

Click for Vic.

CAMPAIGN OVERVIEW & TOOLKIT



VISIT VICTORIA

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Campaign overview

Due to the current travel restrictions across the state, Visit Victoria is working to support the tourism industry by encouraging people to buy their products and experiences online.

Our new campaign, *Click for Vic*, is a call to arms to all Victorians to get behind the tourism industry and show their support by buying local.

It will help to keep businesses in business, and will help our cherished Melbourne and Victorian rituals to weather this unprecedented time in our history.

The campaign, while developed to stimulate short-term business for tourism operators, is aimed at ultimately driving a visitation outcome through building awareness and consideration for future travel.

Click for Vic will be rolled out across television, print, radio, digital and social media channels to help drive people to buy Victorian products and experiences online.



A man in a dark shirt and cap stands in a brewery, surrounded by large wooden barrels and industrial equipment. Steam is rising from the background, creating a hazy atmosphere. The scene is dimly lit, with light coming from above.

“Visit Victoria is
working to support
the broader tourism
industry by
encouraging
Victorians to buy
local and support
the state’s
producers, makers
and creators.”

Brendan McClements,
Chief Executive Officer, Visit Victoria

Background

Culture and creativity is at the heart of Victoria. We embrace the new, while simultaneously honouring the old – whether that be through art, technology, music, fashion, sport or food.

We enjoy meeting locals and being inspired by the cutting-edge dining establishments, regional wineries, artisan craft markets, boutique design stores and by taking part in immersive events.

With some of our cherished rituals out of action for now, many of

Melbourne and Victoria's restaurants, wineries, craft breweries & distilleries, farms, fashion and design stores, gallery shops, bookstores and more are still open for online business.

We are seeking to re-engage Victorians to experience the best of our state at home by purchasing from businesses online.

Whether that be ordering dinner from one of Melbourne's top culinary institutions, purchasing fresh regional produce or a garment from a boutique fashion store.



How Click for Vic works

This campaign aims to bring to life the best of Melbourne and Victoria online via visitvictoria.com/clickforvic. Here, consumers can gain inspiration to shop online from a wide range of producers from across our state, while travel is restricted.

The Visit Victoria website is not transactable, but links off to Victorian producer websites, where consumers can purchase directly. We are also partnering with key third-party platforms, including *Victorian Country Market*, *Providoor* and *Co-lab Pantry*.

- *Victorian Country Market* is an online farmers market which delivers fresh produce and products from world-class Victorian farmers, producers direct to people's door. The transactable site offers consumers to fill their basket from a multitude of suppliers and get delivered to their home in one easy purchase.

- *Providoor* has been created by Melbourne Chef and Restaurateur, Shane Delia, and delivers ready-made, high-quality meals from Melbourne's top restaurants, as well as groceries, bottled cocktails and gift vouchers for future visits.
- *Co-Lab Pantry* was launched to help the hospitality industry navigate Covid-19 by creating an experiential platform that brings people the best of Melbourne's hospitality industry to their door.

All messaging will align with official health advice and its tone will be appropriate and considerate of both consumer and community sentiment toward travel. Information on how to get involved with *Click for Vic* can be found below under 'How can industry engage with the campaign?'.



How can industry engage with the campaign?

There are numerous ways to get involved in the campaign:

- Join the campaign by using #clickforvic #visitvictoria and #visitmelbourne as well as your hashtags, when sharing posts and images 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 purchasable products could utilise 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.
- List your business's shoppable online products on our Visit Victoria consumer website which receives 9.2 million visitors annually (via the [Australian Tourism Data Warehouse \(ATDW\)](#))
- List products on the following third-party e-commerce platforms, where relevant for your business. It is within these platforms where the product sale and fulfillment can take place.

Partner platforms include:

Victorian Country Market

Listing an extensive selection of produce and artisan products from farmers and producers across the state.

Providoor

Delivering meals from Melbourne's acclaimed restaurants, finished at home by you.

Co-lab Pantry

An online provedore of prepared meals and quality food & beverage products.

- 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

For more information on how industry can engage with the campaign visit: [corporate.visitvictoria.com/clickforvic](https://www.visitvictoria.com/clickforvic).





What are the objectives of the campaign?

The campaign objectives are:

- 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; and
- Drive conversion to Victorian businesses for the online purchase of products.

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 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.



What are the campaign messages?

- While you can't travel right now, you can still enjoy a taste of Victoria from the comfort and safety of your own home.
- Buying local online is one of the best ways to experience Victoria while supporting the tourism industry at the same time.
- *Click for Vic!* (encouraging people to support local, buy direct online).
- 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 tourism businesses, which goes a long way to keeping them on their feet.
- Head to visitvictoria.com/clickforvic and discover how you can bring Victoria into your home.





How will the campaign be implemented?

The campaign is fully integrated – encompassing the following channels:

- Television
- Radio
- Print (newspaper & magazines)
- Digital (online video, social media, digital display ads and search engine marketing)
- Owned channels – Visit Victoria website and email marketing
- Content partnerships
- Public relations

Key campaign assets

TV & Online Video



Print



Social Media



visitvictoria.com/clickforvic