



CELEBRATE

This phase covers the event day, Wednesday, 16 November, 2016 and the coverage across our digital, social and print platforms.

It is also the phase that provided key PR opportunities with other media.

The core of this phase was based around our CBD pop up events that were instrumental in bringing the movement to life beyond the page or screen.

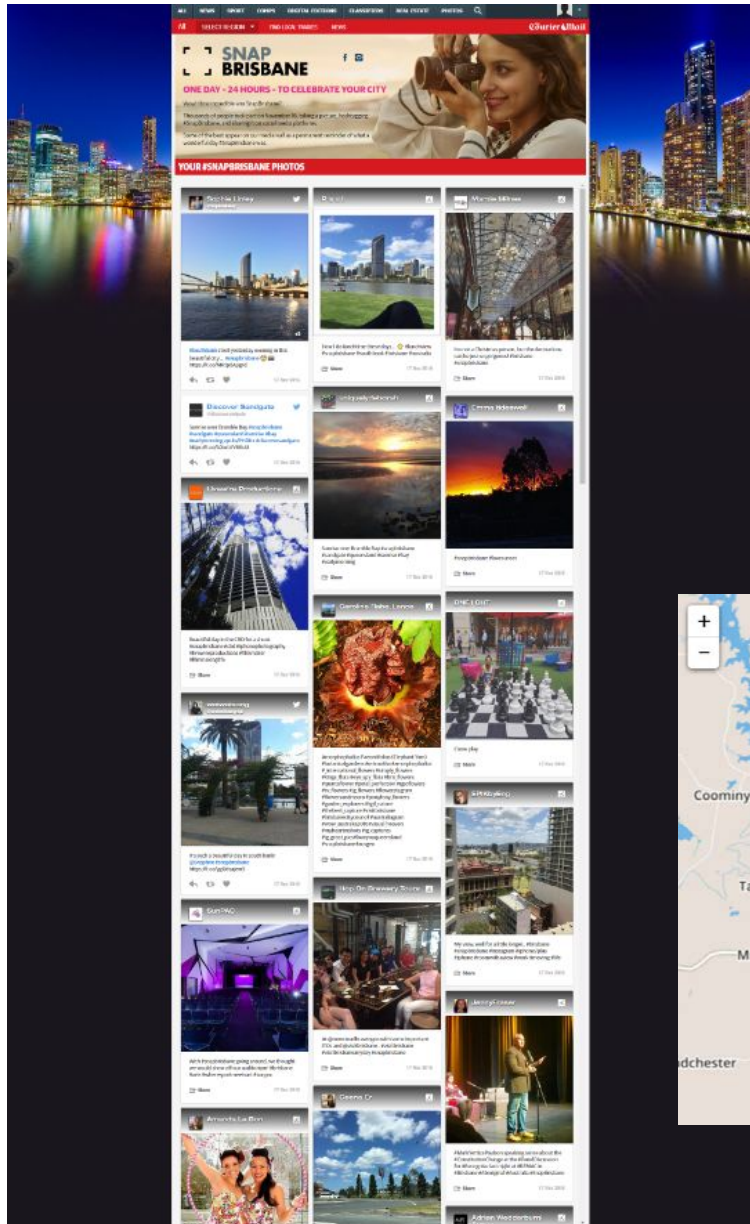
Our events were held at:

- Martin Place, Sydney
- Federation Square, Melbourne
- Queen Street Mall, Brisbane
- James St Amphitheatre (Perth Cultural Centre)

With sunny skies everywhere except Perth, the day lent itself to photo opportunities a plenty.



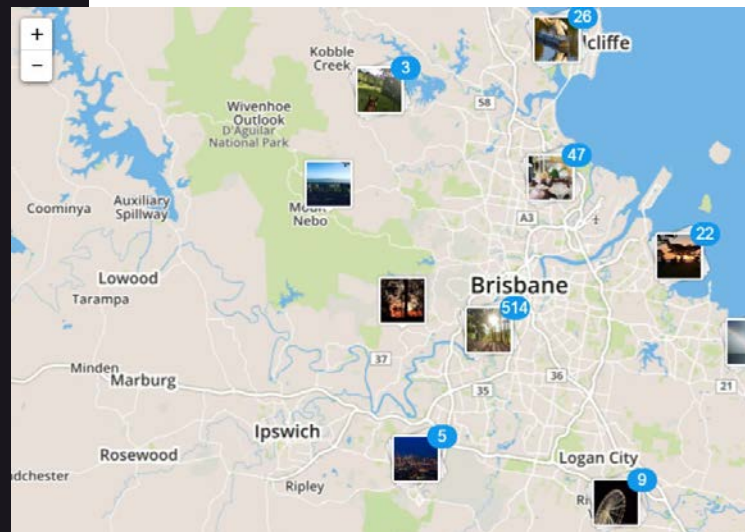
news community media



To further foster the sense of community pride, we promoted that the best snaps from the day would be curated and be screened at our live events and on our SnapAustralia Websites. Print and social channels informed the audience to have a look at the curated content.

On the event day, 16 November, social media aggregation using Livefyre allowed us to curate and publish the best snaps from the day. These appeared on our [SnapAustralia web pages](#) and were also aired on digital screens at our pop up events. In addition to this, a map allowed users to see what was being posted in their local area.

As a result, time spent on site grew from an average of 1.8 minutes to 16.3 minutes. Thus demonstrating our audiences strong engagement with the campaign.





SNAP HAPPY

All activity held at the events were based on encouraging CBD lunchtime dwellers to take a picture using the city's hashtag. These included:

- **Pay with a snap**

Upload a pic to the social media of your choice to get a free lunch from our foodtrucks. Approx 3000+ free lunches were served.

- **Instagram Printers**

Scenes and entertainment were provided to ensure there were opportunities to take a pic. Using the city's hashtag, your print out was also your lunch ticket and souvenir.

- **Chill out zones**

Sit back, enjoy your lunch and the entertainment

- **On the big screen**

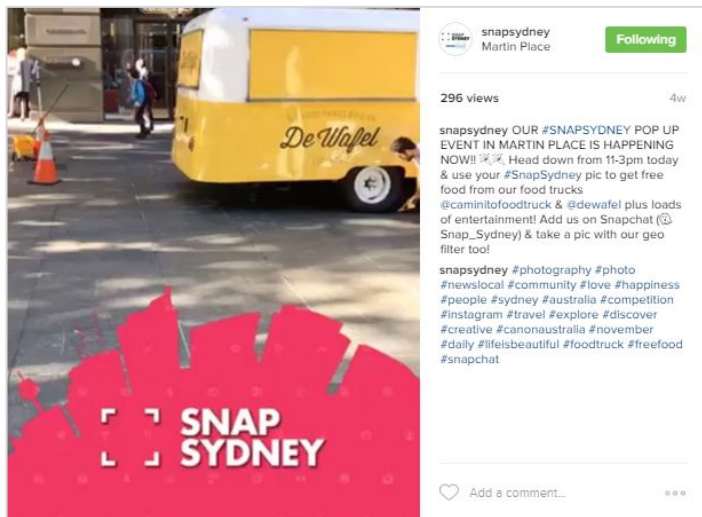
While you're hanging around, see what the rest of your city is posting. We also streamed pics live from the site.

- **Freebies and giveaways**

Who doesn't love a freebie!



news community media



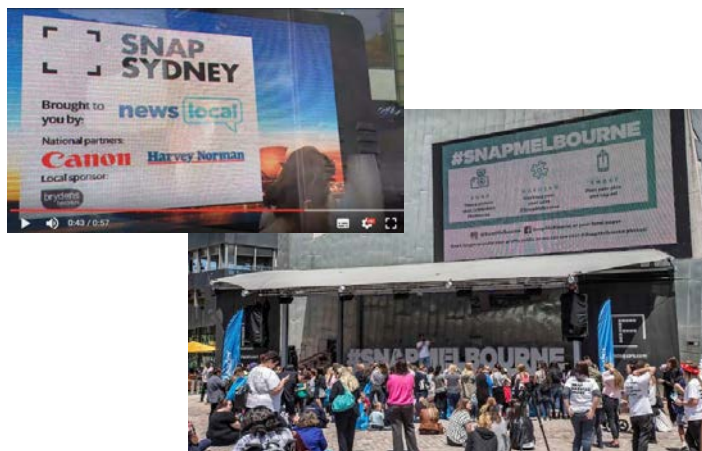
Social Posts from the events tagged National Partners.



National Partner logos were placed on the flyers that were handed out around and at the event.



All promo staff wore partner branded tees.



National and State partners were thanked on the sites digital screens as they rotated through social posts.



In Sydney only, you could also collect a free print from our photographer printed by Canon.



National Partner logos were part of the frame of the Instagram prints



ncm news community media



CELEBRATE | influencer highlights



lordmayormelb Follow

24 likes 2d

lordmayormelb Youth in philanthropy at the LMCF: a hidden treasure of Melb, distributing \$9m a year to the arts, sports, community and those most in need. Snap something you love in Melbourne and tag @snapmelbourne #snapmelbourne unclmayclothing 🙌🙌

♥ Add a comment...

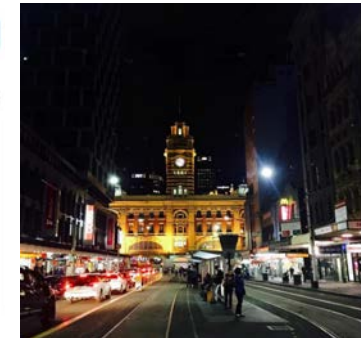


danielandrewsmp Government House Follow

128 likes 1w

danielandrewsmp #SnapMelbourne is all about showcasing the best of Victoria – so it's only fitting I spent it with our Victorian finalists for the Australian of the Year Awards.

A refugee advocate, an Aboriginal educator, an equality trailblazer, and a community champion: their stories really do reveal the very best of us. And whatever the outcome when you head to



chrisseamandbro... Follow

199 likes 2d

chrisseamandbrovry @chrisseamandbrovry loves this beautiful city, and can't help but dream about the bathroom above Flinders St Station. I just love the idea of people scurrying down the street to dance in a bathroom above the station! #snapmelbourne #MelbMoment #madeformelbourne

♥ Add a comment...



nbluesfc Follow

231 likes

nbluesfc The home of football - no better place to be! #SnapMelbourne #WeMarchNorth harry.khoury Go boys

♥ Add a comment...



curtiststone Follow

2,248 likes 2d

curtiststone What's more Melbourne than the Yarra River, Flinders Street station and four seasons in one day! Happy #snapmelbourne day, follow the hashtag for the best snaps of our great city. @snapmelbourne

snappmelbourne Classic Melbourne! Great snap @curtiststone 🙌

lukaszdec @skillakoz we were just there!

dane811 Visited once, amazing place and people. Hope to visit again very soon!

honeyglazednyc Love it!

lannettisapghetti 🙌

rosa_colmenarez Te amooooo @curtiststone



kinkybootsoz Follow

287 likes 2d

kinkybootsoz Our "angelic" cast, crew and creatives love bringing #KinkyBootsOz to Melbourne. Our favourite spot in this global city is Her Majesty's Theatre Melbourne - just look for our Big Boots outside the theatre! We're proud to get behind #SnapMelbourne to celebrate this great city! #MelbourneGetsKinky @brendanyates @orgonz @mitchell_woodcock @deliscolames

♥ Add a comment...

CELEBRATE | influencer highlights



channel7queensland Follow

36 likes 2d

channel7queensland There are a lot of things to love about Brisbane. Have a look at @sharyngidella's page to see a few of her favourite things! 🌸

Share a photo of what you love with the hashtag #snapbrisbane and tag @snapbrisbane and @channel7queensland

♡ Add a comment... 000



hit105brisbane Follow

115 likes 1w

hit105brisbane If you're out and about tomorrow don't forget to #snapbrisbane to showcase how amaze our city is!

♡ Add a comment... 000



georginamewis Follow

149 likes 2d

georginamewis One of my favourite photos of our beautiful city was taken in #newfarm a couple of years ago. #snapbrisbane @questnewspapers @snapbrisbane #jacerandas in full bloom - love this time of year! @ten_insider inspirecycle 🌸

mhollywoodins Amazing! kristinambara Gorgeous shot! xx patcho72 @georginamewis God I love Melbourne

♡ Add a comment... 000



lifesavinggold Street's Beach At Sou. Follow

192 likes 6d

lifesavinggold Where else would you rather spend your lunch break? Our lifeguards patrol Streets Beach at #vivitsouthbank every day of the week. It's Australia's only inner-city, man-made beach, and one of the reasons we love Brisbane! 🌊🏖️ #snapbrisbane #thisislifesaving #daysfourlifeguards #guardlife #southbank #streetsbeach snapbrisbane Thank you @lifesavinggold for looking out for the swimmers. Top spot!

dangersunoverhead @snapbrisbane looking out for the swimmers??? It would be good to see snap shots of people in sun protection rather than nothing at all, 271 people die from drowning last year compared to the estimated 1774 Australians that will die from skin cancer this year alone! @lifesavinggold Seriously what message are you guys sending people??? You guys sell sunscreen and

♡ Add a comment... 000



libby_trickett Follow

495 likes 2d

libby_trickett #Repost @snapbrisbane

Former Olympic swimmer Libby Trickett is behind #snapbrisbane - get on board this Wednesday, November 16 to snap, hashtag and share! Photo: Richard Walker. @questnewspapers @snapbrisbane #snapbrisbane #brisbane #kangaroooint #kangarooointcliffs @libby_trickett Olympian #swimmer #snap #shoot #photography #share #community #river #brisbaneriver #citycat #buildings #skyline proudlifefan 🏊🏊🏊

jake__mast Good Stuff!

wendy_christine... Go on you Libby davidh551 I love Brisvegas... I love the kitty cat behind you! If I can convince my wife... We'll retire to Brisbane.

♡ Add a comment... 000



lachlan_kennedy Brisbane, Australia Follow

71 likes 3d

lachlan_kennedy If you're in Brisss tomorrow, don't forget to snap a pic or two for #snapbrisbane @questnewspapers is building a gallery of life in our city #ncld

beanondeanbrisbane Helloooo...that was good 🍷 @lachlan_kennedy

lachlan_kennedy Hahah having a bit of fun @beanondeanbrisbane

beanondeanbrisbane So funny... your humor makes the news definitely worth watching #tennews #firstattive @lachlan_kennedy

♡ Add a comment... 000

PR REACH

The additional PR we received through other media brought an additional:

- 7.5M eyeballs
- 71 social hits
- 13 online hits
- 10 radio hits
- 5 TV hits
- 2.4 million social reach



news community media





SUMMARY

In total, across our 192 NCM social media channels, we saw uplift in followers during the campaign period:

- Facebook 4%
- Instagram 6%
- Twitter 12%

This is well above our average monthly growth of approx. 1.21%.

The strength of this campaign is in its ability to mobilise large numbers of people, from a local community level to participate. The public sharing of 35,000 images with a unified goal manifests their heartfelt engagement.

The campaign truly resonated with our audience as they shared everything from simple everyday moments through to breath taking vistas. They were not only keen to share their view of their community, but to engage with those around them, thus delivering on the key objective of creating a movement where our audience shares what they love about where they live.



news community media

Appendix

How did we go?



Instagram

Due to the nature of this campaign, the majority of images shared were through Instagram at 82%. On the event day, we saw a total of 10,933 images shared using each city's hashtag.

16 NOVEMBER EVENT DAY	NSW #SnapSydney	QLD #SnapBrisbane	VIC #SnapMelbourne	SA #SnapAdelaide	WA #SnapPerth
#SnapAustralia Hashtag use	START 4,657*	START 1,729	START 1,552	START 910	START 1,607
	END 8,389*	END 3,670	END 4,954	END 1,667	END 2,708
% growth	80% (+3,732)	112% (+1,941)	219% (+3,402)	83% (+757)	69% (+1,101)
TOTAL	NATIONAL POSTS UP 86%, TOTAL POSTS ON THE DAY 10,933				
Followers (for each state Snap Instagram page)	START 1,586	START 343	START 409	START 102	START 288
	END 1,887	END 590	END 744	END 197	END 352
% growth	19% (+301)	72% (+247)	82% (+335)	93% (+95)	19% (+64)
TOTAL	NATIONAL FOLLOWERS UP 29%, TOTAL FOLLOWERS ON THE DAY 1,042				

*NSW figures based only on 2016. as at 17 Nov.

^TOTAL @SnapSydney followers 1,887

Instagram

LOCATION	TAG	LINK
Brisbane	@SnapBrisbane	https://www.instagram.com/snapbrisbane/
Sydney	@SnapSydney	https://www.instagram.com/snapsydney/
Melbourne	@SnapMelbourne	https://www.instagram.com/snapmelbourne/
Adelaide	@SnapAdelaide	https://www.instagram.com/snapadelaide/
Perth	@SnapPerth	https://www.instagram.com/snapperth/

facebook.

LOCATION	TAG	LINK
Brisbane	@SnapBrisbane	https://www.facebook.com/SnapBrisbane/
Sydney	@SnapSydney	https://www.facebook.com/SnapSydney/
Melbourne	@SnapMelbourne	https://www.facebook.com/SnapMelbourne/
Adelaide	@SnapAdelaide	https://www.facebook.com/SnapAdelaide/
Perth	@SnapPerth	https://www.facebook.com/snapperth/



ONLINE

SnapAustralia.com.au
SnapAdelaide.com.au
SnapBrisbane.com.au
SnapMelbourne.com.au
SnapPerth.com.au
SnapSydney.com.au

