




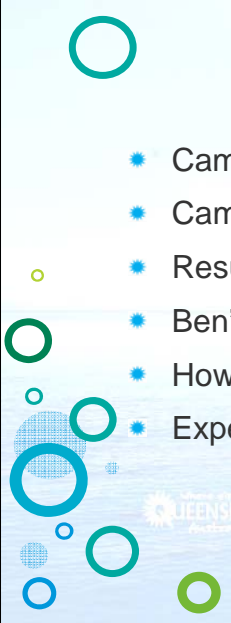




○ Today's presentation

- ★ Campaign background
- ★ Campaign components
- Results
- ★ Ben's blogging
- ★ How has TQ extended the campaign
- ★ Experiences & learnings





Why did we do it?

- GBR marketing fragmented
- GBR well known, but no real awareness of islands
- A new story to generate sales
- The perfect way to talk directly to our REAL customers



The Challenge

- Build awareness of “life above” the Great Barrier Reef
- Global consumer campaign
- Activated by all TQ international in-market teams
- Big idea to generate maximum global **awareness** for minimum investment



Timeline

- **January 2009:**
 - *international media launch
 - *applications open
- **February 2009:**
 - *applications close
- **March 2009:**
 - *Top 50 applicants announced
 - *Public wildcard voting open
- **April 2009:**
 - *Final 16 applicants announced
- **May 2009:**
 - * Three (3) day interview event in Queensland
 - * Successful applicant announced
- **July 2009:**
 - * Employment period begins

How did we go with the timing?

- Winter, weak economy, unemployment rising
- News void just before Obama inauguration
- 'Australia' the movie
- A tough time for tourism industry
- We were the bright and simple news story that hit the spot



Island Caretaker

- * **A real job!**
- * Six (6) month contract
- * AUD\$150,000 package
- * Explore the Islands of the Great Barrier Reef
- * Report back to the world on their adventures



The Details

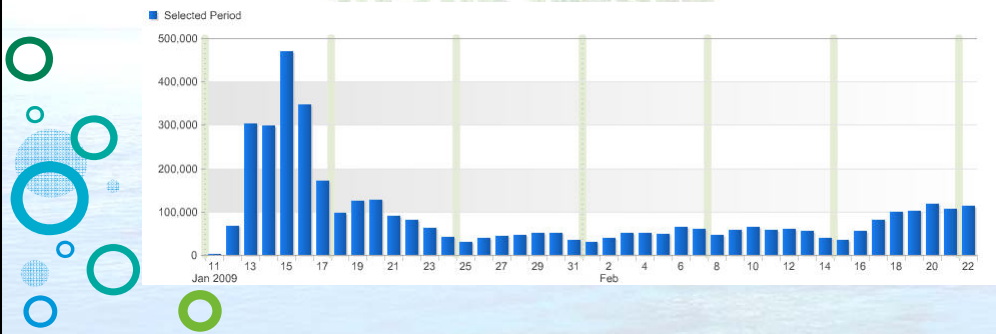
- * Launched on January 11
- * Secret media fam on Hamilton Island prior to launch
- * www.islandreefjob.com went live
- * series of high profile job ads published around the world
- * media releases around the globe to generate media buzz
- * Start swimming as the first wave hit – 200,000 visitors





Call for Applications

- ★ 11 January – 22 February
- ★ Exceeded website visitation targets in first 3 days
- ★ Total visitation for this period 4,016,520



Website Visitation

(as at 20 July 2009)

www.islandreefjob.com

- ★ 34,680 video applications
- ★ 8.1 million website visitors
- ★ 54 million page views @ 8.23 mins average on site

Visitors by country:

- ★ USA – 2 million (25%)
- ★ Canada – 660,000 (8.2%)
- ★ Taiwan – 540,000 (6.7%)
- ★ UK – 494,000 (6.1%)
- ★ Australia – 426,000 (5.3%)



Who visited the website?

- Western Sahara is the ONLY region **not** to log on to www.islandreefjob.com



Who voted for the Top 50?

- 475,855 votes
- Voting closed at 11.59pm (UTC) 24 March 2009

Visitation during voting period by country:

• United States	567,000	18%
• Taiwan	459,000	14%
• Canada	316,000	10%
• Russian Federation	208,000	6%
• Australia	169,000	5%

Social Networking Frenzy



Facebook referred
376,000 visits



twitter.com/Queensland
Over 4,500 followers

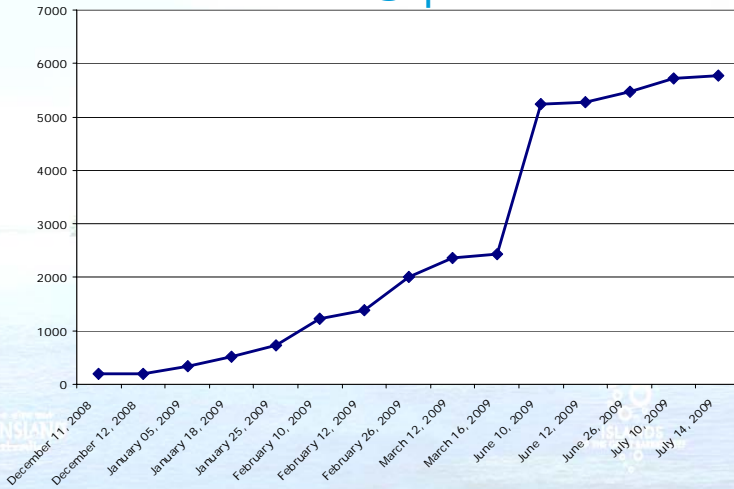


islandreefjob.ning.com
Over 360 members

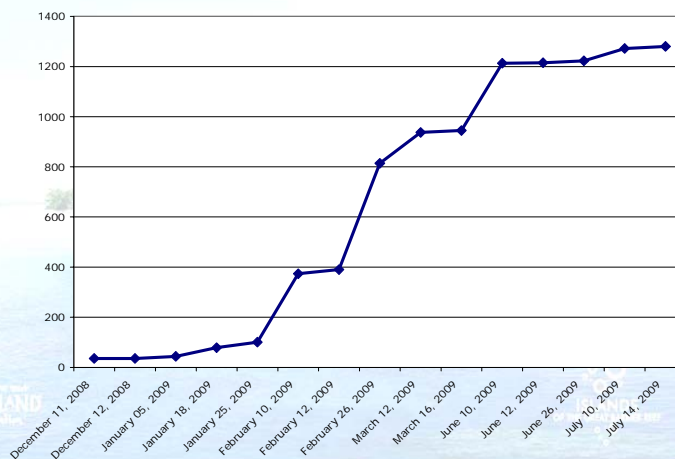
Twitter

- @queensland
- Excellent, quick communications platform
- Messaging;
 - updates
 - important dates
 - Response to questions
 - Re-tweeting

Twitter – followers @queensland



Twitter – updates @queensland



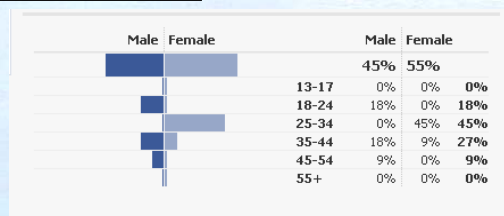
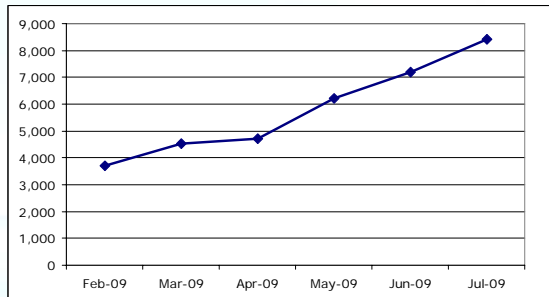
Twitter - learnings

- Excellent, quick communications platform
- Good for managing messaging, with RT's likely
- Use of analytics is important
 - TQ uses <http://cli.gs>

facebook

- <http://www.facebook.com/queenslandaustralia>
- Branded with campaign messaging / imagery
- Messaging:
 - updates
 - important dates

Facebook – growth in fans



Facebook - learnings

- Great interaction
- Substantial volumes of traffic to www.islandreefjob.com (400k visits), from sharing within network
- Longer form communication, with great discussion & moderation amongst fans
- Measurement is important

YouTube

- www.youtube.com/islandreefjob
- Branded channel
- 59 / 100 of top travel & event videos were campaign related

Applicants videos

- Tweet your choice of video to @ckjchambers
 - (a) Comedic in nature
 - (b) Topical in nature
 - (c) Musical in nature
 - (d) Not such a great example

YouTube – learnings

- Use of familiar channel encouraged embedding
 - Development of 3rd party play lists of favourite applications
- Alternative method of support / feedback for applicants through comments on videos
- Provided a platform for ongoing exposure to new TQ content

Ben's blog



180,000 people have visited
www.islandreefjob.com since Ben
started work with TQ

Ben's blog

- www.islandreefjob.com
- 22 posts (in 45 days)
- 594 approved comments (+ 106 spam)
- Content
 - Video on YouTube
 - Photos on flickr
 - Trip tracker (GPS tracking)
 - Links to some TQ content

Publicity?

"Not since Willy Wonka and the golden tickets hidden in chocolate bars, has something come along like this"

Editor - The Sunday Times, UK

Global Publicity Value

PR value to date

- More than \$AUD 330 million (in markets we can monitor)
- 60 media from around the world at the final event
- Around 100 print, TV and radio interviews globally in the 24 hours after the final announcement - including the BBC, CNN, Good Morning America, Canada TV, Sky News London, The Times in London and The Sunday Times

Initial targets

Entire campaign targets over 12 month duration

- \$50 million international
- \$20 million domestic

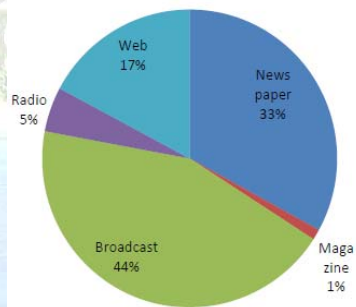
Global Publicity Value

Key figures January to May

Market	PR Value AUD	No Articles
TOTAL	\$332,431,656	10550

Number of articles generated and channels of communication

No of articles generated all markets January - May							
	News cover	Magazine	Broadcast	Radio	Web	TOTAL No. articles	Unique articles
New Zealand	40	0	8	16	0	64	37
SE Asia	63	0	21	23	76	183	84
India	87	0	0	0	0	87	27
Korea	228	21	25	4	53	331	143
Hong Kong	132	11	28	5	33	209	63
Taiwan	100	9	219		224	552	N/A
China	469		61	4	64	598	271
Europe	505	32	132	65	1109	1843	N/A
United States	1070	0	3912	0	0	4982	N/A
United Kingdom	202	0	40	51	163	456	265
Australia	478	40	126	343	32	1019	214
Japan	106	9	48	3	60	226	197
TOTALS	3480	122	4620	514	1814	10550	



Time for some Sales

UK, Ireland & Nordic:

Developed series of key campaigns working with tour operators:

- Best Holiday in the World
- Best Adventure in the World
- Best Honeymoon in the World
- Best Sailing in the World
- Best Diving in the World

Other promotional activities happening in all markets across the globe



Time for some Sales

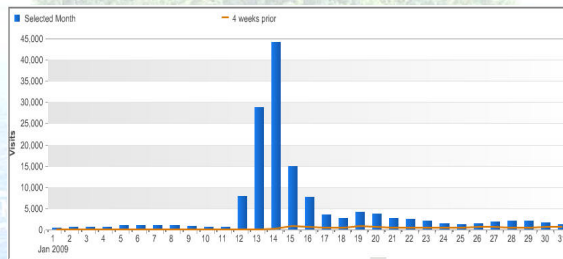
Tropical North Queensland best adventure campaign

- Exploring other opportunities to use candidates' talents
- Mieko Queensland Tourism Ambassador in Japan



Flow on effects for Tourism Queensland

- TQ Image Gallery – double monthly registrations
- Increased visitation to all TQ websites
- Increase in subscribers to TQ e-newsletters
- Industry enquiry and website visitation



www.tq.com.au

ISLANDS OF THE GREAT BARRIER REEF

What Did We Learn?

- Give yourself permission to Think Big
 - Started planning in Jan 08
- The idea is not enough...be prepared and organised
- If you are lucky enough to get on the wave, ride it
 - Many opportunities came our way which we altered plans to capture & further campaign

A great campaign means nothing if it doesn't convert into sales

ISLANDS OF THE GREAT BARRIER REEF

ISLANDS OF THE GREAT BARRIER REEF



What Did We Learn?

- * Digital media and social networking are not an add-on...for many of us they are the starting point
- * If you want total control...don't do social networking
 - o * Facebook, Ning, Twitter, blogs...
 - * They all talk...and talk...and talk.
 - * Be there & know when to keep your mouth shut
- Understand how to talk to your customers: for us, digital and social networking are the future
- Thousands of new advocates for Queensland
 - * Have plans not to disappoint those advocates



What Did We Learn?

- * Analysis of the success of the campaign has pointed to good spokespeople:
 - * friendly non-corporate style
 - * Open and honest
 - * willing to admit mistakes
- * Strong corporate culture and fantastic staff – enthusiastic, willing to try anything, embracing opportunities
- * Be true to your own brand
- * The Best Job campaign reflected the personality of our organisation – everyone felt they were part of it...



Thank-you

- Follow Ben's adventures
 - web - www.islandreefjob.com
 - Twitter - @BenSouthall

- Chris Chambers
 - chris.chambers@tq.com.au
 - Twitter @ckjchambers



Thank You