



Southern Great Barrier Reef Campaign background

27 Sept 2015 – 31 March 2016

Here's how you can support and leverage the 1516 Southern Great Barrier Reef campaign which has been produced in partnership between Tourism and Events Queensland, Capricorn Enterprise (CE), Gladstone Area Promotion and Development Limited (GAPDL), and Bundaberg North Burnett Tourism (BNBT).

Start dates

Media >

Phase one: 27 September - 30 November 2015

Phase two: 1 February – 31 March 2016

Online holiday deals > live from Sunday 27 September on the website until 31 March 2016.

Web details

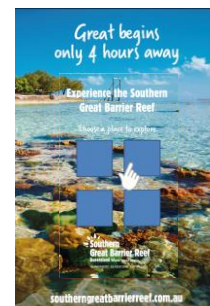
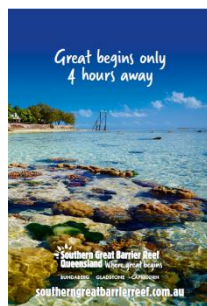
Campaign call to action where traffic is being directed: www.southerngreatbarrierreef.com.au

With deals also appearing on www.queensland.com/southerngreatbarrierreef

Media Overview

\$400,000 campaign including:

- City Light billboards in Brisbane including digital versions and an interactive version that allows you to interactively view four of the region's 360 panoramic images



- Social media advertising on Facebook as well as organic posts from the Southern Great Barrier Reef and Queensland channels, video pre-rolls on YouTube, search engine marketing, electronic direct mail sends to a targeted database and content syndications to push an advertorial angle
- Content series with News Limited that will see five long form stories published and promoted across couriermail.com.au

Here's how you can support this activity:

Social Media

- Use #southerngreatbarrierreef in your social channels including Facebook, Instagram, twitter etc. Also use your destination hashtags #visitcapricorn, #visitgladstone, #visitbundaberg
- During the campaign, Queensland and the regions are hosting a series of Instameets through the state on 3 October, you may like to also re-post these images through your channels using #southerngreatbarrierreef
- Use inspiring destination imagery in your social channels
- Take a look at the Tourism e-kit on social media. This introduces all the key social media platforms and provides tips on using them effectively and efficiently to your advantage - includes Facebook, Twitter, video and image hosting websites such as YouTube and Flickr, blogging, and managing your online reputation using tools such as TripAdvisor. You can Register to view now at:

http://tq.com.au/marketing/australian-tourism-data-warehouse/tourism-e-kit/tourism-ekit_home.cfm

Website

- Add a SGBR campaign advertisement on your website and link to the campaign website www.southerngreatbarrierreef.com.au. [Download here](#)
- Continue to use inspirational destination images on your website and other communications
- Incorporate destination copy and key messages on your website, brochures and other collateral
- Perhaps also Include the TV advertisement or other destination videos on your website
TV AD: <https://www.youtube.com/watch?v=40zfYxbFrXs>
- SGBR Playlist: <https://www.youtube.com/playlist?list=PLwsOom-PMbdWzPap9ouV4IHf5ahJc8Zfs>



Images

- As mentioned above, consider using images across your brochures, websites and social media channels
- A selection of destination images can be [downloaded here](#) for your use
- Visit image gallery and register and browse for a great selection of imagery:
<http://teq.lookat.me.com.au/>

Copy suggestions

Welcome to the Southern Great Barrier Reef: the official start of one of the world's great wonders. Its many islands make a fantastic destination for snorkellers, divers, sailors and fun lovers looking for a stunning, secluded holiday experience.

You can stay and relax right on the reef and get up-close and personal with the resident marine life including hundreds of species of beautiful tropical fish, turtles and manta rays. Or venture inland to the sandstone wilderness and experience our national parks and gorges. Indulge your taste buds at the charming farm gates in the Bundaberg and North Burnett region, escape the crowds and immerse yourself in the beach communities of Agnes Water and Town of 1770 in the Gladstone Region; or visit ancient coral caves and unearth treasures in the Keppel Islands, and Sapphire Gemfields of the Capricorn Region.

Plan your great holiday today at www.southerngreatbarrierreef.com.au

The Southern Great Barrier Reef is where great begins.