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There is nothing like Australia

The heading itself is apparent in Australia's intended message for promoting tourism and one cannot help but sing along its contagious, catchy jingle.

A wide, brown land, Australia is the sixth largest country in the world and is filled with breathtaking natural wonders. Among its iconic destination is Australia's north-east, Queensland.

Tourism Queensland

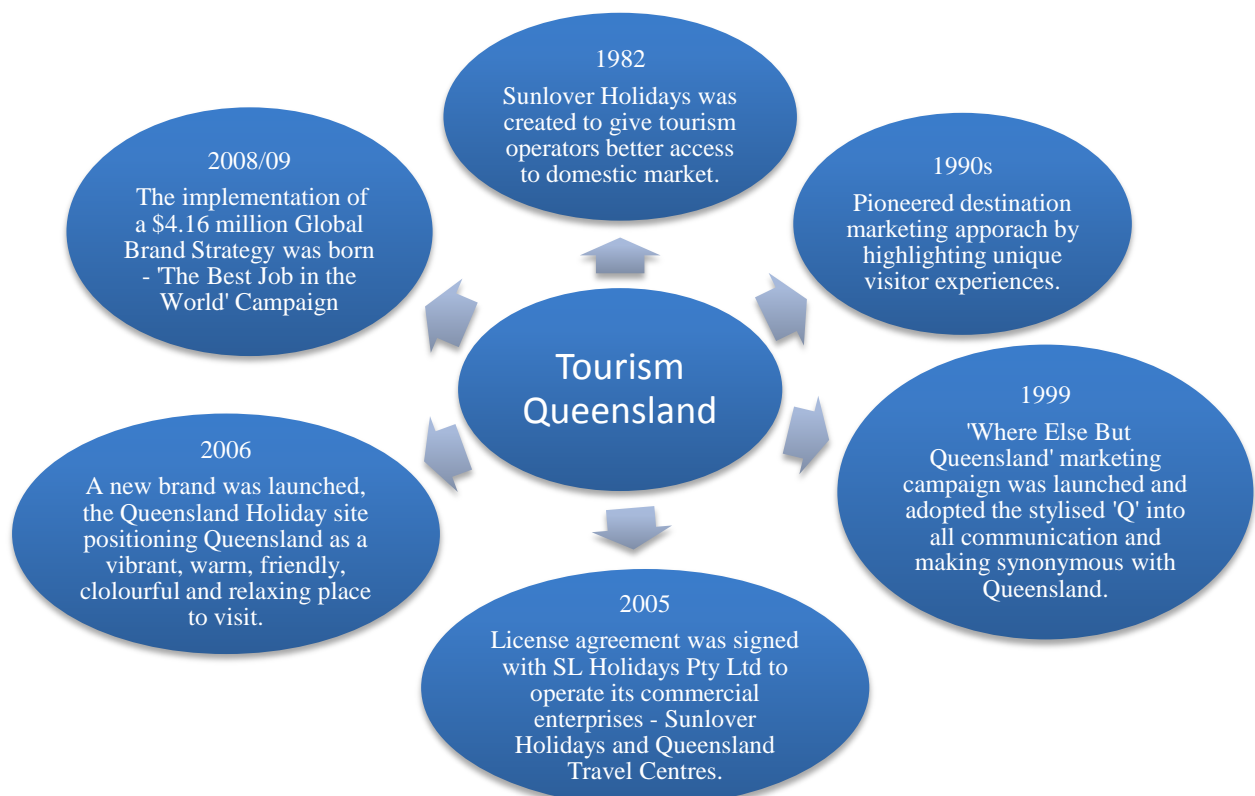
Queensland is Australia's second largest by area and the third most populous state. With fourteen unique regions to explore and countless places to visit, the state is also home to the Great Barrier Reef, the world's largest reef system composed of over two thousand nine hundred individual reefs. It supports a wide diversity of life and was selected as a World Heritage Site in 1981.

In 2009, Tourism Queensland single handedly orchestrated a successful campaign that created international awareness of the islands on the Great Barrier Reef. The entire campaign reaped US\$80 million in media coverage and caused a world-wide sensation.

The Story Behind Tourism Queensland

Queensland Tourist and Travel Corporation (QTTC) was established by Act of Parliament in 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. Among the functions of the corporation were to promote and market tourism and travel; provide tourism and travel information services and advice the Minister on matters pertaining to tourism and travel, within Queensland.



Over the years, Tourism Queensland has become the most progressive destination management organisation in Australia thus, continuously reinventing itself to expand the brand's target audience.

Promoting Ecotourism

Queensland is a world leader in the provision of high quality, diverse ecotourism and nature-based tourism experiences. Home to five of Australia's 16 World Heritage Areas and over 450 national parks, marine parks and state forests, ecotourism is one of the state's fastest growing tourism sectors.

Queensland, where Australia shines

After 12 years of using the former brand 'Where Else But Queensland', research showed it was time to rejuvenate the brand. The new brand creative, 'Queensland, Where Australia Shines', was developed after extensive search and consultation were done with expertise of industry partners.

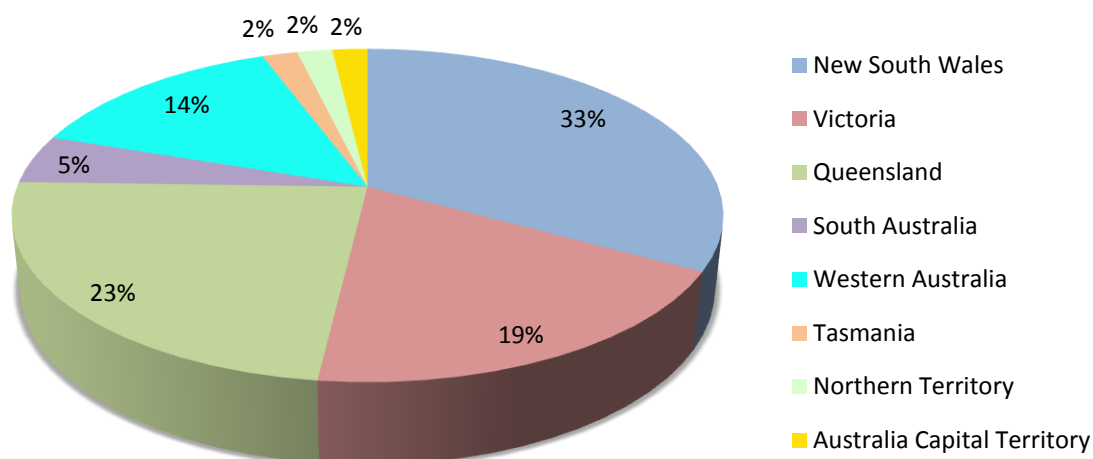
The Brand

Brands are essential corporate assets that even countries and states are adopting these marketing endeavours to set them apart from the rest.

'Queensland, Where Australia Shines' is Queensland's first global tourism brand platform and introduces a new long-term vision for Queensland as a tourism destination. It's a new way of communicating everything Queensland has to offer visitors. The new brand creative features a powerful new tagline 'Queensland, Where Australia Shines' and refreshed logo. Not just a tagline however - it is a multi-faceted long-term strategy for Queensland's tourism future. The new brand campaign is the result of a shift in Queensland's marketing approach focusing on the tourism experience and the consumer's emotional response rather than Queensland's attributes. This approach gives Queensland a competitive edge.

There are four key themes that have been developed to promote Queensland's tourism product experiences - Queensland Lifestyle; Islands and Beaches; Natural Encounters; and Adventures.

Brand Market Share



Corporate Logo

The initial drawing inspiration for the logo was from the brilliance of natural light, hence the representation of the 'Q' logo. When Tourism Queensland refreshed its brand, a new logo was also revealed. Rather than reinvent the logo, which already has a high recall in the marketplace, the brand team updated it to reflect a more contemporary font and signal the start of a new era of tourism marketing in Queensland.

The stylised representation of the Queensland sun has been modernised and infused with vibrant colours to present Queensland as a positive, outgoing and carefree place to visit.



Old Logo



New Logo

The corporate logo is used in all Tourism Queensland corporate materials



Old Logo



New Logo

The logo with the brand message is used for all international communication

Competitor analysis

Competitors	Weather	Strength	Weaknesses
Bali	Hurricane season falls from June to mid November	<ul style="list-style-type: none"> - mild and agreeable climate - amazing landscapes - huge array of flora & fauna - exotic and cultural - pristine beaches 	<ul style="list-style-type: none"> - food, accommodations dated - weather is too hot for walkers - occasional religious conflict - potential terrorist attacks
Solomon, New Zealand	-Wet season falls from November to April	<ul style="list-style-type: none"> - exotic freshwater ecosystems - plethora of unique bird life - largest tropical coastal lagoon - circled by ocean water on all sides - ocean-equatorial climate (humid throughout the year) 	<ul style="list-style-type: none"> - rainfall is often heavy - crime rates has risen
Maldives	- Rainy season starts between April and October.	<ul style="list-style-type: none"> - shallow lagoons for safe watersports and swimming - clean white sandy beaches - untouched Eco-systems - unparalleled bio-diversity 	<ul style="list-style-type: none"> - low class tourism - bad service - strict law
Sipadan, Malaysia	Rainy season start from December until March	<ul style="list-style-type: none"> - one of the richest marine habitats in the world - among the top ten diving sites in the world 	<ul style="list-style-type: none"> - only allow 120 dives per day - high threat from terrorists
Caribbean	Hurricane season stretch from June to mid November	<ul style="list-style-type: none"> - recognised for exotic, corals, flora and fauna - fairly free of diseases and pests -natural hotsprings 	<ul style="list-style-type: none"> - a lot of pick-pockets and purse snatching - no limitation of diver
Greek Islands	Summer season runs from May to October	<ul style="list-style-type: none"> - pristine beaches with long summers and cultural - breathtaking mountain landscape 	<ul style="list-style-type: none"> - no natural hotspring - no limitation of diver
Palawan, Philippines	Wet season start from June to September or October	<ul style="list-style-type: none"> - abundant wildlife and jungle - white sandy beaches - incredibly beautiful natural seascapes and landscapes - abundant mineral resources 	<ul style="list-style-type: none"> - rainfall is often heavy - no limitation of diver

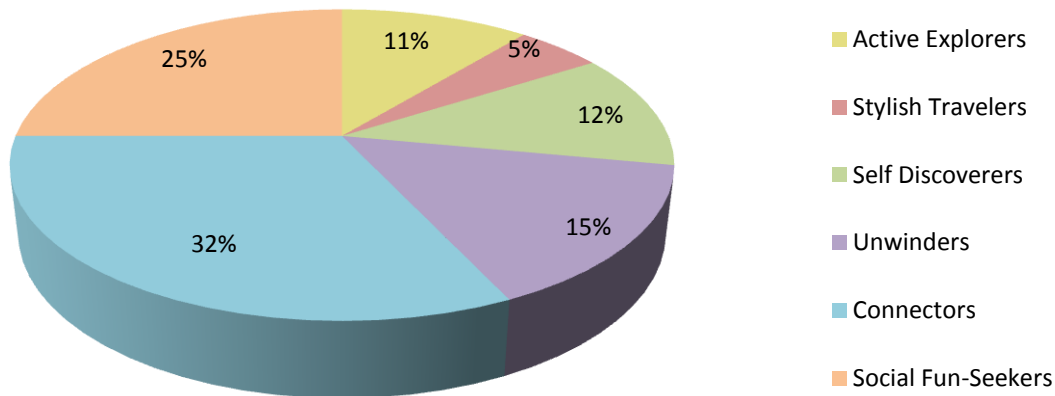
Consumer analysis

Queensland is an island with a lot of fun, relax, beautiful, special, let people enjoy and satisfy their needs and wants. We can divide our consumer in 6 segments: Active explorers, Stylish travelers, Self -discoverer, Unwinders, Connectors, and Social fun-seekers.

This 6 type of consumers have different characteristic on having different ways to using their holiday, lifestyle, social and behavior too. The table below displays the characteristic of each segments how they feel and meaning for their holiday.

Consumer Segments	Characteristic
Active Explorers	<p>They want to be challenged by a holiday and love to explore and take part in adventure activities.</p> <p>For Active Explorers, holidays are all about pushing their own personal boundaries and feeling alive.</p>
Stylish Travelers	<p>They seek out holidays that reflect their high achievements, and are the segment most likely to travel overseas.</p> <p>They look for unique and exotic holiday experiences that make them feel discerning, stylish and successful.</p>
Self -Discoverer	<p>They seek out meaningful experience. It's about journeys of discovery, enrichment of the self, and an improved sense of well-being.</p>
Unwinders	<p>This kind of people doesn't like to travel too far. Holidays are about catching their breath, feeling calm and peaceful and gaining perspective.</p>
Connectors	<p>For them, holidays are about bonding with family and friends. This segment is the most likely to holiday in their home state and drive to their destination.</p> <p>This segment is the most likely to holiday in their home state and drive to their destination</p>
Social Fun-Seekers	<p>They look for lots of activity and plenty of people to share the fun with and always seeking new destinations, and will often look overseas.</p> <p>They're always seeking new destinations, and will often look overseas.</p>

The chart below is about how much the consumer segments makes up in the market:



This chart shows us that the main consumer that will travel to Queensland is “connectors” and “social fun-seekers”. They make up over the half percentage of market. So, they are become the target market of Queensland. Social fun-seekers are most interested in having fun and sharing experience with others. Connectors can be travelers who as an opportunity to connect with people they care about. So, Queensland has enough condition to satisfy this two main segment.

After that, we can also classify our consumer into two consumer values, “social life” and “work life”. Social life is about people they love to relax and love to enjoy their holidays and break away from the stressful working society. It is more likely to attract the consumer to travel Queensland, and it also with an image that it is fun, cool, relax, and the environment is good too. When people had work all through the year, and suffered the stress from boss, working problems, or anything that make them stressful, Queensland will become the suitable place for relax and make them comfortable. And Queensland have include so many activities like diving, water sports, jungle walking, or spa, all these are successfully satisfied consumer with the social life. After that, there have one consumer segment could be include in social life, “Global Experience Seekers”. These people are youthful travelers, high education, can handle new technology and the important things is they love to enjoy their holidays, and try to leave the stressful cities. And so, they are also become the target audiences and Queensland can be the best choice for them.

Work life value is more suitable for working people. They are aggressive and progressive, and working very hard and tend to be successful in their working career. Because of the “Best job in the world”, they create the image of the job that it is priceless, cool and have the easy job and with the high paid, and this idea are definitely catching the work life people’s mind. For work life value’s consumer, they may more care about with the paid, and because “The Best Job in the World” is a high paid job, and offered with a simple work, add on the special working environment, all these factors had given them a desired to apply the job.

The best job in the world

It all started out with a big idea that braved a new marketing approach.

Conceived with the help of Queensland's advertising agency, Cummins Nitro, 'The Best Job in the World' was a big one – recruit applicants for a six-month assignment to become a Great Barrier Reef Island caretaker, cleaning the pool, feeding the fish and collecting the mail.

It seems almost strange that the most recognisable natural wonder of the world would need more publicity but Tourism Queensland was facing a dilemma because in addition to the Great Barrier Reef, some six hundred islands associated with the experience were somehow not sharing the limelight.

The challenge was to convey to the rest of the world, in an already saturated global travel market, that surrounding this vibrant living organism was tangible product and a new tourism story for Australia.

While on the job, the successful applicant was also expected to explore the islands and write a weekly blog reporting on his adventures. Compensation included round trip travel from anywhere in the world, room and board, all expenses while in Queensland, and a total salary package at AUD\$150,000.

The campaign not only reached a global audience of over 3,000,000,000 through online and offline media coverage but tourism also increased by 20%.

The Campaign Objective

Tourism Queensland had to reach a target audience of 'Global Experience Seekers' on a mass scale, drive them to a branded website and expose them to the unique beauty and experiences available on the Islands of the Great Barrier Reef.

As this was a campaign for a new and fresh tourism brand the objectives set were set to drive:

- 14,000 video applicants
- website visitation to 400,000
- news coverage in 8 key International markets that have propensity to visit Australia
- travel industry recognition
- mainstream media coverage
- provide an opportunity for our international offices to engage local partners and trade in tactical or retail activity
- use media and social networking to promote the campaign and increase awareness of the Islands of the great Barrier Reef and Queensland
- content becoming viral
- maximise market share

The Campaign Selling Idea

Be paid AUD\$150,000 to experience The Great Barrier Reef and islands of Queensland for 6 months.

Integrated Marketing Tools used

The campaign launched in January 2009 when the Global Economic Recession was down. However, the campaign came as good news when all that appeared in the news was doom and gloom.

With a budget of US\$1.2 million to execute a global marketing campaign, there was need to create something newsworthy around the brand and rely on free mass-media coverage and social media to achieve their goals. A significant amount was spent to develop all of the creative, the website, the social media channels, the public relations effort and paying the winning applicant.

Advertisement

Classified Advertisement - Print

Several newspapers around the world would have promoted the "Best Job in the world" to the consumers, in an aim to create awareness. However due to Tourism Queensland being located in Australia, they would have had more influence over the local newspapers. Such Ad's where placed within the classified sections of the newspaper, this is simply due to the fact that what they were offering was a Job, and the classified section was where the unemployed went to in search for a job. The Ad literally screamed out to those who wanted a new job, offering them unimaginable wages for such simple task's. No experience was required to apply, and therefore anyone and everyone who wanted to apply was allowed to, regardless of how much or how little work experience you have.



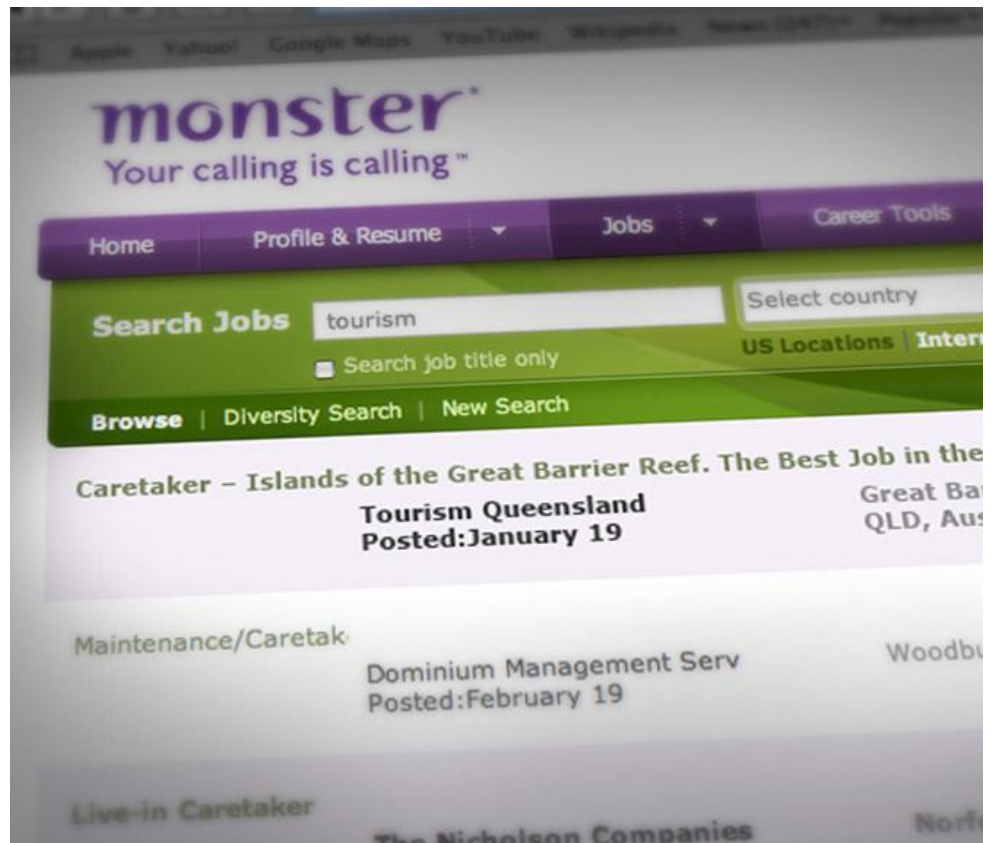
Classified Advertisement - Print

Online

Such advertisements would have been located on hundreds of websites, in order to attract consumers from around the world. This particular online Ad in my opinion would have been very affective as it easily captures the attention of readers and it then has the ability to keep their attention. The first text you see is obviously, "The Best Job in the world". This would have peaked the curiosity of most people, it then goes on to show the salary, the job requirements and lastly makes the whole Job sound like a vacation. It was also done in a way that the Ad did not target any specific age group, i.e only the young would be interested.



Online Banner Ad



Classified Advertisement - Website

Public Relations

An important goal of public relations is to create additional awareness without the expense associated with advertising. The project scope incorporated set stages for further PR and media opportunities throughout the 12-month campaign. For example, when Tourism Queensland released the short-list of 50 applicants, this provided an opportunity to drive greater awareness and exposure through targeted media releases, pitching story lines, events, photography and video footage to provoke further interest around the globe.

Broadcast

"The Best Job in the World" was going through all over the world; any person can apply the job. And because it went through international, broadcast was become one of the effective and fastest ways to announce the news and create international awareness of the island for consumer. As a result, the news of the job had been watched by more than 3.7 million people, and it was successful way of advertised.

Coverage was widespread, with placements on CNN, Oprah, ESPN Sports, in Time magazine, on TechCrunch and SpringWise, and in local news programming around the world. The BBC produced a reality TV-style documentary, following four British applicants as they competed for the job. By so many people watching the news, means that the selling idea of them is good as well. They create an image for “The Best Job in the World” that is priceless, beautiful, nature and valuable. Following by this, it becomes a selling idea for them to attract the people to come and apply, by using the video.



Online

With all the hype this campaign received through social media and online news, it easily dominated Google’s organic search for the keyword, “best job in the world island”, which achieved about 52,500,000 listings.

Events – Mobile Marketing

This advertising campaign was done in Singapore, the aim was to attract the young and IT savvy consumers. This campaign was effective in Singapore, due to how cluttered the city is and therefore it was attention grabbing, it was not something you would see everyday. This mobile campaign had the ability to go into the places where the young and IT savvy consumers tended to go to, it drove around several Universities and made its way through the beaches of Singapore. This campaign lasted for a period of two weeks.



Viral Marketing

Tourism Queensland's groundbreaking "The Best Job In The World" campaign is a PR and viral marketing phenomenon that has generated worldwide media attention. Conceived by Tourism Queensland (TQ) and its ad agency. This campaign were held in 8 different country all around the world whereby the audience were primarily targeted across key markets that have a higher propensity to travel to Australia – UK, USA, Europe, Japan, New Zealand, India, China, Korea. Launched in early January, their search for an 'Island Caretaker' on idyllic Hamilton Island has achieved an extraordinary amount of international exposure, spreading prolifically via email, word of mouth, blogs, social media sites and media coverage the world over. Viral marketing is the way to go in these modern times of marketing. It is a very cost effective and efficient way of conveying a marketing message towards a target audience. Viral marketing is a free way of spreading a marketing message. However, it is not totally free as costs for Internet viral marketing are the costs associated with Internet connection and some minor tools for getting on track. Since the target of the message are global, by using the viral marketing, the message were successfully spread quickly through worldwide instead of the targeted eight country.

Social Media



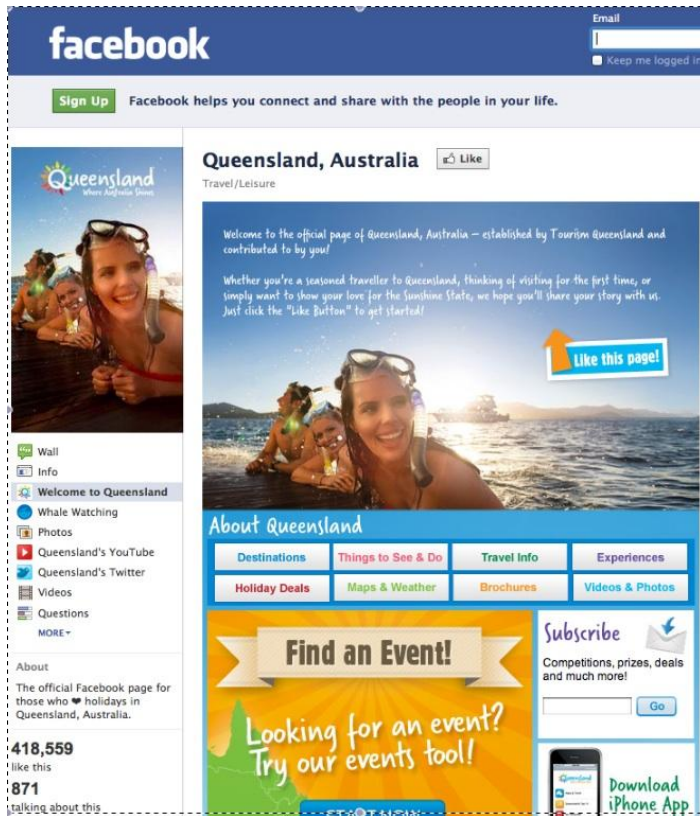
YouTube was used both for distributing recruitment videos and as the video submission engine on the campaign website, and a branded YouTube channel was created to expose the applicant videos to a much larger audience. This was a particularly effective play as YouTube is the largest social media network in the world and it allowed for Tourism Queensland to be more interactive with its potential markets. There were 34,684 one-minute video applications posted on YouTube from 200 countries.



facebook

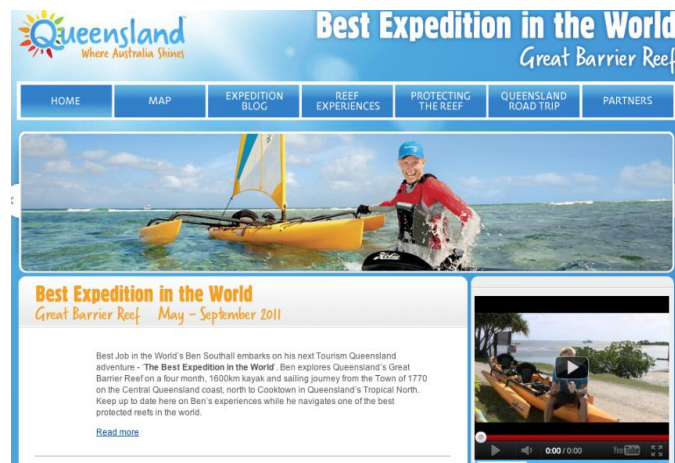
twitter flickr™

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. Forty-five Facebook Groups have been set up for “Island Reef Job” and over 500 for “Best Job in the World”. Many even dedicated their profile pages to the cause.



Website - Islandreefjob.com

The website would capture consumer interest on two levels; a) the primary motivation, job application or interest in applicants and b) engaging and inspirational content about the Islands of the Great Barrier Reef. Within 56 days islandreefjob.com had 6,849,504 visits, 47,548,514 page views with an average of 8.62 minutes spent on the site.



Reflective statement

‘The best job in the world’ campaign had more positive than negative ones. They combined efforts of a great idea with the use of various media mix to their advantage.

Planning and execution is key

Their execution was timely and they planned the results of the job application in different stages. They saw that it was important to launch the campaign before the inauguration of Obama to avoid getting lost in the media. However, they took advantage of the hype from the movie ‘Australia’.

Anyone can apply

This definitely portrayed Tourism Queensland in a positive light, as they did not discriminate their applicants’ from applying for the job. Even a Russian prostitute was selected as one of the top 100 applicants for the job.

Set goals to measure success

The objective was to drive tourism and visits but there were no real statistic goals of how many tourists they intended to achieve with the money spent for this entire campaign. Instead, they settled on a goal for their website and job applicants.

A backlash on an applicant video

At the start of The Best Job In The World campaign, Tourism Queensland seeded the website with a video story about a woman who tattooed an advertisement for the Great Barrier Reef on her arm to win the job. Although the intention was to give an example to future applicants, Tourism Queensland should have made it clear by stating on the video for example, ‘This is how it should be’. It had a major backlash and Tourism Queensland had to do damage control and apologise for the video.

Classified Ads

This also concludes that classified ads still retain a great deal of power a revolution perhaps for ‘new media’.

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