



Great Ocean Road Regional Tourism
52 Great Weekends Campaign Report

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Campaign Overview

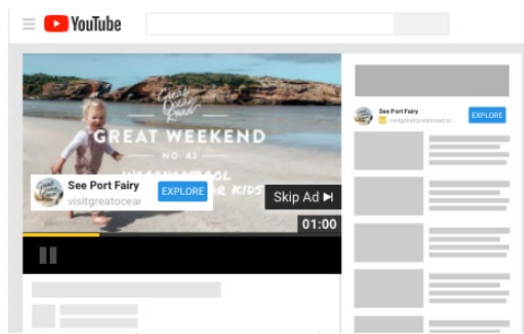
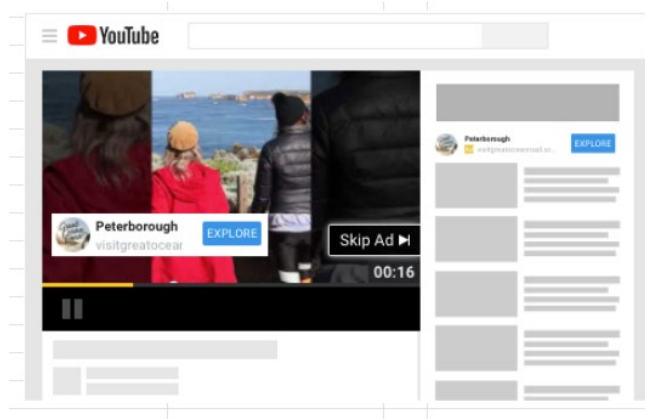
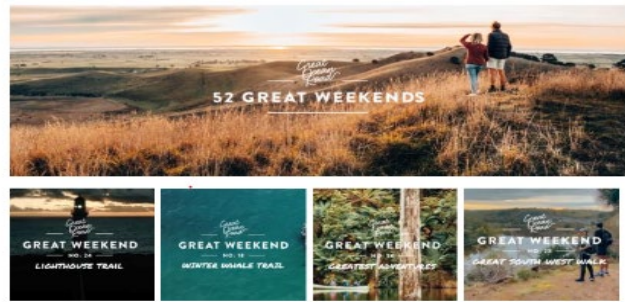
52 Great Weekends was a year long social and digital campaign targeted at our core Melbourne and Regional Victorian audiences. We appointed @microadventurist Lauren Doolan to go on a yearlong adventure capturing 52 Great Weekends in our region and providing, video, still and blog content throughout her journey. The campaign was primarily promoted across Facebook, Instagram, YouTube, Google and through our web platforms.

Why 52 Great Weekends?

The 52 Great Weekends Campaign forms part of our overarching strategic marketing plan. The objective of this Campaign was to capture the attention of our core market Melbourne Lifestyle Leaders, slow them down by educating them on the diverse range of attractions and experiences, encourage video views and clicks to the online content on our visit great ocean road website and blog.

It was also an opportunity to update our content library with new footage and stills and was essential in supporting local operators during the Covid 19 pandemic and assisted to sustain brand awareness through the ongoing lock downs.

Creative:



REPORT

Campaign Highlights:

- 52 Great Weekends reached over 3.5 million eyeballs
- The hashtag #52greatweekends was used over 500 times.
- The campaign created content for over 200 individual operators.
- 49% of users who saw our ads, stayed long enough to record a view *(above 25% is considered safe, 49% is strong)*.
- On avg, 44% of users watched the videos in full.
- The campaign was shared by Industry, LGA and visitors.
- The campaign content was used in several media publications including Surf Coast Times, Out and About Magazine and the Portland Observer.

Facebook & Instagram

Each week we launched a 52 Great Weekend episode including:

- A 60 Second video on Facebook & Instagram
- A series of Facebook & Instagram Stories
- A 30 Second Reel on Instagram
- A 15 Second video

Social Media Results

Facebook

Facebook - Likes 44,585

11th March 2021 - 30th June 2022

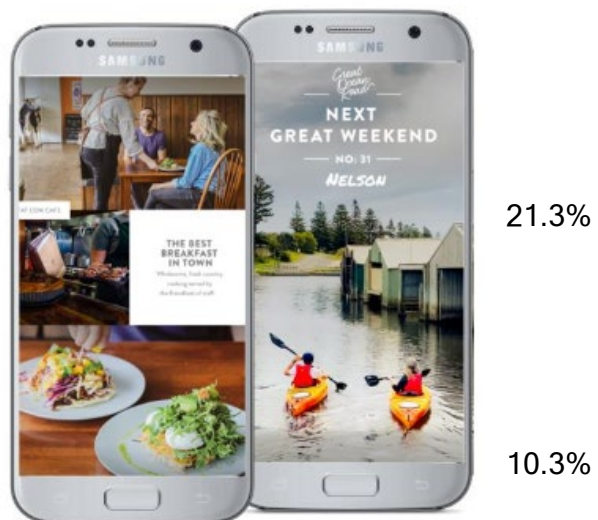
Facebook Reach: 1,967,327 up

Instagram

Instagram - Likes 67,611

Instagram Reach: 605,693 up

Paid Reach 57,744 up 100%

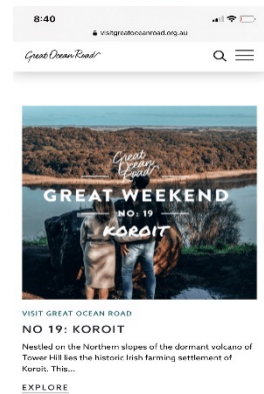


Best Performing Content **Organic**

(Facebook & Instagram combined)

1. Great Weekend #19 Koroit 7th August (During lock down)
"We can't physically travel at the moment so let's virtually take you to the charming Irish Village of Koroit"
Reached 33.7K (104 comments)

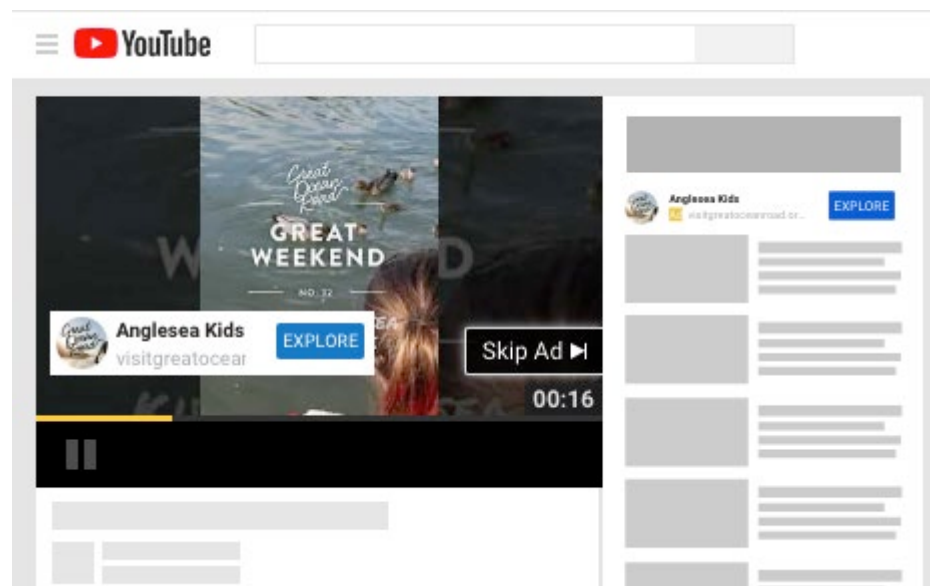
2. Episode #16 Colac 9th July reached 22.3k
3. Warrnambool 1st July reached 20.9k
4. Episode #3 Portland reached 15.4k
5. Episode #11 Great Ocean Walk reached 14.3k
6. Episode # 9 Foodies #9 reached 13.6k



YOUTUBE

The YouTube Campaign ran from July 6th, 2021- June 29th, 2022, with a new episode launching every Thursday morning. We recorded over 5,387 views per week with a very strong view rate of 44.39%.

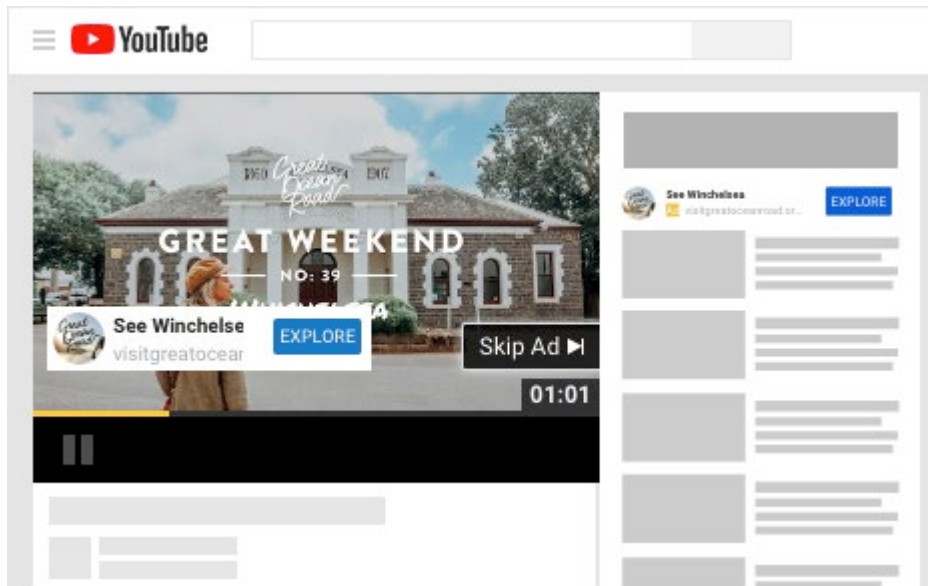
Best Performing Episode (PAID)



Week 32 - Anglesea Kids

- 22,903 Views, paying 0.03c per view (this view number is considerably high).
- 57% of users stayed long enough to record a view, and 57% watched in full (both considerably strong).

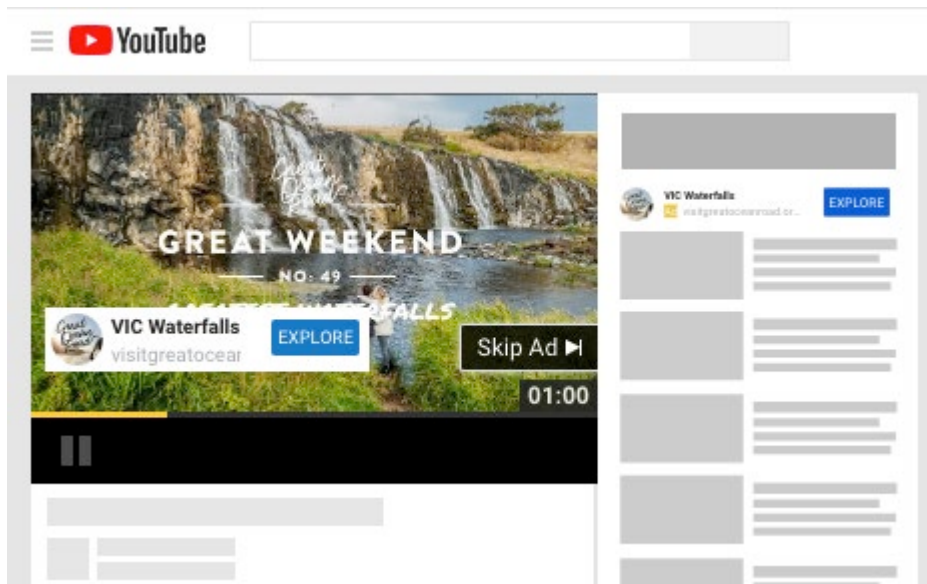
2nd Best Performer (PAID)



Week 39 - Winchelsea

- 14,238 Views paying 0.04c per view (once again, wide coverage across 1 week).
- 38% of users stayed long enough to record a view, and 29% watched in full (positive considering this video was 1 min).

Poorest Performer (PAID)



Week 49 - VIC Waterfalls

- 5,914 Views paying 0.04c per view, not incredibly low views across 1 week, but technically our least performing.
43% of users stayed long enough to record a View, with 34% watching in full. Both of these figures are actually decent, and above benchmarks.
- 20 users who viewed these ads, clicked through to site (on the lower end of this round)

This data bucks the trend of what we've seen historically, where users are engaged by lush greenery/water/activities, even the Otways.

Key metrics, like View Rate & Completion Rate are both quite strong. This leads me to believe **creative is not necessarily at fault here**.

Of the episodes, this was served up 4th least, with others behind it technically achieving more Views, with less opportunity.

Website:

Each week we launched another episode and blog on our website

www.visitgreatoceanroad.org.au/52greatweekends

Total blog page views 44,961

Average time spent on site 2:20

Top 10 Blogs	Pageviews
1 Apollo Bay	6,904
2 Anglesea	6,889
3 Cape Otway	3,025
4 Portland	2,227
5 Warrnambool	1,457
6 Apollo Bay & Otways with Kids	1,367
7 Port Fairy	1,314
8 Kids' Anglesea Adventure	1,288
9 Aireys Inlet	913
10 Chasing waterfalls in Lorne	912

Additional Coverage:

Surf Coast Living Magazine

Portland Observer

Out & About Magazine

What We've Learnt

- Overall, the digital Key metrics like Views, View Rate, Cost Per View and Completion Rate were all above industry benchmarks.
- The inland towns and experiences performed better than expected. This could be due to the timing with covid lockdowns; however, it also shows the visitors are looking to explore more of the region.
- The campaign proved successful in keeping the Great Ocean Road brand top of mind during the covid pandemic, with people spending above a high video view rate and time spent on the Great Ocean Road websites.

- This type of campaign was successful in producing a large amount of new quality content for industry and LGA including stills, moving footage and blogs that can be repurposed in many ways.
- The type of content suited our target audience we need to continue to develop high quality creative content including outdoor experiences, sightseeing and food & drink.
- The campaign provided quality content for industry and operators, the largest content of any previous campaign.
- The name 52 Great Weekends initially lowered the number of views on YouTube. (it sounds like a big commitment to watch 52 episodes) so a month into the campaign we changed the name to specific episodes and the view rate increased. This is something to be mindful of in the future.
- Consumers are wanting a mixture of where to stay, eat and play. This was shown in the episode's performance. Episodes like Koroit that included restaurants, accommodation and activities performed better than a Otways Waterfalls episode for example.

What's Next?

We now have a huge library of assets covering over 200 of our local operators and big nature experiences. We will be looking into how we can repurpose this new content to continue to drive YIELD to our region.

Including:

Great Call Campaign - This new micro campaign will use Instagram reels and blogs to repurpose the video content from 52 Great Weekends campaign. Stay tuned for more details.

Industry Toolkits - Our industry toolkits will be updated with all of the new assets so that industry can utilise the content and share with their audiences as well as on their websites and collateral.