Marketing update

Creativity as key to mental availability

Isaac Mizrachi

Isaac.Mizrachi@act.gov.au



Contents

- Our focus: mental availability + creativity
- Work highlights:
- ✓ Campaign
- ✓ PR and Social Media
- ✓ Content



VisitCanberra Industry Briefing - October 2023

Do people think of Canberra when considering a holiday?



The degree in which buyers *think* of a brand or *recognise* a brand when considering a purchase is dictated by the brand's mental availability.

Mental Availability – "I'd like to visit Europe in summer"

High mental availability



Low mental availability



Kraków



Mental Availability – "I need a coffee"

High mental availability





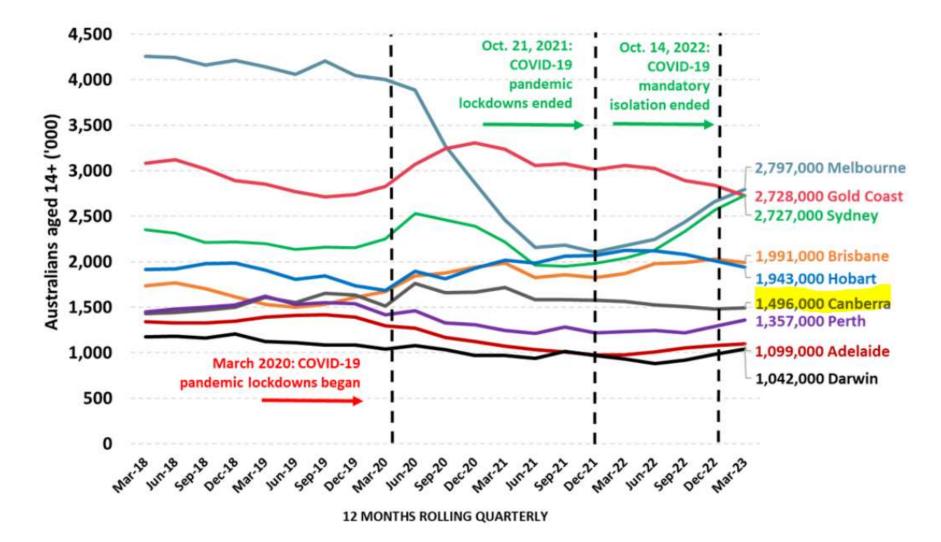


Low mental availability





Mental Availability – "I need an Aussie vacation"



How to increase mental availability Distinctiveness/creativity





PRESERVATIVES



The Whopper DAY 28



India Smith

Out of office: Auto reply

Hi there,

I'm out of office atm.

Replying to your email is on my list of things to do.

THE TOURS

Just below licking a jellyfish.

India

TAKE YOUR HOLIDAY SERIOUSLY

BRITISH AIRWAYS HOLIDAYS

110501

0.0





Strategic pillars

Our mission:

Growing the visitor economy by making Canberra more **understandable** for **relevant visitors**.

Exploring new ways to convert users and increase visitor spend From foot traffic data to optimised landing pages for increased conversion rates Maximising domestic and global impact of our brand campaign

Strengthening mental availability by aligning with our distinctive brand assets and increasing media spend

Key to everything we do in marketing:

be different, be memorable

audiences (based on NVS segments data) • Young couples, no kids • Older, non-working, married • VFR

Focusing

on our major

Further developing our digital capabilities to improve our work

Improving user segmentation and usability; exploring AI capabilities Standing out by pushing the boundaries of destination marketing

Developing a social media voice that is unique to VisitCanberra; Exploring new content partners

Domestic Campaign

There's more than they're telling us.

Purpose: Support ACT tourism industry by promoting Canberra as a leisure destination to key domestic markets

- Objective: Drive awareness of the variety of experiences, attractions and events on offer in Canberra
- Objective: Shift perceptions of Canberra to increase consideration as an ideal short break destination

Creative challenge: Stand out in a saturated, highly competitive market with a modest budget

Kim's seen this view of Canberra 1193 times. It still leaves him speechless.



There's more than they're telling us

SER VISIT

You probably don't speak dog

Ref. Prov. disk, panaf kenne stratt, Jonathan her tagang Canteernis Fairligen Truffee offers 19 deb untorgestable experience: Impremisery a deb of smet Can be up to vocanon three more sens than ours's. So re-worked innovation is augustable preview truffle farmet and ha averes Alice is more the an autionari. Www.augustable heard of them as Alice showers this were Alice is more the an autionari. Www.augustable heard of them as Alice showers this to be heard of them as Alice showers the to be and a new th. Herd I like you this way not how heards of them as Alice showers that a like and the start and the second work that were the disting. But is reality it associate and a like wood wood for a social work. And understandals out wereyone speaks dag.

Pialigo Truffles

There's more than they're telling us

CANBERRA

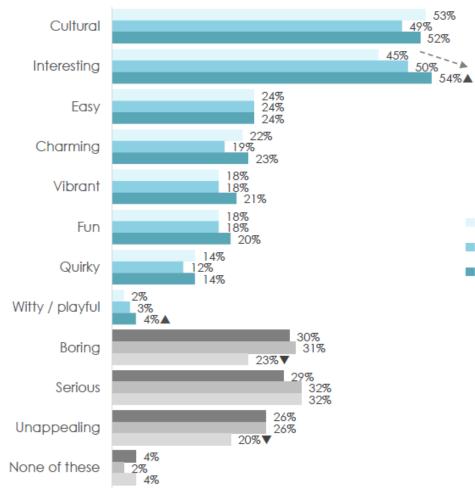


Domestic Campaign Tracking Results

Mar'23

May'23

Aug'23



Luma for VisitCanberra, August 2023

Key Metric Improvements

Destination Personality Witty/Playful	+ 2%
Destination Personality Interesting	+ 9%
Destination Personality Boring	- 7%
Brand Bonding (people like me go there)	6.4/10 → 6.7/10
Consideration as Destination	+ 5%
Net Likely to Visit [intent]	+ 4%
Net Unlikely to Visit	- 4%
Visit Satisfaction – Net Satisfied	+ 3%



CAMPAIGN MARKETING

There's more than they're telling us.

CLICK HERE TO PLAY - Gallery Of Small Things (External Link)

CLICK HERE TO PLAY –Balloons Aloft (External Link)



International Campaign

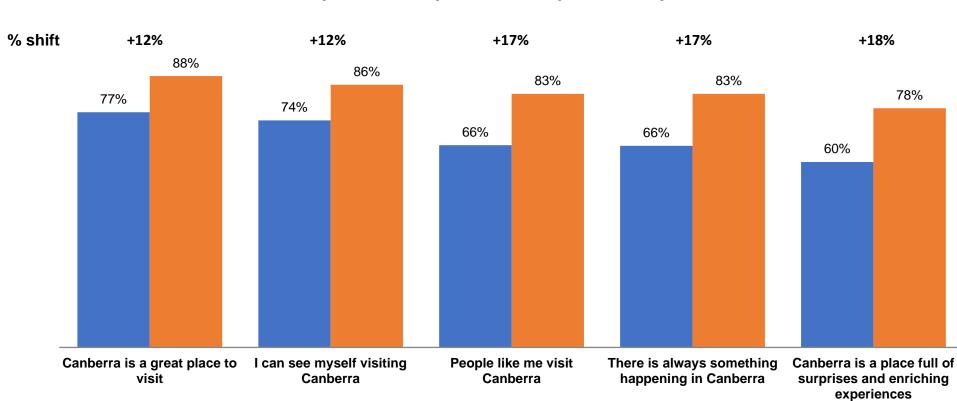
Canberra. A different Kind of Capital.

- India & Singapore Objectives: Raise awareness of Canberra and its tourism experiences amongst Indian high yield travellers, to:
 - Encourage those planning a trip to Australia to "add on" the Aussie capital
 - Attract future leisure visitors to consider Canberra
- Singapore Opportunity: Leveraging the airing of Singaporean television drama series Shero, which was filmed in Canberra





India Campaign Tracking Results



■ % agree - Before seeing India ad ■ % agree - After seeing India ad

System1 for VisitCanberra, June 2023



CAMPAIGN MARKETING

Canberra. A different kind of capital.







VisitCanberra Advertising Sandoes



Instaaram

XND

View all 21 employees

Carbony, Autorialier Capital Tempory - 1,525 finkowers Thirs's more than they're talling on-



About us

Welcome to more than the official tourism Univedin for Camberra, Australia's capital. Dream, plan and book your stay in Cariberra at visitcariberra.com.au.

VishCanberra leads the ACT and capital region tourium industry to create and implement a range of marketing and development programs that will significantly increase the according return from domestic and international visitation.

417

THE COMPANY AND A



Sering Webst on the Auditation Starting Data Watchmont | \$75WC community on the of opportunities for multiplement of event.

reportunities like that for pour humans or event first out dying 🛄

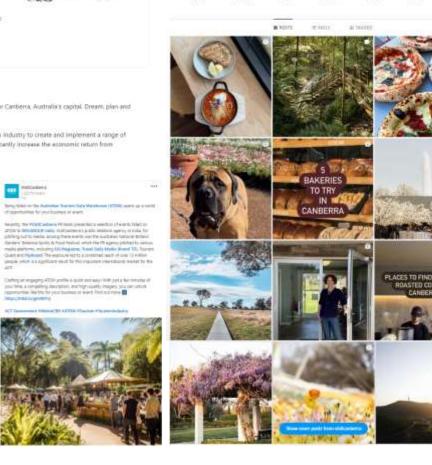
The mask which a destroyed a performance in the set of a 1 Color destroyed -2023 event in Datins, providing training session's for 1910 Advance's would be specific one the part of three deck

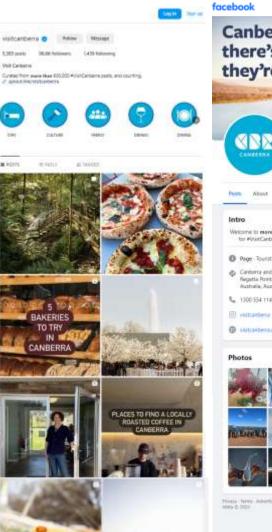
Personal state of a local strain of the contribution to Sold a surface state of the Any state of the sector of the sector of the sector for the sector frace. multiple states which will also also a restated termination to transfers, with many of their being fromble and agents of from photosols and unitin travel

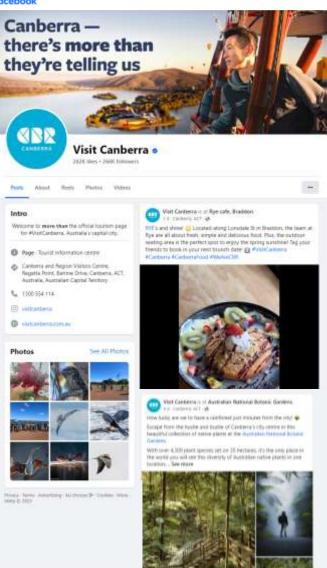
The ACardomic rand is thinked accord but ratios and publics officing, with a since the set of and a for obsorbing pairs which the balance applications. rick and and a lot formed a pro-wavel frank program for special from mala and with the funding a post-ment fairly program for against from the set and through. These programs provide agents with the opportunity in appartenue out depletation Technics, making it awar for their to promote it to their Lobinsis.

ACT Generativesed [Translets and Towards Generational] Towards Towards Atomic water bit master die minweiteligen











х

Posts Replies Highlight Modella 1.7kin-k

VisitCanberra @visitcanberra - Sep 9 Did you hear the exciting news? The Cupping Room has been awarded Australia's best flat white! 🗮

Sony, #Melbourne but the people have spoken - the nation's capital takes the coffee game to a whole new level 😎

#VisitCanberra #WeAreCBR @Wetit @ONACoffee





00 ***

11-00 21-0

Social media 2023 and beyond

What: Focus on reaching new audiences/travellers

How: Prioritise what channels are being used & create content that is most likely to reach new audiences What: Content that drives engagement

How: Create content that stands out in feeds & increases consideration for Canberra What: Integration across owned, earned & paid

How: Optimise our way of working across channels to ensure we're maximising opportunities & presenting a unified CBR message

WITH WHAT







CLICK HERE TO PLAY (External Link)



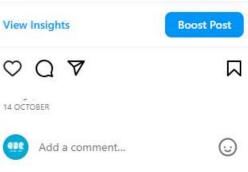


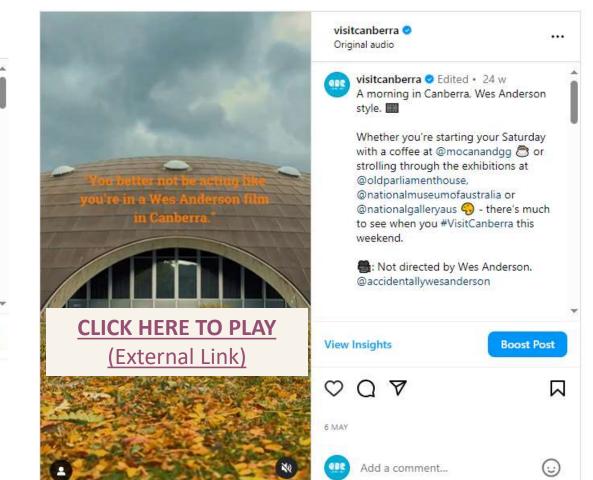
Here are five bakeries you knead to try when you next #VisitCanberra. 🕐 🗃 🖨

...

 @threemillsbakery: A local gem that has gained nationwide recognition for its delectable dough and pastry creations. Find their treats in their Canberran bakehouses and supermarkets across the country.
@silo.kingston: A inner-south favel Silo is renowned for its mouthwatering sweet and savoury pastries, bread, quiches, and a delightful range of sweet tarts.

💡 @under_bakery: A small suburban







How are we tracking – YTD

Channel	Audience	Published Posts	Impressions
X (formerly Twitter)	23,807	119	108,522
Facebook	269,289	215	18,225,059
Instagram	96,595	779	11,862,867
LinkedIn	1,532	42	44,655
Totals:	391,223	1,155	30,241,103









India: 7.5% 8 22% United Kingdom Indonesia 10.12% A 25 Singapore United Kingdom 1 1.2% # 1.5% Hong Kong 0.7% United States 1 8.7% Bangladesh 0.8% New Zealand 1 0.6% Pokistan 1 0.6%



Media outreach for VisitCanberra



Recent wins

Australia

honey travel

Your guide to a fantastic family long weakend getaway in Gamberra

convince the property of the second second second second second second trape serves includes " privite a server second p based

the state of the second state of the state o

including in the Restored Barbara of



TRAVELLER

The 12 best Conferencement by paightheorthaul. Celebrary economication in placehol, adaptar poping hand the in with in RV and word a tellining convert party expectation of the future even invest-based field of a pressi Advanta Additional to a second second

SPA WELLNESS

Same and forten



"When I have about I defines a discrimination deer deep to all involution" same intern infinit a performents, there are in the probability of the state of a data with the of the set of the second to send to make "the desired other is on the head where present here a terms of Dense with the encoder set by the Albert dense a character by setter 129-Queuni him? and daller "propil an ill draw for when, the trans oil constants"

the property is a set of the set The wineries

.

Mount Majara Visayand



- news kidspet treast bases for firing links sean the first

And Address of Address of the

7 reasons why Canberra is more than just the place we go to for school trips

One for the little discour lowers Cockington threes Contains

Waren marinfastere

India



in from Treat in 21 2020 BUT ST



Proper Philippa's Tradings

FEMINA

If you're ready to unleast your advantursus splitt, Canberra has a many of hidden similable for you to evaluate

Whether pission is consistent used travelar or first is pisse first targe rite baseting ature, Cardens, Australia's coate city, is made for exploration. It's take minimizing and originary, and you will rener that looply, here's a tot of examinances to put on your diversity.



where exacting. One there is builting to allow the constant out an

9 best botanical gardens in India and abroad

New sex resurbalis domains for service estimates and perfor user for feedfaces who can be and which have -

Insertalises Noticeasl Botanic Gardens

CONTRACTOR OF A DESCRIPTION OF A DESCRIP

lawred in the worthspreen Australian stry of Castwern, the Australian Victorian Enterior Enterior home to 35,000 plasts of over 4,000 species, which is about a 50b of the country's income and plant species. Viduory can see the discosity of matratian nature planes in one beaman knee.

There are served travers replice the presences modulize bettern licharin Carleys, including taking other ground and, here other modelly excepted, building a new conclusion and factorizing by look while starts.

The Middler, the Installe gordeen after a discovery real flat provides universities on interest winters, are tailing, and biology



inder interally activities, while its encounterer, and

ers tal the way five must have experiment.

the improvement in the pairs. To hole uses minist the minute

population incompanies that intuitions probably

Must-Have Experiences In Australia's

Capital City Of Canberra

The Day Take Your Dad To These Luxurious Hotels

the same and the same same

Por the webliche and mature latest -

Adorphysics and anotherpol will annialdel to use phase.

Waterson: The poord part is their ten of a cost have to be construct using internant on these pertonsi basis. Except that international and all dauge basis: that we be the from Witness Typican for every type of interdations

and you be introduced to a substalial math that will bear you attained a base iffers with some The entropy design in many William Lange is a MANN give used by a the logart of restriction significant

alterns. This place is not just an architery Veige value it is a barren of latern and adventum, the very

And of its block in the shocks the Twee its of the Issuits supervise has been set to been contact to

ander to majori time generati cando, chemic and parters de travellet manado porte call. En contrato o mero in a Union aggregativa to mero fast el laso está mano el der estáficamen

UK

1.0

The Dritgraph that had been these from how hat the law later failer the Desire Indiana Taken and Land M About her hide and The thriving city built to settle an argument Children to the fightry 36 theory strate. Conterts has points enabled at larger size

college, which yes had seen



Following the Pederation of Anstralia in 1910, the Information which (0) -Hollscore or induce - shadd by the nation capital too constributing that the creation of a partane-bally curve as far outrasiantia. The compromise any a largentia ta New Josefs Walay (from) - bar at least 100 miles from Typhey, and parliament to could at the Michnoorne until the city was ball. Like a hopy conceived in order to once a maintaine. Conference empirisand.

The area that would be more all Carlieres had been initiabited by the Signance of people his new 20,000 years. It was chosen for thelevation - taland, away from the coast and the threat of warships - and temperate climate. At the time of mining, Cantierra warbones to more observation people. Some believe the same Canberra derives from the Ngunnarics word his "moving place" while others believe it's an indigenous mentreferring to the consely shapes of nearby Weard Almille ord Elach Montdain and "dented "women's broads".

The doublast that Carlotte would be a whally idealed tite. Rel to a workbeth choice competition, paying the way for American architect Walker Durity Gillba and his will: Mattee to create the capital. Today, Casherria has dongged off in power inducting reputation as the "150 of considerants" and have as cost. And while for they relation Bady hathout and Mellagene (with its prost of and weall-for-fined hateways as still at each other severablich is the moder vity. Carborns has blossomed as the replenerer of Australian politics and radiant, with an increative and deriving during where, more of the country cloating gilleries and renorman, and his boatings limits



Loandy's Americks The solution of Readings in the sector for discussing - The Dirithmosphere inspecifier the badding's ortange. Use Wide has honorements, failing and in-sign stores, and hard because from Element Educatory. for a post-broublet to construct Pink Ink Duption: his high-rest faction, while lines communicating place to parelyse ment handly shade dialow or glassenare to take house with you.

Where to est and drink

The Capping liness (decappingson.com, p) to a Conferent matitudes widely believed to serve the local collection Australia. Must must day here:

THE **TRAVEL** PLANET

8 UNIQUE FESTIVALS ACROSS THE WORLD THIS SUMMER

Dag and small the roose of Thrisds, Generic

Caritorna's Physicals Product is The advanta estimation of spinsy, as ensuring and ensure and share and tergal, Honelli corver ina blain in Australia's segnal. Fran 28 Sectores - 1 Octors 2023, selectore physics of featuring turbs \$1 the Community Park, on the principality entropy of Lake Darky Solide to a samples mininging. The price y while inside of party follows baring on his Littee and Dr. and The Folge People, and and and and including a particle screeting, at well as control and accessioned, torrorspace, locally and locally and of course peopler products for Stree greenregaled being goes, the basis an neuror is the with inspired sources and his electronistic authinici onungel the forwark. From 1038-10380m the garden back of the Outerconesially Park will be Namesian with saturate light totablecon and their with for many 2014, using performent, servedure, taxi pering and even non exclanation and market state, with Rockets's Namberly Televa and at \$25 his all adult U.V.In which is incompany, and returned other 12 pp. http://www.intometry/allaggerst companying of which shall and shall be



A LUXURY TRAVEL BLOG

What's im in Organization that associate 00000000



the two to rivid all others.

Working with VisitCanberra's PR & social team

Working with us document

Email the team and tell us what you're up to: tourism.media@act.gov.au

Social media:

- Tag @VisitCanberra especially IG stories, but also FB & IG grid posts and #VisitCanberra
- If there are opportunities to capture content let us know, but also share any updated imagery

Public relations:

- Share your updates with us, new offerings, new menus, new rooms, new experiences etc
- Share stories that tie into our key international markets
- Visiting Journalist and Influencer Program



FY23 Content Partnerships



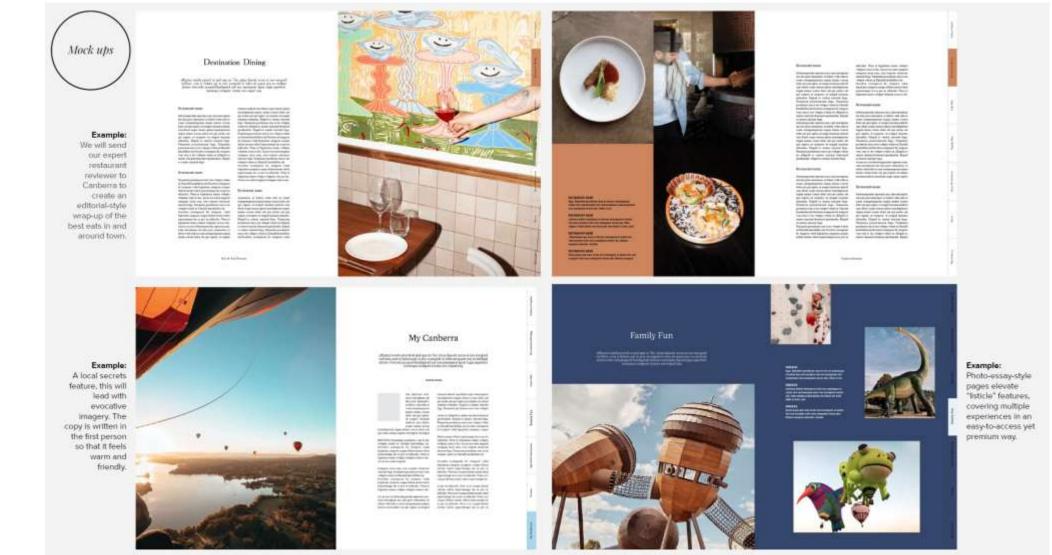
VisitCanberra content had the highest engagement rate across all of The Squiz's editorial content in June 2023. Over 91% of listeners chose to listen through the episode's completion. Shameless' social call out and video series received <u>double</u> the engagement and views of their editorial.



Ten a cana yare Canbenno

shameless

Annual Visitor Guide 2024



CONTENT MARKETING

ATDW Enhance your ATDW listings

- Increased visibility: 1.2M visitcanberra.com.au & cross promotion other ACTG/national websites
- Develop content for social, publications, web features, eDm
- Crafting itineraries for trade and media
- **Pitching** to international and domestic PR, creative and content agencies
- **Display** at the CRVC

Accommodation deals



Standard Room with Buffet Breakfast @

Book Nov

Mercure Canberra

From \$237 (inc. 6573)

♥ Braddon



Date Night @ Hotel Realm Barton From \$402 (inc. GST)





Special Offer

View all accommodation deals ->

Book Now



CAMPAIGN MARKETING