

Marketing update

What's next?

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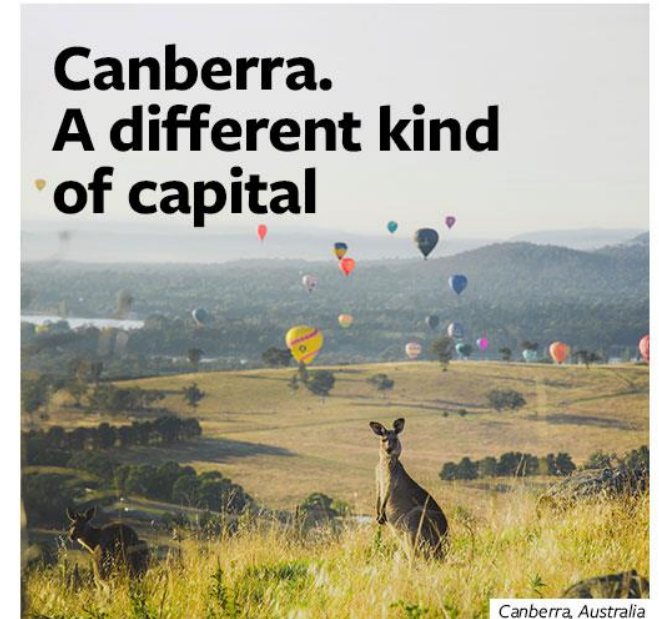
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International

Latest brand campaign in India – January to March 2024

- Second brand campaign launched in January 2024, across digital channels targeting travellers from **Delhi, Mumbai and Bangalore**.
 - Campaign designed to strengthen awareness of Canberra among travellers who are already looking to visit Australia, and build upon success of 2023 activity
 - Activity includes digital banners, search engine marketing and video ads
 - Partnership with **Singapore Airlines**



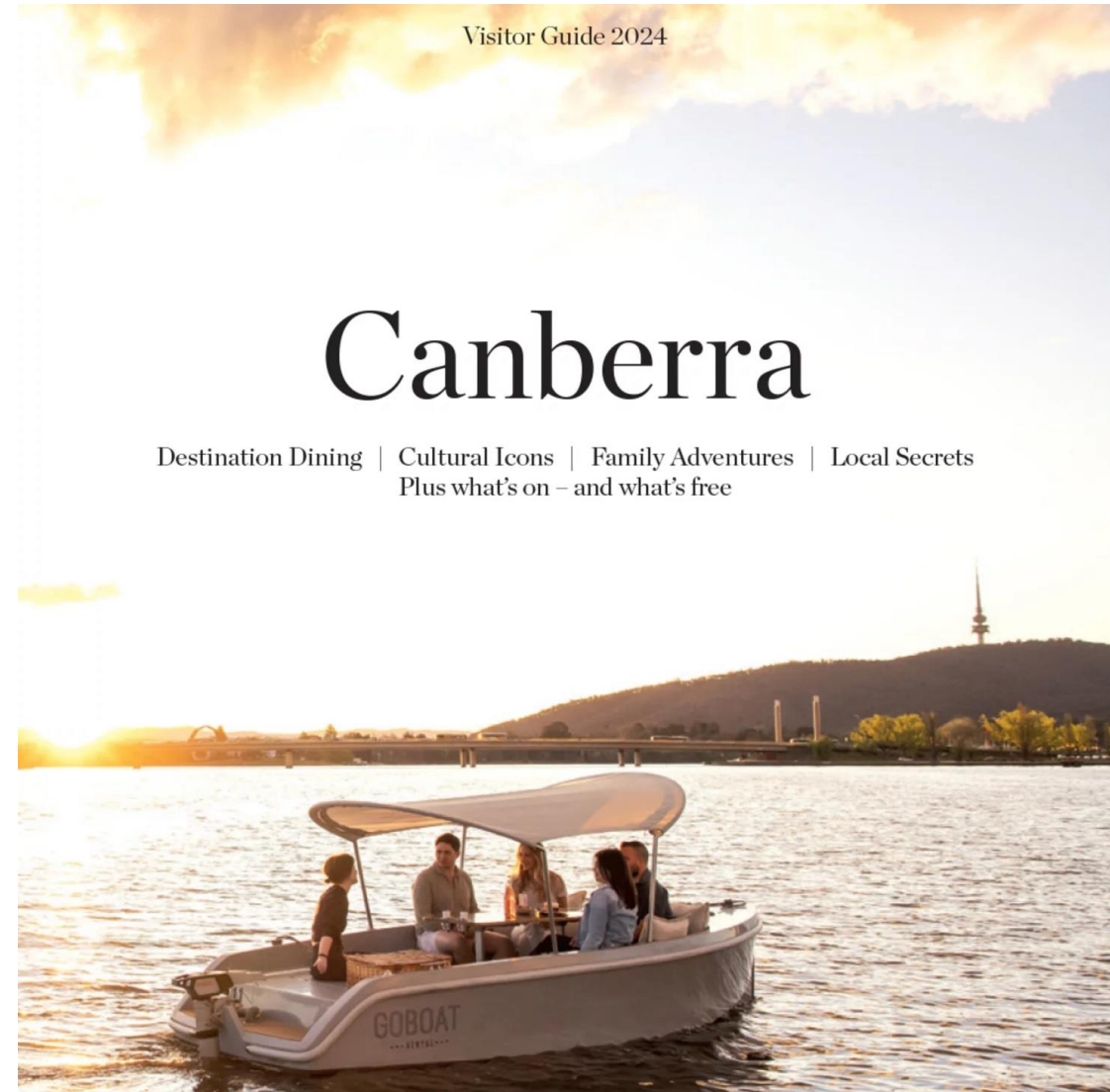
Domestic

- The VisitCanberra domestic campaign will soon see **refreshed creative** in market as we head into the autumn and winter period.
- A campaign video and photoshoot featuring two new experiences took place in January which we will add to our library of assets. One of these new experiences will launch in market next month.



Content

- **Annual visitor guide** launched in December, with half of the copies from the first print out in circulation. Meta targeted campaign to follow to drive views of the digital copy.



Content

- **Nova** bringing Nova's Drive Time program *Ricki-Lee, Tim & Joel* to take place in February 2024. This partnership runs over a three-week period, and includes live reads promoting their visit to Canberra, organic mentions on their show, and more.
- **Content partnerships** with *We Are Explorers* and *Boss Hunting* produced over December-January and in market January-May 2024.
- **New York Times** content partnership is online February. The partnership in conjunction with Tourism Australia has entered the USA markets to increase consideration and trip intention to Australia.

PR and Social

- **CANbassadors** – Call out for CANbassadors are currently going out through the institutions (ANU, CIT & UC) in their welcome emails to international students. We hope to have an initial group by Enlighten.
- **IMM Sydney** – 22 & 23 Feb – over 20 1:1 meetings with Australian and NZ media. We then have ATE in May which brings international media from the rest of the globe to Australia.
- **On-going PR outreach** through our three agencies and our VC team.

PR and Social



- **Headline:** [Canberra Hosts 'Flight' Drone Sky Show](#)
- **Date:** 11th January 2024
- **Type of Media:** Online
- **Reach:** 1,022,910
- **PRV:** 7299.72 AUD
- **Focus (approach):** Proactive
- **Summary:** The National Capital Authority (NCA) is bringing a drone show to the shores of Lake Burley Griffin, Canberra. Assisted by the Australian Government through the National Australia Day Council, the event will bring Australians together to reflect, respect and celebrate what it means to be an Australian in 2024. 'FLIGHT: Drone SkyShow and Night Markets', a free community event, will take place over three evenings, starting 25 to 27 January, and bring together a drone show consisting of a total of 600 drones, night markets, food & drink stalls, musicians

Canberra Hosts 'Flight' Drone Sky Show

The National Capital Authority (NCA), assisted by the Australian Government is bringing a drone show to the shores of Lake Burley Griffin, Canberra.



11 January, 2024
by EE News Desk

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The National Capital Authority (NCA) is bringing a drone show to the shores of Lake Burley Griffin, Canberra. Assisted by the Australian Government through the National Australia Day Council, the event will bring Australians together to reflect, respect and celebrate what it means to be an Australian in 2024.

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Thank you