

Go Behind the Scenery 2017 Tourism Campaign

Fact Sheet

Introduction

Tourism Tasmania's ninth Go Behind the Scenery brand campaign starts in Melbourne, Sydney and south-east Queensland on 26 February and runs until 9 April.

The campaign integrates the proven appeal of videos from our current Stories Told from the Inside Out collection with an innovative new online mapping experience to entice people to plan an autumn holiday in Tasmania. As audiences map their journey around the state, they can view and attach location-specific information to their itinerary, including video stories from some of the characters they might meet on their travels.

Go Behind the Scenery IX was developed using findings from formal tracking research conducted during previous campaigns.

Research in spring 2016 showed that Stories Told from the Inside Out were being watched in record numbers, with video views nearly 130 per cent higher than in spring 2015.

Importantly, the 2016 results showed that people had a strong attachment to the values and experiences the video stories conveyed. However, it also showed there was some reluctance to move beyond the stories to look at itineraries and plan a holiday.

To encourage people to start planning immediately, the interactive map was developed to incorporate a wide range of rich content in a format that gave audiences a sense of place and made building an itinerary easy and fun.

The map provides information on more than 280 visitor experiences, incorporates the most popular videos and allows audiences to create, save, print and share their own Tasmanian itineraries. People can return to their itineraries as often as they like and add new attractions, activities and events.

Embedding activities, attractions and videos in a clickable map in this way seamlessly integrates viewing and planning into one entertaining experience.

Investment

Tourism Tasmania is investing one million dollars in digital media advertising to encourage potential visitors to visit the Go Behind the Scenery website and plan their next Tasmanian holiday using the fun itinerary builder.

This investment is supplemented by additional spending on cooperative marketing with a range of commercial partners to generate travel bookings and sales to Tasmania. Partners include Tiger Airways, Expedia, Helloworld, Jetstar, Qantas Airways, Virgin, Flight Centre, RACT Destinations, Expedia, TasVacations and RACQ.

Tourism Tasmania is also investing in public relations, trade marketing, sponsorships of visiting journalist and influencers, and international and sector marketing activities over the autumn period.

Audience

Tourism Tasmania's domestic marketing targets a core group of people who have been identified as the most likely to visit the state. Described as life long learners, they share an interest in exploring and learning more about themselves and the world in which they live.

By nature, life long learners have a propensity to keep learning and a positive outlook on life. They mainly live in metropolitan areas on Australia's eastern seaboard and when they go on holidays they prefer less crowded, more interesting places. Their reasons for taking a holiday are to discover and understand new people and places (go exploring) or to escape and spend time together and create new memories. Life long learners fall into two age brackets: couples aged 40 or older seeking a touring experience and couples aged 25-39 wanting a short break.

Campaign elements

The new campaign has two main elements – advertising and an innovative itinerary building experience.

The campaign's advertising is delivered through digital channels as research shows that people are more likely to visit Tasmania after seeing online advertising. The choice of digital channels has been influenced by the target audience profile and insights from previous campaigns, and includes channels like Catch up TV, Pandora, YouTube, Ninemsn.com.au, News.com.au, Facebook, SBS online network and Vice online network.

Links embedded in digital advertising direct people to the Go Behind the Scenery website where the itinerary-building experience is located. Here, people are greeted by a video that brings together excerpts of Stories Told from the Inside Out interspersed with graphics that map a journey around the state from one adventure to another. These excerpts engage the audience emotionally while the map performs an educative role, introducing them to the idea of creating an itinerary on screen.

The map has a clean but intuitive look and feel, and features imagery of some of the most popular characters from the video stories. The map also offers viewers a selection of activities and attractions throughout the state including paddock to plate; wine and other beverages; outdoor and adventure; wildlife and nature; history and heritage; arts and culture; and event experiences.

These activities and attractions encourage people to investigate offerings throughout the state, including some of the experiences featured in Stories Told from the Inside Out, and add them to their personalised itinerary.

When audiences have finished building their Tasmanian itinerary, they can save the map for their own reference, print it, share it and return again to spend more time planning their autumn visit.

Links to travel packages are also available, while other sections of the Go Behind the Scenery website feature pre-designed itineraries and Insiders' Guides with blog-style content from people who have already visited Tasmania.

Tracking and monitoring

Tourism Tasmania will again monitor, measure and evaluate the performance of Go Behind the Scenery IX. This includes tracking exposure to digital advertising while continuing to measure the campaign's impact on the target audience through specific campaign tracking research as well as monitoring advertising reach, web traffic, map saves and shares, and travel partner sales during the life of the campaign.