VISIT VICTORIA

⚡Bizzworthy

HER NAME IS...
VICTORIA

**ADVERTISING MKTG90009 |
SCOTT TETLEY | GREEN STREAM | TUES 10 AM**

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EXECUTIVE SUMMARY

Situation Analysis

Visit Victoria is the official travel website for Victoria, detailing key destinations, events and tourist attractions to both national and international audiences. On a national level, tourism in Regional Victoria faces strong competition from major Australian states and cities. Currently, Regional Victoria is not perceived to be as novel, accessible, and exciting as its competitive market. This advertising campaign aims to position Regional Victoria as the primary holiday destination for Australians by showcasing its diverse, unique and invigorating range of offerings, and to imbue this region with a distinct, memorable brand image.

Target Audience

This campaign is targeted towards Young Singles, Young Couples and Older Couples without children, all of whom are looking to be reinvigorated, inspired and connect with others through their experience travelling. Our target audience are also looking for specific key benefits from their travel, as such, our campaign consists of three connected, yet tailored advertisements.

YOUNG SINGLES

YOUNG COUPLES

OLDER COUPLES (NO KIDS)

Objectives

- Shift brand perceptions of Regional Victoria from a one-dimensional destination to a multi-faceted invigorating region by increasing the target audience's awareness and knowledge of Regional Victoria's offerings
- Make the target audience feel inspired to visit Regional Victoria by increasing the level of preference and liking
- Encourage the target audience to start planning their next Regional Victoria vacation by driving more traffic to Visit Victoria's website

EXECUTIVE SUMMARY

HER NAME IS...
VICTORIA

Creative Brief
"Her Name is Victoria"

The advertising campaign will bring Regional Victoria to life through personification, in a series of three ads titled 'Her Name is Victoria'. Showcasing the many facets of Regional Victoria and tailoring these aspects to the three target segments, this ad series aims to connect with audiences on an emotional and rational level. This campaign will feature a voice-over that describes Victoria as if it were a person, ultimately creating a distinct brand personality for Victoria that is multifaceted; adventurous, cheeky, nurturing and deeply cultural.

Creative Strategy

Using allegory, this evocative campaign will harness cognitive and affective message strategies in order to shape consumer perception and attitude towards Regional Victoria as a brand, from dull to complex and exciting. Digital media in particular will be used to fulfill the conative aim of encouraging audiences to visit the Visit Victoria website. Employing the promotional tools of advertising, public relations and digital media, this campaign aims to generate extensive reach, positive buzz and execute a highly tailored communication strategy to our target segments.

Media Plan

🕐 **9 Month Campaign**

$ **3 Million dollar budget**

📍 **Television, Radio, Newspaper, Out-of-Home & Digital Media**

🎯 **Channel strategy tailored to audience segments**

SITUATION ANALYSIS

Campaign Rationale

The pandemic has caused the travel and tourism industry to cripple. While assessing the political affairs, Deputy Prime Minister Michael McCormack in an interview with ABC News has committed to releasing $198 million over six months to support and recoup regional Australia to its former glory (Sullivan, 2020). Considering the economic circumstances, Australians spent $46 billion last year on overseas tourism. As international travel is banned, domestic travel is expected to make up about two-thirds of the gap by domestic travel. (The Sydney Morning Herald, 2020) Resulting in many states promoting interstate and intrastate travel to keep the economy afloat.

When travel restrictions are lifted, a survey of 2,000 Australians, conducted by Intrepid indicated that people are looking for an experience such as short trips, walks, wineries, glamping, Indigenous experiences and to visit bushfire-affected regions. Lastly, James Thornton, the CEO of Intrepid, states that many people are booking domestic trips with a 10-month lead to places such as Mornington Peninsula and other short trips around Victoria. (Delaney, 2020). Additionally, many Australians have developed the perception that once they have visited the city of Melbourne, there are no compelling reasons to visit the state, particularly outside of the city again. In contrast to its competing states, Regional Victoria does not seem to have a very distinct identity or strong brand image.

Mood Board

Regional Victoria

Chatauqua Peak

Hotham Apline Resort

Beer & Mates

Grampians Trail

The Otways

BIG Drift

Port Phillip Bay Dolphins

Music Festival

Phillip Island

Bendigo Art Gallery

Hot Springs Mornington

King Valley

Nagambie Brewery

Bells Beach

VISIT VICTORIA

(FIGURE 1: MOOD BOARD)

Regional Victoria's Offerings

Regional Victoria offers a wide range of destinations and attractions for diverse audiences. It is generally not perceived to boast the same level of cultural milieu as Melbourne ("Melbourne: the cultural capital", 2017), however, Regional Victoria combines all the elements which make Australia unique; stunning beaches, heritage towns, famous wineries, renowned restaurants, treasured wildlife and striking mountain ranges. Visitors of Regional Victoria can explore their way through the Bellarine's iconic roads and beaches, sip their way through the King Valley's vineyards, reconnect with art in Bendigo's galleries, hike through the Grampians and end their travels dining through restaurants in Sorrento before dipping into the hot springs of the Mornington Peninsula. Furthermore, Regional Victoria boasts some of Australia's oldest and most charming pubs, a hallmark of Australian culture. Focusing on the diversity of Regional Victoria's offerings and highlighting its key food, wine and scenic destinations will be a key tactic, as it differentiates this region from others in Australia.

Positioning Statement

For Young Singles, Young Couples, and Older Couples With No Kids, Regional Victoria is a diverse and unique area that showcases breathtaking views above mountain tops, coastal roads, and hot air balloon rides. It is also a place of strong cultural heritage thanks to its quaint towns, historical spots, and aboriginal connections.

Competitors

| Place	State	USP	Famous spots	Events
Melbourne City	VIC	Culture, art, food, coffee, and music	Federation Square, NGV, laneways, etc.	White night, Grand Prix, Art Fair (Feb), Comedy Fest (Mar), Music Week (Nov)
VIC REG	VIC	Variety of activities catering to everyone (wineries, hiking, camping, historical spots, etc.)	Mornington Peninsula, Philip Island, Great Ocean Road, Yarra valley	Yarra Food & Wine Festival (Mar); AFL Final (Sept); King Valley Balloon Festival (Sept); White Night ballarat (Sept)
Sydney (city)	NSW	Nightlife & glamour	Sydney Harbour, Opera house, and Bondi Beach	Mardi Gras (Feb), Harbour Life (Nov); Field Day Music Fest (Dec)
NSW REG	NSW	Outdoor activities (hiking & surfing)	Blue Mountain, Byron Bay, Lost City, and Hanging Rock	Blue Mountain Music Fest (Mar)
South Australia (SA REG)	SA	Wineries	Barossa valley	Oldest wine festival (april)
Gold coast (city in QLD)	QLD	Beautiful white beaches and bushwalks Surfers Paradise	Burleigh heads beach Theme Parks	Horizon Fest (Aug); Chamber Music Fest (Jul)
Cairns (city in QLD)	QLD	Marsh lands, reefs, and cultural park	Great Barrier Reef, Tjapukai Aboriginal Cultural Park, and Scenic Railway	
Tasmania	TAS	Hiking, history, fishing, and quaint towns	Port Arthur, Bay of Fires, Museum of Old and New Art, Salamanca market, and Gordon River	
WA REG	WA	Beaches, quokkas, and hiking	Rottnest island, Kalbarri National Park, Margaret River	Perth Rocks Fest (feb)
Perth (city in WA)	WA	Beach	King Park and Cottesloe Beach	Beerfest
Darwin (city in NT)	NT	Crocodile reserve	Crocosaurus cove, NT museum	Bassinthegrass music fest (May 2021); Darwin Festival (Aug); Aboriginal Art Awards (Aug 2020 - Jan 2021)
NT REG	NT	Outback & aboriginal parks	Uluru, Kakadu National Park,	Parrtjima Light festival (Sept);

Positioning Map
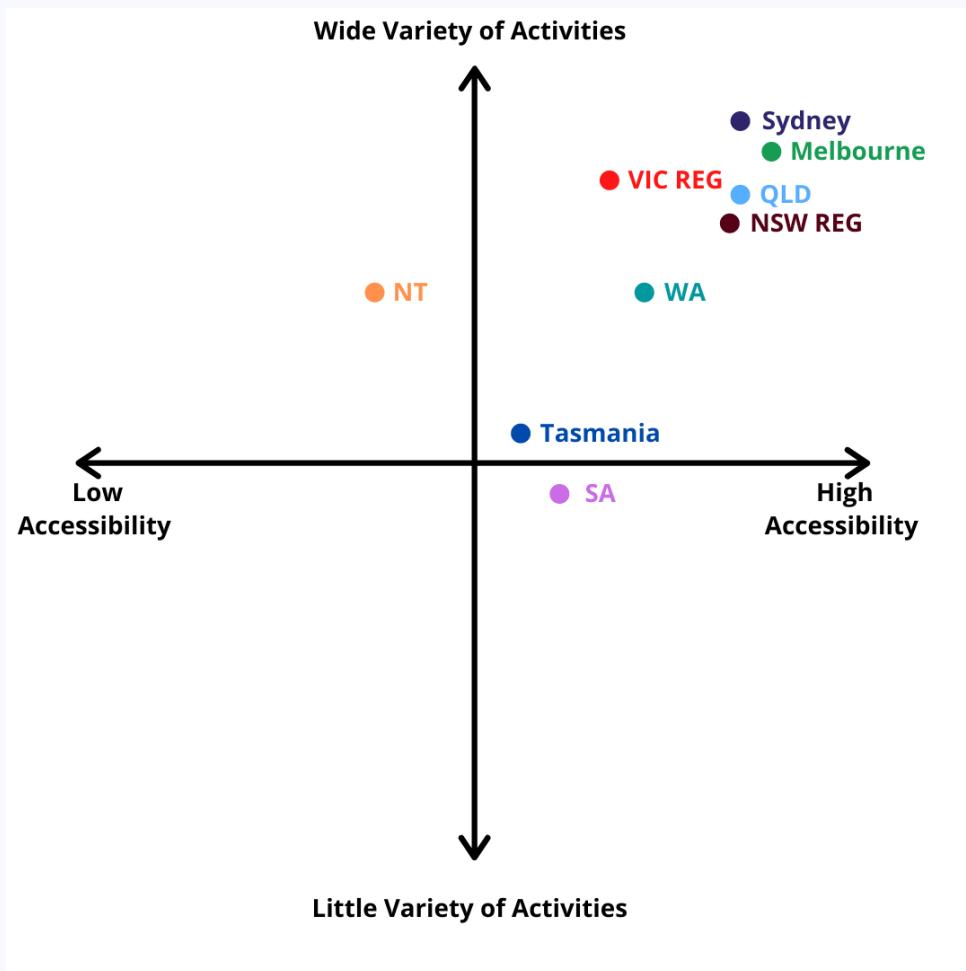
(FIGURE 2: POSITIONING MAP 1)
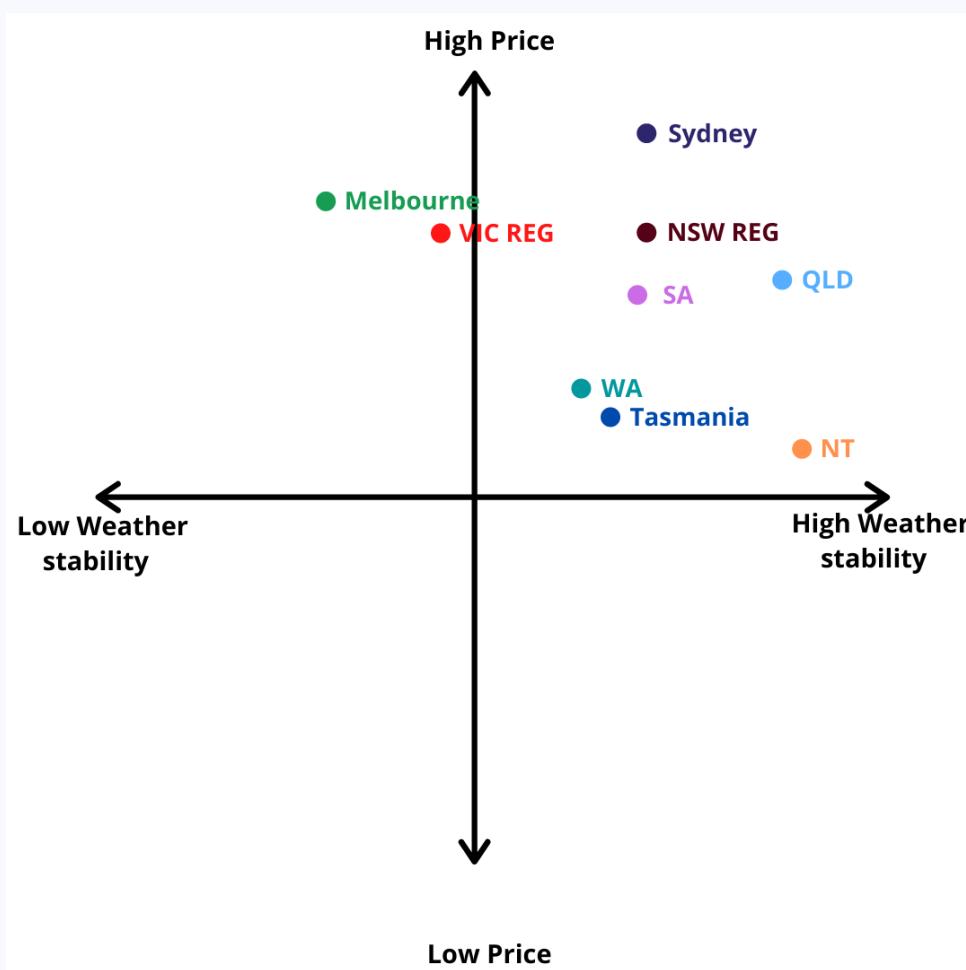
(FIGURE 3: POSITIONING MAP 2)
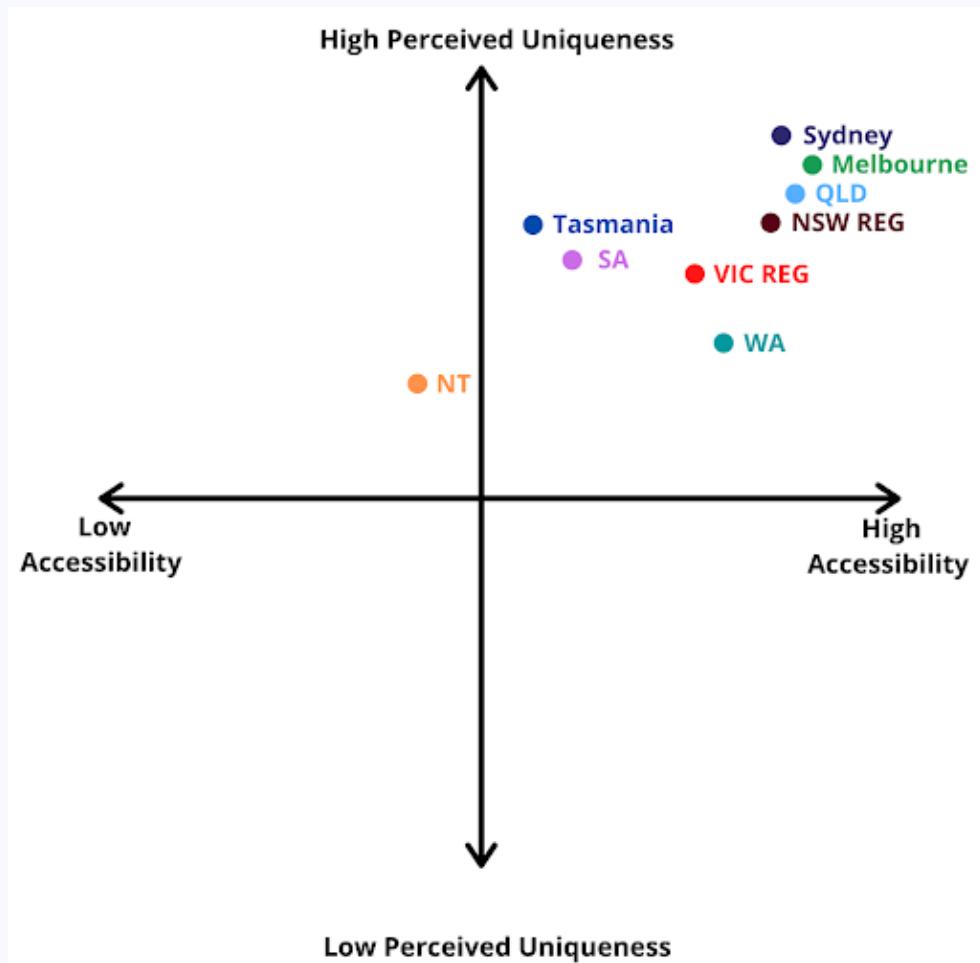
(FIGURE 4: POSITIONING MAP 3)

Competition is strong amongst other cities and regions as Regional Victoria may seem very similar to its counterparts and not offer anything exceptional. Regional Victoria's USP, however, would be its diverse set of offerings that can cater to anyone, with a balance of activities from outdoor activities to wineries, festivals, and museums. Traveling to and from different areas is also highly accessible by personal vehicle or public transport.

Competitor Analysis: Destinations and Campaigns

TAS: The latest brand campaign "come down for air" was released in 2019. The ads focus on Tasmania's fresh air and the getaway experience. The campaign targets individuals who are looking to escape from modern life.

NSW: The latest campaign "Love NSW from home" targets domestic travellers who are not able to go abroad and aims to inspire them with NSW's wide open space and fascinating outdoor experiences (NSWGovernment, 2020).

QLD: The "Good to go" campaign conveys the message that the QLD tourism industry is ready to welcome visitors, whilst inspiring people to enjoy the freedom of traveling and reconnecting with friends and family (Tourism & Event Queensland, n.d.).

NT: The new campaign "The Territory is the answer" attracts Australians to book their holiday by showcasing stunning landscapes, traditional Aboriginal culture and adventure experiences. It shows people's daily iso life and their frustration, while promoting the escapism offered by NT to entice the visitors in the post-covid period (Tourism NT, 2020).

WA: The latest "We're free to Wander out Yonder" campaign targets WA residents. It celebrates the feeling of freedom after regional travel restrictions within WA lifted, and encourages residents to explore local destinations they are dreaming of (Wilkinson, 2020).

SA: The latest campaign "You have to see it to believe it" targets interstate tourists to visit South Australia. It was accompanied by an interstate campaign,"A Great State to be in", encouraging SA residents to explore their own state (Wilkinson, 2020).

Target Audience

Segments	Young Singles (Helix Persona "Libertarians")	Young Couples (Helix Persona "Culture Leaders")	Young Families (Helix Persona "Working Hard")	Older Couples (Without Kids) (Helix Persona " Domestic Bliss")	Retired Couples (Helix Persona "Cultured Epicureans")
Age	20-30 years old	25-35 years old	35-49 years old	40s to early 50s	Early 50s to late 60s
Location	Melbourne, Sydney and Brisbane	Sydney, Gold Coast, Melbourne	Mostly living in Queensland and NSW	Sydney, Melbourne and Brisbane	Metro Melbourne, Sydney, outer Queensland and NSW
Income Level	$90K/year	$95K/year (each)	$97K/year (each)	$118K/year (each)	N/A
Benefits Sought	Authentic and immersive experiences that are relaxing (solo traveler, 2020) Instagramable and boast-worthy (Groundwater, n.d.)	A diverse range of activities (Roy Morgan, 2015) Willing to splurge more and seeks romance and adventure (Ng, 2018) Also looking for rejuvenation, indulgence, escape or recovery to take a break from routine (Destination NSW, 2017)	Being able to get away from hectic work-family life. A location that's child-friendly and accessible (Goldberg, 2016) Social activities and outdoor nature (TRA, n.d.)	Wants to gain a sense of peace and wellbeing from travel (NCLS, n.d) Authentic experiences. Uncomplicated travel (Woo, 2018). Enjoys exploring off-the-beaten destinations and seeks local recommendations (Skift, 2019) Connecting with their loved ones	Looking forward to new and unique experiences (Hewett, 2020). A place that they can unwind at with private time. A place with great food and wine.

Frustrations	Domestic travel being more expensive than international travel (Dye, 2020) Inaccessible locations Lack of exciting activities (Dye, 2020)	A lack of exciting activities or locations (Dye, 2020) Thinks that Regional Victoria only offers nature activities (TRA, 2017)	A place that isn't convenient, budget-friendly or family-friendly A vacation that is not relaxing or seamless.	Long travel times. Not being able to relax. Unable to spend quality time with their loved one. Not being able to disconnect.	Not being able to satiate their desire for learning and new experiences. If the area doesn't have good-quality restaurants or the finer things in life.
Brand Loyalty	Low	Low	Medium	Medium	Medium to High
Product Knowledge	Low	Low	High	Medium	High
Price Sensitivity	Medium to High	Low to Medium	High	Low to Medium	Low
Personality/ Lifestyle	Busy lifestyle, highly sociable, likes to travel, enjoys experiencing local culture (Roy Morgan, 2019). Moderate spending capabilities, stimulated by new experiences and big	Career-focused and busy. Highly progressive and socially aware. Sizable spending capabilities – willing to splurge on things that they can do together. Avoids mainstream media and is more digital	Busy lifestyle that's centered around family. Leisure time is spent around the home. Budget-savvy. Travels are mainly short holidays done during the school	Uses social media platforms such as Facebook (Woo, 2018) Highly-educated, socially aware. Sizable spending capabilities – have a bit more income and are willing to spend on themselves. Enjoys watching	Relaxed with minimal financial obligations. Big spenders that are willing to splurge a bit more. Has a lot more free time and is willing to travel for longer. Watches TV channels like ABC and SBS.

	ideas. Environmentally and socially aware.	focused.	holidays.	television channels like ABC and SBS.	
Interests	Likes being active, enjoys having a glass of wine or beer. Shuns traditional media and likes relying on social media and mobile.	Enjoys shopping, eating out, and a glass of wine or beer at an upmarket pub. Passionate about culture, theatre and books.	Enjoys streaming movies and TV shows. Enjoys DIY projects and spending time together as a family.	Spending time renovating their homes. Heading to the theatre and cinema. Enjoys dining out, reading a book and enjoying a glass of wine at home.	Fine-dining and good quality wine. Holding dinner parties. Art-galleries, museums and theatre.

(TABLE 2: TARGET AUDIENCE)

Of the target segments listed above, the campaign will focus on young singles, young couples and older couples without children. As all three target segments have low to moderate brand loyalty and product knowledge, there is potential for the campaign to increase their brand awareness, preference and knowledge. They are also sizeable segments to target with moderate to high spending capabilities. A few common threads that tie these segments together include all wanting to be inspired and invigorated, looking for an experience that will "transport" them away from their current life, and the hope of gaining new experiences from their vacation.
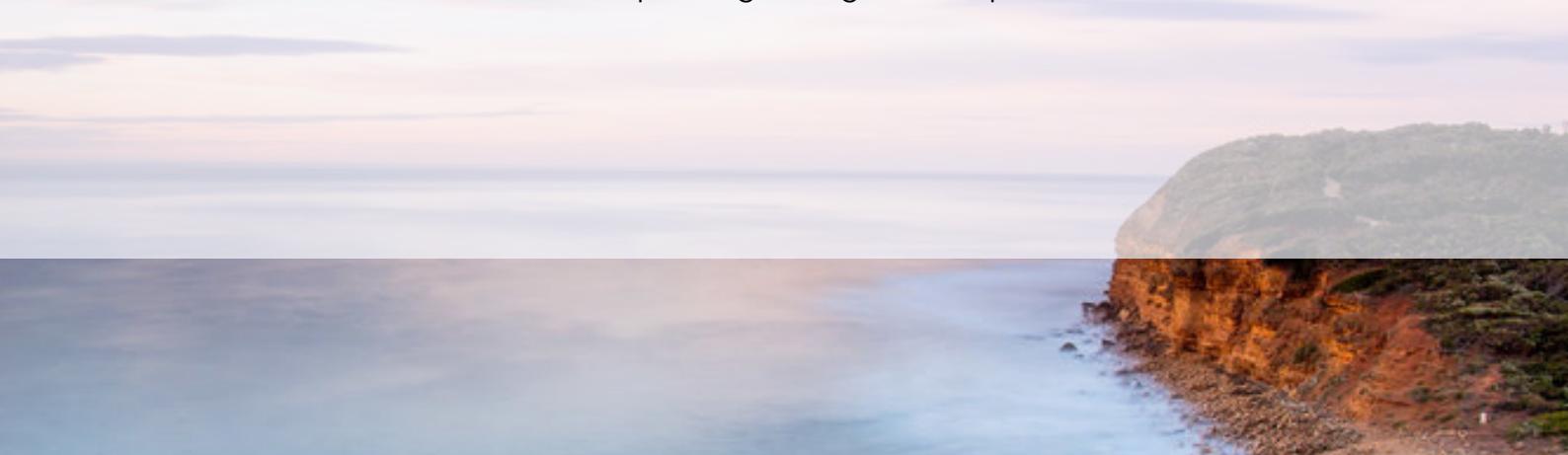
Young Single - Courtney Parker

Bio

Courtney is a HR Assistant who lives in a share-house in the trendy Sydney inner west suburb of Newtown. She enjoys travel and aims to get away twice a year. Her favourite travel destinations are Bali, South America and Japan. She travels with a group of friends and chooses destinations which are affordable and offer a wide range of new cultural experiences. She is highly active and enjoys to spend most of her holidays outside going on hikes, doing yoga, walking along beaches and enjoying a glass of wine at trendy bars.

"I'm looking for authentic, immersive experiences that I can share with my friends"

AGE: 25
WORK: HR Assistant
FAMILY: Unmarried
LOCATION: Newtown, Sydney.
HELIX PERSONA: Libertarians (205)

- Social
- Hard-working
- Progressive
- Health-Conscious

Personality

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Preferred Channels

Social Media & Digital Comms

Out-of-Home

Traditional Advertising (Television)

Print Media

Goals

- Visit Instagrammable locations
- Plan holiday that isn't too expensive
- Enjoy the outdoors

Frustrations

- Domestic Travel is more expensive than International Travel
- Inaccessible locations
- Lack of exciting activities

Motivations

Price

Comfort
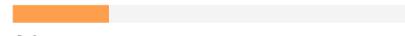
Adventure

Social

(FIGURE 5: CUSTOMER PROFILE-YOUNG SINGLE)

Young Couples - Luke & Lilly Gerard

Bio

Luke is the department head of Science at a prestigious grammar school, and Lilly is a creative Brand Manager. This couple is highly educated and financially stable. They frequently splurge on good food and entertainment, including theatre. Recently married and renting in the thriving suburb of South Port on the Gold Coast. They enjoy sunny afternoons on the Gold Coast but want to get away together to enjoy some of the finer things, including premium beer, wine and fine food. Being Australian born, they have travelled to most major cities throughout their childhood.

"We're looking to for a luxurious and romantic escape, with plenty of activities."

AGES: 31 & 30
WORK: Teacher (Luke) & Brand Manager (Lilly)
FAMILY: Newly Married
LOCATION: South Port, Gold Coast
HELIX PERSONA: Culture Leaders (202)

- Busy
- Cultured
- Family-Oriented
- Socially Aware

Preferred Channels

Social Media & Digital Communications

Out-of-Home

Traditional Advertising (Television)

Print Media

Goals

- Range of diverse activities
- Create romantic, memorable experiences together
- Escape the familiar routine and landscape

Frustrations

- Seen all of the Gold Coast and most of the Queensland coast
- Think they've already 'done' all of the Australian Major cities
- Want to experience new things but also rest and rejuvenate

Motivations

Price
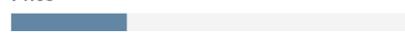
Comfort

Adventure

Social
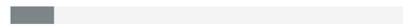
(FIGURE 6: CUSTOMER PROFILE-YOUNG COUPLES)
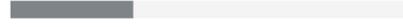
(FIGURE 7: CUSTOMER PROFILE-OLDER COUPLES)

Objectives

Cognitive: Shift brand perceptions of Regional Victoria as a one-dimensional destination to a multi-faceted invigorating destination by increasing the target audience's awareness and knowledge of Regional Victoria's offerings by at least 30% within the next 12 months.

Affective: Have the target audience feel inspired and invigorated to visit Regional Victoria by increasing the level of preference and liking by at least 30% amongst its target market within the next 12 months.

Conative: Encourage the target audience to start planning their next Regional Victoria vacation by driving more traffic to Visit Victoria's website by at least 30% within the next 12 months

CREATIVE PLAN

(FIGURE 8: AD DELIVERABLE FOR YOUNG SINGLES)

Creative Strategy

The advertising campaign will be titled "**Her Name is Victoria**" and will bring Regional Victoria to life by personifying it as an individual. The campaign will showcase different sides of Regional Victoria with a series of content that cater to different target segments.

The ad for young singles (Appendix A and B) will showcase the adventurous, cheeky and social spirit of Victoria. The ad for young couples will showcase it's nurturing, tranquil facets. The ad for older couples without children will focus on a more sophisticated and cultural side of Regional Victoria. The aim of the campaign is to connect with the audience on an emotional level and pique their interest while communicating an idea that will showcase Regional Victoria's breadth of offerings, inspire these individuals and "transport" them away from their current life.

HER NAME IS...
VICTORIA

Message Appeal

The campaign will showcase both music and emotional appeals, though focusing more on the latter. Since the target segments have low to medium brand loyalty and knowledge of what Regional Victoria has to offer, appealing to emotions is an effective way to build brand image, create favourable brand attitudes and associations (Panda & Mishra, 2013). It can also help enhance the viewer's attention while alleviating the abstract nature of the service that Regional Victoria offers.

Focusing heavily on emotional appeals will also allow the advertising campaign to inspire and connect with the audience on a deeper level and tap into those audience truths. Positive feelings such as excitement, joy and happiness will be evoked through the use of powerful imagery that resonates with the audience while the voiceover's nostalgic tone will add another layer of emotion to the advertisement.

Music wise, it will flow with the images and start off slower in the beginning before continuing to build as the advertisement progresses. The music in tandem with the images, can help with influencing the mood of the listener, further immerse them into the advertisement, and create empathy or rapport with the brand (Hecker, 1984). While music appeal is not a predominant focus of the advertisement, it can augment the pictures and add a form of additional energy. Both music and emotional appeal is also the ideal combination to connect with emotion and memories, hold attention, and increase the retention of visual information (Hecker, 1984).

Message Strategy

Currently, the target segment has a neutral perspective of Regional Victoria, viewing it as an ordinary destination, paling in comparison to Melbourne and to other states. The aim is to change the audience's perception of Regional Victoria having inferior, dull spots to a diverse and multifaceted place. To do so, the campaign needs to be relevant to the target audience, appeal to their emotions and persuade them to think 'I want to experience that too'. As the target segments have moderate motivation and ability to process a message, the dual route to persuasion of message arguments and peripheral cues will be most effective.

As such, the advertising campaign will focus on both a cognitive and affective message strategy. For the cognitive aspect, the campaign will utilise a cognitive USP strategy and showcase Regional Victoria's distinctive benefit that sets itself apart from the competition. Unlike its competitors that only offer one component; be it nature, wine or outdoor activities, Regional Victoria has it all. This particular USP will be highlighted in the advertisement to showcase how multifaceted the area is and how it has a diverse range of offerings that can inspire and invigorate its target audience.

While the cognitive portion of the message strategy is key, the combination of both cognitive and affective are important components of shaping attitude (Panda & Mishra, 2013), hence, the advertisements will utilise both a resonance and emotional strategy. The advertisements will showcase beautiful iconic locations and an individual experiencing these different sides of Regional Victoria. These peripheral cues will appeal to viewers, allowing them to connect and resonate with the brand and envision themselves experiencing the same thing. Through imagery and music, the advertisement's emotional appeals will also elicit feelings of excitement and joy in the target audience—encouraging them to visit Regional Victoria.

A distinct identity and brand personality for Regional Victoria will also be showcased in the advertisement by speaking about the brand as if it were a person. By using allegory and personification, the ad will formulate knowledge structures and will make it easier for the audience to retain information. It will also allow Regional Victoria to seem richer, warmer and more exciting than an objective description (Andrews & Shrimp, 2017). The initial suspense will also capture audience attention and increase curiosity.

Both the cognitive and affective message strategy also have the conative aim of piquing the interest of the viewers to encourage them to visit the website and find out more about what Regional Victoria has to offer.

Executional Framework

The campaign will utilise a fantasy executional framework in a way that presents an ideal scenario. As stated by Baack, having a fantasy framework does not necessarily mean that it has to be irrational, it just needs to 'lift the audience to a make-believe experience' (2007). The scenario in the campaign appears to be shot from the point of view of a nostalgic man, who is describing the fun adventures that he had with what seems to be his partner or friend. The viewers are shown images of a woman enjoying herself and are therefore made to think that what the man is describing is indeed the girl in the images. The campaign will also be executed using a demonstration framework, wherein the characters in the ad are showing the viewers how to best experience Regional Victoria.

These two frameworks will work in conjunction to make viewers feel that they're peering into the individuals' memories. However, towards the end, it becomes apparent that the woman the man is describing is not a person, but Regional Victoria itself.

(FIGURE 10: AD DELIVERABLE FOR YOUNG COUPLES)

Justification

The campaign will resonate with the target market, as it fits within the eight-step consumer information processing model. First, viewers are shown beautiful visuals to gain attention. A man's voice-over then starts the narration with "When I think of her", which makes the viewer wonder who he is pertaining to (exposure and selective attention). The next few frames show a female enjoying herself at various spots in Regional Victoria, whilst the VO describes "her" personality, which makes viewers deduce that she is what the man is describing (comprehension). At this moment, the viewers see the rest of the stunning visuals and listen to the rest of the narration, which makes them feel like they want to be in a similar situation (agreement). This is also in congruence with Maslow's hierarchy of needs where the target audiences are seeking to fulfill self-actualisation by immersing themselves in spontaneous and adventurous activities (Hsu & Huang, 2008). Also, this portion of the ad taps into the universal value of stimulation, as the target audiences all want a form of escape when they travel. Hence, being shown invigorating experiences will make them aspire to be in a similar scenario.

In addition, visuals of the popular spots in Regional Victoria will be shown, tapping into the memory of the viewers who have most likely seen these places already (retrieval of information). When the last frame flashes with the copy 'Her name is Victoria' and the Visit Victoria logo, the viewers will realise that all the descriptions are for the place, and not the person in the ad. This sudden realisation is also a form of comprehension and is novel because the result is unexpected. This 'aha moment' therefore will increase its memorability (retention in memory) because the viewer has tried to make sense of the ad and is therefore more engaged. A connection is made between the woman's personality, and Regional Victoria's persona. Both exemplify diversity, vividness, and boldness, whilst still being cultured. This analogy is meant to change the perception of the region from being dull and lacklustre, to multidimensional.

The overall aim is to generate attention and comprehension, increasing the likelihood of consumers reaching the end of the decision making process. The goal is to make Regional Victoria more personable and relatable, by showing viewers how it has so much to offer by likening it to a person. Thus, the campaign taps into both the emotional and rational side of the consumer, utilising dual route processing. The dual route is a good way to captivate the audience and increase preference over other states (evaluation of alternatives).

Lastly, Visit Victoria's website details and logo are on the last frame alongside the copy 'Her name is Victoria', which will pique the interest of viewers and will give them a call to action to visit the website.

Promotional Tools

The campaign will utilise a variety of promotional tools such as advertising, public relations and digital media (Table 3). While public relations can help build trust with the audience and generate positive publicity (Wynne, 2016), digital media is the ideal way to reach a wide audience—especially the younger target segments, in a cost-effective and measurable way. Each of these tools will be used in different phases of the campaign and work in tandem to convey messages that are both targeted and effective (Ekhlassi & Mehrmanesh, 2012).

Phases	Activity	IMC Tool
Pre-launch	- Establish relations with influencers - Send press releases to journalists	- Digital media (influencer marketing)/MPR - Publicity
Teaser	- Online roll-out of sponsored ads with the copy 'Her name is Victoria'	- Digital Media (social media ads) - Buzz marketing/MPR
Phase 1 (Jan - March)	- TVC airing (Jan; 30s) - TVC airing (Feb - March - 15s) - FB ads/Insta ads - Newspapers - Native articles or features (TimeOut & Broadsheet)	- Advertising (TV) - Advertising (Newspaper) - Digital Media (Social media ads) - MPR (native advertising) - Owned media
Phase 2 (April - June)	- FB ads/Insta ads - Youtube ads - Radio	- Digital media (social media ads) - Advertising (radio) - Owned media
Phase 3 (July - Sept)	- Radio - OOH	- Advertising (radio) - Outdoor posters(for recall) - Owned media - Content marketing

(TABLE 3: PROMOTIONAL TOOLS)

Advertising

Paid TV commercials, newspaper advertisements and radio placements will be utilised to reach a wide target audience. During phase one of the campaign, TV commercials will be aired in 30-second commercial slots to increase awareness. Thereafter, the slots will be reduced to 15-second versions. Advertisements will also be placed in certain newspapers during this phase. In the second and third phases, 15-second radio snippets will also be rolled out and outdoor posters will be placed around metropolitan Melbourne and Australia train stations as a further way to enhance recall.

Public Relations

As public relations can help with garnering publicity, the aim is to generate buzz and generate WOM while increasing credibility amongst the target segment. In the pre-launch phase, press releases will be seeded and distributed to managing editors and staff writers of media outfits (eg. Herald Sun, The Age, ABC) and other lifestyle sites (e.g. Timeout, Broadsheet, etc.). During the teaser stage, sponsored ads with just the copy 'Her name is Victoria' will be rolled out online to generate buzz and interest. The sponsored ad will be posted by an anonymous account and is meant to be cryptic. Native advertising will also be used in phase one of the campaign with an angle similar to "Who is Victoria and why are we seeing it on our feed?". After a week or two, the TVC will be aired in conjunction with native advertising on lifestyle sites explaining the connection between the mysterious ad and Visit Victoria.

Digital Media

With digital media, five specially selected lifestyle and travel influencers will be used to engage in influencer marketing during the pre-launch phase of the campaign. These influencers will be invited to various sponsored tours around Regional Victoria where they will be tasked to vlog about their trip and post on their respective YouTube and Instagram accounts with the hashtag #HerNameisVictoria. The trip will happen months before the campaign goes live and the content will only be uploaded after the TVC has aired. During phase one of the campaign, the ad will also be placed on Visit Victoria's own social media channels and website. In subsequent months, sponsored ads will be rolled out on social media platforms such as Facebook, Instagram and YouTube. Content from the influencers will be repurposed and user-generated content from the campaign will also be used as part of Visit Victoria's content marketing strategy.
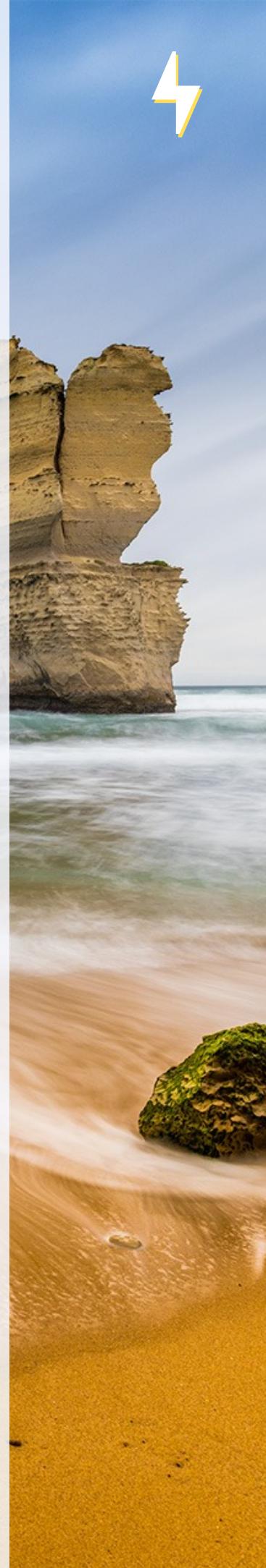
Campaign Evaluation Strategy

Cognitive

To measure brand awareness and knowledge, quantitative research can be conducted through surveys and focus groups before and after the campaign. To minimise response bias, other tools such as Google Trends and social listening can also be used to gain further insight. While Google Trends can help with tracking search volumes, social listening will provide organic opinions of audience thoughts.

Affective

To gauge if the target audience has more positive feelings towards the brand, in-depth interviews and brand perception surveys may be conducted to get insight on the consumers' level of preference and liking towards Regional Victoria. A net promoter score (NPS) can also be used to measure the audience's likelihood of recommending Regional Victoria to other individuals. Similar to the cognitive stage, other tools such as social media can also be monitored to see what the audience is saying about the brand.

Conative

Online metrics such as Visit Victoria website visits, click-through rate (CTR) in digital ads, and low bounce rates can be used to measure campaign effectiveness. Ideally, there should be a 30% increase in website traffic after the campaign has run in comparison to traffic in 2020.

MEDIA PLAN

Media Strategy

The media strategy focuses on revitalising the image of Regional Victoria by transforming a neutral brand into a dynamic and engaging one. Since the different target audiences may differ in terms of how they consume and use media, multiple channels and mediums will be utilised to cater to their usage and behaviour. For the Young Singles and Young Couples, digital media would be the primary tool, while TV placements will cater more to Older Couples. Organic publicity, OOH posters in urban areas, and radio ads will also be used to tap all audiences. Various formats will also be used (ie. static images, audio, and video) in different channels to reinforce the message that Regional Victoria is indeed a place to visit because it is diverse, dynamic, and the complete opposite of dull.

Objectives

- **Cognitive:** Increase brand awareness and revitalise Regional Victoria's image by garnering a reach of 5 Million people online with at least a frequency of 5-8 times and 250,000 ad views on Youtube within the next 12 months

- **Affective:** Increase preference and liking by achieving 25% more engagement on Visit Victoria's social media channels within the next 12 months

- **Conative:** Get viewers to visit the Visit Victoria site after seeing the ad by achieving at least a 4% click-through rate on digital ads

Specific Media Choices

The media selected are television, radio, newspapers, OOH and digital media. Television is the best tool to use in phase one of the advertising campaign due to its high reach and visibility. It is also an ideal way to introduce the campaign to a wide audience before utilising other tools such as social media to tie it all together. Since the advertisement has visual and emotional elements, and tells a story, television will also imbue message and meaning to the audience more than a static ad (Quora, 2019).

In Australia, broadcast television is watched by 19.64 million Australians, approximately 82.6% of the population (Nielsen, 2018). Out of these numbers, traditional media is still favoured by the older generation (Oztam, 2017), hence the commercial for older couples without children will be played on television more frequently than the commercial for young singles and young couples. The commercial will be aired on Australia's top TV networks such as Channel 9, Channel 7 and Channel 10 as they have the widest reach (Viacomcbs, 2019). It will also be aired during 6-9pm slots when most of the prime TV shows are broadcasted. Foxtel has been selected as another channel as the pay TV service has grown their audience by 1.5% in the past year and has become increasingly popular with Australians (Roy Morgan, 2019). For older couples without children, the commercial will also be aired on SBS as they are popular with the selected target segment's Helix Persona – "Domestic Bliss".

Similar to TV, newspapers also have wide reach and advertisements will be placed in phase one of the campaign. They are also a desirable audience as segments that read newspapers are well-educated (Katz, 2019) which fits into the sophisticated, cultural and progressive target segments selected. The ad will be placed in The Australian as it has the largest national readership and is one of the most popular newspapers (Roy Morgan, 2020). Ads will also be placed in the Sydney Morning Herald and The Age as a sizeable amount of the target segment resides in both these areas. Both newspapers are also read by ideal target segments – high- income individuals that are between 30-64 years old (nine, n.d.)

The advertisement will also be aired on radio channels during phase 2 and phase 3 of the campaign. As the ad will have already been aired on television, having radio as a secondary medium can help enhance recall by creating a visual image in the listener's mind from the TV commercials that they have previously seen (Kat, 2019). In 2019, radio also reached 77.3% of Australians in metropolitan cities with commercial breakfast radio and drive having the most listeners (Wilson, 2020). With these figures in mind, the radio ad will be aired during those specific time slots with radio channels selected based on popularity and whether or not it fits in with the audience that the campaign is targeting. For example, 2GB has the top breakfast rating position in Sydney with most of the audience above 40 years old (Lallo & Carmody, 2020), hence the older couple without kids ad will be aired more on this radio channel. Fox FM on the other hand is mostly listened to by the younger demographic (media.info, 2018) and thus, the young couples ad will air more on this channel. To hit a wider target audience, the ad will also be aired on Nova – an Australian-wide radio channel that is popular with the younger to mid-range audience.

OOH posters will be placed in phase 2 and 3 of the campaign as it is a good tool to use in recall of TV advertising. It will also help with sustaining brand awareness and can reach a wide range of individuals. Furthermore, OOH are accepted as part of the urban landscape, and have a higher chance of resonating with an audience as these ads cannot be blocked like online ads can (JCDecaux, n.d.) These OOH posters will be placed in both metropolitan Melbourne along with train stations Australia-wide for maximum exposure.

With digital media, ads will be placed on Instagram, Facebook and YouTube in phase one and two of the campaign. Keywords used in these digital media channels will include travel, visit, discover, holiday, vacation, wine, art, hiking, Regional Victoria, experience, relaxation and beach. As digital media is most widely used by the younger demographic, the other two ads will be aired more than the older couples without children ad. That ad however, will air on Facebook as it remains the most used platform for the older demographic (yellow, 2020).

For the younger demographic, the ads will also be placed on YouTube as it is the second most popular platform and watched by over half of Australians (yellow, 2020) as well as Instagram as it caters heavily to individuals aged 18-29 (yellow, 2020). Influencers will also be engaged to showcase content on their YouTube and Instagram channels. These influencers were specifically chosen as they resonate with the target audience, have a sizeable following and post travel content. The influencers selected are Brooke Saward (worldwanderlust), Emily Collie (melbournegirl), angelagiakas and couples Alesha & Jarryd (nomadasaurus) and Kate & Olly (kotravellers).

Native advertising will also be utilised in phase 2 as it is more engaging than traditional display banner ads and has higher engagement (Olenski, 2017). Since this advertising campaign is about travel and shares the multitude of experiences that Regional Victoria offers, the ad will be placed on sizeable readership publications such as Broadsheet, Timeout and The Urban List that drive conversation through unparalleled storytelling and experiences.

Media Budget & Schedule

MEDIA		Pre-Launch	Teaser	Phase 1			Phase 2			Phase 3			# of Times	Cost	Total
		Dec 1-15th	Dec 15-31st	Jan	Feb	March	April	May	June	July	Aug	Sept			
MPR															**152,000**
Influencers	Spons Trips	30											15	10,000	150,000
Press Releases															2,000
Television (By Execution #)															**1,099,700**
Ad #1 (Young Singles)	Channel 7				14									Refer to	
30 Seconds	Channel 9				14								42	Appendix	96,600
15 Seconds	Channel 10				14									X	
Ad #2 (Young Couples)	Channel 7			28										Refer to	
30 Seconds	Channel 9			28									161	Appendix	280,700
15 Seconds	Channel 10			28										X	
	Foxtel			21											
Ad #3 (Older couples)	Channel 7				42	42									
30 Seconds	Channel 9				42	42								Refer to	
15 Seconds	Channel 10				42	42							420	Appendix	722,400
	SBS				42	42								X	
	Foxtel				42	42									
Radio	(Pre-Recorded)														**226,100**
2GB AM (Breakfast)	SYD						30	20	10	20	10	5	95	520	49,400
Fox FM (Day/Drive)	MEL						25	20	15	20	10	5	95	490	46,550
KIIS 101.1 (Drive)	MEL						25	20	15	15	10	10	95	490	46,550
GOLD 104.3 (Drive)	MEL						35	15	5	30	5	5	95	490	46,550
Nova (Afternoon)	Australia-Wide						30	20	10	20	10	5	95	390	37,050
Newspapers															**103,760**
The Australian	Half Page			2									2	25,960	51,920
The Melbourne Age	Quarter Page			2									2	12,960	25,920
Sydney Morning Herald	Quarter Page			2									2	12,960	25,920
Native Advertising															**20,000**
Broadsheet	Australia-Wide						1						1	10,000	10,000
TimeOut	Australia-Wide						1						1	5,000	5,000
The Urban List	Melbourne						1						1	5,000	5,000
Out of Home (By Weeks)															**135,000**
Urban Street Posters	MEL									4	4		200	100	20,000
Rail Package (105 Spots)	Australia-Wide								4				2	57,500	115,000
Digital Media (By Execution Cost)															**612,290**
Instagram	CPM (1000)		8,000	8,000	1,000	2,500	1,000	1,000	1,000				22,500	6.7	150,750
15 Seconds	CPC		8,000	10,000	10,000	5,000	5,000	1,000	1,000				40,000	2	80,000
Facebook	CPM (1000)		5,000	10,000	5,000	5,000	1000	1000	1000				28,000	7.19	201,320
15 Seconds	CPC		5,000	5,000	8,000	1,000	5000	1000	1000				26,000	0.97	25,220
Youtube	TrueView			100,000	75,000	25,000	25,000	10,000	10,000				245,000	0.25	61,250
15 Seconds	TrueView			100,000	75,000	50,000	50,000	50,000	50,000				375,000	0.25	93,750
Production Costs															**610,000**
Ad Production														1	600,000
Design														1	10,000
Total Campaign Cost															**2,958,850**

(TABLE 4-1: MEDIA BUDGET & SCHEDULE)

Media Budget & Schedule

MEDIA:		Phase 1												# of Slots	Cost (Time)		
Television	Channel	January				February				March				p/type	6-9pm	Other (60%)	Total
		4	11	18	25	1	8	15	22	1	8	15	22				
Ad #1 (Young Singles)																	
30 Seconds	Channel 7				6-9pm									7	3,000		21,000
	Channel 9			6-9pm										7	3,000		21,000
	Channel 10						6-9pm							7	3,000		21,000
15 Seconds	Channel 7					6-9pm								7		1,600	11,200
	Channel 9								6-9pm					7		1,600	11,200
	Channel 10							6-9pm						7		1,600	11,200
Ad #2 (Young Couples)																	
30 Seconds	Channel 7		6-9pm		6-9pm									14	3,000		42,000
	Channel 9			6-9pm		6-9pm								14	3,000		42,000
	Channel 10		6-9pm		6-9pm									14	3,000		42,000
	Foxtel			6-9pm		6-9pm								14	1,000		14,000
15 Seconds	Channel 7			6-9pm		6-9pm								14	1,600	1,200	39,200
	Channel 9				6-9pm		6-9pm							14	1,600	1,200	39,200
	Channel 10			6-9pm		6-9pm								14	1,600	1,200	39,200
	Foxtel				6-9pm		6-9pm		6-9pm					21	1,100		23,100
Ad #3 (Older couples)																	
30 Seconds	Channel 7	6-9pm		6-9pm		6-9pm								21	3,000	2,000	105,000
	Channel 9	6-9pm			6-9pm			6-9pm						21	3,000	2,000	105,000
	Channel 10	6-9pm		6-9pm		6-9pm								21	3,000	2,000	105,000
	SBS	6-9pm		6-9pm				6-9pm						21	3,000	2,000	105,000
	Foxtel	6-9pm		6-9pm		6-9pm								21	1,000	550	32,550
15 Seconds	Channel 7				6-9pm			6-9pm			6-9pm			21	1,600	1,200	58,800
	Channel 9			6-9pm		6-9pm			6-9pm					21	1,600	1,200	58,800
	Channel 10						6-9pm			6-9pm			6-9pm	21	1,600	1,200	58,800
	SBS						6-9pm	6-9pm			6-9pm			21	1,600	1,200	58,800
	Foxtel					6-9pm			6-9pm			6-9pm		21	1100	550	34,650
																Total	1,099,700

Standard # of Times per Week slot = 7
6-9pm Slots allocated surrounding key shows

(TABLE 4-2: MEDIA BUDGET & SCHEDULE)

YOUNG SINGLES
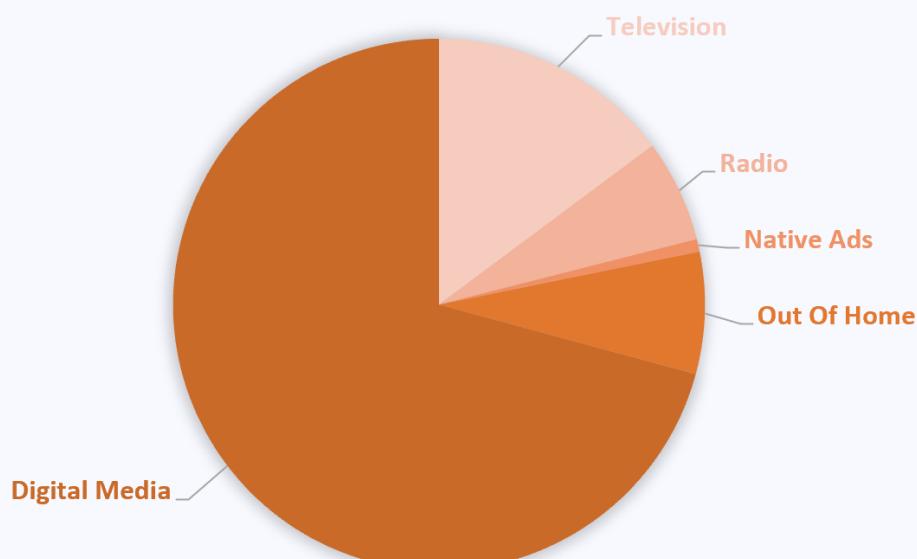
(FIGURE 11: MEDIA CHOICE FOR REACHING YOUNG SINGLES)

YOUNG COUPLES

Television

Digital Media

Out Of Home

Native Ads

Radio
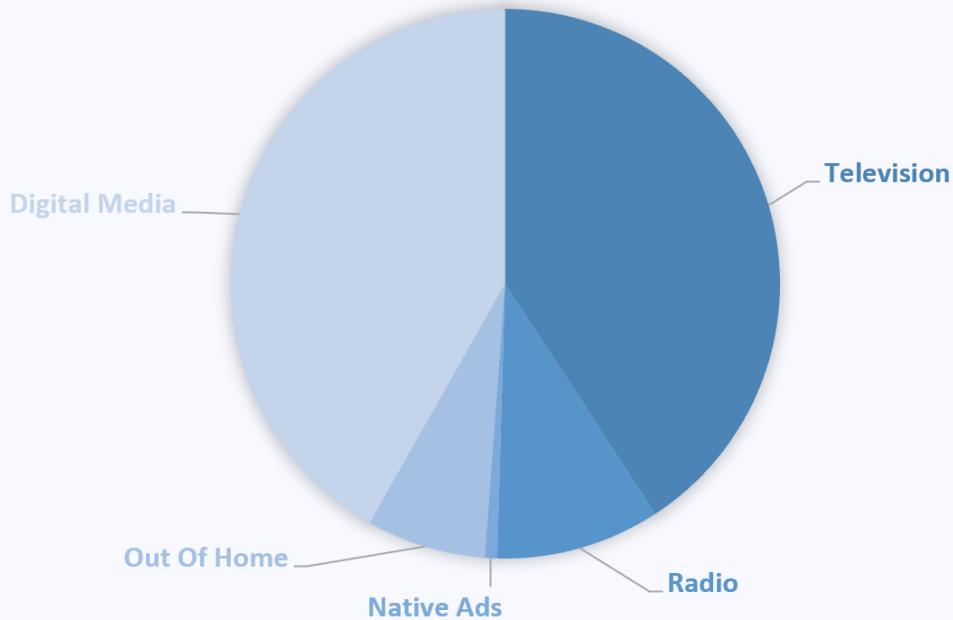
(FIGURE 12: MEDIA CHOICE FOR REACHING YOUNG COUPLES)

OLDER COUPLES (NO KIDS)

Newspapers

Digital Media

Out Of Home

Native Ads

Radio

Television
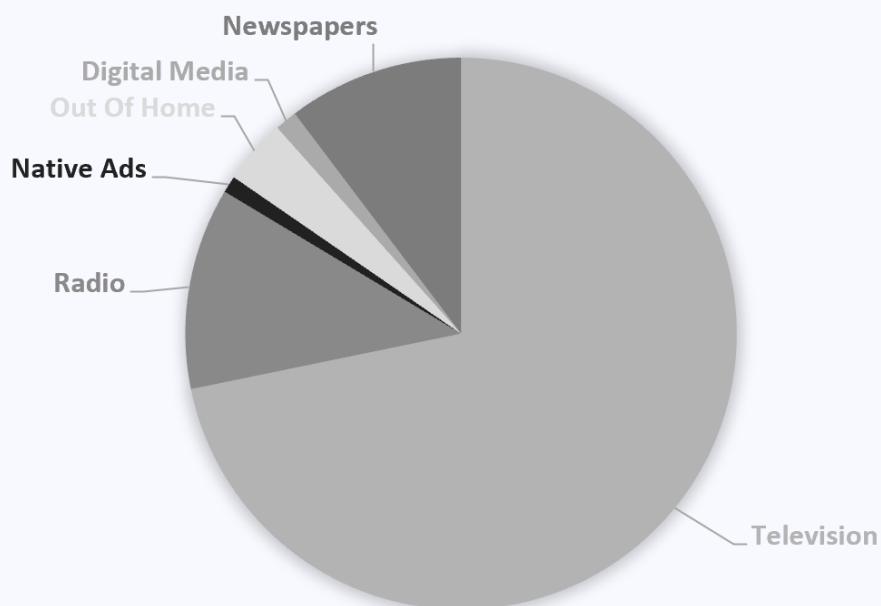
(FIGURE 13: MEDIA CHOICE FOR REACHING OLDER COUPLES)

Media Evaluation Strategy

The campaign reach and frequency will be monitored on each platform based on various metrics. The teaser phase will be monitored by assessing reach, impressions, and engagement on each of the social media platforms. In addition to this, MPR will be monitored by assessing the share of voice, website referrals and website alerts.

Television will be monitored using metrics such as the GRP and TRP while newspapers will be measured through circulation and readership. For radio, metrics such as the cost per lead, return on ad spent assisting in brand recall and ratings metrics for audience numbers will be used. Native advertising will be monitored through click-through rate, and if shared via social media, engagement on social media. Visibility research can be used to measure OOH.

Lastly, digital media will be monitored by observing impressions, conversion rates, cost per lead, website traffic, returning visitors, and click-through rate. If future monitoring is required, surveys can also be conducted to understand the return on investment.

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APPENDIX A-SCRIPT

And her name is Victoria...

1.	The scene is set in multiple parts of regional Victoria.

CUT TO:

2. EXT. MORNINGTON BEACH – DAY

(**Note**: A short form voiceover is used throughout the script. A mature Australian man to emphasize nostalgia, storytelling, and sincerity.)

> MAN (V/O)
> (reminiscing)
> When I think of her...

DISSOLVE TO:

(**Note**: Each line is considered to be a different scene.)

3. EXT. ON THE BEACH – AFTERNOON

> MAN (V/O)
> (feeling warm)
> I think of summer afternoons on the beach…

A GIRL is running towards the shore with her surfboard.

DISSOLVE TO:

4. EXT. ON THE BEACH – NIGHT

> MAN (V/O)
> The ones that quickly turn into nights.

A girl is sitting on a towel with her friends.

CUT TO:

5. EXT. GREAT OCEAN ROAD – DAY

> MAN (V/O)

Long coastal drives…

A car is driving down the great ocean road, right
next to a cliff.

                              MAN (V/O)
                    That lead to unexpected
                    adventures.

                                              CUT TO:

6. EXT. GRAMPIANS NATIONAL PARK – DAY

                              MAN (V/O)
                    She keeps you on your toes…

A girl is hiking through the forest.

                                          DISSOLVE TO:

7. EXT. THE CHATAUQUA PEAK – DAY

                              MAN (V/O)
                    Showing you places you've never
                    seen.

A girl is standing on the peak and is admiring the
view.

                                              CUT TO:

8. EXT. A CARNIVAL – DAY

                              MAN (V/O)
                    She loves a bit of music…

A girl is dancing between her friends, holding food
in a festival.

                                          DISSOLVE TO:

A girl is just enjoying the festival.

TIMELAPSE:

As the day fades away from day to night the girl is
just watching time, people, and festival progress.

END OF TIMELAPSE:

<div align="right">CUT TO:</div>

9. INT. A FANCY RESTURANT – NIGHT

A girl is sitting in a fancy restaurant holding her wine glass out while the waiter pours wine into her glass.

                    MAN (V/O)
          She knows her way around a good |
          wine…

<div align="right">DISSOLVE TO:</div>

10. INT. PUB/BAR – EVENING

A girl is cheering a boy with a pint of beer.

(Note: The camera should zoom into the wine, while zooming out to the beer pint.)

                    MAN (V/O)
          But she won't say no to a beer.

<div align="right">DISSOLVE TO:</div>

11. EXT. PUB/BAR – EVENING

The girl notices that it's raining outside while the sun is shining and runs outside to enjoy the rain.

                    MAN (V/O)
               (giggles)
          And yeah, she's a little
          temperamental…

The rain reduces as the sun shines through the clouds, the girl smiles.

                    MAN (V/O)
               (giggles)
          But you wouldn't have it any other
          way.

<div align="right">DISSOLVE TO:</div>

```
                        MAN (V/O)
            And her name is Victoria...

                                    FADE TO BLACK:


SUPER: Visit Victoria logo and the link to the
website.

Music Notes: Copywrite free version of 'Grew up at
Midnight – The Maccabees'

https://www.youtube.com/watch?v=hNskC47LuxA

Styles Notes: The video is produced as a montage.

Casting Notes: Use laymen as actors for the video.
```

(Ad Script for Young Singles)

YOUNG COUPLES – HER NAME IS VICTORIA

When I think of her, I think of that first sip of local brew, before a walk along the beach (Mornington, coffee)

Relaxing nights by the fire, perfect after a day on the ice (ski lodge/Hotham)

She knows how to slow it down, showing you the perfect escape. (hot springs)

She loves all the wildlife, nothing is more exciting to her (penguins at Phillip island)

She's got the dinner covered, well, knows where to go at least (restaurants)

And just when you think you know her, you'll realise there's more to see (unexpected waterfall)

Her name is Victoria

(Ad Script for Young Couples)

OLDER COUPLES NO KIDS - HER NAME IS VICTORIA

When I think of her, I think of long drives down towards the beach, when the destination is only half the story (beach – then shop next to beach)

I think of walks through the rolling valleys, and her knowledge of everything local (yarra valley)

She holds a lot of history, and is always ready to create more (ballarat/bendigo)

She's got surprises around every corner, every track… every door (highlands)

yeah, she can be rough around the edges, but she likes the finer things too (fine dining)

And just when you think you know everything there is to know, she'll show you another side to her (big drift)

Her name is Victoria

(Ad Script for Older Couples No Kids)

APPENDIX B- STORY BOARD

1. **Opening scene**

Action: A man is thinking about a recent trip
Location: Torquay
Duration: 00:00 – 00:03
Camera: Full shot and Aerial shot

2. **Beginning**

Action: A girl is running towards the ocean with her surfboard
Location: Easter Reef (Great Ocean Road)
Duration: 00:03 – 00:07
Camera: Full shot and eye level shot

3. Beginning

Action: A group of friends are enjoying the night by the ocean
Location: Easter Reef (Great Ocean Road)
Duration: 00:07 – 00:09
Camera: Full shot and eye level shot

4. Beginning

Action: A car is driving down the Great Ocean road
Location: Teddy's Lookout (Great ocean road)
Duration: 00:09 – 00:11
Camera: Full shot and Birds-eye-view shot

5. Mid-point
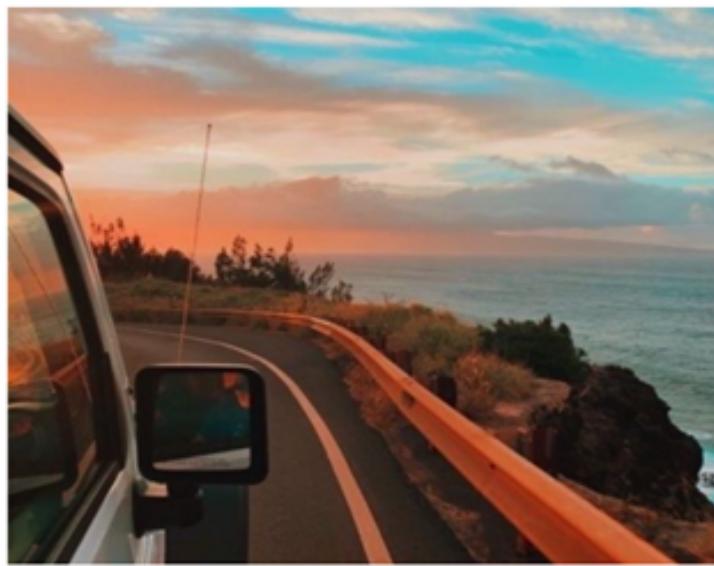
Action: A car is driving down the Great Ocean road
Location: Great Ocean road
Duration: 00:11 – 00:14
Camera: Over the shoulder shot

6.   Mid-point

Action: A Girl is hiking through the woods
Location: Grampians national park
Duration: 00:14 – 00:17
Camera: Ground level shot

7.   Mid-point

Action: A has reached the peak and is enjoying the view.
Location: The Chautauqua peak
Duration: 00:17 – 00:21
Camera: Birds-eye-view

8.   Mid-point
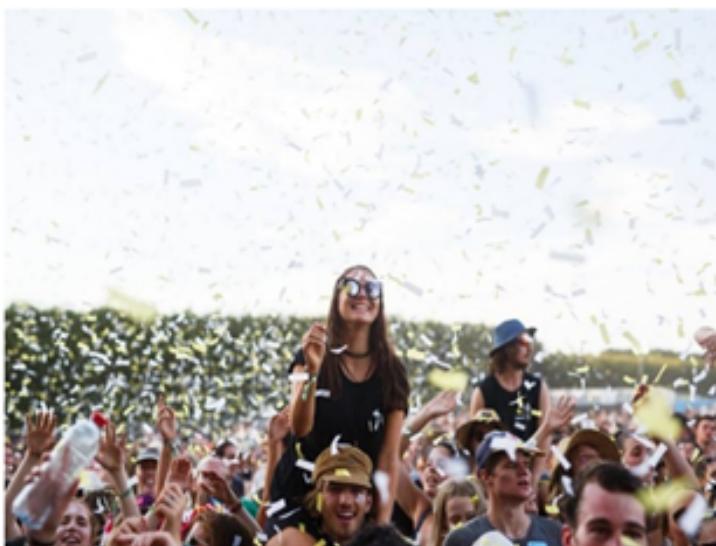
Action: A girl is enjoying the music festival.
Location: A festival
Duration: 00:21 – 00:23
Camera: Medium shot

9. Mid-point

Action: There's only one last girl in the Music festival
Location: A festival
Duration: 00:23 – 00:29
Camera: Birds-eye-view shot

10. Climax

Action: A Girl is sitting in a fancy restaurant while her wine is being poured into her glass.
Location: Lake house (Daylesford & the Macedon Ranges)
Duration: 00:29 – 00:32
Camera: Medium close up shot

11. Climax

Action: A group of friends are cheering to a beer.
Location: The Wandi Pub (Bright)
Duration: 00:32 – 00:35
Camera: Medium close up shot

12. Climax

Action: The girl notices the rain and walks out to enjoy the rain.
Location: Outside the pub
Duration: 00:35 − 00:40
Camera: Cowboy shot

13. Climax
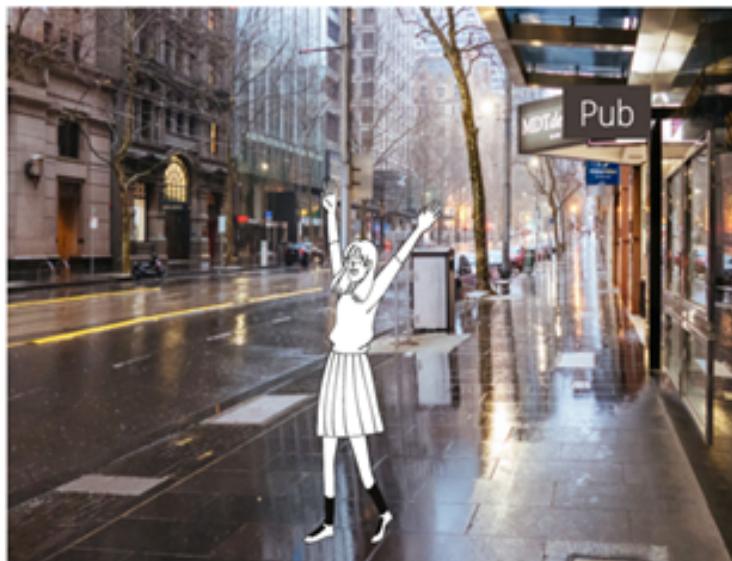
Action: The rain stops and turns into sunshine
Location: Outside a pub
Duration: 00:40 − 00:45
Camera: Full shot

14. Resolution

HER NAME IS
VICTORIA
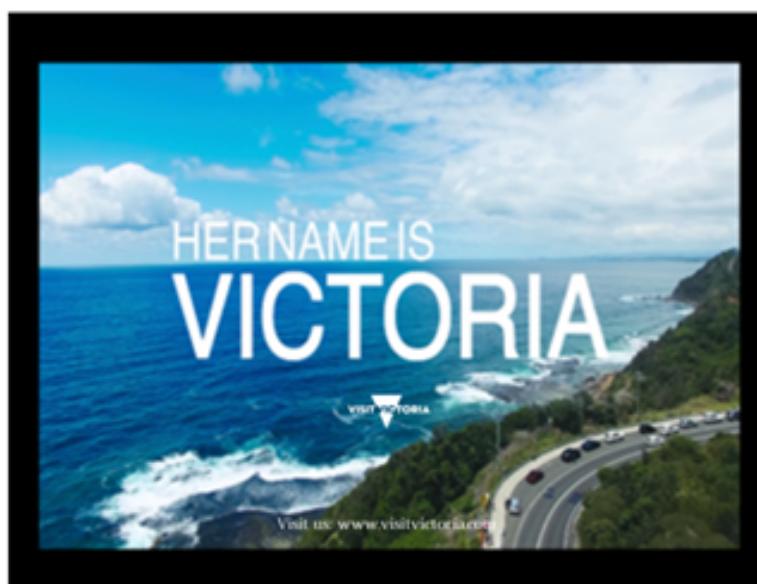
Action: Credits
Location:
Duration: 01:35 − 01:45
Camera: Full shot

APPENDIX C-
MEDIA MOCKUP

(OOH Ad for Old Couples Without Kids)
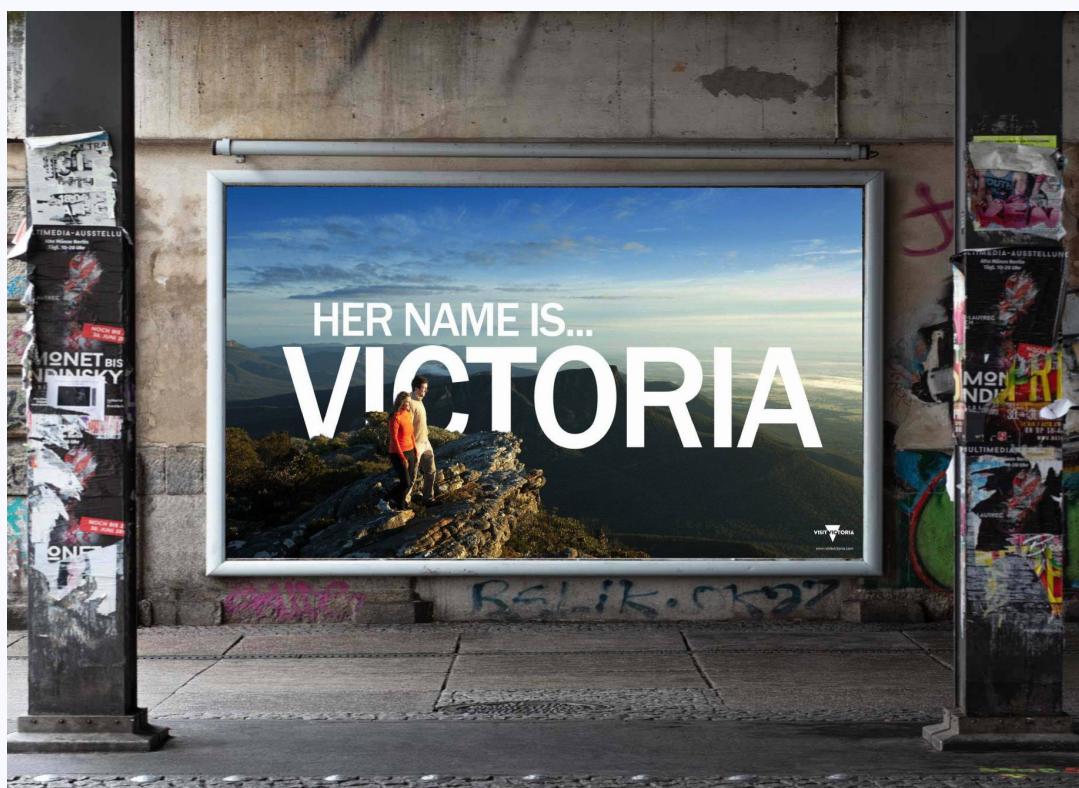
(OOH Ad for Young Couples)

(Newspaper Ad for Old Couples Without Kids)

(YouTube Ad for Young Couples & Young Singles)

(Instagram Ad for Young Singles)

(Instagram Ad for Young Couples)

(Facebook Ad for Young Singles)

(Snippet of Video Ad for Young
Singles)
https://vimeo.com/469712322

VISIT VICTORIA