



Tourism Victoria loves every piece of television.

The Tourism Victoria 'Jigsaw' campaign is the longest running and most successful tourism campaign in the world.

So when Tourism Victoria wanted to launch a region-based campaign for the Yarra Valley, it followed its proven formula for success with television as its key media destination.

To evoke the feelings of romance, intimacy and relaxation synonymous with the area, an enchanting story of hide and seek between guests and a concierge of a luxury hotel played out on screen to the charming song 'Run Rabbit Run'. As Dorana Wirne,

General Manager of Marketing Communications for Tourism Victoria says, 'In developing the Yarra Valley campaign it was important 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 these criteria.'

And deliver it did. With a 74% increase in visitation to the region in the 2 years after launch and having been rated in the top 5 most popular ads in Australia*, the campaign has been a runaway success.

For more information on how television can help your brand engage with consumers, visit thinktv.com.au

To emotionally engage your audience

