



GREATOPIA



Great Ocean Road

Winter Remixed

Greatopia Winter Remixed Campaign Report

June 1st - August 31st 2023

Campaign Objectives

- Extend on the campaign and investment developed in 2022.
- Deliver a targeted media campaign that leverages from our core customer profiles.
- Continue to build audiences and engagement in our GORRT owned channels including web, social media and the GORRT consumer database.
- Improve on the 2022 campaign reach.
- Showcase the diversity of the region.
- Highlight our big hero experiences.
- Drive overnight stays during the off-peak period.
- Cut through the cluttered tourism marketing landscape
- Continue to provide media with something to talk about – to generate PR/free coverage.

Creative Concept

Given the success and the investment in Greatopia in 2022, it was agreed to go to market with an EOI to extend or build on the Greatopia theme rather than introduce a new campaign.

The EOI process was competitive, however Safari Global, who worked on the original Greatopia campaign, were chosen as the creative lead to bring Greatopia 2.0 to life.

With a brief to extend or build on Greatopia and understanding that the Anthem, underpinned the 2022 Greatopia campaign, and enabled it to break through the 'sea of sameness' of the often monotonous landscape of destination and tourism marketing. Greatopia 2.0's aim was to build on the successful elements of Greatopia, its strong visual imagery, mix of hero and lesser-known locations and the use of local 'faces' to build a strong emotional connection to the region.

The intent was to increase the PR-impact and opportunity around the Greatopia Anthem which was still relatively untouched. There was continued media interest in unlocking the stories of the talent, the locations, the imagery and unknown/secrets of the region.

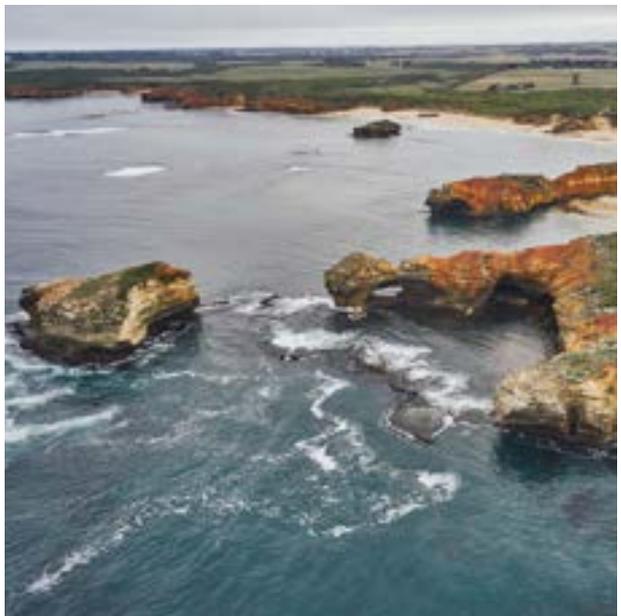
So, the creative springboard was to reuse elements of what had already been successful as a base but look to further drive intention to stay overnight and Greatopia Winter Remixed was born.

Campaign Assets

As a digital-led campaign the focus was on creating assets that could be edited for use across all channels such as YouTube, Instagram, reels and stories, Facebook and Google and could support regional television, print and radio.

Assets developed included: -

- 1 x 75 Second hero anthem
- 1 x 30 Second cut downs
- 11 x 30 second reels including 2 x destination reels through LGA buy-in (Corangamite, Glenelg, Surf Coast, Warrnambool and Colac Otway).
- 324 new still images
- Greatopia Winter Remixed landing pages on Visit Great Ocean Road and relevant destination sites through LGA buy-in to support industry participation and amplification
- Greatopia Winter Remixed Industry Toolkit media hub including new imagery, logos, fonts and ad examples.
- Partnership buy in opportunities



New image assets

Target Audience

Melbourne and Regional Victorian based Lifestyle Leaders in line with our Great Ocean Road Customer Profiles. Additionally, understanding one of our highest performing markets in terms of conversions and click-throughs is the City of Wyndham and the Western Suburbs, 10% of the paid media campaign budget was allocated to target these areas specifically.

Media Strategy

We invested in a highly targeted paid media approach targeting audiences in metro Melbourne and regional Victoria utilising our key customer profile research keeping the following objectives top of mind.

- Reach - Utilise new media channels and relationships to increase awareness of Greatopia
- Optimise - Increase focus on best performing segments (Miriam) + increased urgency via creative updates.
- Maximise - Leverage and repurpose high-performing creative assets
- Act - Create a clear call to action and sense of urgency to “book now”

The following media channels were engaged for Greatopia Winter Remixed:

- Social Media
- Google Ads
- Broadcaster Video on Demand (BVOD)
- PR Strategy & Famil Program
- YouTube
- Web

Highlights

- The campaign was seen more than 12 million times.
- PR strategy reach was over 37 million.
- YouTube video campaigns received 783,136 views.
- Broadcast video on demand (BVOD) received 474,254 video completions with a total watch rate of 96.2%
- Paid social ads have been seen more than 10 million times.
- Organic socials performed well with 165,709 impressions.
- The Greatopia landing page on Visit Great Ocean Road had 22,661 views and was consistently one of the top-viewed pages on the site during the campaign period.



Visit Great Ocean Road Landing Page

Campaign Results

Paid Social Media

Marketing agency X Marketing was responsible for our paid media campaign, with paid ad placements across Facebook, Instagram, and TikTok. Placement and targeting were optimised using GORRT customer profiles.

Social Campaign Facebook / Instagram

- Impressions: 10,107,526
- Reach: 1,491,050
- Clicks: 162,625
- Page Engagement: 574,301
- Database / Newsletter additions: 450

Cost-per-click decreased by almost 50% on last year's campaign, this can be attributed to a combination of higher engagement as a result of reels, and less competition in the tourism space.

Social Campaign TikTok

- Impressions: 659,313
- Clicks: 5,335

A new addition to the campaign strategy of this iteration of Greatopia was the social campaign on TikTok. This provided a way to introduce Greatopia to a younger demographic.

The video creative performed in the Top 25% of all content in our category which speaks to the success of the campaign and its cut through in social media.

Campaign Results Cont.

Top 5 Social Campaigns (Clicks)

- REGION Warrnambool: 33,640
- General Awareness Anthem: 23,987
- REGION Corangamite: 18,391
- REGION Surf Coast: 16,977
- REGION Colac Otway (Apollo Bay): 14,339

Top 5 Persona Campaigns (Clicks)

- 'Miriam' - Traffic Campaign: 7,887
- 'Ashley' - Traffic Campaign: 5,290
- 'Jess' - Traffic Campaign: 4,479
- 'Tim' - Traffic Campaign: 3,765
- 'Matthew' - Traffic Campaign: 3,517

'Miriam: the wealthy empty nester' is again our number one performing customer persona. This is positive as this is the type of slow and purposeful traveler that we aim to bring to the region.



Miriam Ad

visitgreatoceanroad.org.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Ashley Ad

visitgreatoceanroad.org.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Jess Ad

visitgreatoceanroad.org.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Tim Ad

visitgreatoceanroad.org.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Matthew Ad

visitgreatoceanroad.org.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.

Campaign Results Cont.

Organic Social Media

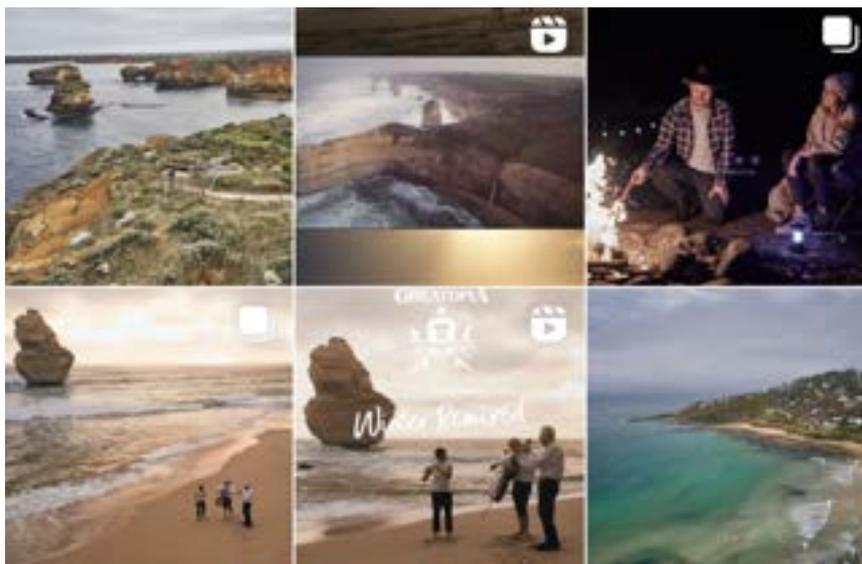
For the duration of the campaign period, GORRT social channels (Instagram, Facebook and TikTok) maintained an active presence and approach to sharing campaign content to further the reach of the campaign.

Over 50 organic posts were shared during this time, encompassing a variety of reels, carousels and static images with the goal of ensuring all Greatopia Winter Remixed partners were featured.

There were near identical results seen across Facebook and Instagram in terms of reach with 79,146 and 86,563 respectively. Instagram was the better performer in terms of saves, shares, and likes.

Results:

- Total audience reach: 169,057
- Link Clicks (Facebook only): 384
- Likes: 4,133
- Comments: 107
- Saves: 136
- Shares: 270



Campaign Results Cont.

Broadcaster Video on Demand (BVOD)

Greatopia Winter Remixed Broadcaster Video on Demand (BVOD) went live on June 7th, 2023, with MiQ successfully delivering the campaign in full.

BVOD delivery was highest between 5-10pm with 7Plus, 9Now, and 10Play accounting for 85.24% of all impressions.

Results:

- 494,091 total impressions
- 474,254 video completions
- total watch rate of 96.2%
- overall frequency of 1.18 (vs 1.5 frequency benchmark)
- reach of over 417,000 unique users (+30.6% or +97,982)

YouTube

Both the Greatopia Winter Remixed Hero Anthem and the 30 second cutdown were added to the Greatopia collection on the @VisitGreatOceanRoad YouTube channel joining destination anthems from last year's campaign.

This collection was used as both organic content on Greatopia Winter Remixed landing pages on GORRT owned websites as well as being part of Google Ad campaigns.

Results:

- Greatopia Winter Remixed 30 received 179K views
- Greatopia Winter Remixed Hero Anthem received 2.9K views
- Greatopia's Apollo Bay & Otways increased views to 323K views
- Greatopia's Warrnambool increased views to 200K
- Greatopia's 12 Apostles Coast & Hinterland increased views to 198K views
- Greatopia's Surf Coast increased views to 91K
- Increased channel subscribers to 322

Campaign Results Cont.

YouTube Continued

The average 2023 Campaign Interaction Rate for video campaigns was 44%, compared to 28% in 2022. This equated to the average cost per interaction being roughly half in 2023 (\$0.01) to 2022 (\$0.02), a similar result to the social channels.



Greatopia Winter Remixed

3,007 views · 6 months ago

Discover the greatest region in the land.

Venture a little further this winter where you will discover the greatest food, wine, and adventure. Find out why the locals call it their utopia.

[#Greatopia](#) [#WinterRemixed](#) [#GreatopiaWinterRemixed](#) ...
[READ MORE](#)



Greatopia Winter Remixed

Visit Great Ocean Road
3K views · 6 months ago



Greatopia Winter Remixed 30

Visit Great Ocean Road
179K views · 6 months ago



Greatopia's 12 Apostles Coast & Hinterland

Visit Great Ocean Road
198K views · 1 year ago



Greatopia's Surf Coast

Visit Great Ocean Road
91K views · 1 year ago



Greatopia's Warrnambool

Visit Great Ocean Road
200K views · 1 year ago



Greatopia's Apollo Bay & Otways

Visit Great Ocean Road
323K views · 1 year ago

Campaign Results Cont.

PR Strategy & Famil Program

The Buzz Group PR agency was engaged to assist in delivering a multi-tiered PR strategy and famil program focusing on securing top-tier Australian media outlets that appeal to the key target audience all the while generating general awareness amongst the broader public.

This was aided by a PR famil program. Across four different famils covering experiences around the region, with a particular focus on Corangamite and Warrnambool, who invested in destination co-operative packages which included a media component. Journalists hosted were from: -

- Australian Country
- Traveller
- Broadsheet
- Concrete Playground
- Escape
- News.com.au
- The Weekend Australian

There was a total of ten articles published over the course of the campaign which saw a total reach of over 37 million with six articles still awaiting publication at the time of this report.

Articles awaiting publication at time of this report:

- 1 x article from Escape
- 2 x articles from Traveller
- 1 x article from Broadsheet
- 1 x article from Australian Country

Campaign Results Cont.

PR continued

Published articles resulting from campaign:

- Escape - 'Victoria's best spot to see koalas in the wild', June 1, 2023
- The Sunday Telegraph – Escape (print) Sustainability Special – June 4, 2023
- The Herald Sun – Escape (print) Sustainability Special – June 4, 2023
- The Latch - '7 Lesser-Known Stops on the Great Ocean Road' – June 5, 2023
- Travel Weekly, - 'Why You Should Visit the Great Ocean Road this Winter', – June 20, 2023
- Global Travel Media - 'Winter Wonders: Experience Luxury and Relaxation on the Great Ocean Road' – June 21, 2023
- Global Travel Media - 'Winter Wonders: Explore 12 Apostles Coast' – July 3, 2023
- News.com - 'Huge misconception about Australia's famous Twelve Apostles' – July 3, 2023
- Concrete Playground - 'The Great Ocean Road's Greatest Hits: A Four Day Road Trip Itinerary' – August 1, 2023
- The Sunday Telegraph – Escape (print) – '72 Hours Great Ocean Road' – August 13, 2023
- The Weekend Australian - 'Modern Masterpiece on the Great Ocean Road' – November 22, 2023.

Additionally, three media releases were distributed by Buzz PR which generated several further articles in media. These included media releases for: –

- Corangamite
- Warrnambool
- Regional (Visit Great Ocean Road)

Campaign Results Cont.

Website Content

Purpose built landing pages from the first iteration of Greatopia were redeveloped across Visit Great Ocean Road and participating destinations and relaunched upon campaign commencement.

8 new Greatopia blogs were composed and added to the existing Greatopia content, and itineraries that included all Greatopia partners and regions and acted as planning inspiration on the landing pages. These blogs centered around themes of places to stay with families, luxury getaways, food and drink offerings, and retreats in nature.

Critical to leveraging the campaign is growing industry participation. Including partners, we had a total of 26 businesses paying to participate in the campaign, each developing a deal to be promoted on the landing pages during the campaign period.

The landing pages were the call to action on some of our paid and organic social content.

Campaign Landing Pages:

- <https://visitgreatoceanroad.org.au/greatopia/>
- <https://visit12apostles.com.au/greatopia/>
- <https://visitwarrnambool.com.au/greatopia/>
- <https://exploresurfcoast.com.au/greatopia/>
- <https://visittotways.com/greatopia/>
- <https://visitapollobay.com/greatopia/>
- <https://iamportland.com.au/greatopia/>

Campaign Results Cont.

Results Visit Great Ocean Road:

- Landing page views: 22,661
- Landing page users: 18,679
- Events: 67,805
- Blogs / itinerary views: 3,717
- Blog / itinerary users: 1,901
- Blog / itinerary events: 8,774

NB: Destination specific website content will be outlined in the following sections.

Let Greatopia inspire your next trip



6 PLACES TO STAY THAT ARE GREAT FOR FAMILIES. RECOMMENDED BY GREATOPIA LOCALS

Looking for a place for your family to rest their heads on your Greatopian adventures?

[EXPLORE](#)



LUXURY GREATOPIAN HIDEAWAYS TO FOCUS ON YOUR WELLNESS

Hidden hamlets and hideaways are part of what makes Greatopia unique and we think it is the perfect place to slow down and focus on your well-being.

[EXPLORE](#)



WINTER WARMERS YOU DON'T WANT TO MISS ON YOUR GREATOPIA ROAD TRIP

It might be cold out but don't let that stop you. Here in Greatopia, there are plenty of hearty dishes and warming spirits to keep you nice and toasty.

[EXPLORE](#)

Visit Great Ocean Road Landing Page Blog Examples

Destination Results

Our Local Government partners were provided with the opportunity to extend the regional campaign with Destination executions. 5 of 6 Councils took up this opportunity with investment varying from \$7,500 to \$18,500. The GORRT Team developed three initial packages and then worked with each partner to tailor their campaign.

This continues to be an effective way for local government to amplify their destinations whilst extending the overall regional campaign.





GREATOPIA



Great Ocean Road

Winter Remixed

Corangamite

Corangamite campaign assets can be found [HERE](#)

Landing page: <https://visit12apostles.com.au/greatopia/>

YouTube Results

- Impressions: 757,206
- Clicks: 925

Paid Media Results

- Impressions: 1,831,193
- Reach: 497,391
- Clicks: 18,391

Organic Social Media Results

- Impressions: 34,182
- Likes: 769
- Comments: 20
- Saves: 25
- Shares: 31

Website Content Results:

- Landing page views: 9,654
- Users: 8,102
- Events: 28,192
- Blog / itinerary page views: 216

NB: events in website content results refer to clicks through to on-page content. Eg. when a user clicks on an operator's deal or an itinerary.



Greatopia Must Do's



12 APOSTLES

[EXPLORE](#)



LOCH ARD GORGE

[EXPLORE](#)



PORT CAMPBELL
NATIONAL PARK

[EXPLORE](#)



GIBSON STEPS

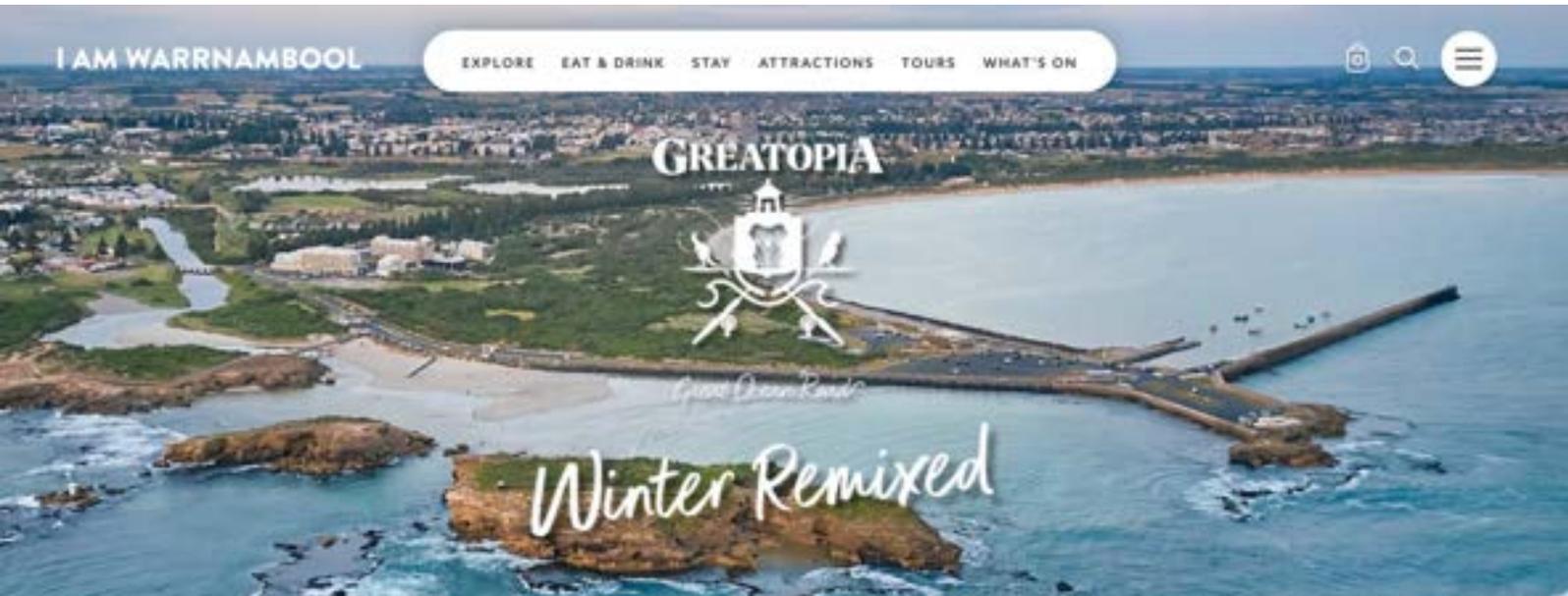
[EXPLORE](#)



Corangamite Ad

visit12apostles.com.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Warrnambool

Warrnambool campaign assets can be found [HERE](#).

Landing page: <https://visitwarrnambool.com.au/greatopia/>

YouTube Results

- Impressions: 762,395
- Clicks: 929

Paid Media Results

- Impressions: 1,338,369
- Reach: 456,703
- Clicks: 33,640

Organic Social Media Results

- Impressions: 28,280
- Likes: 502
- Comments: 9
- Saves: 14
- Shares: 17

Website Content Results:

- Landing page views: 22,883
- Users: 19,022
- Events: 73,427
- Blog / itinerary page views: 381

NB: events in website content results refer to clicks through to on-page content. Eg. when a user clicks on an operator's deal or an itinerary.



Discover Greatopia's Warrnambool



EAT, STAY & PLAY

One of the highlights of the Great Ocean Road is Warrnambool, the city by the sea. Here, there's a little something to satisfy everyone you're travelling with.

[EXPLORE](#)



REJUVENATE AT DEEP BLUE HOTEL & HOT SPRINGS

The Deep Blue Hotel and Hot Springs is surrounded by expansive ocean views that will have you instantly relaxing and ready for your rejuvenation experience.

[EXPLORE](#)



WHALE WATCHING

Visit the waters along the Great Ocean Road between June and September for a chance to spot the majestic Southern Right Whale.

[EXPLORE](#)



Warrnambool Ad

visitwarrnambool.com.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Colac Otway

Colac Otway campaign assets can be found [HERE](#).

Landing page Otways: <https://visitotways.com/greatopia/>

Landing page Apollo Bay: <https://visitapollobay.com/greatopia/>

YouTube Results

- Otways Impressions: 532,798
- Otways Clicks: 562
- Apollo Bay Impressions: 513,885
- Apollo Bay Clicks: 550

Paid Media Results

- Apollo Bay
 - Impressions: 833,389
 - Reach: 269,829
 - Clicks: 14,339
- Otways
 - Impressions: 631,479
 - Reach: 221,251
 - Clicks: 9,731

Organic Social Media Results

- Impressions: 32,442
- Likes: 533
- Comments: 15
- Saves: 23
- Shares: 25

Website Content Results:

- Apollo Bay
 - Landing page views: 8,337
 - Users: 6,866
 - Events: 24,479
 - Blog / itinerary page views: 117
- Otways
 - Landing page views: 4,133
 - Users: 3,461
 - Events: 12,209
 - Blog / itinerary page views: 198

NB: events in website content results refer to clicks through to on-page content. Eg. when a user clicks on an operator's deal or an itinerary.



Apollo Bay Ad

visitapollobay.com

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Colac Otway Ad

visitotways.com

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Glenelg

Glenelg campaign assets can be found [HERE](#).

Landing page: <https://iamportland.com.au/greatopia/>

Paid Media Results

- Impressions: 567,353
- Reach: 209,354
- Clicks: 10,199

Organic Social Media Results

- Impressions: 16,787
- Likes: 296
- Comments: 11
- Saves: 5
- Shares: 20

Website Content Results:

- Landing page views: 5,281
- Users: 4,587
- Events: 16,207
- Blog / itinerary page views: 32

NB: events in website content results refer to clicks through to on-page content. Eg. when a user clicks on an operator's deal or an itinerary.



ADVENTURE WITH THIS 3 DAY ITINERARY

Explore the Western End of Greatopia

With a breathtaking experience for every type of explorer, Portland is a perfect spot to base yourself and choose your own adventure.

DISCOVER

Discover Greatopia



GO WILD IN PORTLAND

They'll be coming for the big swells, the deep sea wonders and the rugged coastline.

[EXPLORE](#)



WHALE WATCHING

Spotting one of nature's most magnificent mammals is a truly memorable experience.

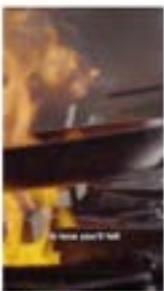
[EXPLORE](#)



MOONSCAPES & MYSTICAL CAVES

Moonscapes, volcanic craters, azure blue waters, white sandy beaches, historic lighthouses, small towns and villages and wonderful scenery reward the traveller who seeks true raw nature.

[EXPLORE](#)



Glenelg Reel - Verse

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Glenelg Shire Ad

iamportland.com.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.



Surf Coast

Surf Coast campaign assets can be found [HERE](#).

Landing page: <https://exploresurfcoast.com.au/greatopia/>

Paid Media Results

- Impressions: 672,061
- Reach: 206,169
- Clicks: 16,977

Organic Social Media Results

- Impressions: 33,806
- Likes: 586
- Comments: 17
- Saves: 24
- Shares: 39

Website Content Results:

- Landing page views: 11,231
- Users: 9,089
- Events: 33,140
- Blog / itinerary page views: 391

NB: events in website content results refer to clicks through to on-page content. Eg. when a user clicks on an operator's deal or an itinerary.



PLAN YOUR SURF COAST TRIP WITH THIS 3-DAY ITINERARY.

Explore the Surf Coast's Greatopia

Visit some of our favourite Surf Coast hideaways and attractions.

[DISCOVER](#)



Surf Coast Ad

exploresurfcoast.com.au

Discover Greatopia this winter, with a mix of breathtaking nature and cozy getaways.

Key Takeaways & Learnings

- There were strong performances across social channels with the addition of reels to the campaign's strategy.
- Cost-per-click decreased by almost 50% on last year's campaign, this can be attributed to a combination of higher engagement as a result of reels, less competition in the tourism space but most significantly as a result of being able to apply last year's learning to launch an optimised campaign.
- The level of engagement shows that there is strong demand for the campaign and the creative is working by empowering potential visitors to share, comment and like the campaigns.
- 'Miriam' is again our number one performing customer persona. This is positive as this is the type of slow and purposeful traveler that we aim to bring to the region.

Nina Barlow
Digital Coordinator
Great Ocean Road Regional Tourism Ltd