

Appendix three – About the campaigns

Love Sydney campaign summary

The 'Love It Like You Mean It' campaign was designed to encourage Sydney residents to show their love for the city they live in and support businesses by treating themselves and enjoying Sydney experiences. This campaign focussed on encouraging Sydney residents to book a vacation in a local hotel, explore the city on a tour, book a table at a restaurant or bar or visit Sydney attractions.

The 'Get Your Sydney On' campaign had similar objectives, but was targeted outside Sydney, and specifically in South East Queensland, Victoria, regional New South Wales and the ACT.

Both campaigns were designed specifically in response to the COVID-19 pandemic, to encourage economic activity following periods of lockdown.

	Sydney - Love It Like You Mean It	Get Your Sydney On
Objectives	<ul style="list-style-type: none"> drive immediate action from Sydneysiders to plan and book activities in their own city to support businesses drive Sydneysiders to visit attractions, accommodation, retail and hospitality venues, museums and galleries by positioning Sydney as a world-renowned destination 	<ul style="list-style-type: none"> drive immediate action to plan and book a break in Sydney, reconnect with loved ones and experience a Sydney they may not have seen in a while drive people to visit attractions, retail and hospitality venues, museums and galleries by positioning Sydney as a world-renowned destination drive an increase in destination appeal, consideration and intention to visit Sydney drive overnight visitation, expenditure and increase length of stay.
Timing	October 2020–May 2021	April–June 2021
Target audiences	All Sydney residents	ACT, South-East Queensland, Victoria and regional New South Wales residents
Media Channels	Radio, Print, Digital, Out-of-Home, Television	Radio, Digital
Total planned budget (ex GST)	\$3,100,000	\$820,000
Actual media and other spend (ex GST)	Media: \$3,000,027 Production and research: \$64,300	Media: \$650,655 Production and research: \$189,102
Total actual cost (ex GST)	\$3,064,327	\$839,757

Exhibit 11: Examples of digital advertisements from the 'Get Your Sydney On' campaign

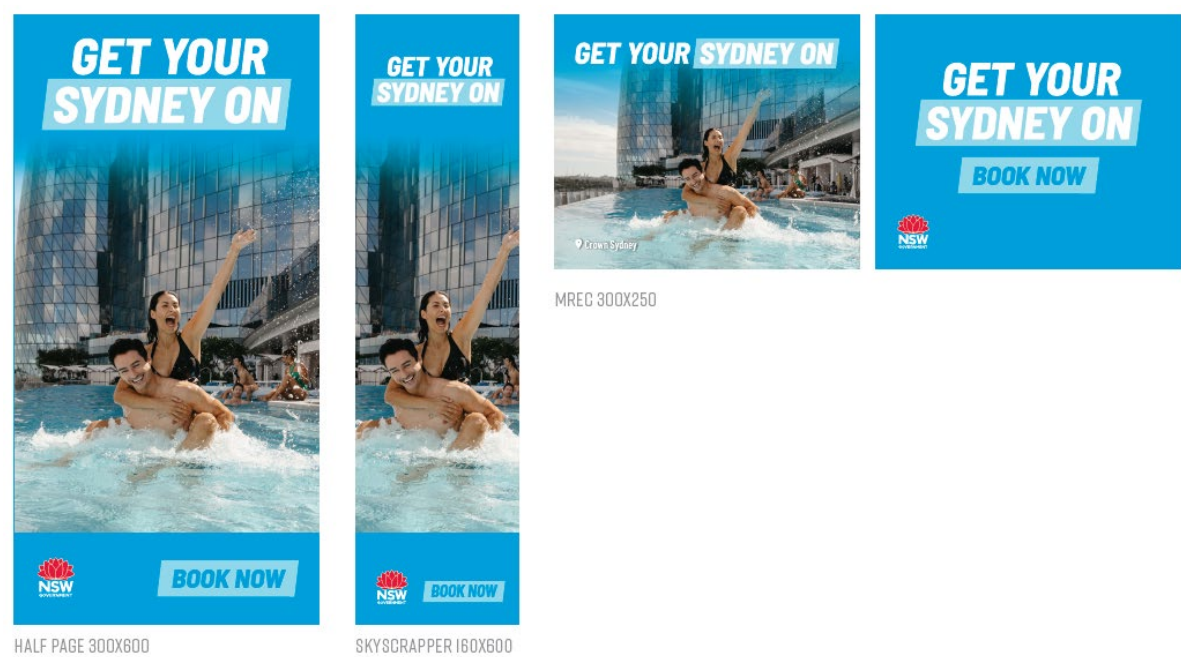


Exhibit 12: Examples of print advertisements from the 'Sydney - Love It Like You Mean It' campaign



Exhibit 13: Example of 30 second radio advertisement from the 'Sydney - Love It Like You Mean It' campaign

Hey Sydneysiders, your city needs you.
Art lovers, come visit a gallery, then compare notes over lunch. Foodies, don't make a meal of it, book a table!
Fashionistas, hit the Inner West in style!
Go full Eastern Suburbs and frock up!
Or find out just how great our Greater Western Sydney can be.
Book a city hotel room and rediscover the magic of Sydney.
It's time to show some love for all your favourite places.
Sydney, it's time to love it like you mean it.
Go to Sydney-dot-com.

Love NSW campaign summary

Love NSW is a multi-year marketing campaign encouraging people to stay and spend locally in Sydney and New South Wales. The Love NSW campaign was launched on 8 February 2020 as part of a tourism recovery initiative following the 2019–20 bushfires.

A second phase of the Love NSW Campaign was launched in New South Wales in August 2020 to encourage New South Wales residents to travel within the state, and was subsequently extended to other states as domestic borders began to reopen.

Objectives	Assist the State's visitor economy recover from 2019–20 Bushfires and COVID-19 by encouraging dispersal to rural towns; via <ol style="list-style-type: none">1. increasing awareness and appeal of regional New South Wales2. increasing consideration and intention to take a regional New South Wales holiday.
Timing	August 2020–April 2021
Target audiences	People aged 18–54 years residing in Sydney, regional New South Wales, ACT, South Australia, Queensland, and Victoria.
Media channels	Print, digital, out-of-home
Total planned budget (excluding GST)	\$1,443,350
Actual media and other spend (excluding GST)	Media: \$1,426,641 Production and research: \$240,972
Total actual cost (excluding GST)	\$1,667,613

The Love NSW campaign comprised a series of components which met different needs following developments in the COVID-19 pandemic. These are outlined in Exhibit 14.

Exhibit 14: Summary of components of the Love NSW campaign

Component	Expenditure
Now's the time to love - Bridging campaign	New South Wales travel restrictions had eased by August 2021 so there was a need to keep consistent messaging in-market to continue to encourage New South Wales residents to travel within the State. Activity ran through to the New South Wales September school holidays. At this time, multiple state borders were still closed and campaign messaging was delivered exclusively to a New South Wales audience. Campaign was digitally delivered.
Good Weekend	Campaign was designed as a content and reach extension of the Road Trips and Love NSW activity with the aim of driving audiences towards regional parts of New South Wales that had not fully recovered following bush fires and the COVID-19 pandemic. The campaign ran in November in New South Wales and Victoria. Some additional value components were included for March/April 2021.
Love Map	Designed to aid tourism recovery across New South Wales by inspiring residents of New South Wales and South Australia to explore New South Wales, directing them to the Love Map to provide them with a virtual experience to plan their trips. Campaign was digitally delivered via display and social.
Borders Re-Opening (South Australia, Queensland, Victoria)	Designed to celebrate the re-opening of interstate borders and drive audiences to choose New South Wales as their first destination of choice. The role of media was to encourage interstate visitation by driving awareness and consideration of what a holiday in New South Wales has to offer. Delivered through TV, print and digital.
Southern NSW	Help stimulate travel demand to the Sapphire Coast and the Murray regions due to loss of tourism income in 2020 from the bushfires and COVID-19. Campaign was delivered across social channels.

Source: Destination NSW, Love NSW Campaign Phase 2 Cost-Benefit Analysis.

Exhibit 15: Example of YouTube media from the Bridging campaign

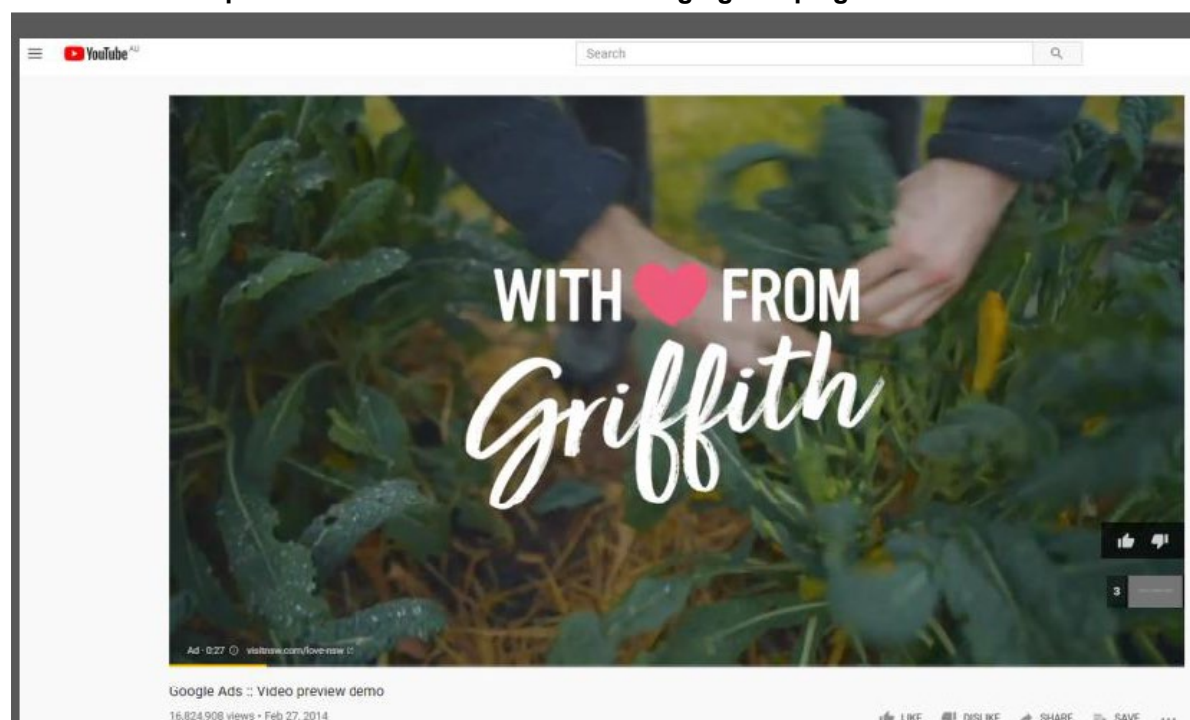


Exhibit 16: Example of Good Weekend cover from Love NSW campaign



Exhibit 17: Example of paid advertising for the Love Map campaign component

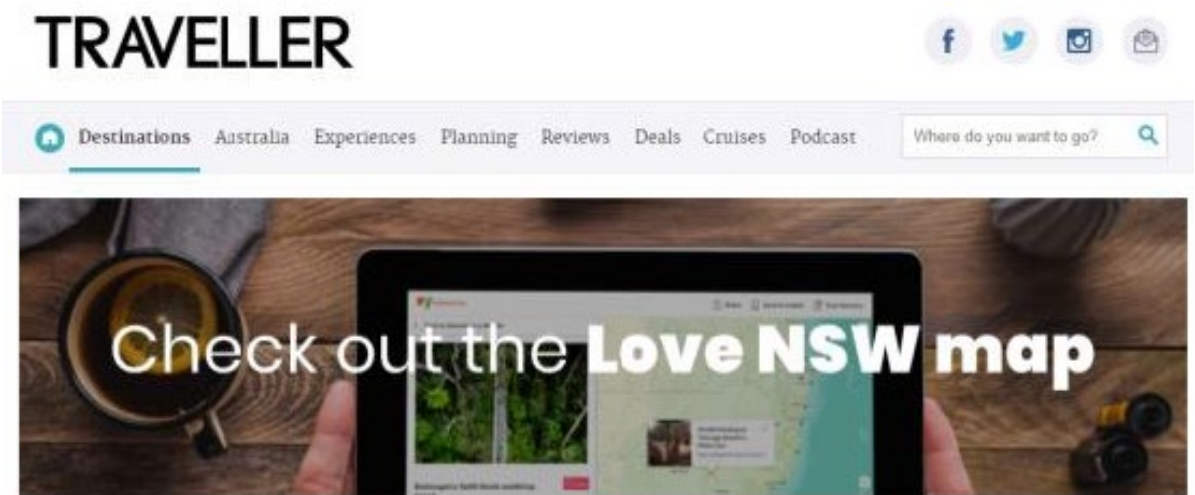




Exhibit 18: Example of advertising for the Borders Reopening campaign component




Exhibit 19: Example of social media advertising for the Southern NSW campaign component




Visit NSW
Sponsored · 


Hold onto that holiday feeling and save your summer, one adventure at a time on the Murray River. Paddle, fish, picnic, repeat. #LoveNSW




VISITNSW.COM
Revive on the river
Love NSW

LEARN MORE




Visit NSW
Sponsored · 

Save your summer with a seaside sojourn to the pristine Sapphire Coast for your next holiday. Bathers, hat, esky. Tick! #LoveNSW



Oysters fresh from the lake
Love NSW

LEARN MORE



Coastal Eden
Love NSW

Road Trips campaign summary

The NSW Road Trips strategy sought to leverage relaxations in domestic travel restrictions at the same time as continued restrictions on aviation and outbound travel. The objective of NSW Road Trips was to benefit New South Wales regional cities and towns who rely on the drive market to support their local communities.

The campaign was intended to be complementary to the Love NSW campaign.

Road Trips comprised two parts – content to 'push' consumers into longer and more varied road trips, and campaign activity to 'pull' consumers into certain locations.

Objectives	<p>Assist the State's visitor economy recover from 2019–20 bushfires and COVID-19 by encouraging dispersal to rural towns; via</p> <ol style="list-style-type: none"> 1. increasing awareness and appeal of regional New South Wales 2. increasing consideration and intention to take a regional New South Wales holiday.
Timing	November 2020–June 2021
Target audiences	<p>Adults over 25 years old in Australia and New Zealand, particularly caravan and camper owners, food and wine lovers, wellness enthusiasts, adventure seekers, and music fans</p> <p>General adult population with New South Wales travel interest/frequent travellers.</p>
Media channels	Digital and social, paid editorial partnerships, Geo-targeting technology, conversion partnership.
Total planned budget (excluding GST)	\$4,700,000
Actual media and other spend (excluding GST)	<p>Media: \$2,342,387</p> <p>Production and research: \$1,696,675</p>
Total actual cost (excluding GST)	\$4,039,062

Exhibit 20: Example of billboard advertising for the Road Trips campaign

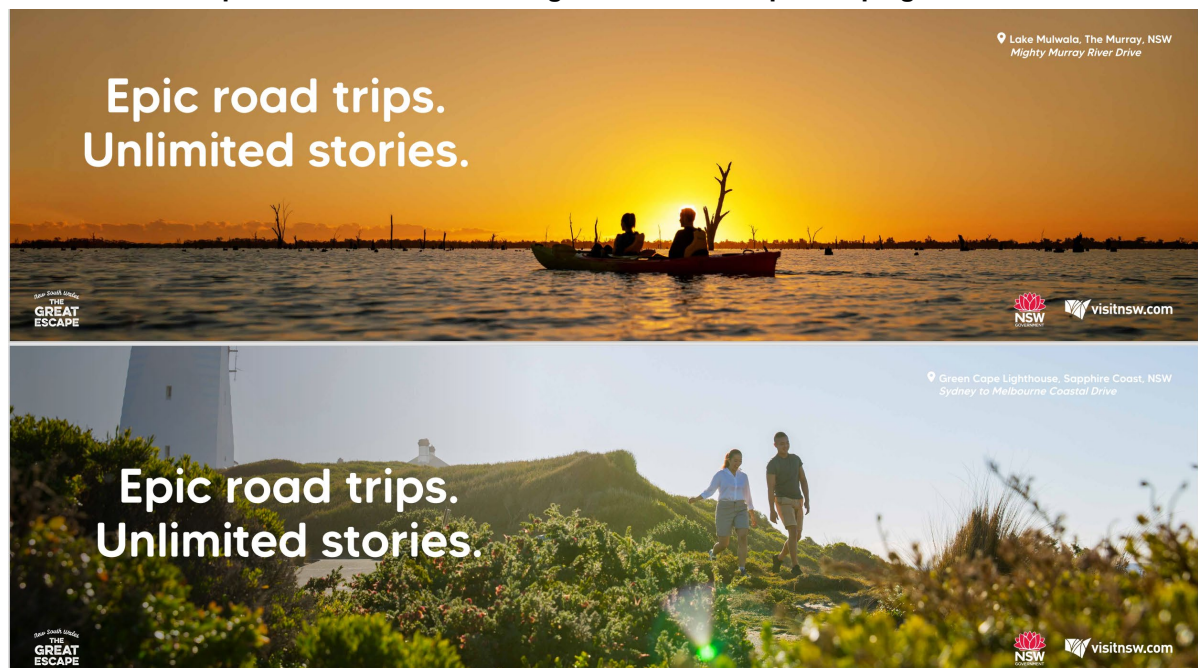


Exhibit 21: Example of 30 audio streaming advertisement from the Road Trips campaign

Craving an adventure?
Grab the kids, bring your furbaby, and get the engine running...
This year is the year of the New South Wales road trip.
(Music)
Wander through lush wine regions...
Sound effect: Whip bird
Listen to ancient stories...
Sound effect: Crickets, campfire crackling
Climb breath-taking mountains...
Or learn to surf your first wave.
Sound effect: Waves crashing on the shore.
Epic road trips and unlimited stories are waiting for you.
Click or tap the banner below for inspo on your next NSW road trip.

Exhibit 22: Example of social media advertising for the Road Trips campaign

