full campaign personalised for your business under the expert guidance of Leonards Advertising. Their team will be on hand to guide you through the advertising process to successfully deliver the package of your choosing. Leonards is an approved Local Government Procurement Contractor for advertising and media services. The agency is also a supplier to the Accommodation Association of Australia so they have a unique understanding of both the local government and operator sides to running a successful destination campaign. This is an unbeatable opportunity to "access the experts" of this industry-leading agency.

## **8. What if I don't participate and instead just do nothing?**

Yes there will be indirect benefits that flow to all operators from the enhanced brand awareness of Barrington Coast in the targeted markets. But standing by and doing nothing means missing out on the greater and more measurable benefits of participating in this campaign. The entry-level package is a very affordable way of participating as it gets your business onto the campaign micro-site, so consumers don't need to click away to the main site to find you. But why not consider upgrading your investment further into the digital world of the Google Display Network? Or maybe into radio or outdoor? This amazing opportunity will not be repeated.

## **9. How long will the campaign run?**

The destination marketing campaign will run for three months during April, May and June 2021. Partner packages will be six weeks duration with the first to start two weeks after the main campaign commences.

**10. What if I want to participate but would like to advertise outside of these months?**

Your campaign participation can be timed to suit your business. We know that different regions across the Barrington Coast and different business sectors may have good reasons to be in market outside of the identified 3-month campaign period. So yes, a suitable campaign can be specially developed that still leverages off the broader general campaign. You can discuss this with our team or direct with Leonards.

**11. If I have multiple businesses can they be combined in one advert for one package?**

In the \$500 package only one business is allowed to be featured per listing, with a link to one website. For other packages, multiple businesses may be considered on a case-by-case basis depending on the similarity of the businesses but we strongly advise against this, as it will dilute your message and add extra click-throughs for potential customers. Keep it simple and keep it easy... focus on your main business only.