30 June 2003

$1 million TV campaign to target domestic market

Television viewers around Australia will be motivated to come to the Northern Territory for a holiday experience that will never, never leave them when NT Tourist Commission (NTTC) television commercials begin screening nationally this week.

The TV advertisements, which were shot in both the Top End and Central Australia over the past month, will be the first Northern Territory television commercials with new creative content seen by southern audiences since 1995.

Tourism Minister, Dr Chris Burns, said that the new campaign will cut through the clutter of tourism advertisements in the domestic market.

"When the campaign’s creative elements were first brainstormed earlier this year, it was obvious that our advertisements had to stand out in a ‘sea of sameness’ to drive visitors to the Northern Territory in a tough tourism climate," Minister Burns said.

"I believe that the imagery in these ads do just that – and they reinforce the basic premise of our advertising campaign – that a Northern Territory holiday will give you memories that will stay with you for life.

"After the print campaign began earlier this year, Cabinet allocated an additional $1 million to enable the NTTC to produce and broadcast these television commercials, the first with new creative content since 1995 when Daryl Somers was the NT’s ambassador."
Dr Burns said that research identifies television commercials as the best advertising medium to promote brand recall, rather than brand recognition.

"The advertisements will screen in Sydney, Melbourne, Perth and Adelaide on Channels 7, 9 and 10 until mid September. The target audience is 25 to 54 year olds who fit the NTTC’s ‘affluent adventurer’ or ‘packaged culture’ segments. Recent research identified that people who fit within these categories are predisposed to taking an NT holiday and are in a position to travel."

The broadcast campaign uses images developed through the national print campaign that ran in major metropolitan newspapers and magazines earlier this year. The imagery brings to life the promise that a Northern Territory holiday experience will never, never leave you…memories of unforgettable Territory moments will be triggered in unusual settings long after the visitor returns to the normality of home.

$1 MILLION NTTC TV CAMPAIGN DETAILS

The Top End advertisement features a crocodile and Kakadu wilderness shots while the Central Australian advertisements show a camel train meandering through the spectacular Ooraminna range.

Warumpi Band’s singer and songwriter, George Rrurrambu, was contracted to provide a voice over for the ‘croc’ advertisement in Gumatj (East Arnhem Land dialect of Yolngu Matha) and Luritja (Central Australian language) for the ‘camel’ ad.

Two weeks after the television commercials begin screening, stills of specific offers developed cooperatively between the NTTC with major travel wholesale partners will be added at the end of each advertisement, driving immediate consumer action.

The television commercials are one element of a multi faceted marketing campaign. Other elements include:
Outdoor advertising – billboards will be erected in high traffic areas and posters placed near top-selling travel agencies and bus stops.

Elevator advertising – the television commercials will be shown in lift screens between 300 and 600 times per week in major office buildings in Sydney, such as the IBM, Optus, Nestle and MLC buildings. Roy Morgan research has identified that a high percentage of the NTTC’s target audience, dubbed the ‘Affluent Adventurer’ segment, works in these buildings and are ‘light’ television viewers. The NTTC’s Sydney based staff will also be working with travel wholesale partners to host interactive displays in building foyers.

On-line – Potential visitors to the Northern Territory have been identified by their desire to be listed on the NTTC’s database. These people will be contacted by email during the first week of the campaign. Specific travel offers developed by the NTTC and its wholesale travel partners will be posted on the www.ntholidays.com site with links to the wholesaler’s own website.

Trade program – Research shows that 52% of consumers book their holiday through a travel agent so educating and motivating the agents is an essential part of the campaign. Sydney based NTTC staff will be hosting a five-week training program for call centres and key top selling travel agents.

Radio and print advertising – the NTTC will provide cooperative funding to its wholesale travel partners for advertising on national newspaper and radio stations during the campaign.