

CLICK FOR VIC – FREQUENTLY ASKED QUESTIONS

CAMPAIGN OVERVIEW

1. What is *Click for Vic*?

Click for Vic is Visit Victoria's new marketing campaign that encourages Victorians to get behind the tourism industry by buying local products online.

The *Click for Vic* marketing campaign aims to inspire consumers to support the tourism industry by purchasing products online to enjoy at home.

The \$2 million marketing campaign is being delivered through advertising on television, radio, digital and social media and further supported by public relations and partnerships.

It aims to drive consumers to Victorian tourism-related businesses offering at-home, virtual or delivered to your door experiences and to help keep businesses operating during this unprecedented time in our history.

2. How does *Click for Vic* Work?

The *Click for Vic* marketing campaign aims to inspire consumers to support the tourism industry by purchasing products online to enjoy at home.

Consumers can buy direct from businesses or through our partner eCommerce platforms, including [Victorian Country Market](#), [Providoor](#) and [Co-lab Pantry](#).

The Visit Victoria [Click for Vic webpages](#) showcases a selection of businesses offering dine at home options, Victorian produce straight to your door, drink at home delights, and gifts for friends and family.

Visit Victoria has also integrated messaging into the campaign to encourage consumers to buy now, visit later, to help kickstart intrastate travel when the time is right.

HOW TO GET INVOLVED

3. How can Victorian businesses and products get involved in the campaign?

Businesses can also get involved by using #clickforvic #visitvictoria and #visitmelbourne as well as their own handle and hashtags on social media (Facebook, Instagram and Twitter).

You can leverage the campaign messaging in your communications, for example your social post could use the following words 'While you can't visit us right now, you can still order the products that you love via our online store to enjoy from your home. #clickforvic'

Share new, different and interesting initiatives through Visit Victoria's PR and Social Media email addresses to potentially be featured in campaign activity.

List products on our partner eCommerce platforms (if eligible):

[Victorian Country Market](#)

[Providoor](#)

[Co-lab Pantry](#)

4. Can my business be added to your *Click for Vic* web page?

The *Click for Vic* web pages are managed by Visit Victoria and feature a selection of products to that will inspire Victorians to support the local tourism industry.

As the state's tourism marketing agency, our focus is on the people and businesses that contribute to Melbourne and Victoria's reputation as a great place to visit. The *Click for Vic* campaign web pages feature many fantastic local businesses, but not every Victorian business will be suitable to be featured here, and these editorial decisions remain with Visit Victoria.

Click for Vic is not only about our web pages. It is a comprehensive marketing and advertising campaign that encourages people to support Victorians and buy online. That's why we suggest you use the #clickforvic in your marketing and social media to make the most of the positive sentiment.

Another practical way to get your business more involved is to create a free listing on [Victorian Country Market](#).

5. How do I get added to a different part of the Visit Victoria website?

If your business normally welcomes visitors (particularly tourists), you are eligible for a listing with the [Australian Tourism Data Warehouse](#). This is a necessary first step to be added to Visit Victoria's website,

Please note, this will get you a listing on our broader website but does not mean your business will be automatically added to the *Click for Vic* web-pages due to volume limitations and relevance. The Visit Victoria team curates these pages with a selection of products and experiences that best fit the campaign.



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6. How do I list my business on ATDW?

[Click here](#) for information on registering and creating an ATDW listing.

Please note, to list on the ATDW, your business or event must meet the following criteria:

- Operate within Australia
- Provide a direct experience to the leisure tourist
- Have a physical premises where visitors can access your product or service
- Fit into one of the following listing categories: Accommodation; Attraction; Food and Drink; Event; Hire; Tour; Transport and General Service.
- Tour operators and Accommodation providers must provide a current ABN upon registration.

7. Outside of current travel restrictions, my business does not have a physical premise in Victoria where visitors can buy my products, therefore I am not eligible for an ATDW listing. How can I get involved in this campaign?

We would encourage you to list on our partner sites so that consumers are able to find your product and purchase from you.

8. Where can businesses get support if they have customer queries relating to the third-party sites?

Visit Victoria is working with third party eCommerce platforms developed by private and public enterprise to fulfil purchases. In order to make a purchase, the consumers will have to leave the Visit Victoria platforms and enter a third-party site to complete their purchase. Visit Victoria encourages you to directly contact the third-party provider who is selling your product online. All responsibility for order fulfillment and product quality is the sole responsibility of the third-party provider.

9. Can I get a *Click for Vic* voucher?

Click for Vic is a marketing campaign and is not the platform for making a purchase, so we do not have Click for Vic vouchers sorry. We are encouraging Victorians to buy direct from businesses or from our partners.

Providoor has gift vouchers: <https://www.providoor.com.au/promo/giftvouchers>

CoLab has gift vouchers <https://colabpantry.com.au/products/co-lab-pantry-gift-card>

And a few businesses are selling vouchers on Vic Country Market - just search "voucher"



10. Can I access the campaign assets for use on my channels? Can I download your campaign images?

We encourage you to use #clickforvic on your channels but the campaign imagery and videos are not available to download as Visit Victoria owns the copyright for these assets. Please feel free to share our posts across social media.

CAMPAIGN BACKGROUND

11. Why has Visit Victoria created this campaign?

With restrictions in place across metropolitan Melbourne and regional Victoria, Victorians are not able to travel as per usual and many businesses in the tourism industry have seen a significant downturn in their business. *Click for Vic* is a way of supporting businesses that contribute to the Victorian tourism experience and will help set up the Victorian visitor economy for recovery and prosperity in the future.

12. What are the campaign objectives for *Click for Vic*?

- Build consideration for future travel within Victoria
- Stimulate pride and appreciation for our home state by producing inspirational, distinctive communications that create an emotional connection with Victorians.
- Drive consideration to support local Victorian businesses by showcasing Victoria's distinct and compelling online products and home delivery services.
- Drive conversion to Victorian businesses for the online purchase of products.

13. Who is the campaign targeting and why?

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).

'Lifestyle Leaders' are more likely to be socially aware and they like to shop, particularly online. They are open to trying new things and believe that quality is more important than price. 48 per cent of Melburnian-based 'Lifestyle Leaders' have been to local markets or farmers market in past three months, compared to 38 per cent of non-Lifestyle Leader Melburnians.


14. What are the campaign messages directed at consumers?

- Buying local is one of the best ways to support Victorian makers and producers who are doing it tough.
- An extensive selection of the best fresh Victorian local produce and artisan products is just a click away and can be delivered direct to your door.



- Ordering local products online puts money directly in the pocket of Victorian makers and creators, which goes a long way to keeping them on their feet.
- Not only will you help others, you'll get to know the creative and resilient Victorians behind the produce.
- While you can't travel right now, you can still enjoy a taste of Victoria from the comfort and safety of your own home.
- Head to www.visitvictoria.com/clickforvic and discover how you can bring Victoria into your home.



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