BEST MARKETING SOLUTION FOR AN ADVERTISING CLIENT

FLIGHT CENTRE: “BRAND EXTRA”
STATEMENT OF PURPOSE

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.
Our Top Spots

Notable Mackay residents share their favourite holiday destinations

Mercury editor Meredith Papavasiliou

"As someone who’s been to many destinations, I can’t help but recommend exploring the beautiful Sunshine Coast. And for those who love city life, the urban allure of Sydney is hard to resist. Whether it’s the beaches, the culture, or the cuisine, there’s something for everyone!"

Acting Mayor Kevin Casey

"I’m often asked about my travel experiences and it’s always interesting to hear from others. When I think of Mackay, I think of its natural beauty and serene environments. It’s a great place to escape and unwind!"

Chamber of Commerce chairman Tim Miles

"Mackay is a great place to explore. From the beaches to the rugged hinterland, there’s something for everyone. Whether it’s the local food, the history, or the stunning scenery, Mackay has it all!"

Mackay Tourism GM Stephen Schwer

"Mackay has so much to offer, from the beaches to the hinterland. It’s a great place to explore, whether it’s for a weekend getaway or a longer stay. Mackay has something for everyone!"

Mackay Airport GM Rob Porter

"Flying to Mackay is a great way to get away from the hustle and bustle of everyday life. It’s a beautiful place with so much to explore. Whether it’s for leisure or business, Mackay has it all!"

Local Notables' favourite travel spots

Sydney: So much to love, so little time

Top 15 travel destinations

Top 15 international destinations

Personalised discount offer

$50 OFF YOUR HOLIDAY BOOKING

Win a $500 Travel Voucher

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

FLIGHT CENTRE

For the avid traveller, Flight Centre can help you plan your next adventure. Visit us to book your flights and save with our exclusive offers.

The Captain's Red Label Holidays

With Price Protection

Every Red Label Holiday Includes:
- "15% Resorts Credit"
- "Free Deep Protection"
- "Free WiFi"

Whether you're visiting Sydney, Melbourne, or any other destination, Flight Centre has the deals you need to make your trip unforgettable.

Top 3

1. Mackay: Explore the beauty of Mackay, a city known for its picturesque beaches, stunning landscapes, and rich history. Enjoy a relaxing stay at the Mackay Beachfront Holiday Park, with its aerial views and beautiful surroundings.
2. Brisbane: Experience the vibrant city of Brisbane, known for its modern skyline, theme parks, and beautiful beaches. Visit the Riverwalk and explore the city's rich history.
3. The Whitsundays: Discover the stunning Whitsundays, a group of islands known for their crystal-clear waters, white sandy beaches, and impressive coral reefs. Enjoy a boat tour to Whitehaven Beach and the Great Barrier Reef.

Top 4

4. Gold Coast: Enjoy the Gold Coast, a popular destination for families and holiday lovers. Visit the iconic Gold Coast beaches, theme parks, and water parks.
5. Hunter Valley: Explore the scenic Hunter Valley, known for its vineyards, wineries, and delicious food. Visit the Hunter Valley Gardens and enjoy a wine tasting.
6. Blue Mountains: Discover the Blue Mountains, a stunning natural wonderland with its scenic drives, waterfalls, and spectacular views. Visit the Three Sisters and the Echo Point lookout.

Top 5

7. Cairns: Explore the tropical paradise of Cairns, known for its beautiful beaches, rainforests, and world-class diving. Visit the Great Barrier Reef and the Kuranda Scenic Railway.
8. Kangaroo Island: Discover the wild beauty of Kangaroo Island, a unique island with its diverse wildlife and stunning landscapes. Experience the Kangaroo Island Wildlife Park.
9. Uluru: Climb Uluru, a sacred monolith located in the heart of the Northern Territory, known for its spiritual significance and natural beauty. Visit the Uluru-Kata Tjuta National Park.

Top 6

10. Broome: Experience the iconic Broome, known for its stunning beaches and vast outback landscapes. Visit the Cable Beach and the Broome Heritage Museum.
11. Alice Springs: Explore the unique landscapes of Alice Springs, known for its Aboriginal culture and stunning natural beauty. Visit the Alice Springs Desert Park.
12. Port Macquarie: Discover the coastal beauty of Port Macquarie, known for its beaches, surfing, and wildlife. Visit the Port Macquarie Koala Hospital.
13. Hamilton Island: Experience the luxury of Hamilton Island, a world-class destination with its private beaches, stunning resorts, and world-class dinning. Visit the Hamiltion Island Golf Club.
14. Margaret River: Explore the artistic and cultural scene of Margaret River, known for its vineyards, galleries, and delicious food. Visit the Margaret River Art Gallery.
15. Margaret River: Enjoy the natural beauty of Margaret River, known for its vineyards, beaches, and stunning landscapes. Visit the Margaret River Beach.
Reverse published social media feedback from local residents in the form of travel tips as well as Flight Centre's top travel tips.
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 Tradestore
- Invercargill: 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: Sapporo 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: India Fest of colour
- Bali: Balinese New Year
- Japan: Film Directors Festival, Tokyo
- Sydney: Day and Lunar Mardi Gras
- Spain: Semana Santa (enter week)

APR
- Scotland: Belhaven, pagan spring festival
- Jamaica: Carnival
- Hawaii: Steel Guitar Festival
- Turkey: Guzelyurt
- 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 (Fireworks)
- Japan: Kanto Matsuri (holidays on parade)
- Malaysia: Taarasu (heritage festivals)
- 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: Fiji Festival
- France: Tour de France
- NZ: Culture Choclate Carnival, Dunedin
- Japan: Hiroshima Peace Memorial Ceremony
- Australia: Whitefriars season

JUL
- Scotland: Edinburgh Military Tattoo
- England: Notting Hill Carnival, London
- USA: Elvis Week, Memphis
- NZ: Queenstown Winter Festival
- England: Wimbledon
- New Zealand: Foam on Week
- Spain: Las Tomates (tomato throwing) Festival
- USA: Burning Man, Nevada
- Australia: Grafton River Festival

AUG
- Fiji: Sugar Festival
- South Africa: Hermanus Vitafest
- England: La Salan du Chocolat, London
- USA: Halloween
- Germany: Oktoberfest
- Bali: Kuta Carnival
- Japan: Jidai Matsuri Festival
- NZ: Waitangi Day Festival
- Brisbane: Riverfire
- Taiwan: Carnival of Flowers
- NT: Alice Desert Festival

SEP
- USA: Day of the Dead
- New Zealand: Spring Festival of Lights
- USA: Macy’s Thanksgiving Parade, New York
- Mexico: Day of the Dead
- Wales: Dragon Boat Festival of Wales
- Germany: Brandenburg Gate New Year’s Eve Party, Berlin
- Mexico: Día de los Muertos
- Wales: Dragon Boat Festival of Wales
- Sydney: Sydney Royal Easter Show
- Sydney: Sydney Festival

OCT
- UK: Day of the Dead
- New Zealand: Spring Festival of Lights
- USA: Macy’s Thanksgiving Parade, New York
- Mexico: Day of the Dead
- Wales: Dragon Boat Festival of Wales
- Germany: Brandenburg Gate New Year’s Eve Party, Berlin
- Mexico: Día de los Muertos
- Wales: Dragon Boat Festival of Wales
- Sydney: Sydney Royal Easter Show
- Sydney: Sydney Festival

NOV
- Australia: Christmas in July Festival
- New Zealand: Spring Festival of Lights
- USA: Macy’s Thanksgiving Parade, New York
- Mexico: Day of the Dead
- Wales: Dragon Boat Festival of Wales
- Germany: Brandenburg Gate New Year’s Eve Party, Berlin
- Mexico: Día de los Muertos
- Wales: Dragon Boat Festival of Wales
- Sydney: Sydney Royal Easter Show
- Sydney: Sydney Festival

DEC
- Australia: Christmas in July Festival
- New Zealand: Spring Festival of Lights
- USA: Macy’s Thanksgiving Parade, New York
- Mexico: Day of the Dead
- Wales: Dragon Boat Festival of Wales
- Germany: Brandenburg Gate New Year’s Eve Party, Berlin
- Mexico: Día de los Muertos
- Wales: Dragon Boat Festival of Wales
- Sydney: Sydney Royal Easter Show
- Sydney: Sydney Festival

AUSTRALIAN REGIONAL MEDIA
BRAND EXTRA – INNOVATIVE, CONTEXTUAL, MODERN & RELEVANT

TRAVEL EXTRA

IN PARTNERSHIP WITH FLIGHT CENTRE

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FLIGHT CENTRE TRAVEL TIPS

WHY CHOOSE A FLIGHT CENTRE MASTERY COURSE?

Get real-world industry tips for making the best travel choices and avoiding top tourist traps.

FLIGHT CENTRE MASTERY COURSE

Travel as a local. See the world like never before. Travel with FLIGHT CENTRE.

10

VENICE BEACH: MUSCLES AND MARKETS

 Venice Beach is an American staple and a top destination for Las Angeles. It's complete with the iconic Muscle Beach, which is a popular spot for fitness enthusiasts. The area also features the Venice Canals, a network of canals that offer a unique perspective on the city. Venice is also known for its vibrant art scene, with many galleries and studios located in the area.

11

EUROPE: RIVER CRUSISING WITH ROYAL CARIBBEAN

Explore Europe’s iconic waterways on a river cruise with Royal Caribbean. From the romantic canals of Venice to the historical landscapes of Germany, a river cruise is the perfect way to experience Europe’s beauty.

12

LAS VEGAS: A THRIILSEEKER’S GUIDE

Las Vegas is a city that never sleeps, with endless attractions and activities for thrillseekers.

13

Bali: Luxury Spa Treatments

Bali is renowned for its luxurious spa experiences, offering a unique blend of relaxation and rejuvenation.

14

KAUAI: BEST OF HAWAII

Kauai is an island paradise with stunning landscapes and laid-back atmosphere.

15

YARRA VALLEY: NO DIET, PLEASE!

The Yarra Valley is known for its exquisite wines and beautiful scenery, making it a perfect destination for foodies and wine enthusiasts.

16

David Pets"
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.

David Petch

TRAVEL EXTRA

in partnership with FLIGHT CENTRE

What’s your favourite Mackay region day trip?

Angie Nunn

ADD: 100 rack cards, tucked in your hotel room or at a local attraction, and you could be one of the lucky people who win a free return flight to Mackay with FLIGHT CENTRE.

1. Broken River

2. Cape Hillsborough

3. Squirrel’s Beach

4. Island camping

5. Cape Paluma

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

Local parks

WHERE you visit Mackay is great, but the things you see and do in the region are equally as important. The local parks offer a great variety of activities to suit all ages and interests.

1. Bezies Park (Bezies Park)

2. The Living Desert (The Living Desert)

3. Squirrel’s Beach (Squirrel’s Beach)

4. Cape Hillsborough (Cape Hillsborough)

5. Cape Paluma (Cape Paluma)

Mackay’s top camping spots

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

1. Broken River

2. Cape Hillsborough

3. Squirrel’s Beach

4. Island camping

5. Cape Paluma

Parks, playgrounds and picnics

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BRAND EXTRA – CAMPAIGN CYCLE

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

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

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

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

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

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

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”