

How can you follow a tough act like Daryl Somers?
The story of how Integrated Communications is achieving even
greater success for the Northern Territory Tourist Commission

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Introduction

In 1999, the NTTC's strategic review necessitated a shift from a mainstream mass market approach to niche marketing for continued success. The 'Daryl' campaign had worked, but something different was needed.

DDB were appointed to deliver an integrated communications campaign encompassing:

- Brand positioning
- Product development
- Packaging of product
- Niche based creative and media strategy
- Direct marketing
- On-line strategy

This campaign, designed to work at all points of the holiday decision making process, generated an additional \$2.8 million in tourism dollars over the previous year.

The Problem

Despite its great appeal, the NT is commonly viewed to be a place "I will visit one day". Why? Because it is perceived to be amazing....but:

- Too hot
- You need lots of time
- There's nothing to do in Darwin or Alice Springs
- It's too difficult, too uncomfortable etc

There were extra barriers in 2000:

- The Olympics
- A trend to shorter holidays
- Mortgage rate increases
- GST
- Fuel price increases

Objective

Increase conversion of intention into action; to convert more inquiries into bookings.

Strategy

1. PROVIDE MOTIVATION AND DEMOLISH BARRIERS

2. ENSURE COMPLETE COMMUNICATIONS INTEGRATION

1. Provide Motivation

i) Positioning idea: Revitalisation

Revitalisation = unique attribute of NT

ii) Communications opportunity

- Most tourism advertising is highly descriptive of product features and price. Such an approach with the NT would only work for those already committed.
- DDB developed holiday motivations (eg. escape, relaxation, adventure, romance etc) which became holiday packages offering different ways to be revitalised. We put the benefits ahead of the features and targeted them to high value consumer segments.
- Each 'Experiential' package was placed in the most suitable niche magazine environment and provided with its own phone number to enable better service at the call centre in Alice Springs.

Escape – Centre



Adventure – Top End



ii) "Not much to do in Darwin or Alice"

Lack of knowledge is a barrier in itself. Two double page ads explained the range of things to be done in these two cities.

Alice

A change of sex isn't the only secret Alice has been hiding.

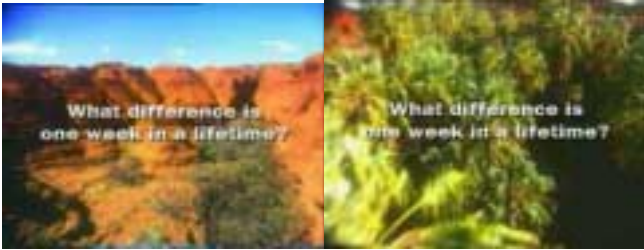
The advertisement for Alice Springs is presented on a double-page spread. The left page is dominated by a large, vibrant photograph of a dirt road curving through a lush, green landscape. A person is seen walking along the path. The headline, "A change of sex isn't the only secret Alice has been hiding," is prominently displayed in the upper left. The right page is filled with text, organized into columns. A diagram of a building's floor plan is included, along with a photograph of a hot air balloon and a small image of a camel caravan. A small inset image shows a person riding a camel.

Darwin

Like most 25 year olds, Darwin has a lot going on.

The advertisement for Darwin is presented on a double-page spread. The left page features a large photograph of a sailboat on the water at sunset. The headline, "Like most 25 year olds, Darwin has a lot going on," is prominently displayed in the upper left. The right page is filled with text, organized into columns. A photograph of a boat is included, along with a small image of a person riding a camel.

TVC¹



ALICE/CENTRE

SFX: Northern Territory theme track throughout.

SUPER: What difference is one week in a lifetime

MVO: It's a world only a few hours away.

An experience that lies at the heart of Australia.

You'll do things you've never done before.

And when you come back, you'll feel a different person.

But you'll never never know, if you never never go.

So talk to a Territorian today. Call 1800 621 336.



**SUPER: Talk to a Territorian 1800 621 336
www.ntholidays.com**

Or your nearest licensed travel agent



DARWIN/TOPEND

SFX: Northern Territory theme track throughout.

SUPER: What difference can a week in The Tropics make to you?

MVO: It's one of the most valued places on earth.

A land where nature is at its most spectacular.

Where you'll experience the wonder,

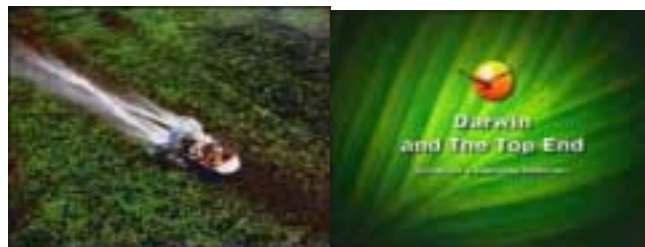
And feel the mystery.

But you'll never never know, if you never never go.

So talk to a Territorian today. Call 1800 621 336.

**SUPER: Talk to a Territorian 1800 621 336
www.ntholidays.com**

Or your nearest licensed travel agent

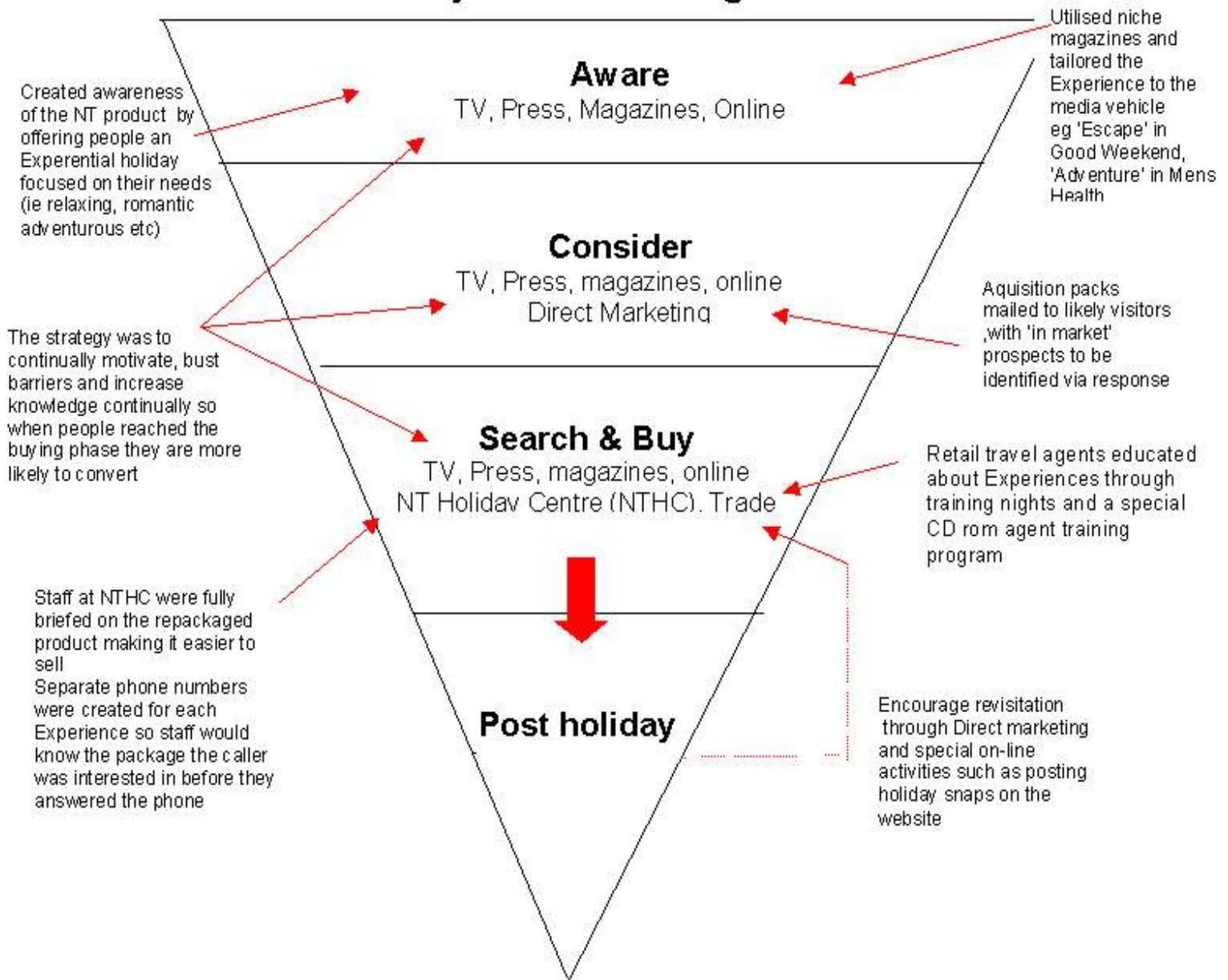


¹ Budget constraints prevented the production of any new TV commercials. The challenge was to use existing footage from previous campaigns and change the script to meet the objectives and criteria of the new strategy.

3. Ensure Complete Communications Integration

- The integrated campaign was developed to reach people throughout their holiday decision making process.
- The media campaign began in early March 2000

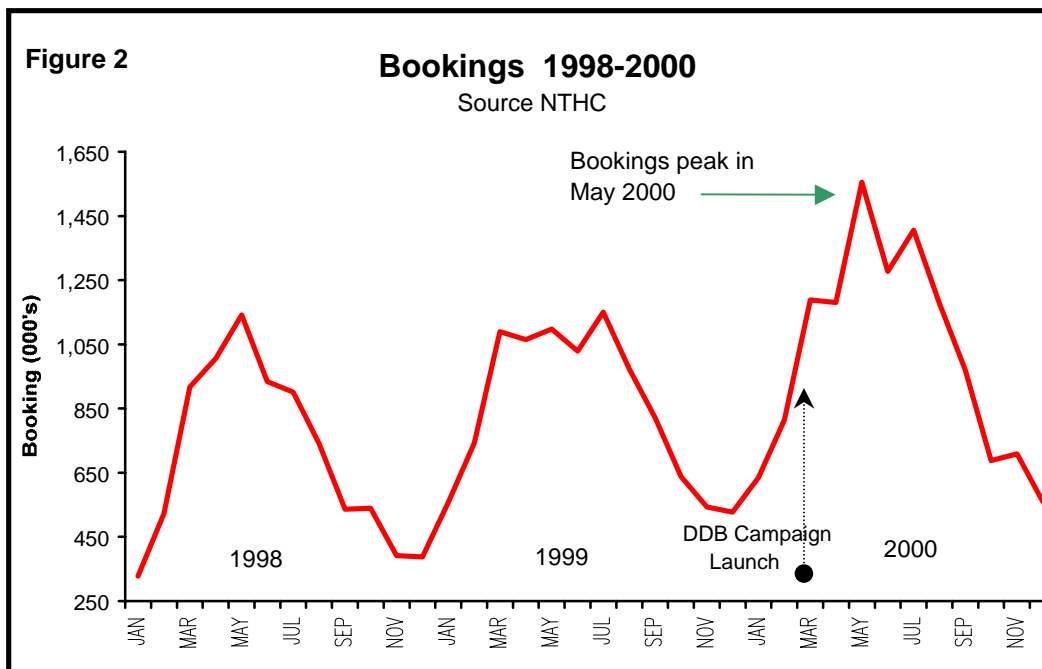
Holiday Decision Making Process



Results ³

Conversion of Calls to Bookings ⁴

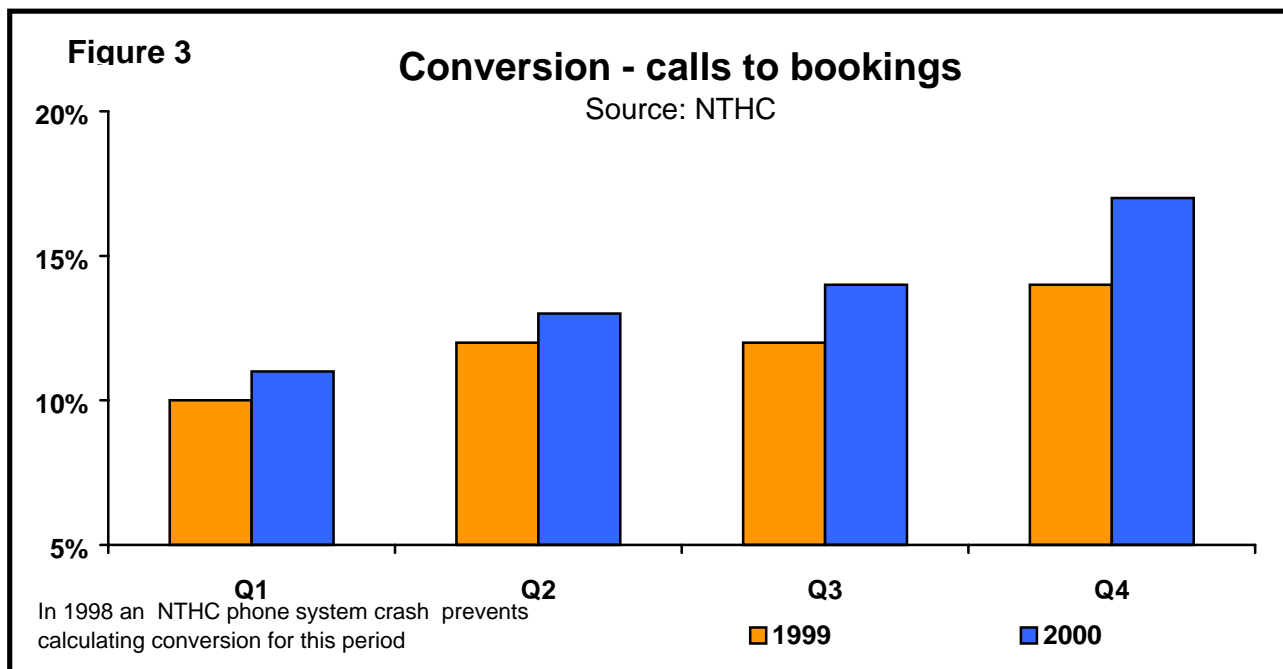
- In March 2000, the NTHC enquiry's reached it's highest ever peak, with 11,699 calls for that month.
- An increase in bookings over previous years (Figure 2) coincided with launch of new campaign.
- There was a 20% increase in bookings for March – December 2000 over the same period in 1999



³ In the absence of results from the NVS past March 2000, we are unable to analyse total visitation statistics other than the increase in bookings taken by the Holiday Centre.

⁴ Sales data refers to calls and bookings made to the NT Holiday Centre. It is extremely difficult to track the total number of people that decide to visit the NT as a result of seeing the advertising, as they have many more options than booking through the NTHC (they may book through their local travel agent, airline etc.) It is possible to look at the number of bookings that are being made through the Holiday Centre relative to the number of calls and work out what percentage are converting.

- March to December 2000 also saw a 12% increase in conversion from the same period for 1999.
- The increase in conversion of calls to bookings was maintained for each quarter of 2000 compared to 1999 (Figure 3).
- Despite traditional seasonal decrease in calls from August to December, a conversion rate of no less than 14% was maintained, reaching highest ever peaks of 18% in November and 21% in December 2000.



Increased revenue for NTTC

- Given the average spend² per interstate visitor of \$787 (and assuming two people per booking) we can calculate the revenue delivered by the campaign through bookings for the period March-December 2000.

Visitors booking through NTHC (March- December 00)	=	21,418 X
Est. average spend per interstate visitor		\$787
Est. revenue generated by NTHC bookings		<u>\$16,855,966</u>

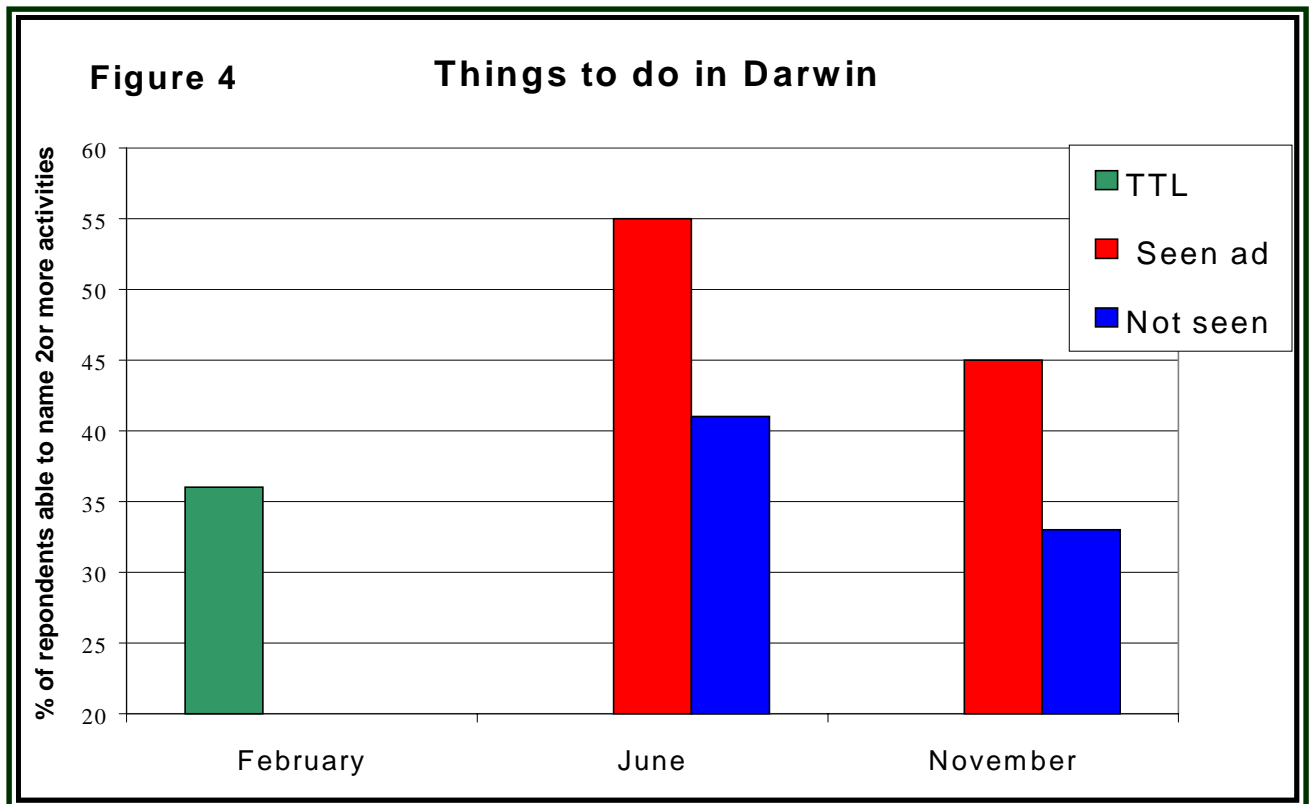
² The average spend per interstate visitor to year ending June 2000 was \$787 (NT Travel Monitor).

- The DDB campaign was responsible for at least \$2,792,000³ worth of incremental revenue.

THE SUPPORT

What role did the advertising play?

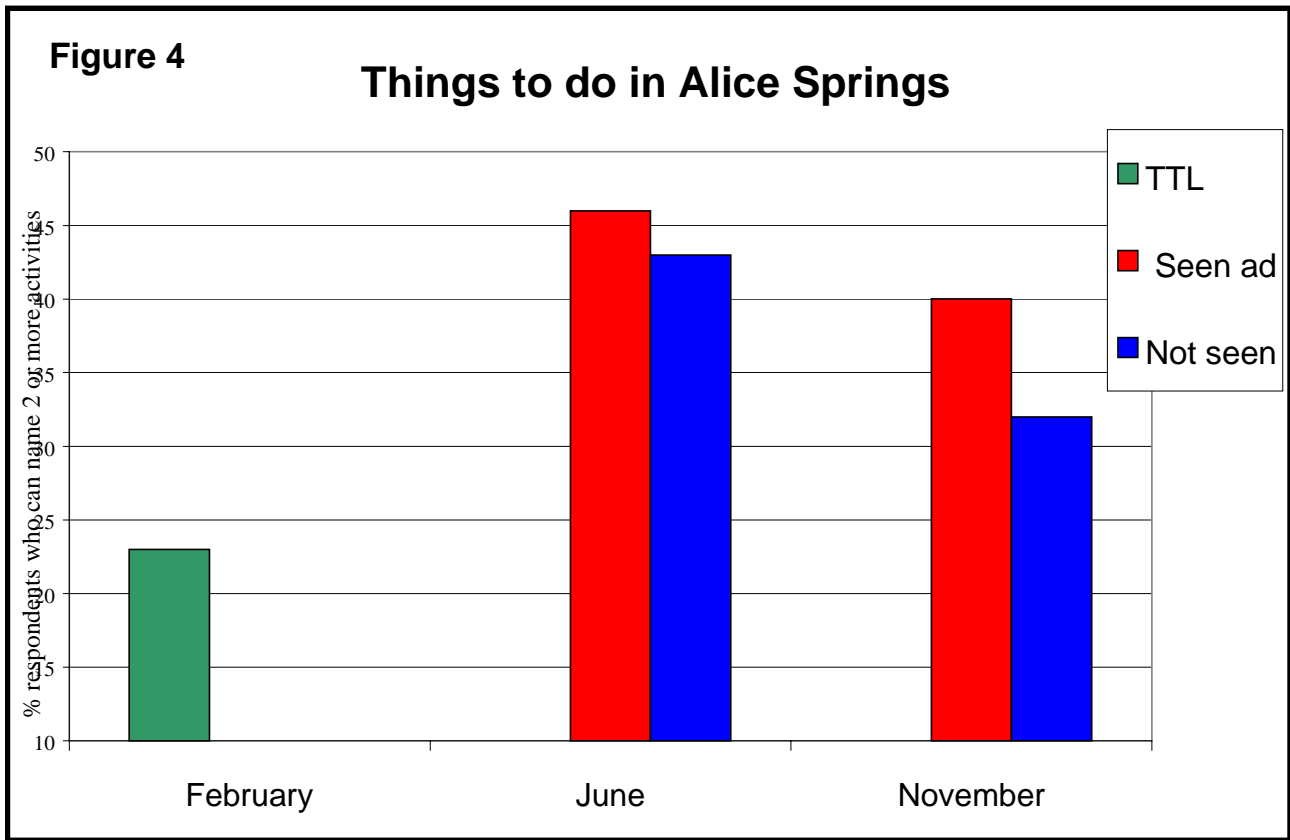
- People who have seen the advertising can name now more things to do in both Darwin and Alice⁵
- In June, more people who had seen NT advertising could list 2 or more activities to do in Darwin than those who hadn't. The levels still remained high in November despite diminished media presence.



³ NB: Highly conservative estimate given it is calculated on average spend and the campaign is directed at a more affluent sector of the community

⁵ Data sourced from the Holiday Tracking Survey (HTS) conducted by Roy Morgan Research on behalf of the NTTC. Respondents to the HTS completed a Computer Assisted Interviewing (CATI) Survey including questions specific to the NT. Wave 1 (benchmark research) of the CATI was conducted in February and comprised 522 interviews conducted in selected areas of Australia (Wave 2, conducted in June— 511 interviews and Wave 3, conducted in November, 506 interviews)

- More people who reported seeing NT advertising were able to list 2 or more activities to do in Alice Springs than those who hadn't seen it in both June and November (Figure 4)⁶



Travel Agents

⁶ In June and November respectively, 43% and then 32% of people who said they hadn't seen any advertising for the NT could list two or more things to do in Alice compared with only 23% in the pre campaign survey in February. This indicates that it is likely that the advertising is reaching more people than those who say that they remember it.

“Over the past 12 months we have definitely been selling more trips to the NT. We are finding it easier to sell the Experience packages because they are set out better...in fact we’ve sold quite a few in the past few weeks”

John Joyce Manager, Port Maquarie Travel, Feb 2001

What could have caused increased conversion?

Product?

The product itself played a role in increasing conversion because it was easier to sell. The reshaping of product was a deliberate part DDB's holistic strategy

Price?

Prices actually increased with the introduction of the GST, yet conversion increased.

Packaging?

Packaging of the product influenced conversion, by better shaping it to meet consumers needs

Direct Marketing?

Of acquisition packs sent out, there was an overwhelming response rate of 24.4% (vs 3% industry average). This should be considered as a key component of an integrated campaign.

Website?

Traffic to www.ntholidays (created by DDB) doubled as a function of advertising following the launch of the new NTTC URL, from an average of 20,000 unique site visitors per month to a high of 46,000 unique visitors during March 2000.

Holiday Centre?

Holiday Centre staff were better equipped to handle inquiries – the separate phone numbers for each Experience helped sell the Experience the particular caller was interested in.

PR/promotional activity?

There was no major PR activity concerning the NT in 2000 that would have encouraged the extra visitation.

East Timor?

Many visitors (military, UN etc) came to Darwin in the last quarter of 1999, prior to the campaign. If anything, the trouble in East Timor might be expected to have a suppressive effect on visitation.

Conclusion

The success started in 1992 by the NTTC's Daryl Somers campaign has continued.

In moving from a mass to niche marketing approach, and through integrating all communications around a core idea (ie Revitalisation through Experiences) the NTTC and DDB have been able to generate an approximate increase in tourism dollars of 2.8 million in 2000 over 1999.

It was achieved by repackaging the product, re-focusing the brand, adapting creative messages to media environments, and ensuring the campaign was integrated around the holiday decision making process of consumers. All of this has given rise to a 12% increase in conversion.