

**Crystal Winner:** *Tourism Queensland*

**Client:** *Queensland Convention Bureaus and Hospitality Partners*

**Program:** *“Million Dollar Memo”*

**Partners:** *Queensland Convention Bureau*



## Tourism Queensland Campaign Successfully Showcases Incentive Experiences in the ‘Sunshine State’

Referred to as the ‘Sunshine State’, Queensland is the second-largest and third-most populous state of Australia, located in the northeast of the country. It is well known as a leisure travel destination, but research has determined that there is limited general awareness about the state’s overall offering as an incentive destination. It has also identified that incentive travel represents a high value market for the Queensland tourism industry worth over \$334 million. To address this, Tourism Queensland collaborated with the Queensland Convention Bureau to develop a Global Incentive Strategy aimed to position Queensland as the leading incentive travel destination in the Asia-Pacific region.

Tourism Queensland (TQ) sent out a Million Dollar Memo inviting companies worldwide to compete for AUD\$1 million worth of Queensland incentive travel experiences, uniquely tailored to the winning company. The campaign enabled TQ to re-engage with the business events sector and showcase Queensland as a desirable destination for companies that utilize incentive travel. The AUD \$6 million campaign was the single largest marketing campaign, activated by a state tourism organization, aimed at showcasing the state’s key incentive experiences.

The campaign consisted of three phases: launch, online competition and an Incentive Challenge Event. Businesses were asked to create an entertaining sixty-second video that demonstrated why their company was a great place to work and why they should win the million-dollar prize. Open to any company or workplace worldwide, the campaign presented the opportunity for companies to showcase their “award worthy” workplace to the world. The competition received 290 entries from 69 industries in 28 countries, resulting in a global reach of over three million employees from entrant companies. Entries ranged from small independent businesses to some of the world’s best known multinationals including Mary Kay, Samsung, Procter & Gamble, JW Marriott, Thomas Cook, Yahoo, Groupon, CBS Interactive and Twentieth Century Fox.

The campaign execution was delayed by eight weeks while Tourism Queensland focused



*“Thumbs up to the Tourism Queensland team and supporters for thinking outside the box and stepping back into the incentive travel arena with its Million Dollar Memo campaign and ongoing five year strategy.”*

*– Brad Foster, Editor of micenet*

on recovery efforts due to cyclone Yasi and the floods. The launch was re-tooled to complement other tourism recovery initiatives. TQ’s international offices promoted the innovative campaign via a variety of colorful publicity activities in London, Los Angeles, Taipei, Shanghai and Munich. To ensure the message and call to action had a broad reach, key activities included advertising, print, digital, social media, public relations and trade activation. Business-suited scuba divers in Taiwan, men wearing bowler hats in London, jumping kangaroos in Germany, a series of full-color press ads, thousands of branded coffee cups and fleets of Queensland branded cabs and bicycles were just some of the activity that delivered the Million Dollar Memo to workplaces worldwide. The buzz was sustained by a comprehensive social media push where the Million Dollar Memo was delivered via Twitter, Facebook and LinkedIn.

The shortlisting phase of the campaign saw companies undertake an impressive amount of creative promotional activity to support their entries. Entrants’ promotional activity included company websites, intranets, Facebook pages, Twitter feeds, email signatures, direct mails

to customer and supplier databases, on-hold messages, cinemas ads, outdoor billboards and online banner ads. During the final phase, twenty representatives from the finalist companies and sixty, national and international media travelled Queensland for eight days for the Incentive Challenge Event. TQ worked collaboratively on the event with key partners including Virgin Australia, Etihad Airways, the Queensland tourism industry and Convention Bureaus located on the Gold and Sunshine Coasts, Brisbane, the Whitsundays, Mackay, Townsville, and Cairns and the Great Barrier Reef.

The winner of the Million Dollar Memo was ADR Group of Companies from Indonesia. Since winning the Million Dollar Memo, ADR has undertaken further activity to promote Queensland in their market and are currently working with Tourism Queensland to uniquely tailor the prize to incorporate VIP clients, executives and employees of ADR visiting a number of destinations in Queensland. ADR has been inspired to send 200 additional employees to Queensland, at their own expense, to partake in the prize.

Ongoing engagement with entrant companies continues today, allowing for direct promotion of Queensland incentive experiences. The campaign exceeded all KPI targets including:

- 1) Unique website visitations: 682,986 vs. target 400,000
- 2) Publicity value: AUD\$25M vs. target AUD\$21.9M
- 3) Partner support: AUD\$2.7M vs. target AUD\$1.25M

For Tourism Queensland, this campaign represents an important step towards building resilience for the travel and tourism industry in Queensland by diversifying and focusing on broader markets other than leisure travel.