

Go Behind the Scenery X Campaign

Fact Sheet

Introduction

The tenth version of Go Behind the Scenery – Stories Told from the Inside Out will be in-market from 27 August to 27 October 2017. Go Behind the Scenery X showcases authentic stories through multiple touchpoints to encourage consumers to visit the campaign microsite www.gobehindthescenery.com.au for more information and the opportunity to start planning a trip to Tasmania.

The campaign also includes media publishers producing articles, videos, social advocacy and broadcasts that speak directly to their specific audiences.

Domestic marketing will target Melbourne, Sydney, South East Queensland and Adelaide.

Tasmania's four regional tourism organisations were closely involved in the development of the Go Behind the Scenery X campaign. They contributed story ideas for their region and contributed to the itineraries on the campaign microsite.

Investment

The media strategy for Go Behind the Scenery X applies learnings from previous campaigns to combine top performing publishers and activity with new innovative partners to reach and engage the target audience.

The \$2.5 million media campaign includes print, digital, cinema and outdoor advertising with a call to action to the campaign microsite. It also includes articles and video content produced by publishing partners, including Broadsheet, SBS, Pedestrian and Fairfax.

Food and beverage focussed content will be present on partner publisher channels throughout the campaign commencing around 13 August. This content will support distribution partners in the retail-based campaign elements that began 31 July. These elements include cooperative marketing with carriers and retail travel partners including Virgin, Flight Centre, Expedia (Wotif), Qantas, RACQ, Sunlover, Spirit of Tasmania, TasVacations and Helloworld.

Themes

The campaign continues to use Stories Told from the Inside Out on the campaign microsite to reveal the quirky and sometimes lesser-known stories of Tasmania, its food and beverage, and the people who follow their passion to produce it. The objective is to motivate consumers in the target audience as well as drive visitation from consumers in the intention and planning stage of the consumer journey.

The creative element of Go Behind the Scenery X features new, authentic and quirky stories from Tasmania and its people and explores Tasmania's unique paddock to plate food and beverage offerings. The use of video storytelling has previously proved effective and contributed to a significant growth in commercial travel partners' sales and holiday visitor numbers to Tasmania.

Content

Content will be delivered over a range of channels. This includes a takeover of Good Food's social channels by Adam Liaw. SBS will curate a video content series featuring local Tasmanian producers, hosted by Matthew Evans and Poh Ling Yeow. Feature articles on the Fairfax network will be delivered in the form of a series exploring the booming food regions of Tasmania and weekend getaways for a culinary escape. The content partnerships will deliver a host of high impact digital, mobile, search, video and print amplifications across all five partner platforms.

Audience

Tourism Tasmania's domestic marketing targets a demographic called 'lifelong learners'. These are people within the age brackets of 25-39 and 40+ who live along the Eastern seaboard. Furthermore, to support the introduction of direct flights between Adelaide and Hobart, this campaign will also include the Adelaide market.

By nature, lifelong learners have a propensity to keep learning and a positive outlook on life. Their purposes for travel are to discover and understand new people and places, to explore, escape, spend time together and to create new memories. When travelling they prefer less crowded, interesting places.

Tracking and monitoring

The media strategy identifies media publishers who will produce a range of content to generate engagement and conversion and drive traffic to the Go Behind the Scenery X website. Content will be used to encourage planning, while targeted online video, social, display, electronic direct marketing, search engine marketing and native content channels will drive action.

Tourism Tasmania will monitor, measure and evaluate the performance of the campaign. This will involve tracking the behaviour, characteristics and views of Australian travellers through the Tourism Info Monitor, ascertaining how appealing Tasmania is as a destination, as well as the percentage of people who are intending to visit the state. Tourism Tasmania will also monitor webpage and digital placement analytics, advertising reach, web traffic, itinerary downloads and travel partner sales while the campaign is in market.

This campaign also sees the introduction of advanced media tracking technology in the form of Facebook integrated software, Atlas Pixel, which will provide insight into consumer touchpoints and enable Tourism Tasmania to better focus media spend in future campaigns.

Elements

In this campaign, our Stories Told from the Inside Out are braver, bolder and aim to ensure cut-through in the marketplace and re-establish Tasmania as a leader in Australian food and beverage and tourism destination marketing.

The stories in Go Behind the Scenery X feature two operators/producers from each region:

Harvest Market, Launceston, <http://harvestmarket.org.au/about/meet-the-manager/>

Curley Haslam-Coates is the "Harvest Hostess". A UK ex-pat and enthusiastic contributor to the local food and beverage industry in Tasmania's north, Curley is the passionate and lively manager of the Harvest Market, Launceston. The Harvest Market is unique, as vendors are only able to sell at the market if they have produced the goods themselves. This makes for an authentic grower to buyer experience.

Blue Hills Honey, Mawbanna <http://www.bluehillshoney.com/>

Nicola and Robbie Charles are the sweetest honey making team, owning and operating Blue Hills Honey in Tasmania's far north-west. Robbie is a third-generation beekeeper, harvesting from the untouched Tarkine forest. These conditions enable the creation of a uniquely tasting product and premium Tasmanian honey.

Southern Wild Distillery, Devonport <http://www.southernwilddistillery.com/gin/>

George Burgess is a former food scientist and now the general manager of Southern Wild Distillery. Driven by the creation of fresh flavours and seasonal aromas, George produces some of Tasmania's premium gin.

Agrarian Kitchen, Lachlan www.theagrariankitchen.com/

Rodney Dunn is the owner and operator of The Agrarian Kitchen. Rodney's passion for flavour has seen him return to the roots of produce. This led him to Tasmania, where he established Tasmania's first paddock-to-plate cooking school. Rodney is committed to promoting food from the source, with the simple belief that if the food you cook has been produced with care, it tastes so much better.

Shene Estate & Distillery, Pontville, <http://www.shene.com.au/>

Anne and David Kernke have been conserving Shene Estate for over a decade. Shene Estate is an ostentatious colonial, country residence with a colourful history. Today, Shene Estate Distillery is an award-winning distiller, producing variations of Mackey whisky and Poltergeist gin to international acclaim.

Melshell Oysters, Dophin Sands, <http://melshelloysters.com.au/index.html> & <https://www.facebook.com/Melshelloysters/>

Ian and Cassie Melrose own and operate Melshell Oysters, on Great Oyster Bay. Here, visitors can sit on the bay and enjoy fresh oysters served from the window of a bright blue caravan. Ian and Cassie's love for oysters is reflected in the passion they put into their business and their friendly nature, making for a uniquely authentic Tasmanian experience.

Pyengana Dairy, Pyengana, <http://pyenganadairy.com.au/>

Jon Healey is a fourth-generation dairy farmer, operating the Pyengana Dairy nestled in the little valley of Pyengana. From humble beginnings, Pyengana Dairy has continued to grow and has won numerous national awards. Jon insists his secret to success is simple - keep the cows happy!

Wines for Joanie, Sidmouth, <https://www.winesforjoanie.com.au/>

Andrew and Prue O'Shanesy run Wines for Joanie, a vineyard, cellar door and farm stay on the outskirts of Launceston in the Tamar Valley. The young family made the sea change to Tasmania from a cattle and cropping farm in Queensland. Their background provided an understanding and appreciation for the land, working with Mother Nature and embracing the seasons to produce the best fruit to create unique Tasmanian wines. The concept for Wines for Joanie comes from the namesake of Andrew's late mother, who would say to him "why don't you do something useful with yourself, like make wine!" Following her passing, Andrew took her advice, established the winery, and named it in her honour.