

CASE STUDY: TOURISM VICTORIA

Free TV and the Yarra Valley star in the world's most successful tourism campaign



“Run Rabbit Run”TVC

Background

Tourism Victoria launched its celebrated “Jigsaw” campaign in 1993. Prior to then Victoria was not known as a domestic tourism destination and Melbourne was seen as bleak, cold and boring. Research undertaken at the time found that rather than having specific must-visit icons, Victoria had a series of unique experiences and feelings. Its compact diversity is what set it apart. And so, the “You’ll love every piece of Victoria” or “Jigsaw” concept was created. It is the longest running and most successful tourism campaign in the world.

Objectives & Challenges

Melbourne’s Yarra Valley became the focus of Phase Seven of the Jigsaw campaign. The aim was to highlight regional destinations in Victoria to key interstate markets. The Yarra Valley formed the centrepiece of the campaign because of its excellent offering of food and wine and its proximity to Melbourne.

The challenge was that Tourism Victoria had not launched a regional campaign in seven years and was launching in to a highly competitive marketplace in which both New South Wales and Queensland were very actively promoting regional tourism in their states.

Insights

In-depth consumer research concluded that the Yarra Valley epitomises feelings of romance, intimacy and go slow with the benefit of it being surprisingly close to Melbourne. Further, it shared some of the brand attributes of Melbourne such as style and sophistication.

Target Audience

Key segments were identified by analysing results from Roy Morgan data and consumer workshops. The value segments were chosen based on intent to travel and income to travel as well as a match with Victoria’s ‘compact diversity’ offerings. They were Socially Aware, Visible Achievement and Young Optimist. Primarily the target was 25-49 year olds without children, seeking to escape busy stressful lives.

The Solution

The centrepiece of the campaign was 1 x 60 second and 2 x 30 second TVCs for television and cinema. The creative idea for the ads was borne from the research insights and centres on a playful game of 'hide and seek' between the guests and concierge at a lush Yarra Valley establishment. It paints an enticing picture and creates a feeling of what the Yarra Valley has to offer, capitalising on the sophisticated tone of the Melbourne campaign. The ads are underscored by an evocative piece of music and end with the tagline, "Melbourne's Yarra Valley. You'll Never Want To Leave."

The emotively engaging audio-visual ads were supported by magazine, retail press, online and public relations.

The Role of Free TV

General Manager of Marketing Communications for Tourism Victoria, Dorana Wirne says, "It was important in developing the Yarra Valley campaign to not just showcase the rational elements but also the emotional connection with the region. Television was critical as part of the media mix for its ability to deliver on this criteria.

"Television was also able to deliver reach, as another key objective was to raise awareness of the destination."

The Results

The National Visitor Survey, managed by Tourism Research Australia, is the measure of actual travel in Australia. For the year ending June 2005, there were 99,000 interstate overnight visitors to the Yarra Valley and Dandenong Ranges – a 74% increase from when the campaign launched in 2003.

According to the Roy Morgan's Holiday Tracking Survey for the same period, the number of Australians outside Victoria who said they had a preference to visit the region in the next 2 years, increased by 22 per cent. Awareness of the Victorian advertising also increased significantly in the key interstate markets of Queensland and NSW.

Advertising Development Solutions also conducted pre and post campaign testing against a range of criteria. It found that the Yarra Valley television ad rated in the top 5% of the most popular ads in Australia (from 1200 campaigns tested).

Who

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| Client: | Tourism Victoria |
| Ad Agency: | Publicis Mojo |
| Media Agency: | Optimedia |