

Campaign Name:	The Best Job in the World
Advertiser/Brand	Tourism Queensland
Lead Agency	CumminsNitro Brisbane
Affiliated Agencies	- N/A -

Campaign Strategy

In an effort to think more globally, our client Tourism Queensland shared with us the great challenge of delivering a global campaign to raise awareness of Islands of the Great Barrier Reef. The key test for the agency was to deliver a compelling central idea, which would resonate with people across the world, across varying cultures and backgrounds, with a nominal US\$1.2 million budget. We needed to develop a strong campaign idea that would help put the Islands of the Great Barrier Reef on the international radar as a dream destination.

When tourists plan an island holiday, destinations such as Hawaii, Caribbean Islands, Maldives and Greek Islands immediately spring to mind. Despite the fact that the Great Barrier Reef is a world-heritage listed Natural Wonder of the World, the Islands of the region are relatively unknown. Based on experience, Tourism Queensland and the agency know that increased awareness of an inspirational destination like the Islands of the Great Barrier Reef, with a fresh and interesting story, will drive visitation,

Our target market was Global Experience Seekers in eight key markets (UK, USA, Europe, Japan, New Zealand, India, China and Korea). They believe the Great Barrier Reef is a must see destination, but are unaware of the islands and the value they add to the experience.

To achieve our goals, we created a reason for people all over the world to engage with the destination and aspire to experience it. We tapped into a universal desire and created a job that sounded too good to be true, and anyone from anywhere in the world could apply.

The Islands Caretaker role would be a completely genuine employment opportunity within Tourism Queensland, living on the Islands of the Great Barrier Reef and reporting back to the world. To apply, candidates would need to create a persuasive and entertaining video application demonstrating their knowledge of the region and enthusiasm for the role.

As this was a campaign for a new and fresh tourism brand the objectives set were both soft and hard targets

- Mainstream media coverage
- 14,000 video applications
- **News coverage in 8 key international markets that have a propensity to visit Australia**
- **Travel industry recognition**
- **Content becoming viral**
- **Social media use of our content and consumer generated content over and above the applicant videos**

Execution & Use of Media

The campaign launched in January 2009 when the Global Economic Recession hit new lows. Our campaign, The Best Job in the World, came as a good news story when all that appeared in the news was doom and gloom.

Our intention was to drive a massive volume of traffic to a website through a small budget campaign that would stimulate mass social media and mainstream media coverage. The website would capture consumer interest on two levels; a) the primary motivation, job application or interest in applicants and b) engaging and inspirational content about the Islands of the Great Barrier Reef.

It's difficult to fathom such an innovative campaign could have started with such a simple communications

strategy.

Small space recruitment print ads, online job listings and small banner ads were strategically placed in our 8 key international markets directing people to a central URL: islandreefjob.com (a multilingual site created in 7 languages).

A presence in Myspace, Facebook, a dedicated YouTube channel and Twitter extended the campaign reach.

The paid media activity was supported by media releases, story lines, events, photography and video footage, via the Tourism Queensland Communications team, driving awareness of the region and directing traffic online to apply.

All of this activity was geared around the premise that it would provoke great social media interest and seamlessly integrate on and offline channels.

Candidates were encouraged to apply for the role with a persuasive and entertaining video application demonstrating their creativity, suitability and knowledge of the region (generating further content for the website). Videos would be uploaded to the site and hosted through YouTube.

Following the initial application period a shortlist of 50 candidates was selected. These 50 candidates would be whittled down to 16 (15 on the basis of aptitude testing and 1 consumer voted Wild Card). All 16 were flown to Hamilton Island for final interviews and the announcement of the successful job applicant to commence the 6-month role on July 1.

At each stage of the campaign the website was refreshed with new content, emails were sent to site subscribers informing them of updates and social media sites were constantly being updated.

Results and ROI

No tourism campaign and potentially no campaign has ever had such a significant reach globally, across all modern media formats and generated such a high volume and impassioned response.

Some measures of success like the passion and creativity with which applicants have created videos, managed blogs, run their own individual campaigns and spread the word for Tourism Queensland are immeasurable. Not to mention the online communities and friendships created.

Each stage of the campaign was engineered around maximizing social media. An amazing story was developed that people could not resist talking about and sharing. An inherent reason to share by enabling voting on videos was created and we focused on content rather than just driving traffic. The aim being to have a global community talking and creating stories about the Great Barrier Reef to produce unheralded global impact.

The quantifiable measures also illustrate the phenomenal success on the US\$1.2 million shoestring budget;

- Estimated media coverage is valued at US\$165 million. Global news coverage was from CNN stories to BBC documentaries, and Time magazine articles and everything in between.
- The campaign has reached a global audience of over 3,000,000,000 through online and offline media coverage.
- 34,684 one-minute video job applications from 197 countries were uploaded. At least one person from every country in the world applied.
- Over 475,000 votes were cast for Wild Card applicants.
- Website stats of 8,001,900 unique visits, 53,889,455 page views with an 8.25 minutes average time spent on the site demonstrate the stickiness of this concept.
- A Google search for "best job in the world island" achieves about 43,603 news listings and generates 231,355 blogs.
- A multitude of independent social networks have been established carrying masses of new digital content on the Islands of the Great Barrier Reef.

Anecdotally reports are that the campaign is also having the desired effect with Tourism Queensland reporting a significant rise in website enquiry and bookings for the region.

To this date, the campaign results have far exceeded any expectations the client and agency could've ever hoped for. The campaign is founded on original strategic thinking and is truly innovative. It's an outstanding marketing case study setting new benchmarks in integrated communication. It illustrates effective application of sound strategies in the modern world where social media, digital and mass media are one.

Creative

www.ourawardentry.com.au/bestjob

Username (if applicable) : - N/A -

Password (if applicable): - N/A -

Additional Information: - N/A -