

Destination Marketing Campaign Partner Program

MidCoast Council is investing \$200,000 into a targeted multi-media tourism campaign that will go into market in March to May 2021 to continue to promote our wonderful part of the world. This is in part to capitalise on the enormous and unprecedented levels of domestic travel that we experienced over the second half of 2020 with the impact of COVID on interstate and overseas travel. Through this coming campaign we want to maintain top-of-mind awareness for our region through social media and digital channels.

We're inviting businesses to partner with us, to leverage off this huge campaign opportunity and importantly to collectively help to ensure that we boost the campaign even further via paid participation. So even though it's a busy time of the year, now is the time to get started on your marketing plan for 2021.

MAYOR DAVID WEST, MIDCOAST COUNCIL
JANUARY 2021

Destination Marketing Campaign Partner Program

The Opportunity

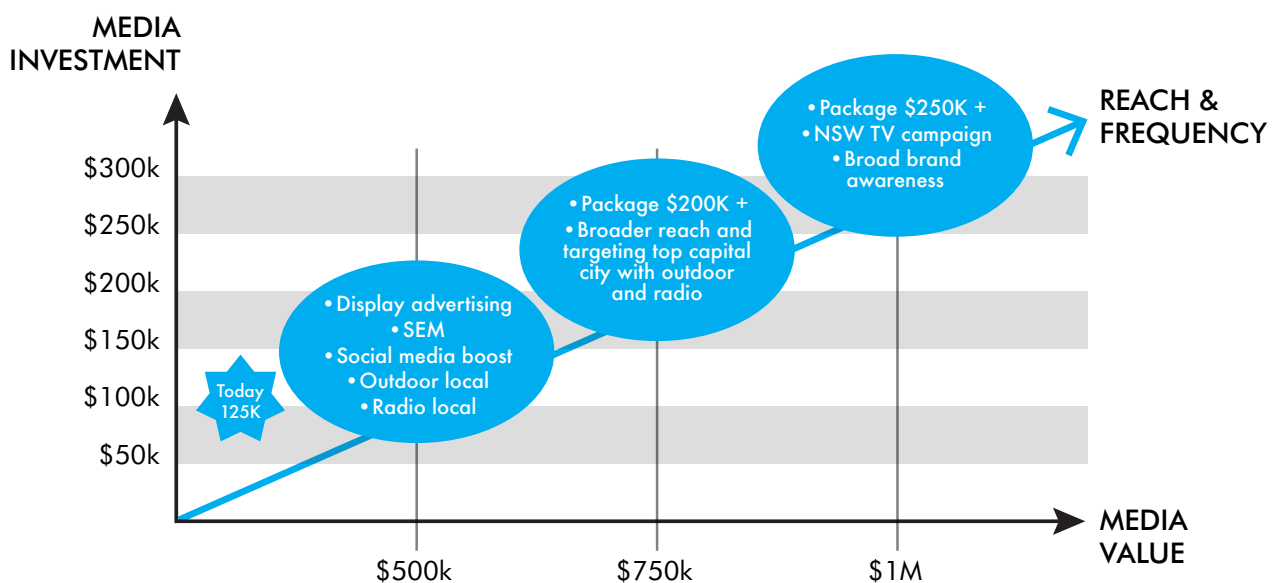
MidCoast Council is funding a major marketing and media campaign to promote awareness of the incredible landscape, culture and tourism opportunities that abound in the Barrington Coast. This is a once in a decade initiative, offering valuable potential to drive and create significant awareness momentum for operators to benefit from, providing them with an opportunity to add their voice to a powerful, targeted consolidated campaign.

Media Value vs Investment

In the world of media, it is all about the **reach** and **frequency** you can achieve towards your target audience with available budget.

- Reach is the number of people you touch with your marketing message or the number of people that are exposed to your message.
- Frequency is the number of times you touch each person with your message.

By participating in this Partner Program, you help to boost the \$125,000 media spend already committed to this Destination Marketing Campaign. And by doing so, significantly increase the campaign media reach and frequency (see diagram). A win for both local partners and the destination.



What type of advertising is being used?

A carefully constructed mix of various advertising initiatives are being put into place to promote Barrington Coast and partners. These include:

- Google Display Network of banners



- Google AdWords
- Facebook and Instagram ads
- YouTube to promote the new movies and snippets
- Offline channels depending on available budget such as radio, billboard and regional television



How can the Industry become more involved?

The Packages outlined in the Marketing Partnership Program provide operators the opportunity to select their levels of marketing commitment. Packages have been developed to meet the needs of all operators. From those operators who have limited marketing budget and/or less developed marketing channels right through to those that are using all the digital channels with sophisticated booking and email systems already in place.

Campaign Timing

The destination campaign will run for three months starting at the beginning of March 2021. Partner packages will be six weeks each in duration with the first to start two weeks after the destination campaign commences.



Your Advertising Partner – Leonards

The team at Leonards will be on hand to guide you through the advertising process to successfully deliver whatever package you choose. Whether it's at an entry level listing investment or a full scale multi-channel marketing campaign, you will have access to the expertise of our long standing, well recognised advertising agency. Leonards currently trades with all the major publishers (traditional and digital) and has access to great rates, research tools together with expert staff.

Leonards is an approved Local Government Procurement Contractor for Advertising and Media Services as well as a Gold Sponsor/Supplier to the Accommodation Association of Australia. The agency has a unique understanding of both the Local Government and Operator sides to running a successful destination campaign.



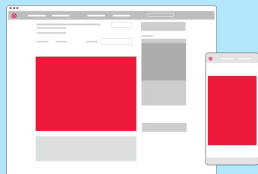
Destination
Barrington Coast

**PARTNER
BOOSTER PACK
\$500**

This is the entry point to ensure your visibility in market in partnership with Destination Barrington Coast.

Includes:

- Listing in the campaign branded website
 - Your Logo
 - Your headlines
 - Your business description
- Call to action linking to your site increasing SEO



**DIGITAL
CAMPAIGN PACK
\$2,000**

This is the best way to gain new customers and leads to your business at the best ROI.

**Includes Partner
Booster Pack, PLUS:**

- AdWords campaign worth 100k impressions (Google Display Network and SEM)
 - Social media campaign + 1k CTR to your site
- Display banners ads X3
 - Retargeting
- Facebook & Instagram images specs
 - Generic logo sizing
- Full campaign management
 - Implementation, tracking and reporting
 - Audience profiling (Roy Morgan)



**PIONEER
PACK
\$5,000**

This pack gives you brand awareness to support your initial investment. There is a media mix between radio and digital.

**Includes Digital
Campaign Pack, PLUS:**

- Radio on air floating air time ads blast (minimum 20 radio slots)
 - Premium radio Network Guarantee
 - Audience locally targeted



**ALL STAR
PACK
\$10,000**

This is the best value pack to get maximum reach and frequency in market with a mix of cross media and digital platforms.

**Includes Pioneer
Pack, PLUS:**

- An outdoor campaign in the city of your choice
- High quality media placement



HALL OF FAME PACK

P.O.A.

Please get in touch with us for a free media and advertising consultation.

Includes All Star Pack, PLUS:

- Bespoke Advertising Solution tailored to your needs and objectives
- Creative/Web
- Strategy/Research
- Media Planning/Buying
- Regional TV

BASIC LISTING

FULL DIGITAL
CAMPAIGN EXPERIENCE

STRENGTHEN YOUR CAMPAIGN AWARENESS WITH OFFLINE
(RADIO - RADIO & OUTDOOR)

To find out more, contact:
marketing@midcoast.nsw.gov.au
www.barringtoncoast.com.au/campaign
info@leonards.net.au

