



BRAND RESEARCH

There's nothing like Australia campaign – Phase 2

WILL FURTHER RESEARCH BE UNDERTAKEN?

Consumer response to the campaign in-market will be monitored through campaign evaluation research using many indicators including impact on consumer awareness, consumers' preference and intention to visit Australia.

Quantitative measures will also be used to track visitation numbers and destinations visited. Tourism Australia's ability to attract and work with industry partners on the campaign will also be measured.

HOW MUCH MONEY WAS SPENT ON TESTING THE NEW CAMPAIGN CREATIVE?

Around AUS\$290,000 has been spent testing the initial creative concepts and executions pre-launch.

CONCLUSION

There's nothing like Australia combines Tourism Australia's 40 years of experience in knowing what international tourists want, the Australian people's knowledge of what makes Australia special, and the travel trade's insight into what sells best. *There's nothing like Australia* will be central to Australia's tourism message for the next decade and beyond.

For further information visit www.tourism.australia.com/tnla

In May 2010 Tourism Australia launched its global *There's nothing like Australia* campaign.

There's nothing like Australia was designed to be a longstanding, flexible campaign that could evolve to remain relevant to the target audience in a highly competitive and fast-changing global tourism environment.

Since its launch, the campaign has appeared in 25 countries and has been translated into 17 languages. It has been used by 180 Tourism Australia partners including airlines, State Tourism Organisations, travel distributors and the Australian industry.

Research has shown that the campaign is working well and is an excellent platform to communicate with our target consumers that Australia is a must-see destination with some of the world's best tourism experiences.

Tourism Australia is now embarking on the next stage of the campaign, to be launched in June 2012. This new phase of *There's nothing like Australia* builds on the already successful and established platform and takes it a step further by specifically focusing on quality, highlighting some of the very best experiences and products that Australian tourism has to offer.

As with the first phase, the creative will be multi-faceted and multi platform, with a strong digital, social media and advocacy focus.

RESEARCH OBJECTIVES

Extensive research was conducted by independent global advertising research specialists Ipsos ASI in key target markets prior to the launch. The primary objectives of the research were to:

- Identify the most motivating experiences for each market;
- Provide guidance on the relative emphasis to be given to each scene in each market;
- Assess the emotional response to the soundtrack that will be used in the film experience; and
- Identify which of the three print creative executions was the most motivating in each market.



HOW WAS THE RESEARCH USED?

The research was used to refine elements of the campaign in each market depending on the experiences the target audiences found most compelling and that would motivate them most to book a holiday in Australia.

WHAT TYPE OF RESEARCH WAS CONDUCTED AND WHERE?

Ipsos ASI tested a sample of the target audience in nine key markets: Australia, China, India, Indonesia, Japan, Korea, Malaysia, UK and USA.

In Australia, India, China and the UK, both quantitative and qualitative research methods were used.

In the USA, Japan and Korea, an online quantitative methodology was used and in Malaysia and Indonesia, the research was conducted by means of quantitative, face-to-face interviewing.

The same stimulus materials and questionnaires were used across all markets with local language translations used in China, Indonesia, Japan, Korea and Malaysia.

WHAT WAS TESTED?

The research tested 16 film concepts, three print executions and a film soundtrack. The concept of using local talent was also researched to assess how important using local talent is in an advertising campaign.

TOPLINE FINDINGS

Consumers were asked to select from a list of concepts the one experience that they found most motivating. There was generally a similar pattern across the markets with the most motivating experiences relatively consistent across all nine countries.

As a total suite, the creative ideas tested well and were found to motivate people – causing an increase in consideration of Australia. Some concepts tested better, some less well in local markets, supporting the modular approach which will underpin the campaign.

Overall, different experiences seem to appeal to different consumers, and this applies both between markets and within markets. The difference in the level of motivation delivered by the experiences across markets supports the strategy of developing multiple executions, with the emphasis on different scenes for different markets.

Internationally iconic Australian experiences, such as Uluru, the Great Barrier Reef and Sydney Harbour, drive strong motivation. While there are some important differences in the level of motivation the experiences deliver across countries, there is also a high degree of consistency.

Domestically the experiences that were most motivating to Australians were the Great Barrier Reef, Uluru, Bungle Bungles and the Kimberley, Freycinet and Kangaroo Island.

SOUNDTRACK

Research was also conducted with Australian and international audiences to assess the emotional response to the original soundtrack created for the new brand film. The soundtrack was the result of a unique musical collaboration between two talented musicians - one an Australian singer-songwriter, Dewayne Everettsmith, and the other a young American viola player Jasmine Beams, who took part in Tourism Australia's multi-award winning Making Tracks campaign.

When surveyed on whether the music was a good fit with the 16 experiences featured in the film, the majority of international respondents reacted positively. Amongst Australian respondents, the majority loved the music, with 84 per cent saying they found the music inspiring.

The research concluded that the evolution of the *There's Nothing like Australia* campaign appears to be on solid ground. Across all markets in which the material was tested, there was a positive shift on consideration from pre-exposure to post-exposure. While there were some important differences in the level of motivation the experiences delivered across markets, there was also a high degree of consistency, supporting the single global approach being used in the campaign.