



Stay close, go further.

CAMPAIGN OVERVIEW & TOOLKIT

VISIT  VICTORIA



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Campaign overview

Stay close, go further is Visit Victoria's new drive campaign designed to help rebuild Victoria's visitor economy by promoting visitation and expenditure within the state, following the easing of travel restrictions designed to slow the spread of COVID-19.

Pre-COVID (2018/19), tourism directly and indirectly contributed 6.5% of total gross state product and 7.8% of employment for Victoria. The estimated impact on visitor expenditure in Victoria for 2020 is \$21.7 billion. This includes impacts from the coronavirus (COVID 19) outbreak and the preceding bushfires.

The fully-integrated campaign is a call-to-arms to get Victorians moving again by reigniting the passion for their home state, while also targeting visitors from bordering regions of New South Wales and South Australia.

The '*Stay close, go further*' concept is a unifying proposition that aims to create a 'new view' of our state to Victorians. The creative concept showcases the creativity, culture and beauty of Victoria through its people; the makers and creators that are the fabric of our state.

The campaign has a state-wide focus, promoting both Melbourne and regional Victoria and will be rolled out across television, print, radio, digital and social media channels, supported by public relations and trade and industry partnerships.

"What makes Victoria so special is the creative, entrepreneurial and passionate people behind our tourism businesses. Our campaign helps tell the stories about the products and experiences we have in our own backyard and will help to drive visitation across the state."

Brendan McClements
Chief Executive Officer, Visit Victoria





Creative concept

Culture and creativity is at the heart of Victoria.

Through *Stay close, go further* we seek to re-engage Victorians with their metropolitan and regional backyard through the perspectives, stories, and creativity of the makers and creators.

These makers and creators are our story-telling vehicles; they act as the creative device for us to build an emotional connection amongst Victorians with their own state.

Their voices take us on a journey throughout Victoria. The notion of putting ‘people first’ (and discovering ‘the place’ inadvertently through them) becomes our unifying proposition across all aspects of the *Stay close, go further* campaign.

Our makers and creators will share what they love about Victoria, showcasing its key strengths: nature, food and drink, arts, culture, indigenous experiences and how the natural, urban, or multicultural environment has inspired them.

The *Stay close, go further* campaign is a call-to-arms to all Victorians to get behind our makers and creators, and wider tourism industry and show their support.



How *Stay close, go further* works

The concept

Each element of the campaign connects back to the notion of ‘staying close’ (travelling within our great state of Victoria), and the opportunities it affords us, to ‘go further’ (discovering the unexplored, experiencing a unique adventure).

Stay close, go further strives to create a deep and emotional connection for Victorians with our state through the promotion of compelling experiences and by connecting us with the people behind the businesses.

We want Victorians to venture out further afield; explore new destinations. There’s never been a better time.

The tone and timing of the campaign allows for alignment with the reopening of Melbourne and Victoria’s products and experiences and setting up Victoria’s visitor economy for sustained success.

The communications

- A broad-reaching media strategy via mainstream TV (including high-profile programs), radio, print, plus online video, digital display, search engine marketing and social media will ensure the campaign reaches the living rooms and screens of as many Victorians 18+ as possible, and as efficiently as possible.
- Contextually relevant content partnerships will help audiences go deeper by showcasing the many compelling and inspiring products and experiences throughout the state.
- Key partnerships with trade businesses and tourism bodies will further amplify the campaign messaging, while tapping into new audiences and opportunities to convert.
- Consumers will be directed to visitvictoria.com to plan their next city break, regional road-trip, or simply to gain inspiration from the thousands of accommodation, attractions and hospitality businesses listed.
- Media placements will span metropolitan, regional and SA and NSW towns within close proximity to the border.
- Over the course of the campaign further makers and creators will be profiled from across the state to highlight new destinations and experiences.

How can industry engage with the campaign?

There are numerous ways to get involved in the campaign:

- Join the campaign by using #stayclosegofurther, #visitvictoria and #visitmelbourne as well as your own hashtags, when sharing posts on social media (Facebook, Instagram and Twitter). And more importantly, encourage your customers to do the same.
- Leverage the campaign messaging in your communication; for example your social post showing your visitor experiences could utilise the following words: *Stay close, go further this summer and discover nature trails and towering waterfalls with our 2 day Great Ocean Road tour.*
- List your business on visitvictoria.com - our Visit Victoria consumer website, which receives 9.2 million visitors annually. Qualifying businesses can list via the [Australian Tourism Data Warehouse](https://australiatourismdatawarehouse.com.au) (ATDW). See page 6 for more information.
- 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 and Social Media team social@visitvictoria.com.au

- 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 the Visit Victoria team via our social media team and PR team to share your news and stories via: social@visitvictoria.com.au and pr@visitvictoria.com.au
- If your business has a strong human element and makers and creators are part of your experience, be sure to share your news and stories with Visit Victoria via social@visitvictoria.com.au and pr@visitvictoria.com.au
- Keep up to date with the *Stay close, go further* 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 [visitvictoria.com](#), now is the time to ensure your business is listed.

Sign up for a listing [here](#) or contact your Regional Tourism Board for further information.

For further queries contact
atdwsupport@visitvictoria.com.au



What are the objectives and strategies of the campaign?

Stay close, go further will re-capture the imagination of Victorians and encourage them to re-engage with the regions, the city, the people, the culture - the reasons we love this state and choose to live here.

Core objective

Deliver the strongest intrastate recovery out of all major states (National Visitor Survey, Tourism Research Australia) (Dec 2021)

Measured by:

- Highest levels of consideration for a Regional trip
- Highest trip rates
- Highest total expenditure
- Versus other states

Strategies

Stay close, go further will be a broad-reaching campaign, supported by tactical 'pulses' to support the different sectors as they reopen.

The campaign will use the most appropriate channel to move our target market through the travel funnel.

- 1. Intention:** Build an emotional connection and drive intention by positioning Melbourne and Victoria as a creative, cultural and progressive destination.
 - Profile the makers and creators behind Melbourne and Victorian businesses and experiences within key destinations and sectors that require the greatest support
- 2. Consideration:** Build consideration by showcasing Melbourne and Victoria's compelling experiences
 - Focus on Melbourne and all Victorian regions – curated content
- 3. Conversion:** Drive conversion through partnerships and cooperative marketing initiatives



Who are we talking to?

This campaign primarily targets 'Lifestyle Leaders', with all Victorians 18+ as the secondary target. The 'Lifestyle Leaders' segment has been developed in partnership with Roy Morgan Research and represents 30.1 per cent of the Australian population (1.66 million Victorians).

They are more likely to be socially aware, open to trying new things and believe that quality is more important than price.

Lifestyle Leaders are professionals or managers, belonging to AB quintile and have an average annual household income of \$130,160.

When they travel, they like to stay active, and the majority likes to experience the local culture and see nature. They like to plan for their trips and are less likely to prefer to have their trips organised for them.

They live a busy life, and because success is important to them, they consider themselves leaders more than followers.

They are more likely to travel within Australia for short and long trips compared to the average Australian population.



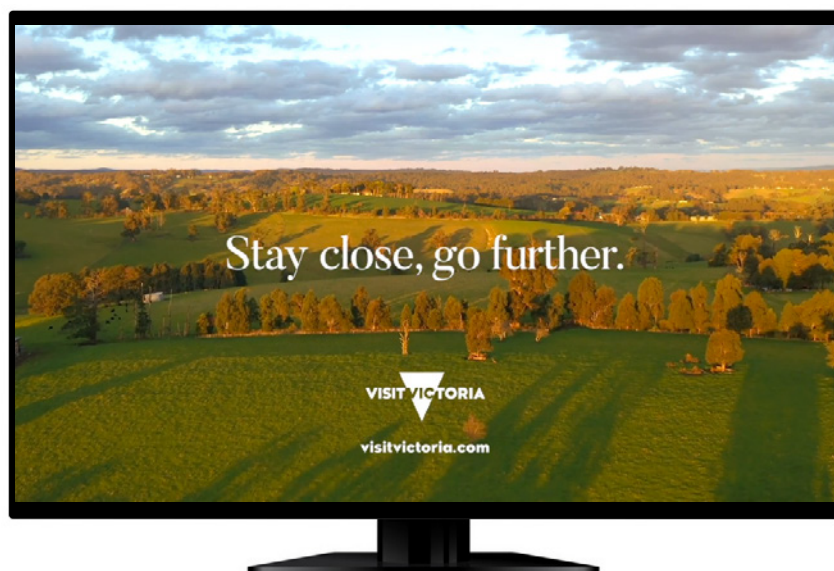
How will the campaign be implemented?

The campaign has been developed under an integrated marketing strategy across paid, owned and earned channels. This encompasses the following channels:

- Television
- Catch-up television
- Online video
- Radio
- Out of home
- Print/newspapers
- Seasonally printed magazines
- Social media
- Content partnerships (contextually relevant, high-reaching and premium platforms)
- Digital display advertising
- Search engine marketing
- Visit Victoria's owned channels; e.g. visitvictoria.com 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 Victoria's sectors and regions.

Key campaign assets

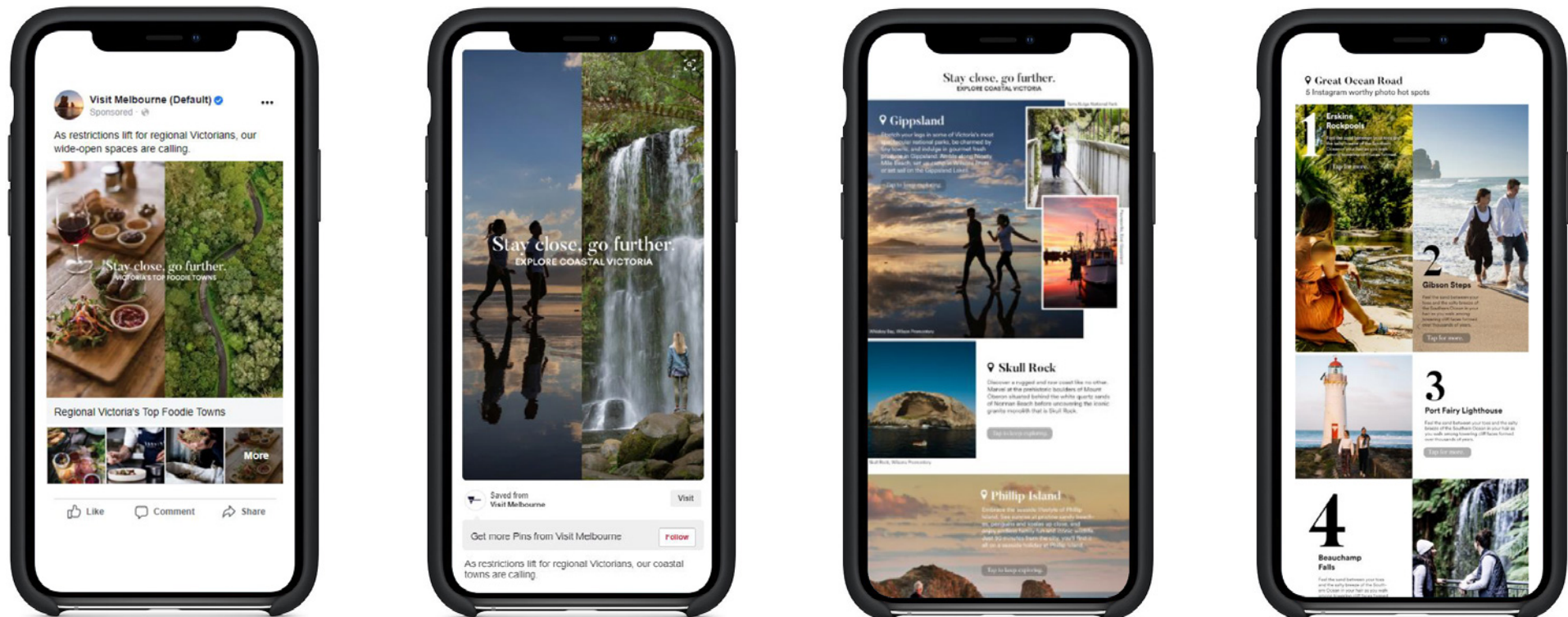
Print



The above examples are a snapshot of indicative print advertising, not final assets.

Key campaign assets

Social Media



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

Key campaign assets

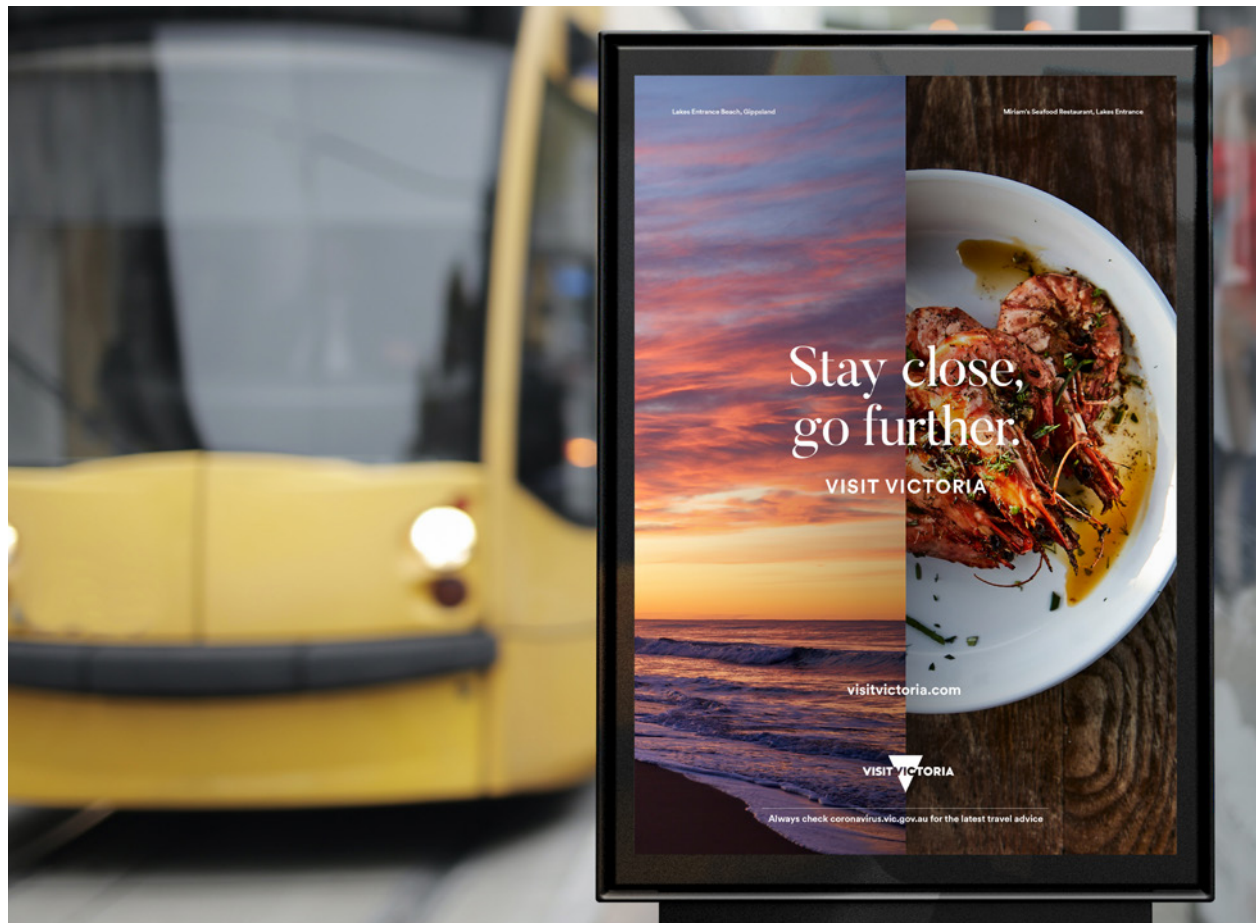
Photography



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

Key campaign assets

Outdoor advertising



The above is an example of a small format out of home execution.

Want to find out more?

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

corporate.visitvictoria.com



visitvictoria.com