

GREAT OCEAN ROAD REGIONAL TOURISM

THE GREAT SLEEPOVER CAMPAIGN REPORT

*Great
Ocean
Road*

THE GREAT SLEEPOVER

*With Love
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The Road to Recovery – Marketing Strategy

MARKETING STRATEGY OVERVIEW



The last 18 months has been a challenging year for everyone especially for the Tourism Industry. Our “Always On” marketing approach has helped us, think outside the box and stay focused on keeping the Great Ocean Road region brand top of mind.

- The 2020 COVID lockdown provided us with the unique opportunity to test some online strategies as consumers were now forced online. We tested: Social media takeovers
- Virtual events
- We launched a [Great Ocean Road Cookbook](#)
- Ran competitions delivering local produce hampers direct to consumers’ doors
- We created “Missing You” social media tiles to remind consumers of how much we missed them and focused on informative content to our consumers via our EDMs, social channels and websites.

We used the time to assist operators to activate their ATDW listings. With over 1,200 Great Ocean Road Businesses now online. We now have a strong representation of the breadth and depth of tourism products including, things to do, places eat and drink and places to stay in our region.

Once the restrictions started to ease, we needed to go to market with something that would cut through the marketing clutter and respond to local and consumer sentiment. This is how the first stage in our regional recovery strategy was born *The Great Sleepover*.





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The Great Sleepover Campaign Report

#THEGREAT SLEEPOVER

Campaign initially targeted locals encouraging them to invite their friends and family to “*Wake up to the wonder of our region*”. Then inviting our core audience – Melbourne Lifestyle Leaders to re connect back in our region.

THE CAMPAIGN OBJECTIVES

Drive visitation back to our region, increase the length of stay in region and encourage regional dispersal.

TARGET MARKET

Phase one targeted locals living in the Great Ocean Road Region and Regional Victorians including major regional towns.

Phase two targeted our core market of Melbourne Lifestyle Leaders.

KEY MEDIA INCLUDED

PHASE ONE

- Direct Mail (Postcard packs)
- Print Advertising
- Regional TV
- Industry Toolkits

PHASE TWO

- Print Advertising
- Regional and Metro TV
- Social Media
- SEM & SEO
- EDM
- Content Partnerships. Urban List, we are Explorers, Zoe Strapp
- Destination Executions
- Competition

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TOP LEVEL RESULTS

TOTAL PAID CAMPAIGN REACH

November – March

5,126,875
eyeballs

**This does not include print, PR or organic reach.*

The Regional TV ad reached

568,000

viewers and was showed
during the AFL Grand Final

40,000

Post Card packs were
sent to out to regional
Victorians!

Great consumer sentiment
throughout the campaign

“@emmaperryphoto First Place we are heading to
when we can @visitgreatoceanroad”

“@christine.sh2212 Cant wait to be back one day!”

43,000

people clicked through to
our website from the digital
advertisement

We increased our
consumer database
by

4,250
people

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DIRECT MAIL



HIGHLIGHTS

- 40,000 destination specific postcard packs that included 4 destination specific postcards, were posted to every household registered with Australian Post within the Great Ocean Road Region.
- The postcards seemed to resonate with locals. It is something that is hard to measure however we had numerous emails and phone calls from consumers talking about how much they loved the campaign and forwarded it onto their friends and family.

PRINT



HIGHLIGHTS

- We inspired regional Victorians to "Wake up to the Great Ocean Road Region". We used double page spreads in local and regional newspapers featuring a creative map with a call to action being our top 25 things to do.
- Features included:
Times News Group including Surf Coast Times, Bellarine Times, Armstrong Creek Times, Golden Plains Times and Ballarat Times, The Warrnambool Standard, The Bendigo Advertiser, The Colac Herald, The Wimmera Mail Times, Surf Coast Living Magazine, Know it All Magazine.

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TV

<https://www.youtube.com/watch?v=fSPtQ4CXokI>

HIGHLIGHTS

- The Prime 7 ad featured during the Brownlow Medal and the AFL Grand final
- Reaching **568,000** viewers over the 4-week campaign

We used regional television to remind regional Victorians of the diverse landscapes and encourage them to reconnect with their family and friends back in our region.



INDUSTRY TOOLKITS



TO: Customer

FROM: Operator

[OFFER]

[OFFER]

**HEY FRIEND,
WE'RE TIRED OF MISSING YOU.**

It's been a while, but we're not letting it get any longer. This is your official invitation to **The Great Sleepover** - a regional movement bringing our favourite people home to the Great Ocean Road. Why? Because we've missed you. There's no set date - think of this as an open invitation. A quick note to say there's a gourmet feast, a boutique, a hike, a wonderful landscape and a produce-packed plate with your name on it. So please, wake up to the wonder of our region and spend a few days celebrating its rich bounty with us.

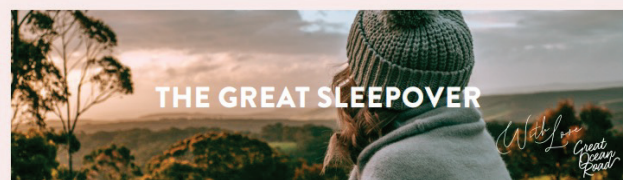
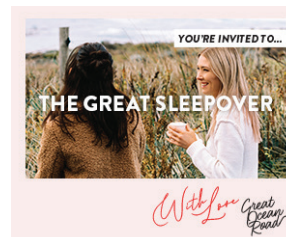
After all, your absence makes the heart grow fonder, but your presence makes the region grow stronger. See you soon.

To discover more, visit:
VISITGREATOCEANROAD.ORG.AU/SLEEPOVER

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Wake up to Portland



HIGHLIGHTS

- We gave industry free tools so they could invite their own repeat clients back to the region.
- The toolkits included an editable EDM, campaign logos, regional images, destination specific blogs, Spotify playlists, Instagram filters and social media tiles.
- We had many operators use these assets in particularly the social media images and logos.

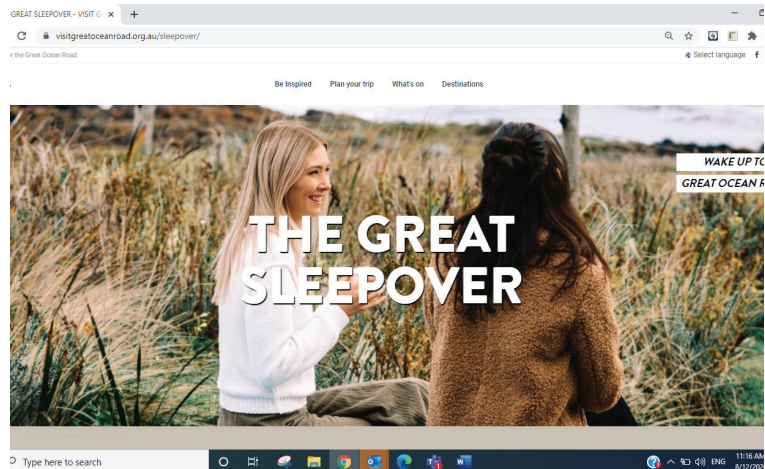
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DIGITAL CAMPAIGN

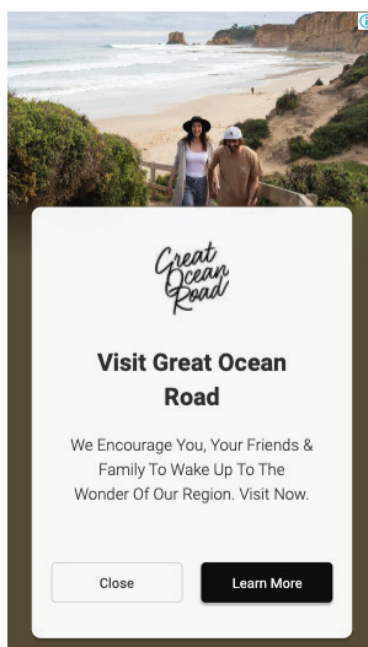
HIGHLIGHTS

- Total digital reach:
3,005,945
- Website clicks:
43,820
- Conversions:
4,655



We used to google display ads, YouTube, Google Search Ads and social media ads and an online competition to create awareness and then drive traffic to our campaign landing page.

GOOGLE Display Ads - Example



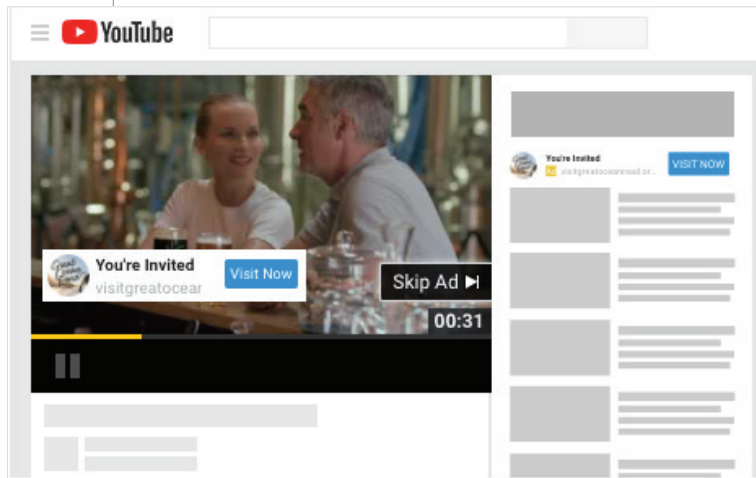
HIGHLIGHTS

- **252** Conversions (Attraction Interactions) – This is strong for Display, which isn't known as a conversion channel.
- Over **1.2 million** eyeballs and just under **18,000** clicks.
- Click Through Rate of **1.45%**, this is particularly good engagement, anywhere above **0.35%** is considered safe.
- Average cost per click = **\$0.11**.

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YouTube



HIGHLIGHTS

- **57,398** Views, with a View Rate of **40.95%** – This means just under half of engaged users stuck around to watch, after seeing the first glimpse of the video.
- We paid **\$0.03** for each view.

Google Search – Sitelink Extension

'The Great Sleepover' had to be tailored across Search, because this is a new term we are introducing to users, and at a keyword level, no one is searching 'The Great Sleepover'.

This is where we incorporate Sleepover messaging in the existing ad copy, so while searching keywords we target, they see it mentioned.

HIGHLIGHTS

- 'The Great Sleepover' Sitelink was involved in **4,397** conversions and **8,112** clicks.



[Visit Great Ocean Road | Twelve Apostles Victoria | The Great Sleepover](#)

[Ad](#) visitgreatoceanroad.org.au/Whats-On/Explore

See Victoria's Historic 12 Apostles. Leave Awe-Struck At Their Size & Beauty. See More. You're Invited To A Region-Wide Event, The Great Sleepover. Visit Great Ocean Road Today.

The Great Sleepover

You're Invited. Wake Up To
The Wonder Of Our Region

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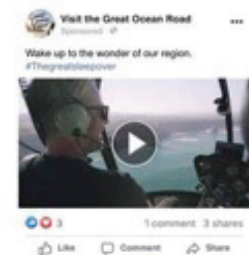
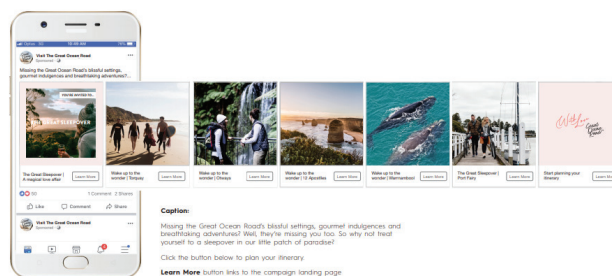
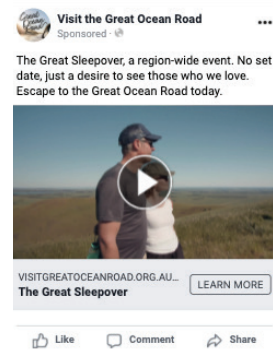
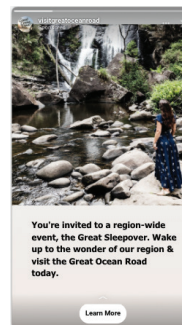
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Social Media Ads

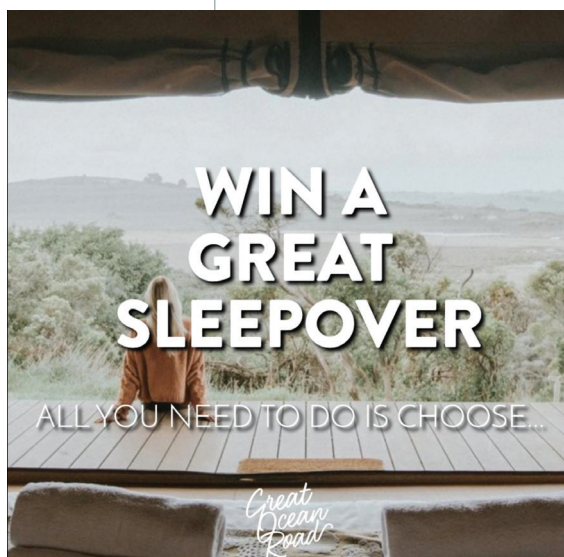
HIGHLIGHTS

We ran three creative ads, video, Carousel and image ads:

- We reached **511,000** unique users, with **1.4million** eyeballs on screen.
- Click-Through-Rate was highest on the Carousel Ads with **13,914** clicks and a cost per click of **\$0.33**.



Competition



HIGHLIGHTS

- We were able to showcase some of our amazing products including Twelve Apostles Sky Dive, Brae, Revitalise Escapes and Pebble Point.
- The Facebook ad reached **348,547** people with a cost per click of **\$0.16**.
- We increased our consumer database by **4,249**.

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PR

HIGHLIGHTS

The Great Sleepover sparked a large number of media enquiries, here are some of the highlights:

- A feature on ACE Radio in partnership with Colac Otway Shire – including live interviews and paid commercials.
- A live interview on Kiss FM's morning show
- A feature on 7 News weather with Lavinia Nixon.
- A feature in Traveller Australia Magazine – [Reclaim Summer Campaign](#)
- A feature on 9 News weather and news broadcast.



CONTENT PARTNERSHIPS

Through online articles, videos, display ads, social media ads and EDM's we were able to showcase our region to new engaged audiences

**WE ARE
EXPLORERS**

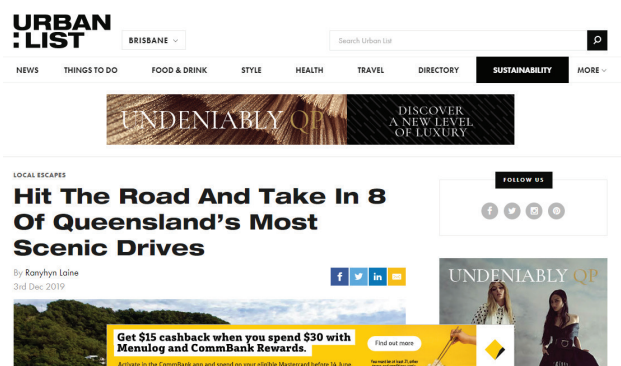




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Urban List



HIGHLIGHTS

- Branded article received **6,828** views spending an average of **1:45** on the page. With over **500** clicks to links within the article and **5,835** engagements.
- Facebook post reached **155,906** people.
- Branded video received **52,124** views.

We are Explorers



HIGHLIGHTS

- We reached **177,855** people.
- **26,237** engagements.
- Average Read time on site was **2:48** – The We are Explorer's average is **1:00**.

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DESTINATION ACTIVATIONS

Colac Otways

Invested in a Facebook Carousel advertisement, Consumer EDM and content package.



SLEEPOVER DROVE TRAFFIC TO THE SITE

Total pageviews on I AM Otways	85,067
Total pageviews on I AM Otways same time last year	56,050
UPLIFT	51.77%

SLEEPOVER DROVE TRAFFIC TO THE SITE

Total pageviews on I AM Apollo Bay	67,296
Total pageviews on I AM Apollo Bay same time last year	36,507
UPLIFT	84.34%

HIGHLIGHTS

Apollo Bay

- The Carousel AD reached 235,398 people with 7,920 clicks to the Visit Apollo Bay Website and a cost per click of \$0.08.
- Apollo Bay EDM <https://hq.ampjar.com/c/v/6lna4IFU60407ca3ac261>
- 3,313 opens with 508 clicks to website.

HIGHLIGHTS

Otways

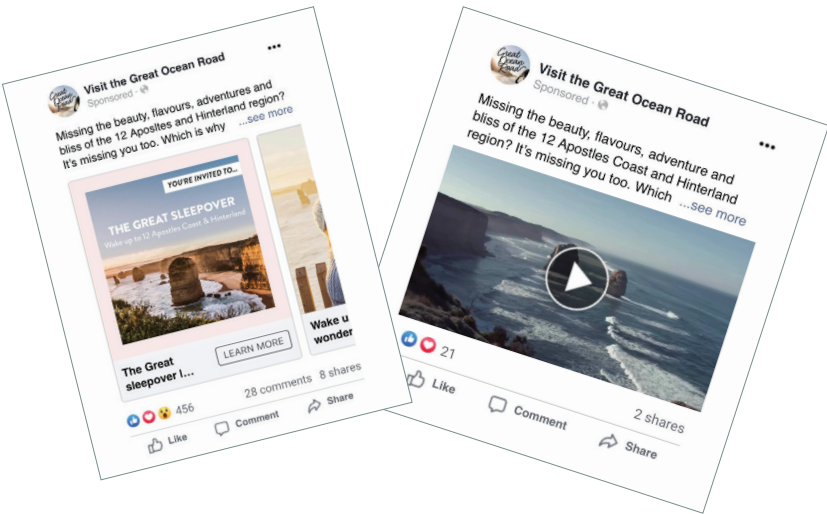
- The Carousel AD Reached 230,463 people with 9,166 clicks to the Visit Otways Website and a cost per click of \$0.07.
- Otways EDM 4,536 opens 858 clicks to site.
- <https://hq.ampjar.com/c/v/6lna4IFU60407ca3ac261>

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Corangamite

Invested in Carousel advertisements, video ads including a 15 and 30 second cuts, EDM, influencer familiarisation and content package.



SLEEPOVER DROVE TRAFFIC TO THE www.visit12apostles.com.au SITE

Total pageviews on <i>I AM 12 Apostles</i>	65,744
Total pageviews on <i>I AM 12 Apostles</i> same time last year	43,497
UPLIFT	51.15%

HIGHLIGHTS

- The Facebook Carousel AD reached 261,823 people with 6,404 clicks to the visit 12 apostles website and a cost per click \$0.09.
- Social media video received 12,203 paid through plays. (A through play in being played more than 15 seconds) with a cost per thru play of \$0.04.
- The Familiarisation with Zoe Strapp including 57,287 views via Instagram stories.
- EDM <https://hq.ampjar.com/c/v/wS6TXV43602c7918ad183> 4,415 opens with 506 clicks to the website.



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Moyne

Invested in Carousel advertisements and video ads including a 15 and 30 second cuts, EDM and a content package.



SLEEPOVER DROVE TRAFFIC TO THE SITE

Total pageviews on <i>I AM Port Fairy</i>	61,055
Total pageviews on <i>I AM Port Fairy</i> same time last year	28,066
UPLIFT	117.54%

HIGHLIGHTS

- The Facebook Carouse Ad reached 305,280 people with a cost per click of \$0.08 and 7,102 clicks to the I Am Port Fairy website.
- The Facebook video had 11,937 through plays with a cost per click of \$0.04
- Carousel Ad.



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What we've learnt!

Digital

The campaign assets were great, and the overall reach was good, there was some lack of understanding from users that could be seen in average link clicks due to the Great Sleepover messaging. This campaign was designed for direct mail and print to cut through the clutter, so this was to be expected. This did not translate to Display ads, where as a channel following users around on the web the engagement was stronger. We need to consider this with future multimedia campaigns.

Direct Mail/Print

The direct mail created a great buzz and helped to really cut through the clutter during a difficult time. The sentiment around the postcards was amazing and helped to get people talking about travel once again.

TV

Regionally TV works with great views however with Melbourne Metro audience it is a huge cost for an average return. We would look at other typed of video for future campaigns where we can further target niche audiences with a better cost per conversion rate.

Content Partnerships

Content partnerships was a great way to showcase our content to an already engaged audience. The articles were a great success with a large reach and people spending time to on site to really take in the information.

Toolkits

We still have a challenge around industry taking up the opportunity to use the created assets and provide deals to assist with conversion.

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What's next?

In addition to this campaign as part of our COVID Recovery Marketing Strategy we have a strong calendar of activity planned for 2021 including:

APRIL – SEPTEMBER	Together Victoria Campaign
APRIL, MAY, JUNE	Featuring in Visit Victoria's Stay Close Go Further Campaign
MARCH 2021 – MARCH 2022	52 Great Weekends
MAY – OCTOBER	A major partnership with Traveller Australia including features in the print magazine, EDM, Display advertising and online articles.
JULY – SEPTEMBER	Launch of our off peak tactical campaign "Greatopia".
JULY – ONWARDS	Interstate Campaign – TBC