

Marketing update

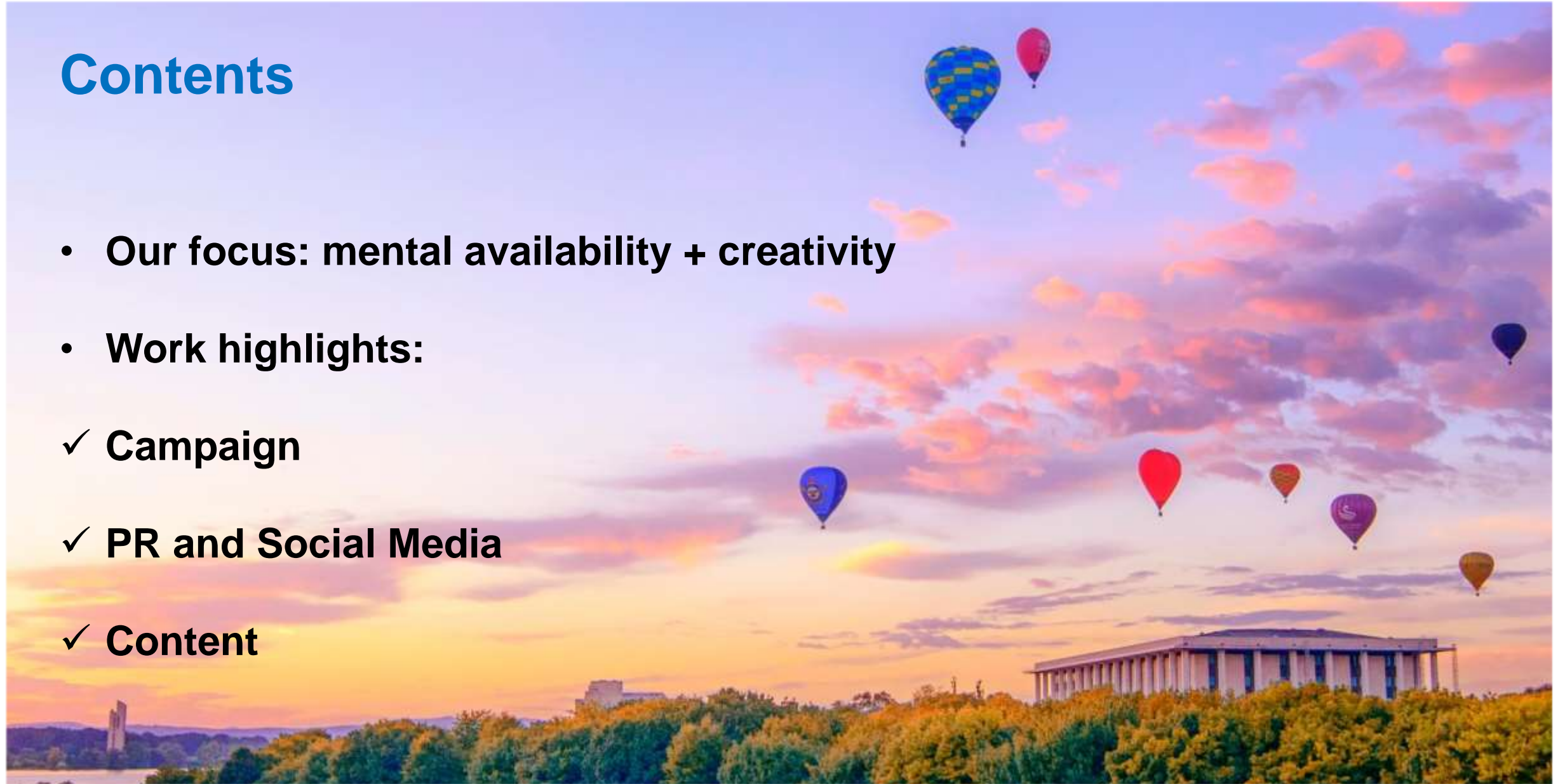
Creativity as key to mental availability

Isaac Mizrachi

Isaac.Mizrachi@act.gov.au

Contents

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





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



Mental Availability – “I need a coffee”

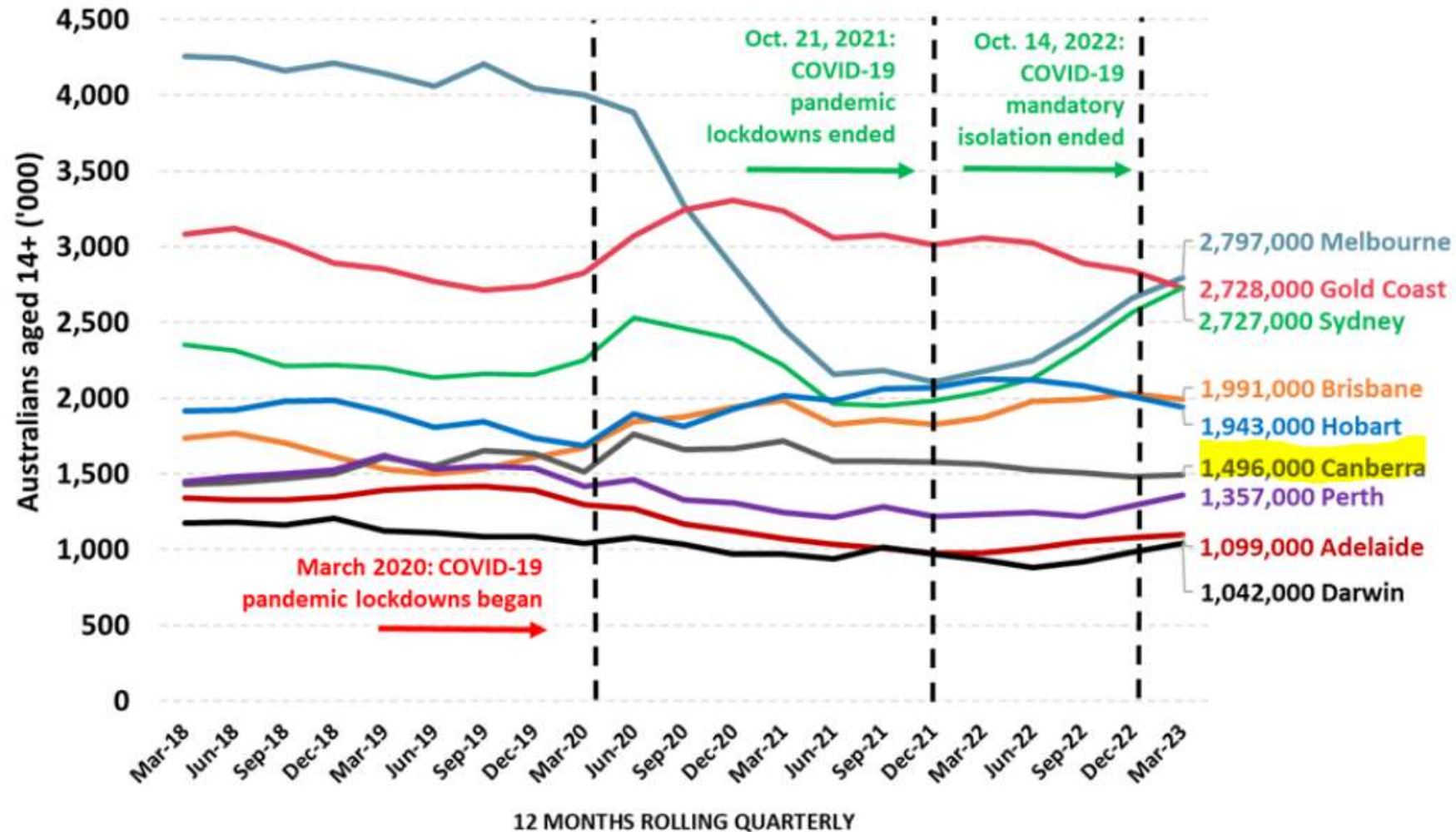
High mental availability



Low mental availability



Mental Availability – “I need an Aussie vacation”





How to increase mental availability? Distinctiveness / creativity

The Whopper *DAY 28*



THE BEAUTY
OF NO ARTIFICIAL
PRESERVATIVES



110501



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.
 Just below licking a jellyfish.
 India



TAKE YOUR
HOLIDAY
SERIOUSLY



BRITISH AIRWAYS
HOLIDAYS

Rullo's Pizzeria

Rullo's Pizzeria

- Salads
- BREADS AND PANINIS £2
- SOUP CARPACCIO £3
- CUCCHIA SALSA £3.50
- Fish cuts
- FOCACCIA BOLLINATA £3
- KRANJI SUSHI & SPINACH £3
- SPECIAL SOUSVIDO £10
- Wine Over Pizza
- Rullo's daily family table and hand built crust
- VEGAN
- CALABESE NAPOLITANO

JOIN US MON TO SUN MORE OPTIONS INSIDE!
RULLO'S PIZZERIA

Strategic pillars

Our mission:

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



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.

Balloon Aloft Canberra

There's **more than** they're telling us

 VISIT CANBERRA



You probably don't speak dog

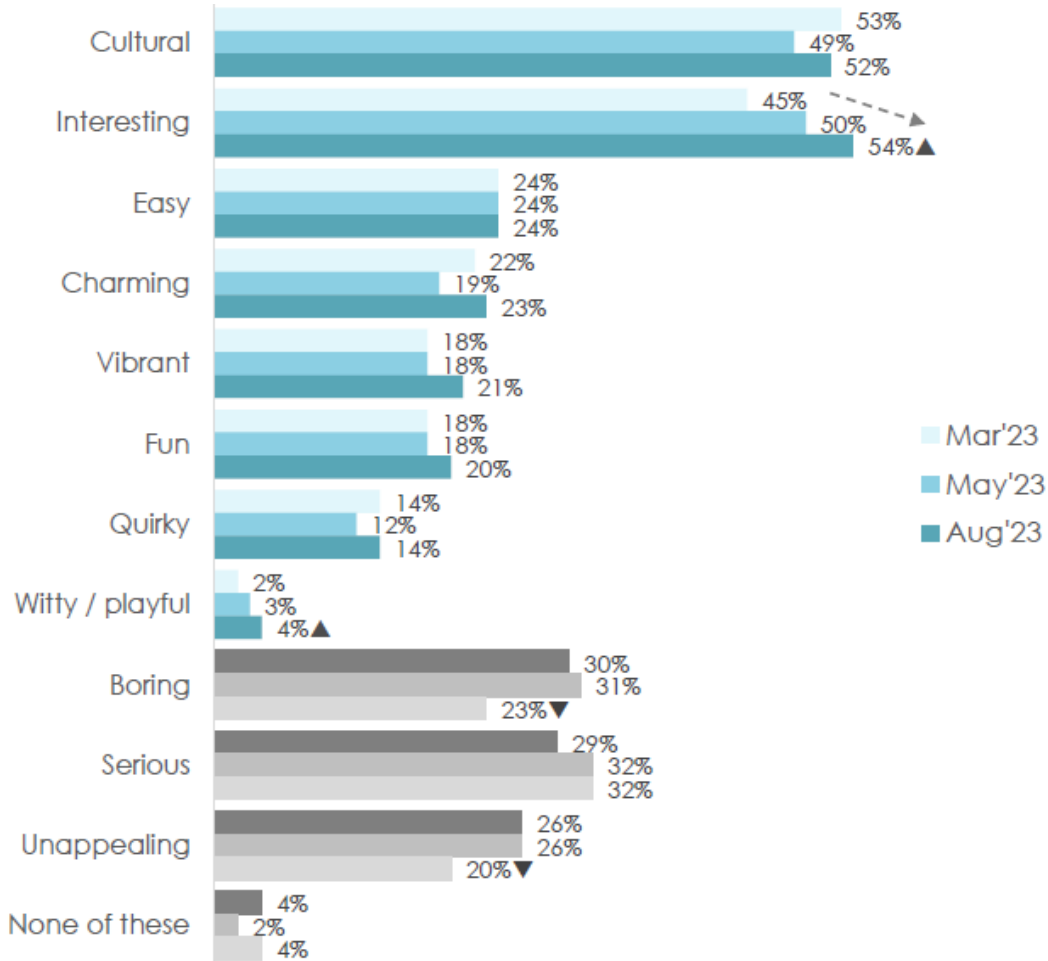
But if you did, you'd know that Jonathan here is saying Canberra's Paligo Truffles offers 'a deliciously unforgettable experience', impressively, a dog's sense of smell can be up to 100,000 times more sensitive than ours. So no wonder Jonathan is Australia's premier truffle farmer and his owner Alice is more like an assistant. You may not have heard of them as Alice doesn't like to brag. Jonathan, on the other hand, is all over it. He'd like you to know that they're surrounded by spectacular wineries, with an award-winning chef and 5-star dining. But in reality it sounds more like wool wool wool, wool wool. And unfortunately not everyone speaks dog.

Paligo Truffles

There's **more than** they're telling us

 VISIT CANBERRA

Domestic Campaign Tracking Results



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%

There's more than they're telling us.



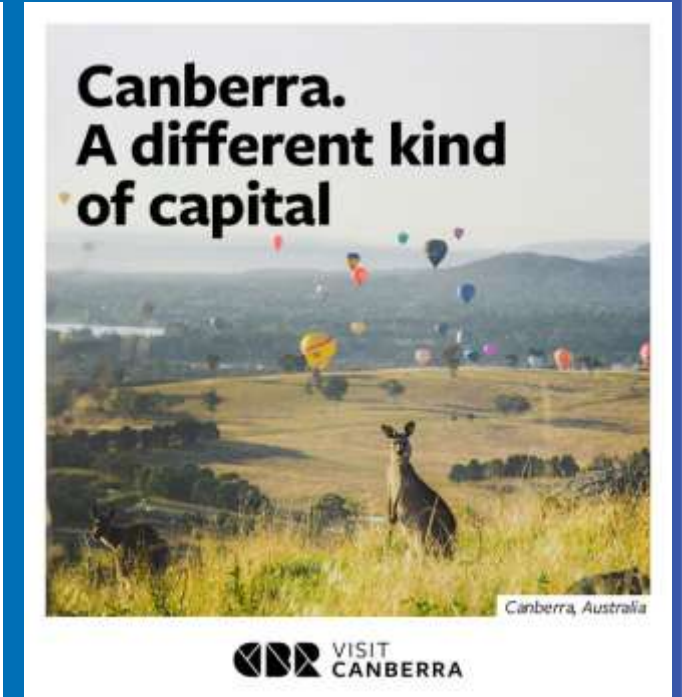
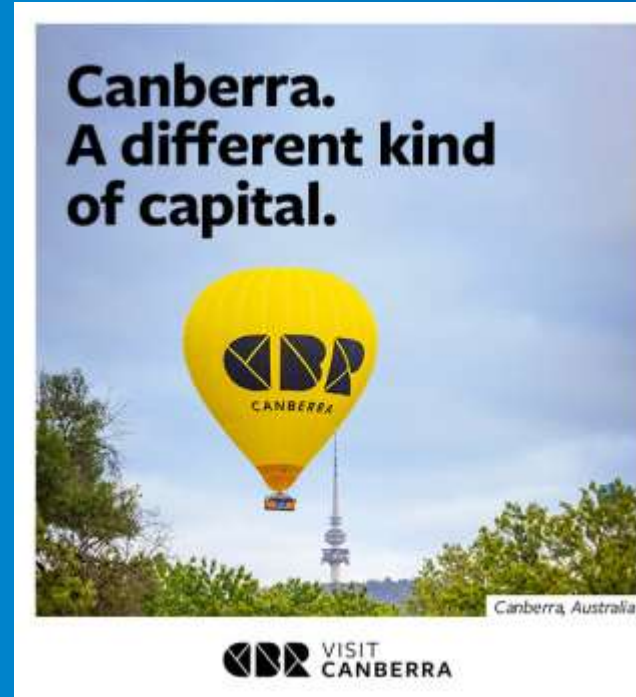
[CLICK HERE TO PLAY - Gallery Of Small Things](#)
(External Link)

[CLICK HERE TO PLAY –Balloons Aloft](#)
(External Link)

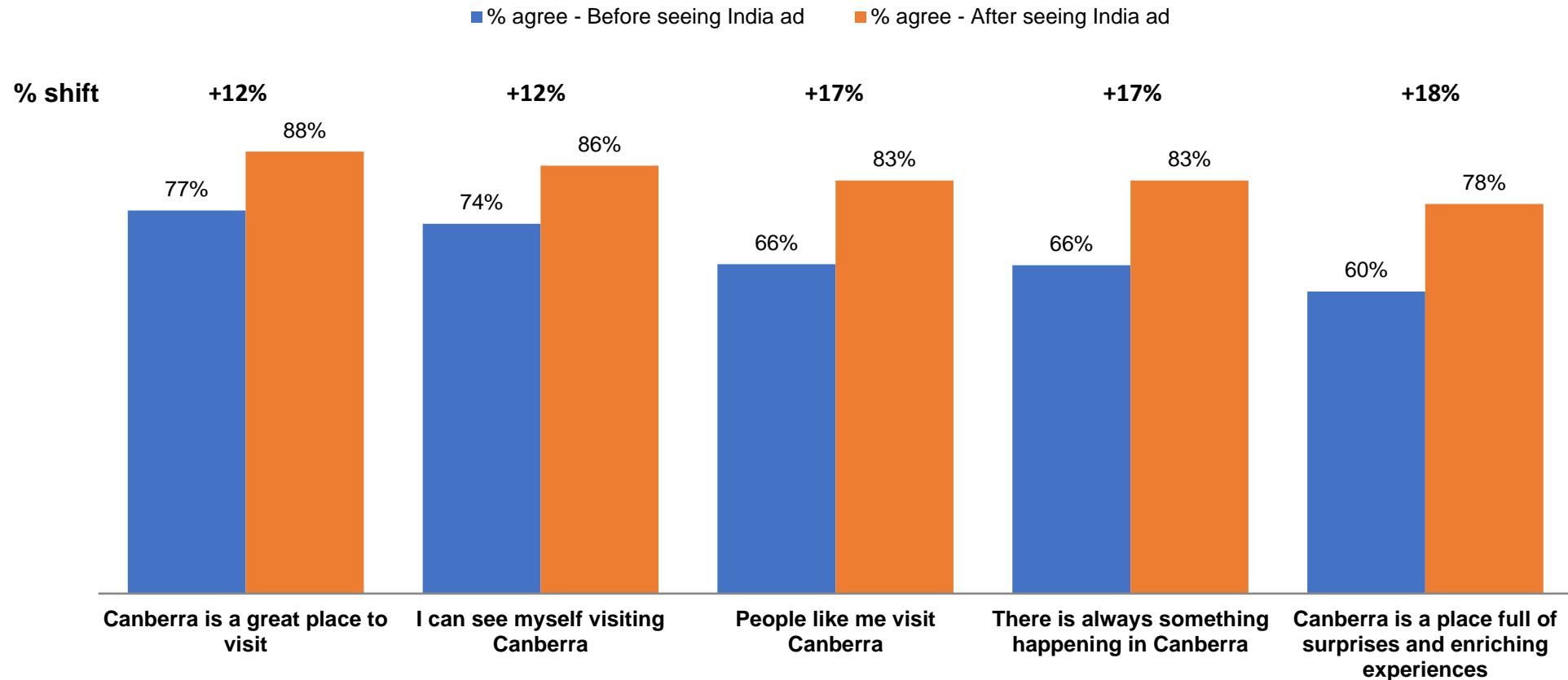
International Campaign

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



System1 for VisitCanberra, June 2023

Canberra. A different kind of capital.



[CLICK HERE TO PLAY – India Campaign ad](#)
(External Link)

LinkedIn

Canberra — there's more than they're telling us

VisitCanberra
Advertising Services
Canberra, Australian Capital Territory · 1,525 followers
There's more than they're telling us

Follow

About us

Welcome to **more than** the official tourism LinkedIn for Canberra, Australia's capital. Dream, plan and book your stay in Canberra at visitcanberra.com.au.

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

ACT Government | Tourism and Events Development | Tourism Training of Month

ACT Government | Canberra Museum & Gallery | Canberra Museum & Gallery

ACT Government | Canberra Museum & Gallery | Canberra Museum & Gallery



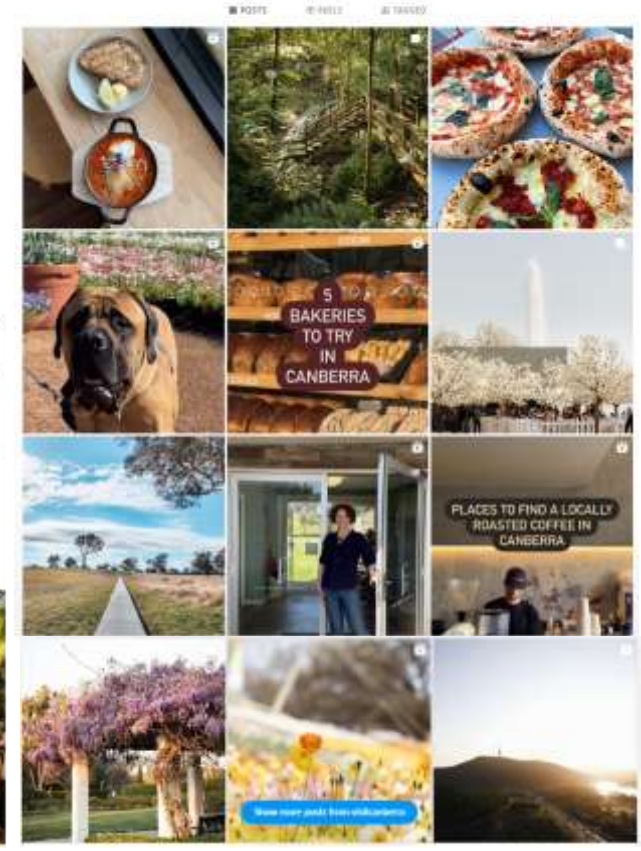
Instagram

visitcanberra [Follow](#) [Message](#)

5,383 posts · 36.6K followers · 1,439 following

Visit Canberra
Central from: www.instagram.com/visitcanberra

ONE · NATURE · ART · CULTURE · FAMILY · EVENTS · DRAMA



facebook

Canberra — there's more than they're telling us

Visit Canberra
252K likes · 269K followers

Intro
Welcome to **more than** the official tourism page for #VisitCanberra, Australia's capital city.

Page - Tourist information centre
Canberra and Region Visitors Centre, Regatta Point, Sennet Drive, Canberra, ACT, Australia, Australian Capital Territory
1300 554 114
visitcanberra.com.au

Photos [See All Photos](#)

Visit Canberra is at Rye Cafe, Braddon
Rye's and show! Located along Lonswater St in Braddon, the team at Rye are all about fresh, simple and delicious food. Plus, the outdoor seating area is the perfect spot to enjoy the spring sunshine! Tag your friends to book in your next brunch date! [#VisitCanberra](#) [#Canberra](#) [#CanberraFood](#) [#WokeCB](#)

Visit Canberra is at Australian National Botanic Gardens
How lucky are we to have a national park minutes from the city! Escape from the bustle and bustle of Canberra's city centre in this beautiful collection of native plants at the Australian National Botanic Gardens. With over 4,300 plant species set on 35 hectares, it's the only place in the world you will see this diversity of Australian native plants in one location... [See more](#)

X

Canberra — there's more than they're telling us

VisitCanberra
[@visitcanberra](https://twitter.com/visitcanberra)
Hashtagging more than auspol.
Canberra, Australia visitcanberra.com.au · Joined August 2009
931 Following · 23.8K Followers

Posts · Replies · Highlights · Media · Likes

VisitCanberra @visitcanberra · Sep 9
Did you hear the exciting news? The Cupping Room has been awarded Australia's best flat white! 🥰
Sorry, @Melbourne but the people have spoken – the nation's capital takes the coffee game to a whole new level! ☺️
[#VisitCanberra](#) [#WeAreCBR](#) [#Wotif](#) [@ONACoffee](#)

THIS CANBERRA CAFE HAS THE BEST FLAT WHITE IN AUSTRALIA
THE CLIPPING ROOM



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

A NEW SOCIAL
VOICE

SOCIAL
PARTNERSHIPS

VJIPS

PAID CONTENT
CREATORS

VISITING
PHOTOGRAPHERS

IN-HOUSE
CREATION

LOCALS

BOOSTED
POSTS



[CLICK HERE TO PLAY
\(External Link\)](#)

visitcanberra
oguzdoganay0 • Original audio

visitcanberra • 1 w
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 Canberra bakehouses and supermarkets across the country.
- 📍 @silo.kingston: A inner-south fave! Silo is renowned for its mouthwatering sweet and savoury pastries, bread, quiches, and a delightful range of sweet tarts.
- 📍 @under_bakery: A small suburban

View Insights Boost Post



14 OCTOBER

Add a comment...



[CLICK HERE TO PLAY
\(External Link\)](#)

visitcanberra
Original audio

visitcanberra • Edited • 24 w
A morning in Canberra, Wes Anderson style. 🎬

Whether you're starting your Saturday with a coffee at @mocanandgg ☕ or strolling through the exhibitions at @oldparliamenthouse, @nationalmuseumofaustralia or @nationalgalleryaus 🎨 - there's much to see when you #VisitCanberra this weekend.

🎬: Not directed by Wes Anderson. @accidentallywesanderson

View Insights Boost Post



6 MAY

Add a comment...



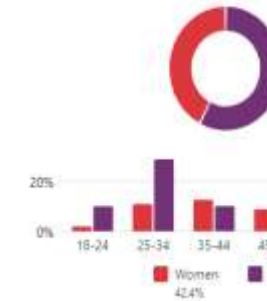
How are we tracking – YTD

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

Facebook followers

266,180

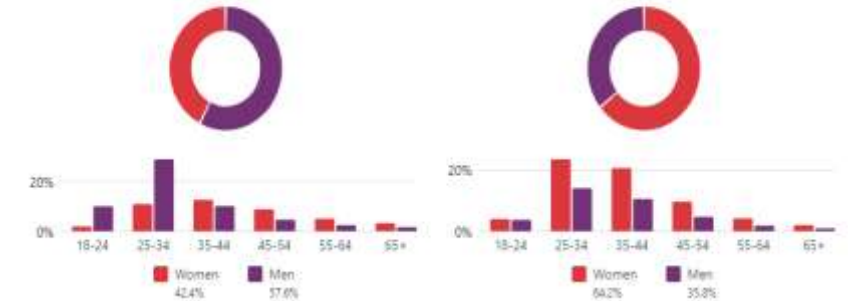
Age & gender



Instagram followers

96,653

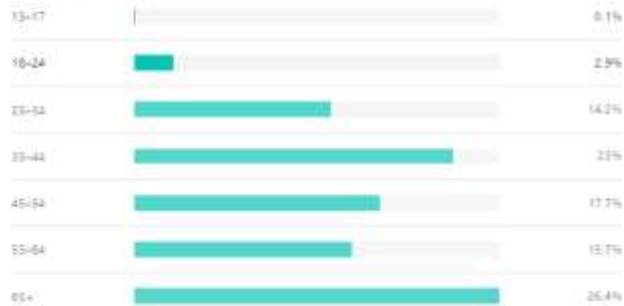
Age & gender



People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

People Engaged by Age



People Engaged Top Countries



Account Published content

Account	Published content
australia Australia	41
visitmelbourne Melbourne	27
queensland Queensland	41
tasmania Tasmania	29
westernaustralia Western Australia	112
southernaustralia South Australia	25
visitnsw New South Wales	42
visitcanberra Visit Canberra	98

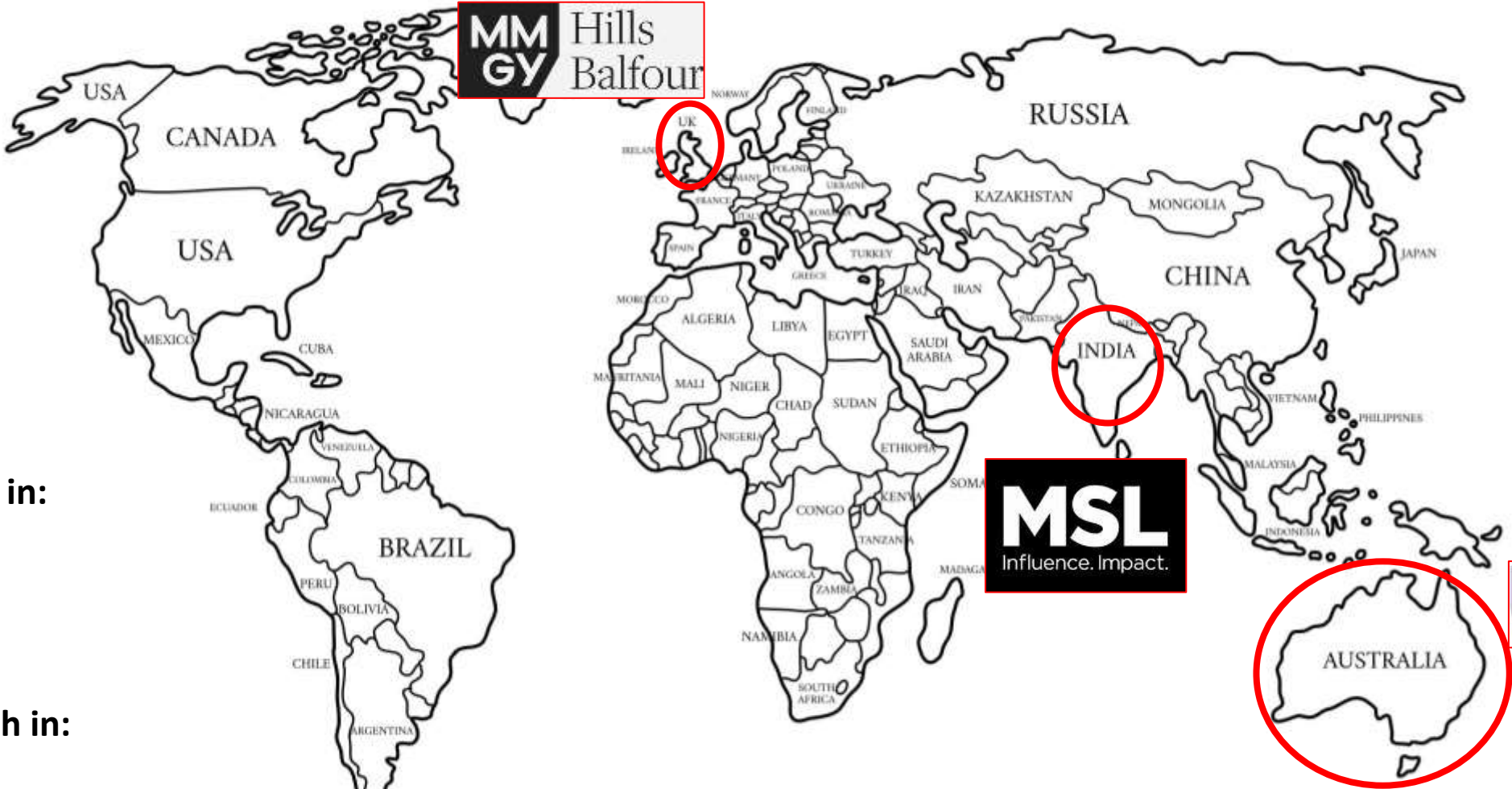
Top countries



Top countries



Media outreach for VisitCanberra



Agency support in:

- Australia
- India
- UK

VC only outreach in:

- USA
- NZ
- Singapore/SEA

Recent wins

Australia

India

UK

honey travel

Your guide to a fantastic family long weekend getaway in Canberra

Discover the best family long weekend getaways in Canberra, Australia. From scenic views to family-friendly activities, we've got you covered.

FEMINA

Canberra Is Made For The Solo Traveller. Here's Why

By *Perle Datta* | Jan 27, 2023, 10:01 AM

Canberra is a city that is often overlooked by solo travellers. However, it is a city that is perfect for solo travellers. Here's why.

Canberra is a city that is often overlooked by solo travellers. However, it is a city that is perfect for solo travellers. Here's why.

NEWS 10

Father's Day 2023: If You Still Do Not Have A Plan For The Day Take Your Dad To These Luxurious Hotels

It's time to start planning for Father's Day. Here are some of the best hotels in Canberra for a special day with your dad.

It's time to start planning for Father's Day. Here are some of the best hotels in Canberra for a special day with your dad.

The Telegraph

The thriving city built to settle an argument

Canberra is a city that was built to settle an argument. Here's how it did it.

Canberra is a city that was built to settle an argument. Here's how it did it.

THE TRAVEL PLANET

8 Unique Festivals Across The World This Summer

Discover 8 unique festivals across the world this summer. From music to food, there's something for everyone.

Discover 8 unique festivals across the world this summer. From music to food, there's something for everyone.

AUSTRALIAN TRAVELLER

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

Discover the best of Canberra, Australia. From scenic views to family-friendly activities, we've got you covered.

news.com.au

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

Canberra is a city that is often overlooked by school trips. However, it is a city that is perfect for school trips. Here's why.

Canberra is a city that is often overlooked by school trips. However, it is a city that is perfect for school trips. Here's why.

fromcontrol

9 best botanical gardens in India and abroad

Discover the best botanical gardens in India and abroad. From scenic views to family-friendly activities, we've got you covered.

Discover the best botanical gardens in India and abroad. From scenic views to family-friendly activities, we've got you covered.

Must-Have Experiences in Australia's Capital City of Canberra

Discover the best of Canberra, Australia. From scenic views to family-friendly activities, we've got you covered.

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A LUXURY TRAVEL BLOG

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Discover 8 unique festivals across the world this summer. From music to food, there's something for everyone.

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

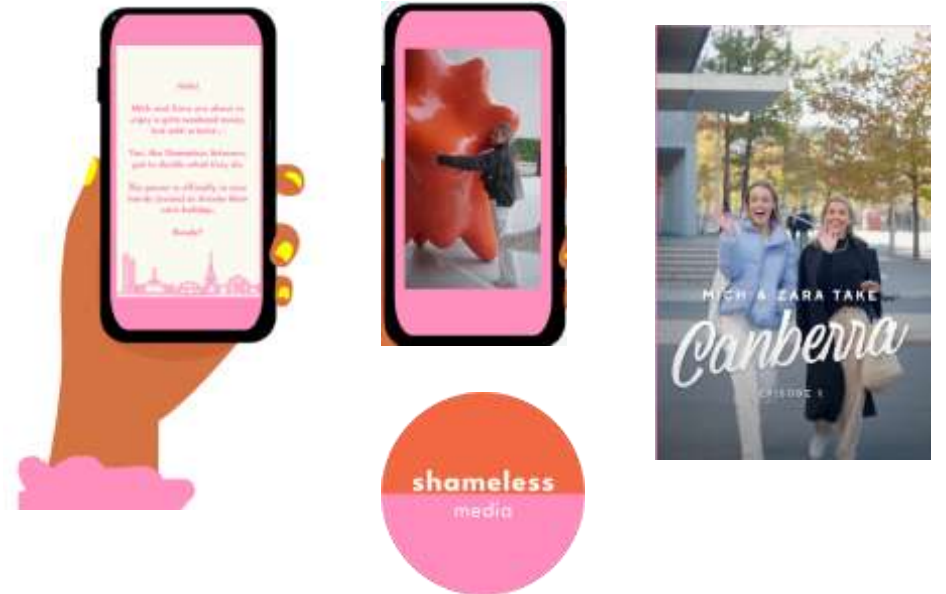
Public relations:

- 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 double the engagement and views of their editorial.

3rd most listened to podcast in Aus.
45k listens to podcast occurred by date of reporting.

Annual Visitor Guide 2024

Mock ups

Example: We will send our expert restaurant reviewer to Canberra to create an editorial-style wrap-up of the best eats in and around town.



Example: A local secrets feature, this will lead with evocative imagery. The copy is written in the first person so that it feels warm and friendly.



Example: Photo-essay-style pages elevate "listicle" features, covering multiple experiences in an easy-to-access yet premium way.

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

The screenshot displays the 'Featured Accommodation deals' section of the ATDW website. It features three cards, each with a 'Special Offer' badge and a 'Book Now' button. The first card is for a 'Standard Room with Buffet Breakfast @ Mercure Canberra' in Braddon, priced from \$237 (inc. GST). The second card is for a 'Date Night @ Hotel Realm' in Barton, priced from \$402 (inc. GST). The third card is for a 'Spring into Summer Package - King Studio @ Abode Belconnen' in Belconnen, priced from \$204 (inc. GST). A link to 'View all accommodation deals' is located at the bottom of the section.

Featured
Accommodation deals

\$237 Special Offer
Standard Room with Buffet Breakfast @
Mercure Canberra
Braddon
From \$237 (inc. GST) Book Now

\$402 Special Offer
Date Night @ Hotel Realm
Barton
From \$402 (inc. GST) Book Now

\$204 Special Offer
Spring into Summer Package - King Studio
@ Abode Belconnen
Belconnen
From \$204 (inc. GST) Book Now

[View all accommodation deals →](#)