

# **Best Job in the World campaign Analysis**

Word Count: 3267

12/27/2011

Tran Thanh Long – Le Hoang Nguyen – Phan Linh San



**MARKETING  
INSTITUTE OF  
SINGAPORE**

## **Contents**

1) Company's overview	2
2) Competitors Analysis	4
3) Consumer Analysis	6
4) Campaign objectives:	9
5) The campaign selling idea:	9
6) The IMC tools and media mix	9
7) Reflective Statement	13
8) Reference	15

# **1) Company's overview**

## **Tourism in Queensland**

Tourism is one of Queensland's key sectors, directly employing 122,000 people or 5.7 per cent of all persons employed. The sector directly contributes \$9.2 billion to the Queensland economy and accounts for 4.7 per cent of Queensland's Gross State Product. Tourism is the state's second largest export earner, generating around \$3.9 billion annually. As one of the key drivers of Queensland's economy, the relative importance of the industry will continue to grow into the foreseeable future. The benefits of tourism are enjoyed across the state. The Queensland tourism industry is made up of over 115,000 tourism related businesses; the majority of these are small businesses, with 92% employing less than 20 staff. A range of government agencies support the industry's needs. It works closely with the state's 14 membership-based regional tourist organisations (RTOs) which together represent around 4,400 Queensland operators. The RTO network is widely regarded as one of the most influential in Australia and has played a major role in Queensland's tourism success.

Tourism Queensland provides strategic industry leadership and coordinates stakeholders in the planning, industry development, marketing and application of resources to grow tourism in each Queensland destination. All of our strategies and activities are developed in close consultation with the RTOs and aim to meet the changing needs of the industry we serve. Participating in Tourism Queensland programs and activities gives our industry access to Tourism Queensland's resources, experience and expertise to maximise their results. It maintains a network of 14 international offices to target established and emerging international markets.

## **Company history**

Tourism Queensland began as the Queensland Tourist and Travel Corporation (QTTC). The QTTC was established by Act of Parliament in August 1979, taking over from the Department of Tourism. As a statutory authority, under the jurisdiction of the then Minister for Maritime Services and Tourism, the corporation operated as a marketing and development organisation, with the sales arm trading under the name, Queensland Government Tourist Bureau. The company's objectives are increasing leisure expenditure and share for Queensland, growing leisure expenditure to each of Queensland's destinations, increasing the value of tourism to Queensland, maximizing sustainable tourism growth for the social and environmental benefit of all Queenslanders. Furthermore, its goal is to be one of Australia's lead creative organisations, providing support to all operators and protecting and growing jobs for our industry.

The primary responsibility of the corporation was described in the Act as one of promoting, marketing and arranging travel and tourism to and within Queensland. As the tourism industry grew and developed, so did the QTTC and in 1982, wholesale division Sun lover Holidays was created to give Queensland tourism operators better access to the domestic market. In the 1990s, the QTTC pioneered the destination marketing approach in Australia, highlighting the many unique visitor experiences on offer in Queensland and working alongside a network of Regional Tourist Organisations to support destination marketing and development. In February 1999, the Where Else but Queensland marketing campaign was launched, positioning the state as the undisputed premier holiday destination in Australia. In keeping with the new Where Else branding, the QTTC became Tourism Queensland, adopting the stylised 'Q' into all communications and making it synonymous with Queensland.

## **Brand overview**

Tourism Queensland launched the phenomenally successful *Best Job in the World* campaign in 2009 in purpose of promoting the Great Barrier Reef. Undoubtedly Tourism Queensland's most successful campaign ever, *Best Job* has received a long list of prestigious international awards and set off a number of copycat campaigns around the world. The campaign had generated an estimated AUD\$400 million media exposure for Queensland domestically and internationally. Moreover, the campaign has:

- Reached an audience of approximately 3 billion through media coverage.
- 34,684 minute video job applications from 197 countries. It's safe to say that at least one person from every country in the world applied.
- The campaign was ranked 8th on the international list for the world's top 50 PR stunts of all time by international PR company, Taylor Herring.
- Over 475,000 votes for Wild Card applicants.
- Web stats of 8,465,280 unique visits, 55,002,415 page views with an 8.25 minutes average time spent
- Ranked 8th on the international list for the world's top 50 PR stunts of all time as distinctive awards by international PR companies, Taylor Herring.

(Best Job in the World, 2009)

## 2) Competitors Analysis

Competitors	Strengths	Weaknesses
<p><b>Central Amazon Conservation Complex (Brazil)</b></p>	<ul style="list-style-type: none"> <li>• Central Amazon Conservation Complex is one of the planet’s richest regions in terms of biodiversity. There are many unique species such as giant arapaima fish, the Amazonian manatee, the black caiman and two species of river dolphin. Moreover, there is a high diversity of vertebrates with 120 species of mammals, 411 birds, 15 reptiles and 320 fishes.</li> <li>• The rivers provide a landscape of white-sand beaches during the dry season and flooded forest during the wet season, as well as secondary stream beds of distinct sizes, channels, <i>paraná</i>s and an important fluvial phenomenon, the <i>ria</i> lake, which is typical of all large rivers in the Amazon region.</li> </ul>	<ul style="list-style-type: none"> <li>• High level of thieves and crimes.</li> <li>• Lack of modernized access roads to many tourist areas.</li> <li>• Underdeveloped infrastructure is a hindrance to tourism development.</li> <li>• Countries are at different levels of inbound and outbound market maturity.</li> <li>• Long distances and costly transportation.</li> </ul>
<p><b>Iguazu National Park (Argentina and Brazil)</b></p>	<ul style="list-style-type: none"> <li>• The semicircular waterfall at the heart of this site is some 80 m height and 2,700 m in diameter.</li> <li>• The falls are made up of many cascades that generate vast sprays of water and produce one of the most spectacular waterfalls in the world.</li> <li>• The surrounding subtropical rainforest has over 2,000 species of vascular plants and is home to the typical wildlife of the region: tapirs, giant anteaters, howler</li> </ul>	<ul style="list-style-type: none"> <li>• Few cultural and tourism events and limited offer regarding tourism services.</li> <li>• Lack of a large hotel for group accommodation.</li> <li>• Geographical location.</li> <li>• Even though Brazil and Argentina sharing the same magnificent tourist attraction along the boundary, Brazil is very strict at the bridge between the two countries and just attempting to cross without a visa could mean anywhere from paying a hefty</li> </ul>

	<p>monkeys, ocelots, jaguars and Caymans.</p>	<p>fine to being arrested. Therefore, the marketing campaigns are not integrated and lack a consistent message in building tourist destination images.</p> <ul style="list-style-type: none"> <li>• In both Argentina and Brazil, the areas around the falls apparently confused foreign tourist with no or a few street signs.</li> <li>• Weak branding in Brazil compared to the Argentina side of the fall.</li> </ul>
<p><b>Ha Long Bay (Vietnam)</b></p>	<ul style="list-style-type: none"> <li>• Ha Long Bay includes about 1600 islands and islets forming a spectacular seascape of limestone pillars. Because of their precipitous nature, most of the islands are uninhabited and relatively unaffected by human influence.</li> <li>• Ha Long Bay possesses a tremendous diversity of caves and other landforms which derive from the unusual geomorphologic process of marine invaded tower karst.</li> </ul>	<ul style="list-style-type: none"> <li>• Inadequate tourism offer (comfort and services) at local level.</li> <li>• The local residence has not sufficient protect the surrounding area which lead to the environmental degradation of Ha Long bay.</li> <li>• Deficiency and low standard level of tourism and recreation infrastructure, inadequate accommodation.</li> <li>• Insufficient advertising, tourism branding and offshore tourism marketing offices in some other countries.</li> <li>• Poor repeat visit level compared to average of other sights.</li> <li>• Lack of activities for young people(ages 18-30).</li> <li>• Progress may be slow due to extra levels of policy-making, i.e. ministries of tourism/commerce and ASEAN, which may also conflict.</li> <li>• The lack of skilled workforce.</li> <li>• Transportation system.</li> </ul>
	<ul style="list-style-type: none"> <li>• Have spectacular limestone formations,</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of marketing materials for local</li> </ul>

<p><b>Huanglong Scenic and Historic Interest Area (China)</b></p>	<p>waterfalls and hot springs.</p> <ul style="list-style-type: none"> <li>• Have a large number of faunal species listed are threatened mammals include such notable species as giant panda, golden snub-nosed monkey, brown bear Asiatic black bear, leopard, Pallas' cat, Asiatic wild dog, lesser panda, Szechwan takin, mainland serow, common goral, argali and three species of deer.</li> </ul>	<p>tourism attractions.</p> <ul style="list-style-type: none"> <li>•The expectation of upon sophistication, prompt service, punctuality and efficiency will not be enhance in China tourism industry.</li> <li>•The source markets are niche-oriented and do not align well with a multi-destination approach.</li> <li>•Time-consuming transit differentiation occurs between regions within China based on the wide geographic area.</li> <li>•Evidence of poverty in the area is generally unattractive to international tourists.</li> <li>•Market characteristics of some external countries are not well-known, e.g. India.</li> </ul>
---	--	--

### 3) Consumer Analysis

The campaign's value proposition must be relevant to target market which means campaign's target market must be clearly defined. It is inefficient and not uncommon for a business to have to refocus and revisit their targeting, especially if it was not clearly identified in the beginning stages of business. A proactively customer analysis helps the project team to save time and cost by minimizing missteps and rework stemming from inconsistent knowledge about the customer base as well as improve overall marketing focus and communication effectiveness. It is necessary to find the right balance when defining target market in a way that causes audience to recognize that the campaign is designed specifically for them. Thus, this often requires companies to narrow down their target market. There are two steps in developing the target segmentation for Tourism Queensland. The first is to conduct and informal market analysis of the target market. And the second is to provide the detail definition of conducted target audience.

They would properly consider the use of the Internet to conduct research, visiting and observing the competition, asking current customers to participate in surveys, using statistics provided by experts to allocate appropriate information. The following questions (AUDIENCE) gave a sufficient assess to market analysis and assisted the Cummins Nitro team study as complete as possible.

- **Analysis-** Who is the audience?
- **Understanding-** What is the audience's knowledge of the subject?
- **Demographics-** What is their age, gender, education background etc.?
- **Interest-** Why are they reading your document?
- **Environment-** Where will this document be sent or viewed?
- **Needs-** What are the audience's needs associated with your document topic?
- **Customization-** What specific needs/interests should you the writer address relating to the specific audience?
- **Expectations-** What does the audience expect to learn from your document?

After answering those question, organizers of the campaign could eventually be able to learn and defined more about their target audience's demographics and psychographics.

<b>Buyer Behaviors</b>		<b>Description</b>
<b>Demographics</b>	Age	Generation Y (18-27 year olds) and generation X (27-45 year olds)
	Gender	Both male and female
	Income bracket	From AUD\$10,000 to AUD\$100,000 annually
	Occupation	Students, post-graduates, blue andwhite collared workers and Professionals, Managers, Executives and Businessmen (PMEBs)
<b>Psychographics</b>	Consumer Value (interest, opinion, belief, value, lifestyles, personal characteristic)	Social value: Adventurous attitude and passion for the outdoors, actively participate in community services, travel, work, social events such as environmental protection.
		Work value: excel communication skills, be aggressive in career development, stay competitive and responsive on duty and sufficiently function in any working conditions.



The campaign had mass appeal, in the viral video they specifically mention that anyone can apply. The following copy appeared on their website: 'We're looking for applicants with an adventurous attitude, passion for the outdoors and good communication skills.' The above requirements would appeal to anyone and would create interest from all ages, occupied male or female from almost any country or nationality in the world. The target audience mainly focused on generation Y (18-27 year olds) and generation X (27-45 year olds) with the energetic, enthusiastic and collaborative youth. It did appeal to other audiences as anyone could upload applicant videos and they did not exclude anyone from applying. As a predictable result, from looking at the final 16 video's submitted on You Tube the target market was generation X and Y. Moreover, the campaign target audience is defined as global experience seekers across eight key international markets, that are likely to travel to Australia: United Kingdom, United States of America, Europe, Japan, New Zealand, India, China, Korea.

Psychographics would be analyzed based on personality characteristic, values and lifestyle. The campaign targets group of artistic and creative individuals who are responsive and sensitive to the natural environment that surrounds them. Besides, VALS is a well-known approach to effectively appraise the candidates.

- Thinkers: Practical and rational decision making individuals who are mature, resourceful and responsible. They tend to be well informed about what is going on in the world and are receptive towards new ideas and are concern about the social changes around them. Hence, the 'Best job in the world' campaign by Tourism Queensland would make an impact towards the thinkers who point out their interests toward the society.
- Achievers: Successful work-oriented people who get their satisfaction from their jobs or family. They are motivated by achievement and favor established products and services that show off their success to their peers. The Achievers would reveal to their peers on their contribution towards the needy.
- Experiencers: A group of young, energetic and high-resource people who are motivated by self-expression. They participate actively in sports and social activities and are avid consumers who indulge in heavily on clothing, fast-foods, music, and other youthful favorites and are particular keen on new products and services. The experiencers would be enthusiastic by the idea of creating network with their friends.

## 4) Campaign objectives:

- To persuade 80% of target audience to participate in the campaign.
- To increase international awareness by 50% in the end of the campaign.
- To increase the tourism profile of the islands on Australia's Great Barrier Reef.

## 5) The campaign selling idea:

Offer the dream job of being caretaker on an idyllic island for six months with a 6 digit salary.

## 6) The IMC tools and media mix

### 6.1 Advertising

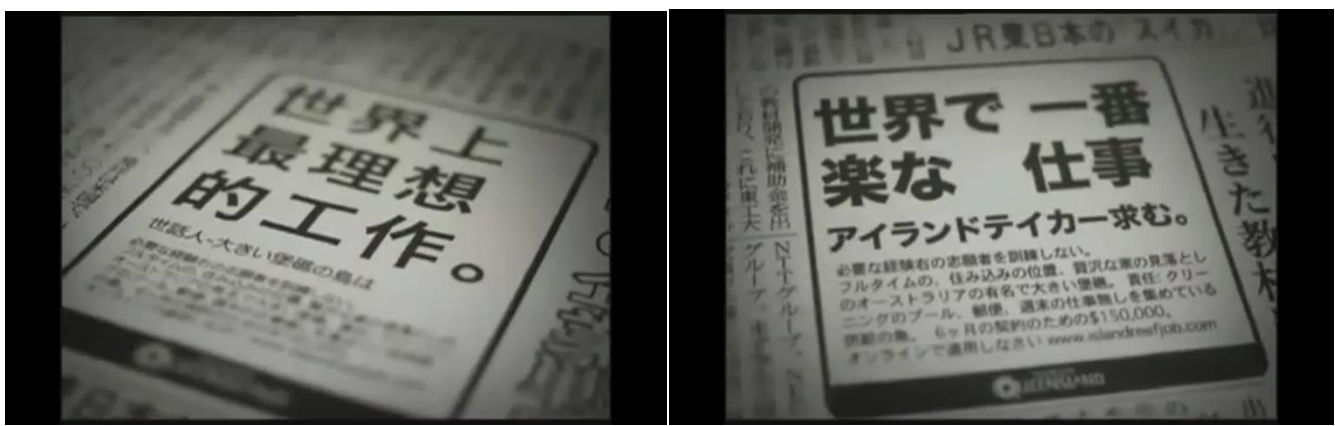
#### Newspaper classified ads

Newspaper plays a huge role in the best job in the world campaign. It also offers the high opportunity of reaching to audiences which can help the campaign archive the international awareness .The best job in the world campaign has its ads on the classified job section on newspapers in eight primary regions.



The idea is to create attention from people who are looking for a good job in crisis time. The timing of the campaign should not be underestimated. The starting time of the campaign is January 11, 2009 when the world had suffered the 2008 - financial crisis and the unemployed rate at that time are very high.

Consequently, there were a lot of people tried to looking for new job. When they opened the classified sections, the best job in the world immediately drew their interest. Cummins Nitro had used newspaper for maximum impact and minimum cost with brilliant timing, due to the major advantage of newspaper that it has strong audience interest. Newspaper can help the campaign reach to its core audience more effectively than others media. Besides, it can contain more information that easily convince and explain the message for audiences. If the ads were run in television, audience could misunderstand the message’s meaning and surprised factors can be tremendously reduced compared to newspaper. Moreover, cost of the ads on the job section is not intensely considerable and it makes the budget being used more efficiently.



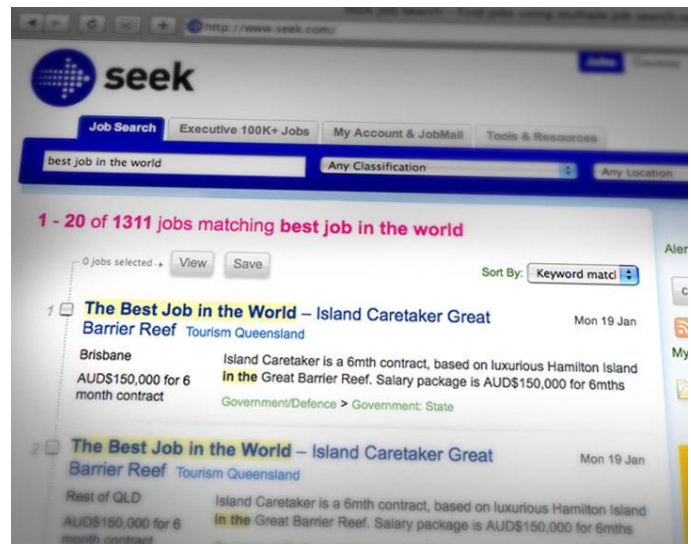
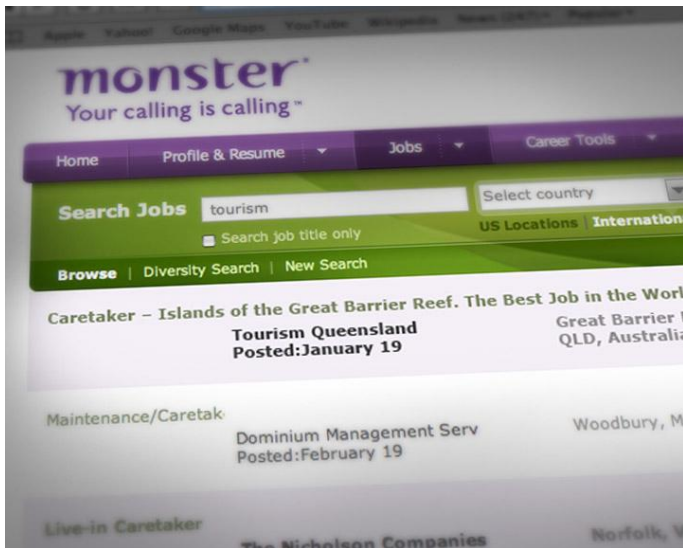
In the ads, information obtains position vacant, location, salary, responsibilities, application close, work begin period and website of the campaign. Besides, newspaper ads in classified section are considered as guerilla marketing which contains a creative and “surprised” message that draws attention from target audiences.

## 6.2 Internet marketing

Internet has been used as a major tool for company to reach its consumer for the past decade. The impact of the internet should not be doubted on the current marketing environment. According to Clow and Baack (2007), about 48 percent of Americans, 47 percent of Canadians and 36 percent of Britons access to the Internet daily. In business aspect, the global internet retail sale archived about \$144 billion annually. Furthermore, the cost of internet marketing is lower than traditional marketing and with good ideas; the impact of internet marketing can be more effective. Therefore, the best job in the world had used internet as a primary IMC tool in its campaign.

### 6.2.1 Website, online recruitment and banner ads

Website plays an essential part of the campaign. It is the central of information of the campaign. All others tools have directed targeted audience to the website. And the website allows applicants upload their videos from around the world. It also provides information about the Great Barrier Reef and tourism in Queensland which help the future customer know more about their destination.



Tourism Queensland uses online recruitment ads as the same purpose and information of newspaper. Online recruitment ads can help the campaign reach to the younger generation which actively seeks for a new job on internet instead of traditional newspaper. The cost of classified ad on the website is cheaper than in newspaper and it is easier for Cummins Nitro to advertise internationally.

Furthermore, banner advertisings were used to enhance the number of audiences who visit the website. As a result, the website had approximately 8,465,280 unique visits, 55,002,415 page views with an 8.25 minutes average time spent (Our award entry).



## 6.2.2 Viral Marketing

Viral marketing is a form of word-of-mouth endorsement marketing (Clow and Baack, 2007). Viral marketing occur when a customer voluntarily passes along the message to other potential customers. Phelps et al (2004) stated that viral marketing is “the process of encouraging honest communication among consumer networks and it focuses on email as the channel”. Some statistics have showed that 80 percent of recipients who receive viral marketing message will pass them along to others. In that 80 percent, almost 50 percent will pass the message to two or more people (Clow and Baack, 2007). Therefore, viral marketing can assist the campaign productively archive its objectives with lower cost.

Viral marketing is recognized as a core means for the campaign. In the mean time, there were many people who were unemployed, and they had a lot of free time to communicate with the others. And the video for the job recruitment will be passed by world of mouse. Cummins Nitro had used that fact and turns it into advantage by applying viral marketing for the campaign.

In more detail, the viral video was uploaded in YouTube and distributed through email, Facebook and Twitter. At the same time, Branded Facebook and Twitter pages were also created to open the campaign up to an even wider social media audience, as well as photos on Flickr. The campaign has exposed the brilliant integration between IMC tools. All tools give audiences the same message and idea. Audiences were directed to the website of the campaign by tools and it made the campaign have a greater influence.

**Queensland, Australia** Like

Travel/Leisure

Welcome to the official page of Queensland, Australia – established by Tourism Queensland and contributed to by you!

Whether you're a seasoned traveller to Queensland, thinking of visiting for the first time, or simply want to show your love for the Sunshine State, we hope you'll share your story with us. Just click the "Like Button" to get started!

Like this page!

**About Queensland**

Destinations	Things to See & Do	Travel Info	Experiences
Holiday Deals	Maps & Weather	Brochures	Videos & Photos

**Find an Event!**

**Subscribe** Competitions, prizes, deals and much more!

## 6.3 Public Relation

The campaign received global media coverage, from CNN to BBC documentaries and Time magazine articles. It also had placements on Oprah, ESPN Sports, on TechCrunch and SpringWise, and in local news programming around the world (Queensland: Social Media or Integrated Campaign, 2009). Estimated media coverage is valued at approximately \$332 million in terms of advertising dollars. It showed that Cummins Nitro had used the low budget of about \$1.7 million for a global campaign (Best campaign in the world, 2009). Public relation can enhance the relationship between the audiences and Tourism Queensland. It is considered as a good tool to use in Destination Marketing and Cummins Nitro has applied it proficiently and effectively.



## 7) Reflective Statement

The campaign was an amazing success to create and deliver the international awareness of Hamilton Island and Queensland islands, especially when the most of the world was in the middle of the financial crisis. Cummins Nitro team produced great content, appealing creative which support the campaign was very engaging and people wanted to participate in. The applicant videos from candidates were fun and enjoyable to watch.

Besides, the combination of productive communication channels by cleverly implementing the mix of IMC tools that assisted the organizers sufficiently keep people up to date and promptly informed. Social media provided an effective communication channel to keep people up to date and well informed. Timing, another aspect to the success of the campaign was significantly important as well. Therefore, people could continuously follow along the campaign without any interruption.

A lot of thought was put into the customer experience. The campaign contributed to people around the world something that they wanted to be a part of; they were talking about it, forwarding it to their friends, gathering information and making videos together as partners, friends and family, being creative and having fun with the campaign. However, main purpose of each individual person is that the desire to be selected as the island caretaker.

## 8) Reference

Best campaign in the world, 2009, *Sydney Morning Herald*, viewed 19 December 2011,  
<http://www.smh.com.au/travel/travel-news/best-campaign-in-the-world-20090506-aumm.html>

Best Job in the World, 2009, *our award entry*, viewed 19 December 2011,  
<http://www.ourawardentry.com.au/bestjob/results.html>

Fletcher, J& Archer, BH1991, 'The development and application of multiplier analysis', *Recreation and Hospitality Management*, vol. 3, pp.28-47 (Wiley).

Phelps, J.E, Lewis, R, Mobilio, L, Perry, D and Raman, N 2004, 'Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email', *Journal of Advertising Research*, pp. 333-348 (Ebscohost database).

Queensland: Social Media or Integrated Campaign, 2010, *Create wander lust*, viewed 24 December 2011,  
<http://www.createwanderlust.com/social-media-or-integrated-campaign>