INMA AWARDS 2016
BEST EXECUTION OF NATIVE ADVERTISING

South Australia Tourism Commission

Fairfax Media
• SATC operates in a highly competitive domestic Australian tourism market

• South Australia is best known for it’s famous wineries, but SA’ has a lot of other compelling reasons to visit – our challenge was to consumers to understand and act on these.

• Fairfax and South Australia Tourism Commission (SATC) developed a ground breaking campaign in scale, strategy and measurement. Not just Native Advertising – a full Content Marketing solution.
Client Marketing Challenge

• There is a changing paradigm in Travel Marketing: The concept of the linear path to decision where destination is the first decision in a choice hierarchy is no longer accurate. Consumers are increasingly time poor, with imperfect destination knowledge, making decisions based on a mix of experiences they wish their holiday. Having the breadth of experiences in a destination understood is more important than ever.

• Travel marketing campaigns can, and do, make significant differences to the way consumers perceive a destination, however over time that impact fades.
  — Travel is well covered in media and consumers enjoy reading and dreaming about travel. It is Fairfax’s #1 section. For any destination but the most iconic, being top of mind is hard to achieve.
  — PR alone cannot garner share of voice needed.

• Destination marketers work at the ‘top’ of the sales funnel: Inspire consumers and get them to start planning.

• Consumers need reasons to be spurred into action: To start planning ‘SA’ for their next trip. For South Australia, simply being placed on the bucket list with dozens of other future possibilities is not enough.

• Campaign results show clearly that we achieved this through our always on, content marketing solution.
The Destination is Amazing

https://www.youtube.com/watch?v=rFmxSljLGog
Our Research Shows our Audience love to Travel – and They Lead Destination Decisions with Experiences

AUSTRALIANS HOLIDAY PLANS

There is a constant stream of holiday activity all the time. There is also contrast between the preferred holiday and preferred travelling companion versus what’s actually being planned.

<table>
<thead>
<tr>
<th>HOLIDAY’S BEING PLANNED N12M</th>
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<tbody>
<tr>
<td><strong>71%</strong> planning domestic trips</td>
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<tr>
<td>(Average 1.9 trips)</td>
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<tr>
<td><strong>63%</strong> planning international trips</td>
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<td>(Average 1.2 trips)</td>
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<table>
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<tr>
<th>TYPES OF HOLIDAYS BEING PLANNED</th>
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<tr>
<td>Family</td>
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<tr>
<td>Beach</td>
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<td>Weekends</td>
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<td>Culture</td>
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<td>Cruise</td>
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<td>Adventure</td>
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<td>Food or Wine</td>
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<td>Luxury</td>
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<td>Ski</td>
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<td>Snow</td>
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<td>Wellness</td>
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For different reasons and with different goals:

- **Escapism**: Withdraw from the real world
- **Relaxation**: Wind down and decelerate
- **Stimulation**: Activate feelings, thoughts & ideas
- **Engagement**: Connect and interact
Solution

- A digital, content marketing solution helped tell the story in a deeper way than a traditional brand campaign.
  
  Content Strategy:
  - Create South Australian stories that work for all the reasons and mind states that holiday makers need to satisfy to chose a destination for a trip.
  - Be always on!
  - Theme content topics as a series of ‘campaigns’ focusing on experiences. Include articles articulating reasons to travel ‘now’ to pull a South Australia trip forward off the bucket list.

- New templates created to house the content: optimised for engagement and device
- We planned and utilised the volume component (the paid content drivers) as brand assets in themselves.
- Audiences ‘self select’ if that experience is interesting for them
- We retarget consumers who engaged with the content to
  - Keep SA at the forefront of their mind
  - Encourage them to read more

- Rigorous measurement to allow in-campaign optimisation.
  - Custom research
  - Analytics: Measuring across SATC, Regional DMOs, a partner retailer, and Fairfax
The Content Marketing Solution in Detail
Engaging people in the most enjoyable phase of trip planning and making decision making easier.

**Campaign focus**
Reaching the audience at the top of the funnel, in the most enjoyable and most time-consuming period.

**Partner organisations**
Providing price points to anchor cost and support the price comparison phase, and conversion tracking to optimise the most effective campaign elements from the top of the funnel.

- **Enjoyable**
  - Dreaming: The most enjoyable phase (39%)
  - Research: Activity / Destination (30%)
  - Price Comparison (11%)
  - Getting Recommendations (9%)
  - Booking (6%)

- **Time Consuming**
  - Booking (24%)
  - Getting Recommendations (8%)
  - Price Comparison (41%)
  - Research: Activity / Destination (20%)

*Fairfax Internal Research*
Created in a collaborative effort that fuses South Australia Tourism Commission’s brand guidelines and objectives with our editorial know-how, and utilising the same journalists we use in our regular travel sections across print and digital.

 Amplified through paid, owned and earned channels with a focus on social and all of the pieces stitched together by tracking and analytics
Published under our ‘Traveller’ brand, (native) but clear visual flags differentiating from regular content:
Clean template + ‘Inspire’ label

To maximise quality, the content was written to a broad brief by journalists. A ‘light touch’ approach agreed with the client, with the only changes before publication being fact checking (spellings, place names etc).

We did make the commercial arrangement clear to consumers. To achieve this, we clearly flagged the separation from regular content with both drivers and the content templates clearly labelled.

Flagging BEFORE consumers click - Drivers clearly labelled
ADAPTIVE TEMPLATE

CREATIVE USE OF THE GENRE

Editorially and visually, the adaptive template we developed for the campaign was a premium consumer experience. A beautiful, image led reading experience free of normal web page clutter, with tools built in to help the reader deeply engage with the destination and ease their decision.

3 WAYS TO GO MODULE

Purpose

1. To anchor price: When they start research, already ‘know’ what ‘value’ looks like
2. ‘Close the Loop’ if consumers wish to start research immediately.

Cross links to other articles in series, client site and subject matter sites

Travel Journalist written content

Social tools

REVEALS: Galleries, video and quiz elements

On-Links, Social

Book your South Australia trip

Persistence of memory: Adelaide-Writers’ Week turns 55

My Notes Journal

Book your South Australia trip

Book your South Australia trip

MORE INFORMATION

For more information about what to do in Adelaide check out our guide to get the most from your visit. Find information about transport, accommodation, sightseeing and much more. View online rates, book online or arrange a consultation with a travel specialist.

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Different Length Articles, Quizzes, Video


Touch Devices (Web App)

Optimised for touch devices, the feel of an app... with no app to download. The user was delivered a high quality experience tailored to the platform.

http://made.news/southaustralia/family
http://issue.by/southaustralia/tour-downunder
http://made.news/southaustralia/festivals

‘3 ways to go’ module re-imagined for the touch format
Drivers

Drivers deployed on and off network to acquire audiences into content.
- Clearly labelled
- With headlines and images designed to have this element also do a ‘Brand’ job for South Australia as a destination

Audience Acquisition

Retarget

Retargeting
- New ad unit created for web and mobile including CTA and more content
- With headlines and images designed to have these act as ‘brand’ for SATC
- Off network Facebook advertising
Unique data network enabling true visibility on path to purchase and optimisation.

- Reporting and deep dives
- Ongoing optimisation
- Brand uplift research
- Holiday booking research
- Path to conversion
- ROI modelling

**NETWORK SITES**

Fairfax network sites are tagged for analysis, conversion attribution and audience behaviours.

**SA REGIONAL SITES**

Network SA sites are tagged for analysis and conversion attribution.

**DMP**

Survey participants are collected in a cookie pool for recontact.

**Virgin Australia**

Segments of readers are shared to Virgin for conversion tracking.
Demonstrating Results
Always-On Content About South Australia

Total Reading Time

525 days!

Sept – Dec 2015
We Also Kept An Eye On The Pointy End Of The Funnel

478 clicks through to flights and holiday packages

48% Flights

52% Holidays

A strong response for a campaign element intended to anchor price
Strong Lifts in Key Metrics

Unaided Awareness

When thinking of Australian travel destinations what destination comes to mind first?

- Control (n=1,136)
- Exposed (n=84)

- 1%
- 11%

Mentioned South Australia / Adelaide

Unaided Awareness

Brand Favourability

How would you describe your overall opinion about the following travel destinations?

- Control (n=1,136)
- Exposed (n=84)

- 64%
- 79%

Visit Intention

Next time you are looking to travel for a holiday within Australasia, how likely are you to visit the following destinations?

- 38%
- 57%
Engagement Extended to Social Media ...

Barossa Cuisine - nearly as awesome as the wine... owl.li/2bvJXW #Barossa #foodie #wine

The top 10 Food Trucks in Adelaide
Your guide to the top 10 food trucks to track down in Adelaide

Top 10 Microbreweries in South Australia
southaustralia.traveller.com.au/shorticle/top

Lap of the Taps
@LapOfTheTaps
Top 10 Microbreweries in South Australia
southaustralia.traveller.com.au/shorticle/top

Brand Discover
Within by Apphicle (197) - 3 November at 11:19
Fleurieu is South Australia's best kept secret

TemptingTyson @TemptingTyson - Nov 3
Here’s a list I can get behind. So proud to see a couple of Adelaide Hills breweries make the cut. Who wants to... fb.me/VW6e5kJzD
Innovation in Mobile Drove Results

Mobile is an important platform to get right: It’s where our audiences now spend half their time on the web. The analytics showed success:

<table>
<thead>
<tr>
<th></th>
<th>Desktop</th>
<th>Mobile</th>
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<tbody>
<tr>
<td><strong>Adaptive Templates</strong></td>
<td>1:50 Time on Page</td>
<td>1:10 Time on Page</td>
</tr>
<tr>
<td></td>
<td>1% retargeting CTR</td>
<td>3% retargeting CTR</td>
</tr>
<tr>
<td><strong>Web App</strong></td>
<td>n/a</td>
<td>3x Page Impressions vs adaptive</td>
</tr>
</tbody>
</table>

44% of all traffic was to mobile devices, with 1 min 10s to the adaptive templates – extraordinary on page engagement for mobile.

We worked ‘mobile first’ to develop a new retargeting ad unit. This has achieved CTR of 3% without any decline in engagement.

The web app designed for touch achieved an extraordinary tripling of page impressions per user compared with the adaptive site.
Effectively Developing An Engaged Audience & Delivering It to the Client

Our audience viewed twice as many pages on the client’s site versus the average site visitor.
Broadened Product appeal

Consumers who read the content then visited the client’s site were more informed and had a higher level of interest in more of South Australia.

From the capital...

Total Site
SouthAustralia.com

- Adelaide: 32%
- South-Australia: 14%
- Kangaroo-Island: 12%

...to broader regional appeal

Campaign Exposed
SouthAustralia.com

- South-Australia: 18%
- Adelaide: 17%
- Yorke-Peninsula: 13%
- Fleurieu-Peninsula: 11%
Summary

• Fairfax worked with South Australia Tourism Commission (SATC) on a content marketing solution to inspire Australians to travel more to South Australia and to more areas of the state.
• Against the two key judging criteria: Creativity and Effectiveness against a marketing objective:

Creativity was demonstrated in:
  – The application of content marketing to SATC’s marketing challenges.
  – The content strategy developed to allow ‘always on’ AND build non-sale calls to action for travellers
  – Partnership and data links between DMO and retailer: A unique three way partnership.
  – New ways to apply research and analytics to deliver in-campaign learnings to allow adjustment.
  – Template design, optimised by device, and constructed to ease consumer decision making.

Effectiveness was tracked and proven via a twin structure of analytics and custom research.
  – Large increases tracked in unprompted recall, favourability and intent
  – Content engagement translated directly to client site engagement.
  – We increased the number of experiences consumers were researching downstream, demonstrating we broadened South Australia’s appeal.
  – Matching the form and function of the user experience on different platforms was highly successful, with strong mobile performance.
"South Australia is a fantastic destination for travellers. We partnered with Fairfax to help us tell the story but also shed light on how it has been received. Fairfax's Audience insights are helping us to identify what might be the messages that work, when and for whom they work best.

Audience insights that identify the reasons people travel in general and why they travel to South Australia in particular are essential in developing tourism in our geography. Fairfax's understanding and analysis of digital behaviours have provided us with many new approaches to engage everyone who appreciates the destination that is South Australia."

- Brent Hill, Marketing Director, South Australia Tourism Commission