



Case Study

2019 EFFIE AWARDS UNITED STATES GOLD WINNER

"DUNDEE: THE SON OF A LEGEND RETURNS HOME"

After years of tactical performance campaigns, Australia's market share in the U.S. remained stagnant – even though outbound tourism was on the rise. So, in 2018 Tourism Australia pivoted their approach, hijacking the Super Bowl with a powerful lead-generation campaign masquerading as the next big Hollywood blockbuster reboot. With a carefully constructed media roll-out to authentically sell the rouse, they helped cut-through the travel marketing 'sea of sameness' and build an enormous qualified audience pool – eventually powering a lead generation rate 4x greater than the country's ever seen.

Competition:
Effie Awards United States

Ran in:
USA

Category:
Media Idea

Brand/Client:
Tourism Australia

Lead Agency:
UM Australia

Contributing Companies:
Droga5
Universal McCann

Product/Service:
Travel, Tourism and Transport

Classification:
National

Dates Effort Ran:
January 18, 2018 – April 30,
2018

Category Situation:
Growing

Credits:
Sarina Ballauff
Sophie Bingham
Nataly Cavagnaro
Chris Colliton
Chris Colter
Danny Huynh
Ashleigh Krstanoski
Anthony Thomas
Kevin Weir



Executive Summary

The Challenge

How do you make Australia top-of-mind for American travelers, and compelling enough to justify flying halfway around the world?

The Insight

Americans can't resist Aussie charm; Whilst they can get beaches, buildings and boardwalks elsewhere, they can't get Australians.

The Idea

Dundee playfully pranking Americans with a powerful, carefully constructed lead-generation campaign masquerading as a popular Hollywood reboot.

Bringing the Idea to Life

Posing as a blockbuster release, we hijacked the Super Bowl to drive mass engagement to power a hyper-targeted lead-generation campaign.

The Results

#1 most viewed 2018 Super Bowl campaign, producing 350,000+ leads; 4x the lead-generation rate of TAs most successful US campaign.

Effie Awards Category Context

Australia has established strong brand imagery, but we weren't top-of-mind and were failing to convert desire to intent & visitation, even as U.S. out-of-region travel grew.

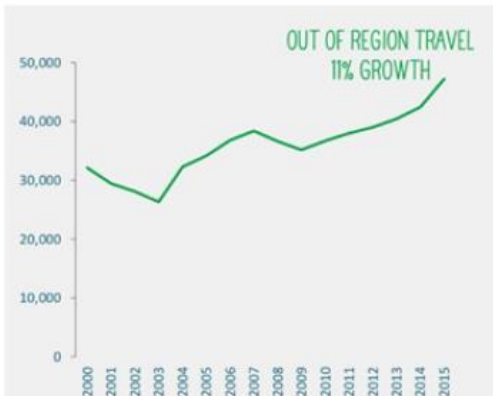
By redirecting efforts to hijacking a major American cultural moment, with a strategic media roll-out turning hype for

a Hollywood reboot into a prolific tourism campaign, a small country was able to break through in a big market all while building an enormous qualified audience pool to re-message down the line, at a rate 4x faster than ever.

State of the Marketplace & Brand's Business

When it came to getting Americans to travel to Australia, Tourism Australia (TA) had a problem. With Europe and the Caribbean so close to the U.S., TAs traditional campaigns promoting Australia's wine and beaches weren't presenting a compelling enough argument to counter the extra 10 hours on a plane. Add to that the fact were **outspent in the U.S. travel industry** that spends over \$5.6B a year, we simply needed to change.¹

The U.S. represents TAs **second most important market** in terms of expenditure with approximately 718,000 visitors spending \$3.7B/year.² Out-of-region travel from the U.S. continues to grow 11% year-over-year.³ However, we weren't reaping our fair share of increased out-of-region travel, punching well below our weight amassing 1.3% of all travel from the U.S.³



Americans attitude to Australia could be summed up as... **Australia: Great country, bloody far away.**

In the past, TA had prioritized offer-led campaigns activated in hyper-targeted, but largely discrete, channels in an attempt to ensure a constant influx of tourists. Whilst they saw incremental uplifts, the effect was not moving the needle longer term. We had to do something different, and bigger, to break through the tourism sea-of-sameness and get Australia back on the cultural travel agenda in essence **taking us off America's one day Bucket List and onto their To-Do list today.**

Audience

Even with a high affinity for Australia, we needed to target an American audience most likely to turn high desirability and intent to visit into booked Australian holidays.

We focused on the U.S. High-Value Traveler (HVT). HVTs characteristics include:

- High disposable income
- Intent to travel internationally in the upcoming 12-24 months
- Love for tourism experiences that align with Australia's offering food & wine, aquatic & coastal, nature & wildlife
- Represent high value stay longer, spend more (average of AUD\$9,000 per person.)⁵

The HVT audience aligned perfectly with TAs business objectives, which were built upon not simply amassing total volume of visitors, but on driving average yield per

visitor.

In order to move HVTs towards action, we couldn't target them exclusively. After all, that's what we've been

doing for years. We needed mass response to make our idea take flight.

Analysis of travel preferences revealed that countries with higher social clout benefit the most from tourism - the more widely discussed, the more visitors.⁶ By making a cultural imprint on a broad audience, we'd generate a sense of interest and cultural cache as the destination everyone is talking about. We would convert that energy into booked trips to Australia.

Objectives & KPI's

Tourism Australia's longer-term business objectives are

1. Make Australia #1 most desired, considered and intended destination by 2020.
2. Grow U.S. market from today's \$3.7 billion to \$6 billion by 2020.

So, in 2018, we needed a campaign that would:

1. Break through & drive earned efficiencies

a. We needed to punch above our weight and in effect double our 3-year total media spend by generating \$36M of earned media value (as measured by EAV).

2. Drive intent-to-book & generate engagement /leads

a. Beyond breakthrough, we needed to make a compelling case:

- i. Drive a double-digit point increase in destination desirability, consideration and intent-to-visit.
- ii. Generate 150,000 qualified leads to airline & OTA partners from mid-Feb to June, which would require a lead-gen rate 1.8x faster than their most successful U.S. campaign ever.

3. Drive visitation and visitor yield

a. Drive HVT bookings to Australia in 2018 to create the trajectory to reach \$6B in overnight spend by 2020.

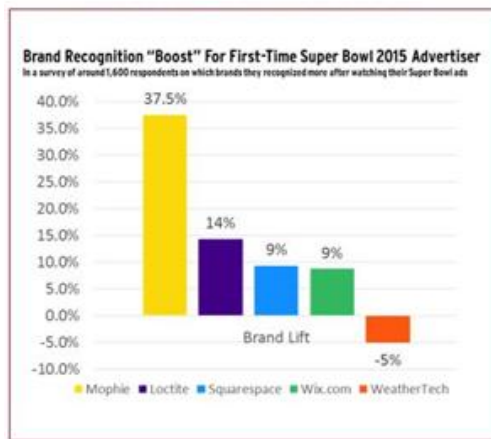
NB: This longer-term objective is measured by the Australian Bureau of Statistics: 2018 data not available until 2019.

Sourcing

1. *Magna Atlas, 2017*
2. *Media Agency Research, 2017*
3. *Tourism Economics, 2015-2016*
4. *Tourism Australia, Consumer Demand Project, 2017*
5. *As defined by Tourism Australia's Consumer Demand Project; spend data collected by the Australian Bureau of Statistics via International Visitor Survey; published in Tourism Economics annual reports.*
6. *National Geographic, "How Instagram is Changing Travel," January 2017*

Insight

It's no secret that the Super Bowl is the ultimate American cultural moment. It's the single greatest impact vehicle with a peak TV audience of 111M (70% of households with TVs in use)¹. A well-crafted Super Bowl ad is a proven brand builder, a driver of related searches, and an accelerator of purchasing intent²

PROVEN BRAND BUILDER.**ACCELERATES PURCHASE INTENT.**

Consumer brands that release ads prior to the game have enjoyed significant increases in search volume.³ However, these brands are missing a crucial ingredient: the element of surprise.

What if we teased a cleverly disguised ad in advance, capturing excitement and anticipation, only to completely blow America's collective mind and win the game as the brand everyone is raving about?

The best performing Super Bowl ads must have a finger on the pulse of the cultural zeitgeist.⁴ This meant striking the perfect balance between what Americans want from Australia and what's culturally relevant in the moment.

To this day, the primary U.S. association with Australia is the iconic film **Crocodile Dundee**, the highest grossing Australian film since its 1986 premiere.⁵ This dovetailed perfectly with the recent Hollywood mega-trend of the beloved film reboot.

Pairing Dundee with the Super Bowl created the opportunity to showcase Australia's personality.

Sourcing

1. Nielsen, *T V Ratings, 2017*
2. YouGov Brand Index, 2017
3. MarketingCharts.com, *Super Bowl Data, 2017*
4. Quantcast, *Ad Search Volume, 2017*
5. Screen Australia, *Cinema Industry Trends Top 50 Films of All-Time, 2017*

The Big Idea

DUNDEE: The powerful, hyper-targeted lead-generation masquerading as the next Hollywood reboot.

Bringing the Idea to Life

We set out to create buzz for a hotly anticipated Hollywood reboot, **DUNDEE: THE SON OF A LEGEND RETURNS HOME** revealed to be an elaborate tourism campaign in disguise with as large a social footprint as possible.

We adopted a teaser/trailer-heavy plan as any Hollywood launch campaign would, knowing this would allow us to capitalize on the window before the Super Bowl without spoiling the ultimate reveal.

As well, since was a tourism campaign, all our pseudo-movie activity needed to work toward one crucial goal: build a qualified audience pool to retarget down the line with laser-focused conversion assets.

DUNDEE became a campaign of two halves a PR-focused movie campaign, and a conversion-driving tourism campaign.

	SELL THE ROUSE				SELL THE DESTINATION		
	DEC26	JAN8	JAN 22	FEB4	FEB11	APR 4	APR30
ROLE	SEED Drive concept authenticity by leaking content	BUILD Drip-feed PR/Paid content to create interest and TOM momentum in the lead-up to trailer launch.		REACT Fuel mass sociability around the spot through multi-platform integration to extend impact & 'win the game'.		MAINTAIN Fuel travel desire by socialising 'trip' content.	CONVERT Drive visitation via co-funded activity.
LEAD KPI	PR COVERAGE	SOCIAL CONVERSATION		ENGAGEMENT	PR COVERAGE	LEADS	
AUDIENCE	FILM MEDIA	MOVIE GOERS		SUPER BOWL FANS		HVT	
PR FOCUS	'on-set' reveals Scoops Cast announce	PR stunt: Danny crash Hemsworth's PR day. Studio press releases		TA press release Talent interviews UGC tour highlights		Native editorial	Partner editorial.
PAID CONTENT FOCUS	No paid media.	:15 Teasers (3x) :06 Teaser (2x) Vertical Video (1x) Static/ Gif Social (3-5x) Dundee Banner (1x)		:60 Hero Spot Social Post Amplification (5x)		:30 Dundee Spot :15 Dundee Spot Real Trip Banner (2x)	Partner co-brand DR.
OESP CHANNELS	Talent Social Film Media PR	Studio Owned PR - Ent Media YouTube Talent Social Dark Social Seeding Facebook Forums (IMDB, Fandom) Search		SB Broadcast (TV, Dig) Twitter Facebook TA Hub Talent Social Google Home Search		PR- News/Ent Crowdfunding Sites Online Video TV Twitter Facebook TA Hub Search	TA Hub In Image Ads Social Video Facebook Watch Search
KEY PARTNERS							
BUDGET		12%		68%		20%	

Sell the Rouse

To spark conversation DUNDEE had to appear real, so a month prior to the Super Bowl we launched as any studio would. Behind-the-scenes leaks, PR releases and four blockbuster trailer drops powered ongoing intrigue, all supported by a comprehensive suite of official assets (website, social handles, IMDB/wiki pages, digital, OOH) to cement DUNDEE's legitimacy. A PR push with the original Crocodile Dundee himself, Paul Hogan, drummed up further intrigue while we entertained fan theories for the reboot on Reddit and The Weekly Planet.

DUNDEE was presented as a buddy comedy in which Danny McBride (Brian Dundee) teams up with Chris Hemsworth (Wally Jr.) to save Mick Crocodile Dundee from danger. An all-star cast featuring some of Australia's most notable actors in supporting roles (Margot Robbie, Russell Crowe, Hugh Jackman, Isla Fischer, Ruby Rose) fueled the fire on their own social media channels while fans and media alike eagerly anticipated the movie.

This all culminated in a 60 second full trailer Super Bowl ad. We negotiated the ad placement to run at the end of the 2nd quarter, found to be the Super Bowls most consistently performing spot length and timeframe.¹

Halfway through our 60 Super Bowl TVC, we revealed the rouse to 100M+ viewers. At that exact moment, all TA media (website, social, OOH, etc.) flipped to become a bona fide tourism campaign with copy transforming from coming soon to come soon.

Sell the Destination

Using momentum from the most talked about ad of the Super Bowl, we retargeted our audience pool with motivating TA-branded content. In a parallel production, we created Why Australia? content that showed off each product pillar in Australia's offering. We then segmented our exposed HVT audience, working ahead of time with airline & OTA partners to create tailored DUNDEE offers & banners per product pillar.

Sourcing

1. Nielsen, Minute by Minute Super Bowl, Total PPL18+, 2014-2017

Paid Media Expenditures

Current Year: September 2017 - August 2018

👉 \$10-20 million

Year Prior: September 2016 - August 2017

👉 \$5-10 million

Budget

- 👉 About the same as competitors in this category.
- 👉 More than prior year's budget.

Tourism Australia has been thoughtful about strategy and reallocation of budget, rather than securing additional budget to fund the DUNDEE campaign. They have pledged AUD\$36M over three years (2018-2020) which equates to ~USD\$25M (\$8.3M per year). Not a large budget by US-advertising standards. So, while a Super Bowl :60 might indicate a lavish spend, it's simply a front-loaded strategy designed to make Australia top-of-mind, build an audience pool and generate leads to convert in a far more cost-conscious manner in 2019 and 2020. It's also worth noting Dundee generated far more than its 3-year total spend in earned media value.

OWNED MEDIA

We used Tourism Australia's owned social (@Australia) and corporate website (Australia.com) to capitalize on the momentum post-Super Bowl reveal. On the site, we created a custom landing experience that housed content from the campaign and linked to bespoke itineraries & partner offers that were mentioned in the preceding content. More interestingly, before the reveal, we essentially had to create our own new (and temporary) owned media ecosystem. We bought and built out DundeeMovie.com and Dundee Movie social handles on Facebook, Twitter and Instagram all of which simultaneously flipped post-reveal and redirected to Tourism Australia's official owned channels.

SPONSORSHIP

N/A

Communication Touch Points

DIRECT

👉 Retailer Specific

GUERRILLA

👉 Buzz Marketing

INTERACTIVE/ONLINE

- 👉 Brand Website/Microsite
- 👉 Digital Video
- 👉 Display Ads

MOBILE/TABLET

👉 Display Ad

OOH

👉 Billboard

PR

SEARCH ENGINE MARKETING (SEM/SEO)

SOCIAL MEDIA

TV

👉 National Tagged Spots

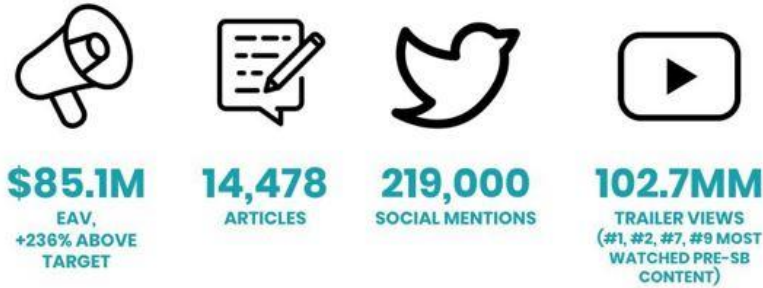
USER GENERATED

👉 Viral

Results

1. Breakthrough & drive earned efficiencies (target of \$36M EAV)

We reckon we put our beautiful country up in lights:



By focusing on the quieter window pre-Super Bowl and tapping into the voracious movie trailer community on YouTube, we were the #1 Most Viewed Super Bowl Campaign.⁴ And Facebook reports we have the highest ever recorded recall for Teaser/Movie Videos in U.S. entertainment category.⁵

Not bad for a fake movie.

2. Drive consideration, intent-to-book & generate 150K engagement/leads

We did more than breakthrough. We made a compelling case:

- We generated 3.44 million visitors to owned channels, of which 97.5% were new to site, with average visit time of 4:19 minutes.⁶
- Uplift of +35% in flight search queries for Australia in week after the Super Bowl.⁷
- 367,889 campaign leads generated, at a lead gen rate 4x greater than TA’s most successful U.S. campaign.⁸

Per tracking, we smashed every expectation, seeing, for Australia as travel destination⁹:



3. Drive visitation and visitor yield

- As mentioned above, this data doesn’t become available until well into next year. The following diagnostic measures point to a drastic out-performance vs. last year, and put us beyond our required trajectory for 2020:

A name withheld Online Travel Agent saw¹⁰:



- Other key travel partners saw¹⁰:



With a booking curve that is traditionally 6-8 months long, and available data for just 3-4 months of that, we're beyond excited about our trajectory – and the campaign is still far from over.

Other Contributing Factors

- Economic Factors
- Synergies, Partner Offers & Communications

Economic Factors: While the Australian dollar rebounded around the time of the Super Bowl, it has been on a slightly downward trajectory vs. the USD since making travel more attractive to American HVTs. That said, we don't anticipate this has played a major factor as the AUD is essentially flat vs. YA.

Synergies, Partner Offers & Communications: By design, we coordinated with key partners from airlines (Qantas) to OTAs (Expedia) to travel agents (Swain) to sync up their efforts with Dundee, and where possible introduce offers and deals for trips to Australia. This was not unusual deep discounting; rather a smart way to align activity to create the highest possible marketing synergies.

Sourcing:

1. Meltwater, Tourism Australia, 2018
2. Netbase, 2018
3. Tourism Australia, 2018
4. AdAge / Visible Measures, 2018
5. Facebook, 2018
6. Tourism Australia / Google Analytics, 2018
7. Google, 2018
9. Tourism Australia partner data, 2018
9. FiftyFive5 tracking data, collected for Tourism Australia, 2018
10. Tourism Australia partner data, 2018, Results 4 February to 31 May 2018



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