Flood Recovery Campaign Snapshot

Outback Queensland
Live Australia's story

PHASE ONE: OPERATOR ONBOARDING

15 – 21 April

1. Review the toolkit
2. Load your deals to ATDW
3. Film your open messages
4. Register for our media famil program

PHASE TWO: CAMPAIGN ACTIVATION

Now to Mid - June

1. Advertising schedule commences
2. PR opportunities rolled out
3. Operator deals amplified by OQTA and TEQ

A MULTIPLATFORM APPROACH

Digital | Print | Social Media | On Demand Video | PR & Media Coverage

THE ROLLOUT

Newscorp

- Two native content pieces amplified through Newscorp social channels and display network
- Display advertising and retargeting media through the Newscorp network that will drive traffic to the OQTA landing page

RACQ

- Full page advertorial inclusion in the June issue of *Road Ahead*
- 3 x native content pieces on the RACQ website
- 4 x inclusions in the Road Trip EDM (reach 57,000 subscribers) for May, June and July

On Demand Video

- Video streaming across On Demand Channels (including Nine Now, Seven Plus, Foxtel, Kayo and more)
- Interest-based targeting (travellers, caravanners and those who have purchased flights and related travel products)
- Geo based targeting focused on those areas with flight connections and Northern QLD drive market

Social Media

- Comprehensive campaign advertising through OQTA social channels
- Includes video campaigns, drive itinerary carousels and events promotions
- Deal support for operators

Email Marketing

- OQTA to issue an email series in support of the Outback is open, come and say g'day theme
- Deals will be supported here

PR & Media Support

- Extensive media engagement activities including targeted event and operator profiling
- Engagement with select influencers
- In region weather crosses and media stories

Outback is Open – Come & Say G'day!