



VISIT MELBOURNE

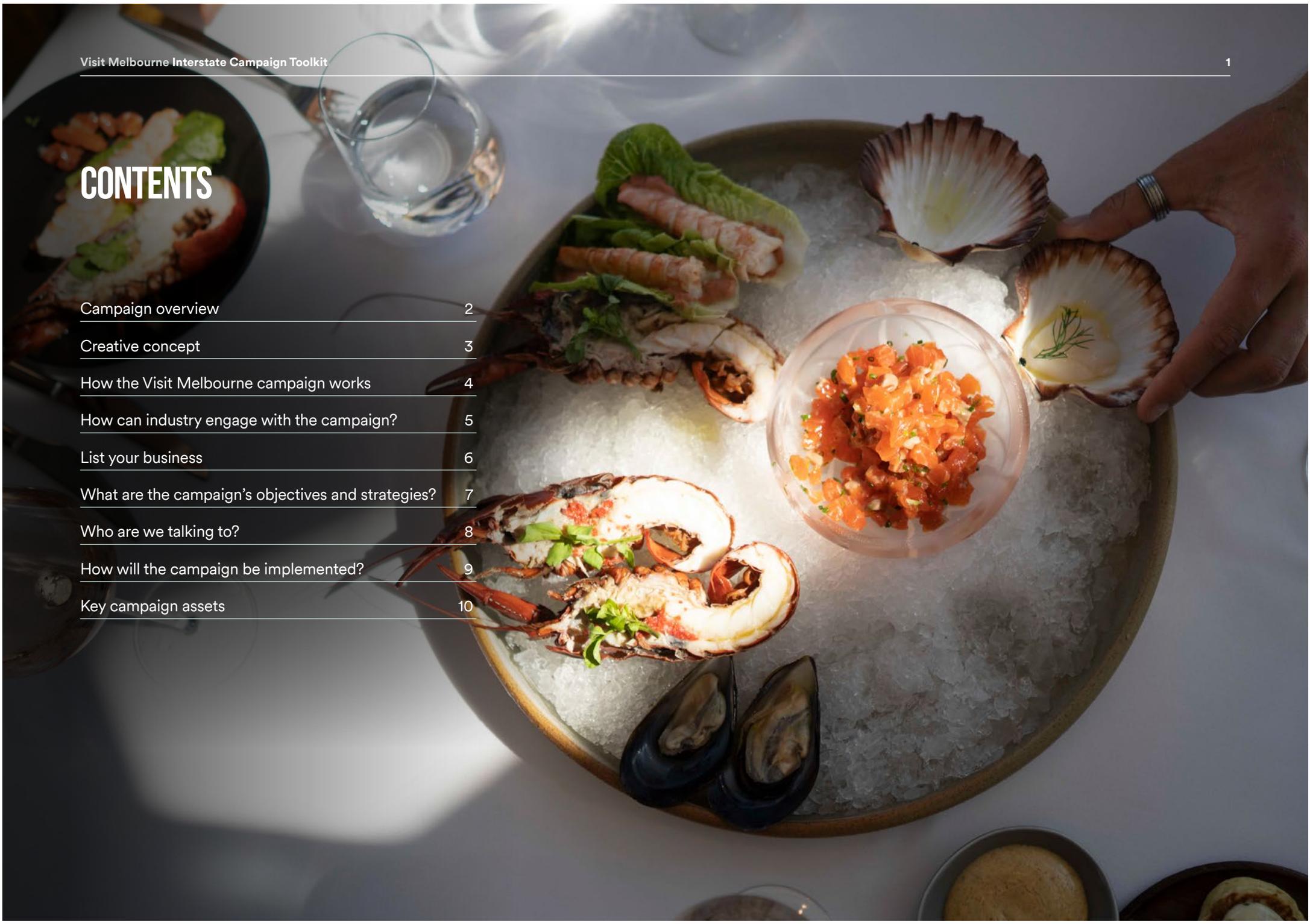


CAMPAIGN OVERVIEW & TOOLKIT



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CAMPAIGN OVERVIEW

Visit Melbourne is Visit Victoria's new interstate campaign, designed to help support Victoria's visitor economy by increasing visitation and expenditure to the state. This campaign will showcase the depth and breadth of Melbourne and Victoria's product offering, with a focus on new experiences.

Tourism contributes significantly to Victoria's economy. In 2018/2019, the sector directly and indirectly contributed 6.5 per cent of total gross state product and 7.8 per cent of employment for Victoria. In 2020, the impacts of the summer's bushfires and coronavirus is expected to result in a \$21.7 billion decline in visitor expenditure in Victoria.

This fully integrated campaign welcomes all Australians back to our great state. **Visit Melbourne** showcases the best of our city, its surrounding neighbourhoods and regions, while also letting people know the state is open.

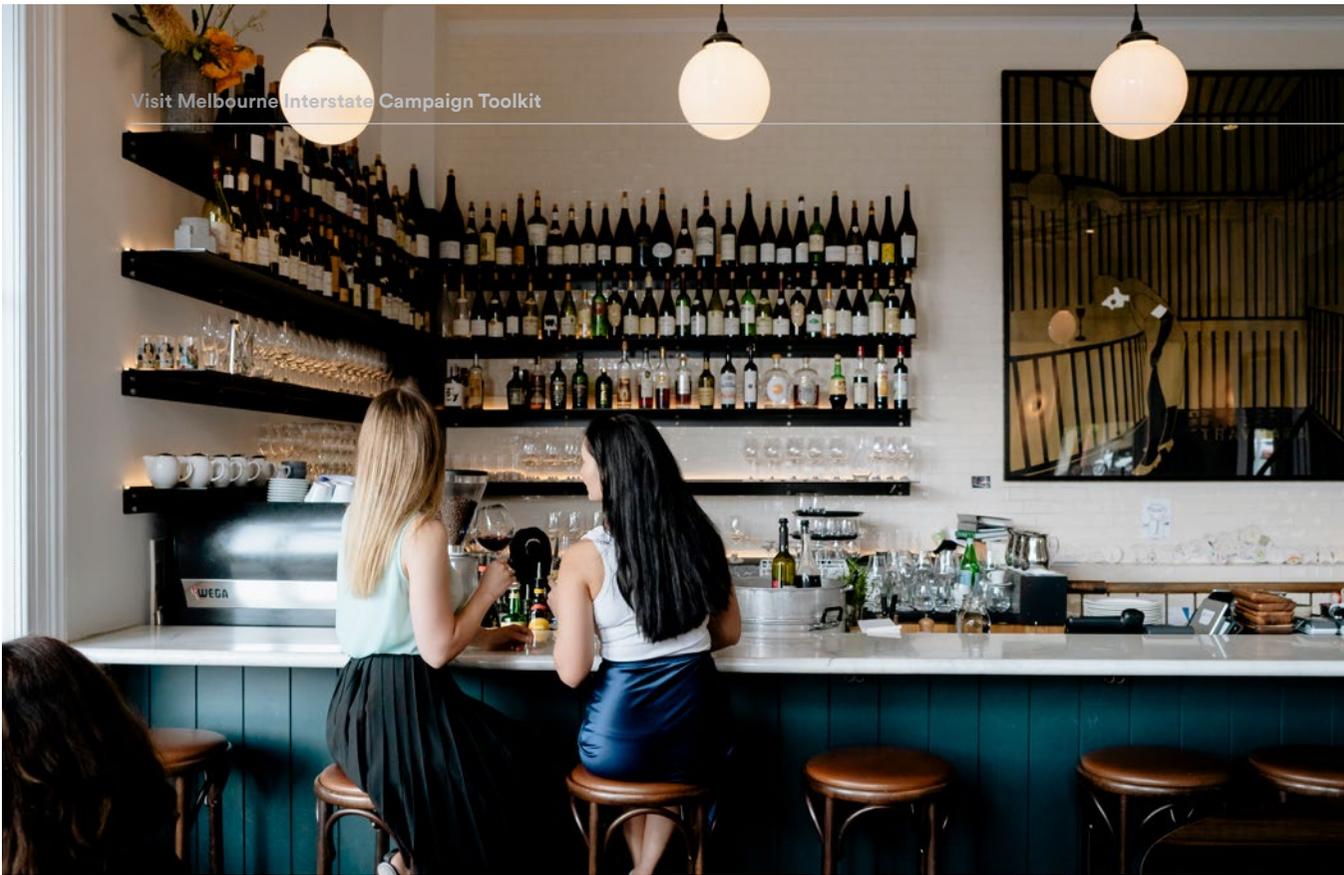
The **Visit Melbourne** concept is a unifying proposition aimed at engaging Australians with Melbourne and Victoria's key experiences, as well as listing key attractions, restaurants, quirky bars, laneways, neighbourhoods and road trips they can enjoy.

The campaign will promote both Melbourne and parts of regional Victoria. It will be rolled out across television, cinema, broadcast integration, digital display, search engine marketing, online video and social media channels, while also being supported by public relations, and trade and industry partnerships. The campaign name is also the call to action, **Visit Melbourne**, and leads consumers to the Visit Melbourne website, which features extensive additional information on the experiences, events and locations available in Victoria.

A photograph of two women walking on a sidewalk in front of a colorful mural. The mural features the words 'KISS' and 'HUG' in large, bold, yellow letters on a red background, with red heart shapes. The women are dressed in casual summer attire. The background shows a building with a window and a sign that says 'MISS YOU'.

“Our campaign reminds Australians of all the reasons to love Melbourne and Victoria. The film series showcases a collection of the new, unique and family friendly experiences on offer in our city and regions – encouraging the return of visitors to our state and supporting Victoria’s tourism and hospitality sectors.”

Brendan McClements
Chief Executive Officer, Visit Victoria



CREATIVE CONCEPT

The **Visit Melbourne** campaign will remind Australians that Melbourne and Victoria offer a vibrant and thriving experience for them to enjoy.

The creative focuses on the depth and breadth of the experiences on offer - positioning Melbourne and Victoria as an energetic, confident, and optimistic place to visit.

It highlights new experiences across Melbourne and Victoria to showcase to Australians - who may think they have experienced all there is to offer in Melbourne and Victoria - that there is an endless list of new and compelling experiences for them to return to.



HOW THE VISIT MELBOURNE CAMPAIGN WORKS

The concept

Each element of the campaign connects back to the notion that Melbourne and Victoria offers something new for Australians to experience.

The **Visit Melbourne** campaign takes a humorous, confident, energetic, and optimistic tone in its approach to communicate Melbourne and Victoria's offering to all Australians.

We seek to encourage travel back to the state, and to entice Australian couples and families to Victoria via new and compelling experiences.

The campaign platform highlights these experiences in a playful and witty film series that shares the story of a couple's trip to Melbourne and Victoria and their search for the new, unique, interesting and family friendly experiences on offer. Slightly curious, the couple chats with an ever-knowledgeable local concierge to fill their holiday itinerary. The scenes emulate a life-like holiday experience allowing the viewer to see themselves within one or more of the storylines featured. With a knowing approach, our concierge offers endless suggestions of new experiences the couple can enjoy in Melbourne and Victoria.

The creative works to find a 'solution' for our couple's problems. Whether it is searching for a unique bar, finding experiences suitable for teenagers, or discovering our many galleries. Ultimately, the campaign is designed to drive a direct response among our target audience to start planning for their next holiday in Melbourne and Victoria.

The campaign showcases experiences synonymous with Melbourne and Victoria, with film content themed around 'any place new', 'neighbourhoods', 'food and drink', 'road trips', 'boutique shopping', 'laneways', 'galleries and museums' and 'attractions', as well as communicating different ways to spend time in Melbourne and Victoria.

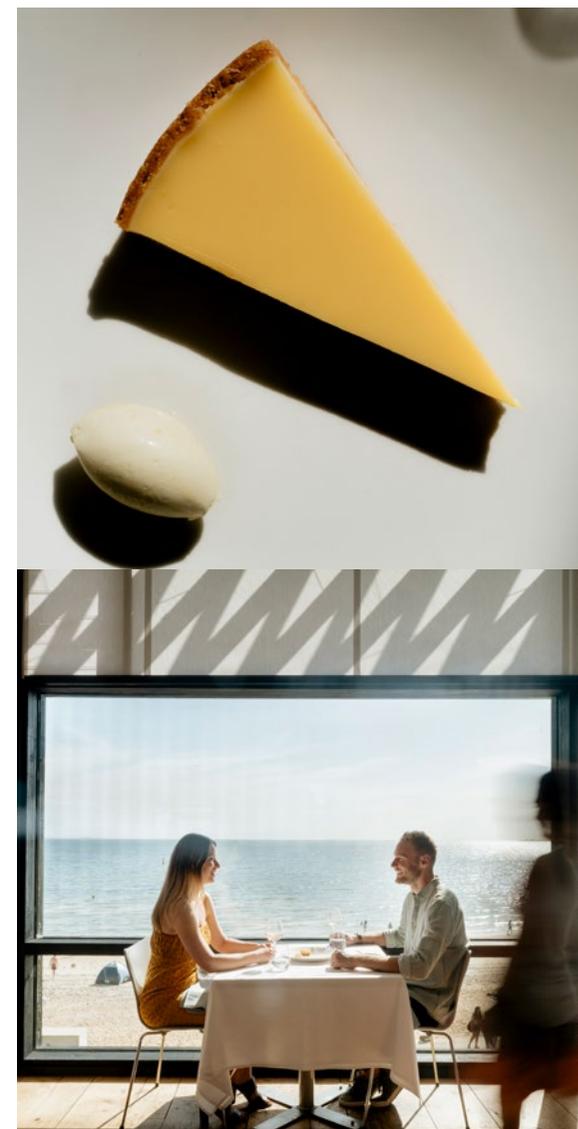
Consumers will be directed to visitmelbourne.com to plan their next trip.



HOW CAN INDUSTRY ENGAGE WITH THE CAMPAIGN?

There are numerous ways to get involved in the campaign:

- Join the campaign by using #visitmelbourne and #visitvictoria as well as your hashtags when sharing posts and images on social media (Facebook, Instagram, TikTok and Twitter) and encourage your customers to do the same.
 - Leverage the campaign messaging in your communication. For example, a social post showing your visitor experiences could use the following words:
Looking for an interesting neighbourhood?
Or thinking of taking a day trip from Melbourne?
 - List your business, or upload a package or offer on our consumer website. Our site receives 9.2 million visitors annually via the Australian Tourism Data Warehouse (ATDW).
 - Send your news or stories, such as new products or exciting changes in your business to Visit Victoria's Public Relations team: pr@visitvictoria.com.au, Social Media team social@visitvictoria.com.au and Product team: product@visitvictoria.com.au.
 - For more information on how industry can engage with the campaign visit: corporate.visitvictoria.com/visitmelbourne
- Update your own marketing channels with high quality images, videos and stock footage of Melbourne and Victoria by visiting the [Visit Victoria Content Hub](#).
 - Connect with your local Regional Tourism Board to leverage any promotional opportunities that arise and be sure to communicate exciting announcements and developments with them.
 - For Melbourne based businesses, reach out to Visit Victoria via our social media, PR and Product teams to share your news and stories at: social@visitvictoria.com.au, pr@visitvictoria.com.au and product@visitvictoria.com.au.
 - Keep up to date with the **Visit Melbourne** campaign by signing up to hear from Visit Victoria through our monthly e-news.
 - For more information on how your business can engage with the campaign visit: corporate.visitvictoria.com.



LIST YOUR BUSINESS

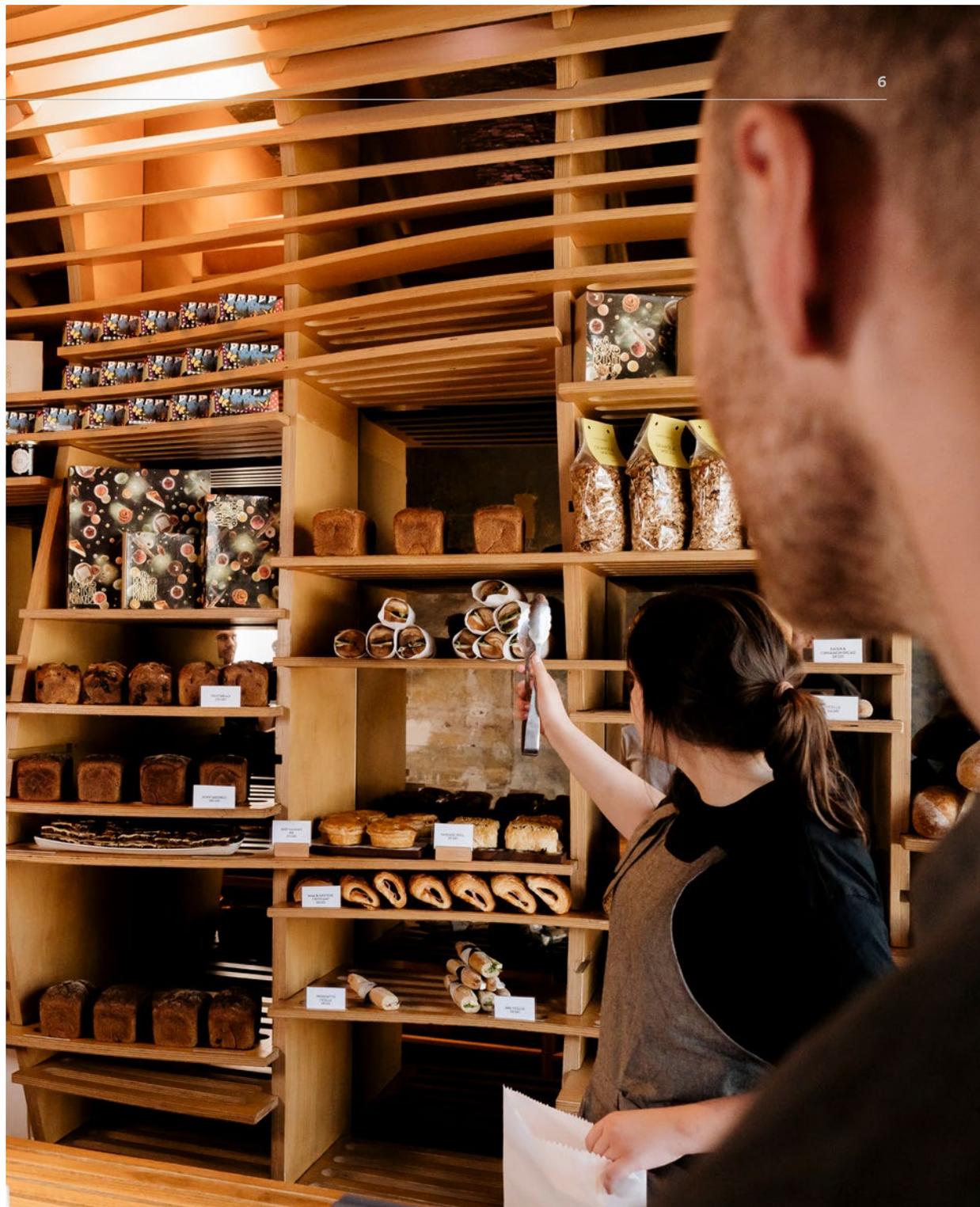
Create or update your Australian Tourism Data Warehouse (ATDW) listing.

An ATDW listing provides you with exposure on key online platforms at a national, state and local level. ATDW listings are used by Visit Victoria, Tourism Australia and many regional tourism organisations to showcase tourism businesses and events on their consumer facing websites.

With all campaign activity driving consumers to visitmelbourne.com, now is the time to ensure your business is listed.

Sign up for a listing [here](#)

For further queries contact atdwsupport@visitvictoria.com.au



WHO ARE WE TALKING TO?

This campaign has a broad approach focused on the travel category, reaching a large audience to stimulate economic recovery.

The primary target audience for this campaign is all Australians 18 years and over (excluding Victoria) with a focus on couples and families – segments which have been identified as growth opportunities.

The campaign targets the typical Australian family, who balances work, family, leisure and travel as much as time and money permits. This campaign is a prompt for them to consider Melbourne and Victoria when they start thinking about their next trip within Australia.

Emphasising the positive family experiences available in Melbourne and Victoria – including activities targeted to both couples and children/teenagers – is key to tapping into this audience.

At launch, the campaign will be delivered into all Australian markets, excluding Victoria.



HOW WILL THE CAMPAIGN BE IMPLEMENTED?

The campaign will be implemented through an integrated approach across paid, owned and earned channels.

- Television
- Cinema
- Broadcast integration
- Digital Display
- Search Engine Marketing
- Online video
- Social Media
- Owned channels – Visit Melbourne website and email marketing
- Public relations
- Partnerships (travel trade and industry)

KEY CAMPAIGN ASSETS

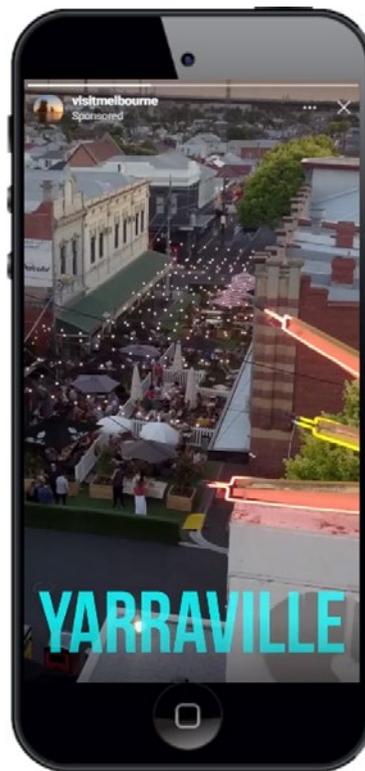
TVC & Online Video



The above images represent a snapshot of television and digital films being used in the campaign. These creative assets will continue to be developed throughout the campaign to represent the depth and breadth of Melbourne's sectors and regions.

KEY CAMPAIGN ASSETS

Paid & Organic social (example creative)



The above images represent a snapshot of the constantly evolving social media content.

KEY CAMPAIGN ASSETS

Website



Get set for a taste for something new.

| | | | | |
|---|--|--|---|--|
| | | | | |
| <p>ulture home to world class arts and ige institutions, cutting edge design festivals and community events.</p> | <p>MELBOURNE What's new in Melbourne and Victoria There's always somewhere new to discover in Melbourne. Uncover Melbourne's revolving carnival of new bars and eateries, pop-ups and reboored classics.</p> | <p>FOOD & WINE Late night dining When there's no going home on an empty stomach and you're looking for something more than a kebab, these Melbourne eateries come to the rescue.</p> | <p>DESTINATIONS Neighbourhoods Get out and about to rediscover old favourites and find something new in Melbourne's favourite neighbourhoods.</p> | <p>FOOD & WINE Laneway dining Dine like a local and find some of the di- favourite eateries tucked away upstairs downstairs and behind bustling queues Melbourne's laneways.</p> |

Offers & packages

| | | |
|---|--|---|
| <p>From \$399*</p> | <p>From \$249*</p> | <p>Save up to 30%*</p> |
| <p>W MELBOURNE 24/7 Rebels Take advantage of a \$100 credit to spend from sun up to sundown, reveling in W Melbourne's epic offering across bars, restaurants and in room dining.</p> | <p>THE SEBEL MELBOURNE DOCKLANDS Time To Celebrate Reunite and reconnect with your loved ones this summer by booking a staycation in Melbourne at Sebel Docklands.</p> | <p>OAKS MELBOURNE ON COLLINS HOTEL Ready Set Summer - Save up to 30% Stay two nights at Oaks Melbourne on Collins Hotel and save up to 30 per cent.</p> |

Explore

| | | |
|--|------------------------------------|-------------------------------------|
| <p>Melbourne to Sydney Coastal Drive</p> | <p>Aboriginal Victoria</p> | <p>Great Southern Touring Route</p> |
| <p>Wine destinations</p> | <p>Go Beyond Melbourne Touring</p> | <p>Spa and wellbeing</p> |

KEY CAMPAIGN ASSETS

eDM



Get set for Melbourne and Victoria

Can you ever do it all in Melbourne? From brand new bars and restaurants, to fun-filled events and pop-up galleries, the city is constantly reinventing itself. Turn a corner into creative laneways for culinary adventures, boutique stores and vibrant street art. Drop into late-night bars, restaurants and diners for a feed at any time of the night and seek out memorable experiences in Melbourne's diverse inner-city neighbourhoods.

[ARE YOU READY?](#)



What's new

Melbourne is ever-evolving. Uncover unmissable events, outdoor galleries, brand new bars and pop-up stores.

[READ MORE](#)



Laneway dining

Turn a corner into Melbourne's colourful laneways for fine dining, casual cuisine, hidden bars and tiny coffee joints.

[READ MORE](#)



Late night bites

Night owls, we've got you covered. Melbourne's quality late night eateries offer up everything from fried-food to fine dining.

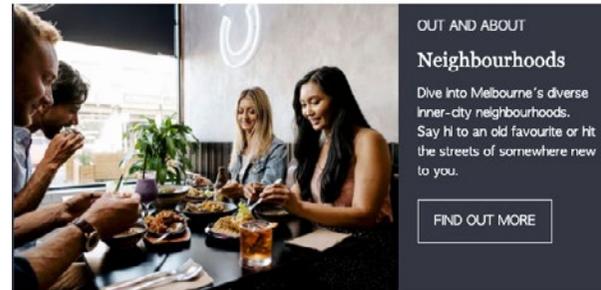
[READ MORE](#)



Road trips

Victoria's good nature is only a stone's throw from the city. Hit the road on a touring route or follow a tried and tested itinerary.

[READ MORE](#)



OUT AND ABOUT

Neighbourhoods

Dive into Melbourne's diverse inner-city neighbourhoods. Say hi to an old favourite or hit the streets of somewhere new to you.

[FIND OUT MORE](#)

Before you go

A permit system has been established for all travellers to Victoria. Get the latest information on Victoria's travel permit system and current health advice for enjoying a COVIDSafe Summer.

[VICTORIA TRAVEL PERMIT SYSTEM](#)

KEY CAMPAIGN ASSETS

Photography



The above image examples are a snapshot of the types of destination content that Visit Victoria will develop throughout the campaign.

WANT TO FIND OUT MORE?

For more information about how you can engage with the campaign visit:

corporate.visitvictoria.com

