BEST EXECUTION OF NATIVE ADVERTISING

FLIGHT CENTRE: “BRAND EXTRA”
ABOUT US
Australian Regional Media is the #1 reaching daily newspaper, the #1 reaching digital network and the #1 reaching Facebook network across regional Queensland.

THE INSIGHT
Our audience are keen travellers, with 72% planning to fly for their next holiday, 1.7 million intending to travel in the next 12 months and 13% more likely to book a packaged tour than metro audiences.^

THE CLIENT
Flight Centre came to us with several issues they were facing: not capturing potential customers early enough in the purchase consideration funnel and store consultants being viewed as booking agents rather than travel experts. With a now more competitive travel market, Flight Centre needed to stand out in this space and gain back lost market share and brand affinity.

THE SOLUTION
As part of the larger integrated content campaign, we developed a new product, Brand Extra - what we believe to be an AUSTRALIAN MEDIA FIRST. Brand Extra is data led, and combines the local masthead with local editorial and social content all with the personalisation of product, content and promotions. This is a stand alone, personalised, delivered publication. Branded as the Daily Mercury’s “Travel Extra”, our editors worked with Flight Centre to design a 12 page, stand alone publication with a combination of local, national and international travel content. Within the content, personalised travel discounts, and the recipients name was used throughout.

THE RESULTS
The combination of Australian Regional Media’s senior editorial team and Flight Centre’s expert travel writers was a powerful and effective partnership. In a post campaign effectiveness study, 90% of respondents recalled seeing the Travel Extra – suggesting the format is memorable, and of these, 71% agreed that they were more likely to consider Flight Centre as a direct result of seeing the Travel Extra – thus helping to re-position Flight Centre as the travel experts and positively affecting people’s consideration of Flight Centre.
BRAND EXTRA – INNOVATIVE, CONTEXTUAL, MODERN & RELEVANT

Long form editorial for deeper reader engagement with travel tips, travel advice and reverse published tips from our Facebook audience. Personalised, relevant and sought after content at a local, state, national and international level.

Power of the local masthead brand

Personalisation through ARM &/or client data

Localised content

Local opinions

Daily masthead brand to increase open rates

Competition for data collection

Individually addressed and personalised
OUR TOP SPOTS

Notable Mackay residents share their favourite holiday destinations

Mercury editor Meredith Papavasiliou

As Mercury editor I’ve been lucky enough to travel to many beautiful places. My dream island holiday would be to unwind on a white sand beach and snorkel in crystal clear waters. I’d love to explore the underwater world and see the marine life that makes these areas unique. I’d probably choose a remote location to escape the hustle and bustle of everyday life.

Acting Mayor Kevin Casey

I love exploring the beautiful scenery and natural wonders of Mackay. My ideal holiday destination would be a place where I can relax and enjoy the outdoors. I’d choose a location with plenty of hiking trails and scenic lookout points to discover hidden gems.

Chamber of Commerce chairman Tim Miles

Mackay is a wonderful place to live and work. My dream destination for a holiday would be to explore the natural beauty of the region, enjoying the beaches and scenic drives. I’d love to visit some of the local attractions and experience the local culture.

Mackay Tourism GM Stephen Schwer

Mackay is a beautiful place to visit, with its beaches, parks, and cultural attractions. My ideal holiday destination would be to explore these places and immerse myself in the local culture. I’d love to experience the local food and drink scene and take in the stunning views.

Mackay Airport GM Rob Porter

As Mackay Airport GM, I enjoy the opportunity to travel and explore new destinations. My dream holiday destination would be a place with a rich history and cultural heritage, allowing me to learn about different cultures and traditions.

Top 15 travel destinations

1. Sydney: So Much to Love, So Little Time

2. NZ - Land of the Long Weekend

3. 3 Days of Fun at Hamilton Island

4. 3 Days of Relaxation and Golfing Bliss

5. 3 Days of Adventure and Exploration

6. 3 Days of Natural Beauty and Wildlife

7. 3 Days of Culture and History

8. 3 Days of Relaxation and Outdoor Activities

9. 3 Days of Adventure and Scenic Views

10. 3 Days of Nature and Wildlife

11. 3 Days of History and Culture

12. 3 Days of Beach and Relaxation

13. 3 Days of History and Architecture

14. 3 Days of Nature and Wildlife

15. 3 Days of Relaxation and Outdoor Activities

Personalised discount offer

$50 OFF YOUR HOLIDAY BOOKING

Present this voucher and code in store: FCXMY50

Win a $500 Travel Voucher

Go to devilmercury.com/travelvoucher and enter your unique code: MK1020

The Captain’s Red Label Holidays

With Price Drop Protection

Every Red Label Holiday includes:

• $150 Resort Credit
• Price Drop Protection^*
• FREE WiFi

FLIGHT CENTRE

The Trusted Experts

Visit us in store
1300 772 571
BRAND EXTRA – INNOVATIVE, CONTEXTUAL, MODERN & RELEVANT

Reverse published social media feedback from local residents in the form of travel tips as well as Flight Centre’s top travel tips.

Flight Centre travel tips

TRAVEL TIPS BY FLIGHT CENTRE

3 NEW YORK, LET IT SNOW

The city that never sleeps is in full swing with snow sculptures, festive lights, ice rinks and holiday markets a plenty.

[Image of snow-covered New York City]

TRAVEL TIPS BY FLIGHT CENTRE

6 VANUATU: PLACES OF MAGICAL BEAUTY

[Image of Vanuatu]

TRAVEL TIPS BY FLIGHT CENTRE

7 EDINBURGH: OFF THE TRACK WITH HARRY POTTER

[Image of Edinburgh]

TRAVEL TIPS BY FLIGHT CENTRE

8 HUNGARY: 2 IN 1

[Image of Budapest]

Locals travel tips from social media

Europe Earlybird 2015 Tours on sale now!

Book now and save.

Call 1800 772 571 or visit your local Flight Centre store.

[Image of Flight Centre advertisement]
BRAND EXTRA – INNOVATIVE, CONTEXTUAL, MODERN & RELEVANT
What’s On around the world monthly calendar for travel planning

EVENTS AROUND THE WORLD
PLAN YOUR YEAR’S TRAVEL

JAN
- UAE: Dubai Shopping Festival
- Utah: Sundance Film Festival
- Edinburgh: Hogmanay (New Year)
- Christchurch: World Buskers Festival
- Dublin: Temple Bar Tradfest
- Tennessee: Country Music Festival
- Italy: Carnival of Venice
- Canada: Quebec Winter Carnival

FEB
- York: York Viking Festival
- Hong Kong: Chinese New Year
- Vietnam: Tet Festival
- Rio: Carnival
- Japan: Supercup Snow Festival
- Germany: Motorcycle Fair, Leipzig
- Spain: Carnival, Madrid
- NZ: Marlborough Wine and Food Festival

MAR
- Scotland: Glasgow Comedy Festival
- Mexico: Spring Equinox, Chichen Itza
- Spain: Las Fallas Festival of Fire
- India: Holi Festival of Colours
- Bali: Spirit Festival, Ubud
- Japan: Film Walking Festival, Tokyo
- Sydney: Gay and Lesbian Mardi Gras
- Spain: Semana Santa (Enter March)

APR
- Scotland: Belladrum, pagan spring festival
- Jamaica: Carnival
- Hawaii: Steel Guitar Festival
- Turkey: Guzelyurt Festival
- Japan: Cherry Blossom Festival
- Thailand: Songkran Water Festival
- England: Oxford Cambridge Boat Race
- Byron Bay: Bluesfest, Blues and Roots Festival

MAY
- UK: Chelsea Flower Show, London
- Holland: Tulip Festival
- France: Cannes Film Festival
- Germany: The Rhine in Flames (Bonnwasser)
- Japan: Kanto Matsuri (chirins on peril)
- Malaysia: Tadu Kamzaman (festival)
- USA: Cinco de Mayo

JUN
- USA: Fourth of July Fireworks
- Canada: Calgary Stampede, celebration of the Wild West
- Spain: Running of the Bulls, Pamplona
- Canada: Montreal Jazz Festival
- Fiji: Bula Festival
- France: Tour de France
- NZ: Chocolate Chocolat Festival, Dunedin
- Japan: Hiroshima Peace Memorial Ceremony
- Western Australia: Wildflower season

JUL
- Scotland: Edinburgh Military Tattoo
- England: Notting Hill Carnival, London
- USA: Elvis Week, Memphis
- New Zealand: Fashion Week
- Spain: La Tomatina (tomato-throwing) Festival
- England: Royal Ascot, London
- Western Australia: Wildflower season
- Fiji: Sugar Festival
- Hong Kong: Mid-Autumn Festival
- Mexico: Independence Day
- Germany: Oktoberfest
- Bahrain: Festival of the Pearl
- NT: Kaaboo Diani Beach Festival
- Brisbane: Riverfire
- Sri Lanka: Carnivale of Flowers
- NT: Alice Desert Festival

AUG
- South Africa: Hermanus Whale Festival
- England: La Salan du Chocolat, London
- USA: Halloween
- Germany: Oktoberfest
- Bali: Kuta Carnival
- Japan: Jidai Matsuri Festival, Kyoto
- Malaysia: Melaka World Music Festival
- Brisbane: Riverfire
- Sri Lanka: Carnivale of Flowers
- NT: Alice Desert Festival

SEP
- UK: Day Fawkes (fireworks)
- England: Lord Mayor’s Show, London
- India: Fiji, Mauritius: Diwali Festival of Lights
- USA: Macy’s Thanksgiving Parade, New York
- Mexico: Day of the Dead
- Hawaii: Coffee Cultural Festival, Kona
- Thailand: Loy Krathong (flooting lanterns Festival)

OCT
- England: London Winter Wonderland, Hyde Park
- France: Festival of Lights, Lyon
- Maldives: Fisherman’s Day
- Germany: Brandenburg Gate New Year’s Eve party, Berlin
- Mexico: Festival of Bulldogs, Oaxaca
- Tahiti: Bora Bora Liquid Festival
- Sydney to Hobart Yacht Race
FLIGHT CENTRE TRAVEL TIPS

WHEN you travel to Fiji, consider your options carefully. Qualia is definitely worth a look. Get well and arrive early. It’s a good idea to arrive early so that you have some time to settle in and make sure that you’re happy with your room and the facilities on offer. One of the best things about Fiji is the wonderful beaches and the beautiful underwater landscapes. Be sure to take advantage of these opportunities. Fiji is a great destination for those looking for adventure and relaxation.

TRAVEL TIPS BY FLIGHT CENTRE

11. EUROPALIA - TRAVEL TIPS

Europe: river cruising with royalty

EUROPALIA is a series of river cruises that combine the beauty of nature with the elegance of royal travel. You’ll be able to experience the best of Europe’s riverside destinations, from picturesque villages to bustling cities. The cruises are designed to take you to some of Europe’s most stunning landmarks, offering a unique perspective on the region’s history and culture.

12. LAS VEGAS: a thrillerseeker’s guide

Las Vegas is known for its exciting atmosphere and thrilling experiences. From extravagant shows and world-class entertainment to the thrill of gaming, there’s something for everyone in this dynamic city. Whether you’re looking for肾nent adventures or simply want to relax and enjoy the comforts of a luxury hotel, Las Vegas has it all.

13. BALI: Luxury Spa Treatments

Bali is renowned for its stunning beaches, lush green landscapes, and relaxing spa treatments. The island offers a wide range of spa experiences, from traditional Balinese massages to modern treatments that incorporate elements of Eastern medicine. Whether you’re seeking relaxation or a rejuvenating spa experience, Bali has something to offer everyone.

VENICE BEACH: muscles and markets

Venice Beach is an American icon, with its classicCalifornia-style architecture and vibrant street life. It’s a popular destination for both locals and tourists, offering a unique blend of natural beauty and cultural diversity. Whether you’re looking for a peaceful stroll along the beach or an energetic workout on the beach floor, Venice Beach has something for everyone.

KAIJU: best of Hawaii

Hawaii is a paradise destination, offering a wide range of activities and attractions. From stunning beaches and volcanic landscapes to delicious food and local culture, Hawaii has it all. Whether you’re looking for adventure or relaxation, Hawaii is the perfect place to explore.

YARRA VALLEY, NO DIETS PLEASE

The Yarra Valley is known for its beautiful vineyards and delicious wines. It’s a prime destination for wine lovers, offering a variety of wineries to explore and enjoy. Whether you’re looking for a relaxed afternoon with a glass of wine or a more adventurous vineyard tour, the Yarra Valley has something for everyone.

PHOTO CREDITS: ANNA REED, CURTIS CAI, RYAN WRIGHT, SASHA darling, LUCAS MERRILL, NELSON CARRILLO, TRENT SULLIVAN, AMANDA WYMAN, EMILY WILLIAMS, DAVID PETRI.
Get out and make a day of it

Our pick of the best day trips on offer for you to enjoy in the Mackay region

What's your favourite Mackay region day trip?

David Pritchard

Mackay's top camping spots

Lonely islands, beautiful scenery and rugged countryside – take your pick.

1. Broken River
   - Head west out of Mackay on the Butterfish River Road. The river is a perfect place to chill out and enjoy the serenity of the surrounding countryside.

2. Cape Hillsborough
   - Located about 160km from Mackay, this stunning beach offers beautiful views of the Moreton Island group of islands off the coast.

3. Goomburra
   - This campground, situated in the Goomburra National Park, offers great facilities and stunning views of the surrounding bushland.

Parks, playgrounds and picnics

Time for a local break? We pick out Mackay’s best spots for outdoor R&R.

Your local travel expert.

Come and meet your Flight Centre travel team and let us show you all the places that make Mackay a holiday destination with confidence and experience.

Don’t forget about our award-winning Car Hire – we’ll beat any online price or you’ll get it free.

Whether it’s flights, accommodation tours or cruise, we know how the best times are made.

Call 1300 772 571 or visit your local Flight Centre store.

FLIGHT CENTRE
The Airline Experts

LOWEST AIRFARE GUARANTEE

BRAND EXTRA – INNOVATIVE, CONTEXTUAL, MODERN & RELEVANT

Localised travel section for greater reader relevance – drive market destinations.
The product takes on a lifecycle marketing approach which includes:

1. data capture and consolidation
2. pre promotion;
3. product delivery;
4. a competition driver;
5. competition entry; and
6. in-store redemption

Call for registrations online and in print to receive personalised edition.

In store driver to create foot traffic and incremental sales

Entry for comp online once people received their personalised edition in the mail

Pre-promote email blast to build awareness of product to recipients.

Personalised edition sent to subscribers and clients
BRAND EXTRA – IMPACT AND RESULTS

A post campaign effectiveness study was conducted on the Travel Extra for Flight Centre in the Mackay region to assess its success amongst recipients.

90% Of respondents recalled seeing the Travel Extra – suggesting the format is memorable.

71% Of these, 71% agreed that they were more likely to consider Flight Centre, as a direct result of seeing the Travel Extra.

Almost 1 in 2 people they were inspired to plan a holiday as a result of the travel extra.

Approx. 3 in 4 people enjoyed reading about the local destinations to visit.
BRAND EXTRA – IMPACT AND RESULTS

Verbatim feedback was also collected to help us refine this product for future campaigns.

Recipients would like to see the Travel Extra again!
“It would be helpful to get Travel Extra on a regular basis, maybe a few times a year.”
“I very much enjoyed the publication and feel 2 a year (or more) would be wonderful. Thankyou for producing it. Keep it going”

It was a good read!
“It was a nice surprise to receive something different and interesting to read”
“I enjoyed reading it”
“Excellent”

It was inspiring, and people want to share the word!
“Thank you for inspiring me to travel :-)”
“Keep doing the best/ convenient things for the travellers”
“How can friends get a copy for them”