

VIVACITY SYDNEY MARKETING CAMPAIGN

NATIONAL MARKETS
Co-operative Partner Opportunities
Launch 1 November 2009



There's no place in the world like 

DESTINATION SYDNEY MARKETING CAMPAIGNS

Tourism NSW implements consumer marketing campaigns for the city and its precincts. These campaigns offer tactical marketing and publicity opportunities for industry partners.



VIVACITY SYDNEY CAMPAIGN

Campaign Objectives

The upcoming Destination Sydney marketing campaign, themed 'Vivacity' is designed to encourage domestic leisure visitation to Sydney from 01 November 2009 to 28 February 2010.

The Vivacity Sydney campaign strategy is to work co-operatively with tourism industry partners to create an integrated marketing campaign in key intra and interstate markets which will increase destination awareness, influence preference to visit, increase length of stay and dispersal and encourage event attendance.

Tourism NSW's preferred media partner is News Limited, and as a result of this alliance, a unique marketing platform for campaign partners is available.

Source Markets

- Melbourne and regional Victoria
- Brisbane and South-East Queensland
- Canberra
- Sydney Metro, Regional NSW.
- Adelaide

Consumer Segments

The *Vivacity Sydney* campaign targets the following consumer segments:

- Luxury Travellers: upmarket, indulgent, highest earning segment, white collar and professional skew.
- Weekend Escapists (Groupies): a subset of Luxury Travellers. They travel in peer groups or a group of couples.
- Family Travellers: middle market with a female skew, family-oriented.

Key Messages

Sydney boasts superb dining, vibrant performing and visual arts, world class shopping and fashion experiences and a line up of spectacular events including, Vivacity Sydney.

Vivacity Sydney is a celebration of Sydney's vivacious attitude in summertime when there is an excitement and a buzz in the city like nowhere else in the world. Vivacity Sydney events feature:

- Sydney New Year's Eve
- Sydney Festival including Festival First Night
- Medibank International Sydney
- Australia Day
- Olafur Eliasson at the MCA

Strategic Partnerships

Tourism NSW will work collaboratively with the Sydney tourism industry and other partners on the development and execution of the Vivacity Sydney marketing campaign.

By working co-operatively with Tourism NSW, partners will benefit in the following ways:

- Leverage Tourism NSW's \$1.1 million Vivacity Sydney campaign investment.
- Be associated with the marketing programme of Sydney's spectacular Events calendar.
- Work with other strategic partners on unique cross-promotional opportunities and distribution channels.
- Gain access to discounted government media buy rates with preferred placements and negotiated support promotions.
- Benefit from Tourism NSW's digital expertise, reaching a growing online audience via sydney.com and the News digital network.
- Achieve incremental brand profile via Tourism NSW public relations activity.
- Monitor the return on investment via Tourism NSW campaign research facilities.

The Daily Telegraph

Herald Sun

The Courier Mail

PRINT

'Vivacity Sydney' Feature

Tourism NSW will produce a *Vivacity Sydney* four page glossy feature with a tip-on credit card sized "Viva Sydney Card" to be inserted into the Courier Mail (Bris.), Herald Sun (Melb.) and Daily Telegraph (Sydney, Regional NSW & ACT).

The 'Vivacity Sydney' feature will include a reader competition and a tip on "Viva Sydney Card" inviting readers to "Invite a friend for FREE* to Sydney's finest hotels, restaurants, bars, attractions, events and spas".

Partners have the opportunity to showcase their brand, product or services by providing finished artwork or copy points and image to be included in an advertorial.

VIVACITY SYDNEY FEATURE

DISTRIBUTED

14 and 20 November 2009

SOURCE MARKET

Brisbane, Melbourne, Sydney metro and Regional NSW & ACT

DAILY TELEGRAPH (SYDNEY, REGIONAL NSW & ACT)

CIRCULATION

337,000

READERSHIP

893,000

TARGET AUDIENCE

52% female, 48% male, majority of readers aged 35 – 49 years, 21% D socio-economic quintile, average HH income \$83,891

SUNDAY HERALD SUN (MELBOURNE)

CIRCULATION

617,000

READERSHIP

1,526,000

TARGET AUDIENCE

52% female, 48% male, majority of readers aged 35 – 49 years, 21% D socio-economic quintile, average HH income \$83,891

COURIER MAIL (BRISBANE)

CIRCULATION

308,747

READERSHIP

542,000

TARGET AUDIENCE

51% male, 49% female, majority of readers aged 35 – 49 years, 26% AB socioeconomic quintile, average HH income \$100,520



PRINT continued

wish Magazine

A *Vivacity Sydney* feature will appear in *wish Magazine*, a monthly glossy magazine inserted in *The Australian* newspaper.

Partners have the opportunity to showcase their brand, product or service by providing content to Tourism NSW (copy and images) to be incorporated within this feature.

wish Magazine readers have a strong desire to experience the finer and more adventurous things in life. *wish* is about aspiration, travel and escapism but it is also about finding out what it means to live a successful and satisfying life.

wish MAGAZINE

DISTRIBUTED

December 2009 issue. On sale 4 December

SOURCE MARKET

National

CIRCULATION

105,803

READERSHIP

489,000

TARGET AUDIENCE

62% male, 38% female, average age 50+, 16% live in Brisbane, 16% live in Melbourne, 51% AB socio economic quintile, average HH income \$109,790

Weekend Australian Magazine

A *Vivacity Sydney* feature will appear in the *Weekend Australian Magazine*, Australia's only national weekly glossy insert magazine, inserted in *The Australian* newspaper.

Partners have the opportunity to showcase their brand, product or service by providing content to Tourism NSW (copy and images) to be incorporated within this feature.

The *Weekend Australian Magazine* offers unparalleled national reach. Its readers are affluent, well-educated, with high disposable incomes.

WEEKEND AUSTRALIAN MAGAZINE

DISTRIBUTED

7 November 2009

SOURCE MARKET

National

CIRCULATION

307,390

READERSHIP

891,000

TARGET AUDIENCE

55% female, 45% male, majority of readers aged 50+, 43% AB socio economic quintile, average HH income \$115,820



PRINT continued

delicious.

delicious. magazine will develop a Vivacity Sydney feature on behalf of Tourism NSW. Delicious is Australia's top-selling glossy food magazine, published in association with the ABC.

It is a unique magazine that celebrates food and the people who produce it, including renowned chefs and passionate Australian cooks. delicious. is packed with tempting and achievable recipes, plus foodie guides to Australian and overseas destinations.

Partners have the opportunity to showcase their brand, product or service by providing content to delicious magazine (copy and images) to be incorporated within this feature.

delicious.

DISTRIBUTED

December 2009 issue.
On sale 25th November

SOURCE MARKET

National

CIRCULATION

129,626

READERSHIP

511,000

TARGET AUDIENCE

73% female, 27% male, average age 35, majority of readers aged 35 – 49, 40% AB socio economic quintile, average HH income \$95,280



CONSUMER PROMOTIONS

Viva Sydney Card promotion – “Invite a Friend for Free” in Sydney

Building on the success of the We Love Sydney Card promotion launched in 2008, Tourism NSW is implementing the ‘Viva Sydney Card’ promotion to encourage incremental visitation to Sydney during the travel period 14 November 2009 to 31 January 2010.

Tourism NSW will develop a four page ‘Vivacity Sydney’ feature with a credit card sized tip-on *Viva Sydney Card* and insert this into the Daily Telegraph (Syd, Regional NSW and ACT), Courier Mail (Bris) and Herald Sun (Melb).

The *Viva Sydney Card* will be received by **over 1 million households** in Brisbane, Melbourne, Sydney, Regional NSW and Canberra.

Consumers can also download free additional *Viva Sydney Cards* at sydney.com/viva or submit their mobile number to receive a mobile SMS *Viva Sydney Card*.

The *Viva Sydney Card* entitles cardholders to:

“Invite a friend for FREE* to a selection of Sydney restaurants, bars, hotels, shows, attractions, spas and events between 14 November 2009 and 31 January 2010

PROMOTION MECHANICS:

Viva Sydney Cardholders will be directed to a dedicated *Viva Sydney Card* promotion mini-site at sydney.com/viva to view the list of participating partner offers.

To access these exclusive offers, Viva Sydney Cardholders will be required to quote ‘Viva Sydney’ at time of booking and present their Viva Sydney Card, downloadable card or Viva Sydney SMS message on request.

DISTRIBUTION:

The ‘Viva Sydney Card’ promotion will feature as:

- A credit card sized *Viva Sydney Card* tip on in the Daily Telegraph, Herald Sun and Courier Mail in mid November 2009.
- Feature tile on Sydney.com website, enjoying 100,000 unique visitors per month, with links to the *Viva Sydney Card* promotion mini-site from November 2009 to January 2010.
- Escapes e-newsletter (Tourism NSW consumer e-newsletter) distributed to over 120,000 qualified subscribers – November and December 2009.
- Public Relations activity
- Viva Sydney Card promoted on Tourism NSW Facebook page “Sydney Insider”
- Promoted by Tourism NSW via Twitter

‘VIVA SYDNEY CARD’ PROMOTION OFFER

MANDATORY VALUE-ADDED OFFER

The supply of value added offer; one adult is complimentary with one full-paying Viva Sydney Cardholder.

VALIDITY

Offer valid from 14 November 09 to 31 January 2010

*TERMS AND CONDITIONS & BLOCKOUT PERIODS

You may apply close out dates according to yield and activate or deactivate your listing during the promotion period, or add individual terms and conditions to your offer for example:

- Subject to availability at time of booking
- Valid weekends or midweek stay only
- Block out dates



DIGITAL MARKETING

Digital Advertising

Digital Advertising

Tourism NSW will undertake a series of Vivacity Sydney Branded/Partner tactical digital advertising covering social media and performance networks.

Facebook

Social media advertising will run on Facebook using homepage, polling and RSVP placements driving directly to partner offers.

Retargeting

Performance network advertising will utilise retargeting techniques to identify online users who have visited Sydney.com in the past and showcase the partner offer on the performance network placement. Retargeting techniques result in higher click through rates and conversions than generic display techniques.

Facebook Advertising

Page Impressions 1,261,750 impressions delivered per advertising partner

Retargeting Advertising

Page Impressions 1,243,090 impressions delivered per advertising partner

Escapes e-blast

This monthly electronic consumer newsletter is distributed to 110,000 qualified opt-in Tourism NSW subscribers that is growing on a monthly basis. In addition, Tourism NSW will be delivering a special *Vivacity Sydney* themed Escapes e-newsletter in December 2009.

Partners have the opportunity to advertise their brand, product or service in these monthly e-newsletters and/or special Vivacity Sydney feature.

ESCAPES E-BLAST

DISTRIBUTED

Monthly

CIRCULATION

120,000 subscribers

TARGET AUDIENCE

Predominantly couples with children at home, average age 40, HH income \$78,000

SOURCE MARKET

National, Sydney metro and regional NSW (69%)



PUBLIC RELATIONS

sydney.com

sydney.com is the official website for Destination Sydney and the call-to-action for Sydney campaign activity, enjoying over 100,000 unique visitors per month.

sydney.com com incorporates the following categories linked to dedicated feature splash pages:

- **Great Sydney deals** – a portal to promote last minute tactical offers on accommodation, attractions, dining and events.
- **Things to do** – showcases the best places to go, things to do, attractions and activities.
- **Holidays with kids** – showcases Sydney as a value destination for families, presenting family-friendly attractions, restaurants and things to do.
- **Accommodation** – showcasing hotel, motels, bed & breakfasts, serviced apartments and five star accommodation.
- **Restaurants, food and wine** – presents Sydney's fabulous restaurants, bars and nightlife

- **Sydney Transport** – features Sydney precinct maps, travel, transport and tour options

Partners have the opportunity to advertise their brand, product or service within these various categories on *sydney.com*.

SYDNEY.COM

UNIQUE VISITORS

100,000 per month

SOURCE MARKET

National

Media Relations

- **Targeted media pitching** – TV, press, digital and radio will be targeted to reach campaign audiences
- **Media kits** – 300 kits featuring Sydney fact sheet, story ideas and image CD
- **Familiarisations** – series of targeted media programmes will ensure incremental media exposure for *Vivacity Sydney* marketing partners
- **Promotions** – publications will be targeted for promotions and editorial coverage
- **Sydney Uncovered media e-newsletter** – distributed to over 300 national travel and lifestyle media contacts. Where possible Tourism NSW public relations team will reference *Vivacity Sydney* marketing partners during the campaign periods. Sydney partners may be approached to participate in media familiarisations, promotions and competitions throughout the campaign period.

TERMS AND CONDITIONS

In the event that more than one partner expresses interest in this opportunity, preference will be given to the partner who can provide the highest level of value-added benefits to the campaigns.

Tourism NSW has prepared this proposal in good faith and has sought to ensure that its contents are true and correct at time of preparation. However, to the extent legally permitted, the accuracy, completeness and currency of this document are not guaranteed. In particular, the prices, dates, schedules, descriptions and other information contained in this document may vary and are subject to confirmation at the time Tourism NSW receives any offer from you to participate.

Additional initiatives or offerings may arise after the date of distribution. Participants are also encouraged to approach Tourism NSW with ideas for other similar initiatives at any time. At any time and for any reason, Tourism NSW may withdraw any initiative or other offering and may decline to allow any person or organisation to participate in any initiative or other offering. Potential partners should also note that some or all of the campaign

initiatives and other offerings contained in this document may be subject to required minimum levels of participation. Offerings that do not meet this minimum participation level may be withdrawn at any time without any liability on the part of Tourism NSW and even after you have confirmed your participation. Any participation in any campaign initiative is subject to completion of an Advertising Order and Booking Form by the potential participant and acceptance of the Advertising Order Terms and Conditions attached to that Form.

Tourism NSW cannot promise any results or benefits from your participation in any initiatives and other offerings contained in this document. You are responsible for any decisions or actions you take based on this document and for determining any further investigation, information and consideration that might be required. To the extent legally permitted, Tourism NSW accepts no responsibility or liability in contract, negligence or otherwise, arising in any way out of this document or your use of it.

Cover image: Festival First Night, Hamilton Lund; pg 2: Icebergs, Bondi Beach; pg 6: Sailing on Sydney Harbour, Steve Back.