



**M**OMENTS  
like this

**2.0 – Consumer advocacy campaign**  
**Moments like this – *by you.***  
**13 January – 31 March 2023**

# About the campaign

**Moments like this - *by you*. Competition led consumer advocacy campaign.**

**Dates: Friday 13 January to Friday 31 March 2023**

Moments like this – *by you* follows on from SQCT’s ‘Moments like this’ spring/summer campaign targeting visitation to our region which concluded 13 December. This next iteration has been created to drive consumer advocacy, asking visitors to our region to share their memory-making moments for the opportunity to WIN a return holiday to Southern Queensland Country.

‘Moments like this – *by you*’ asks visitors to show and share their original images or videos taken in region, tagging @sqcountry with the hashtag #sqcountry and sharing what that memory is about in their social media posts. All consumers sharing their images or videos with us will be eligible to win the ultimate holiday to return and create more ‘Moments like this’ in Southern Queensland Country.

Purpose of the competition:

- Drive awareness, encourage conversation and buzz with visitors to our region exploring the range of experiences, sharing places to go, stay, eat, explore
- Build up assets for our region – delivering on consumer demand for ‘authentic/real’ experiences through the power of social proof, advocacy and sharing.
- Support our Members through on-sharing of the assets – tagging Member businesses and Councils as relevant to the venues, locations and experiences being shared by consumers with SQCT.

# How will SQCT get the message out

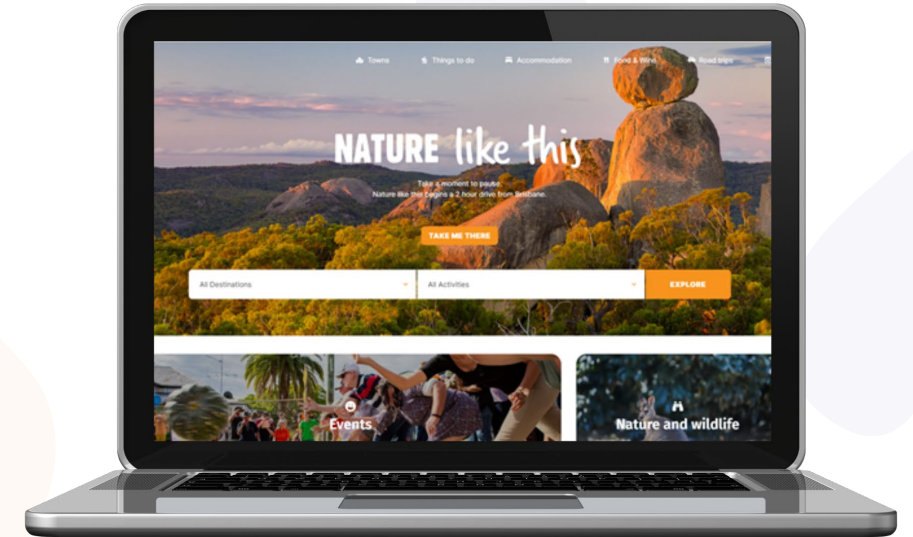
Moments like this - *by you* | Friday 13 January to Friday 31 March 2023

SQCT will leverage paid digital advertising plus our highly visible, high engagement digital assets in promotion of this consumer advocacy campaign.

Marketing channels include:

- SQC's consumer website [southernqueenslandcountry.com.au](https://southernqueenslandcountry.com.au)
- SQC's social media platforms through organic posts and stories, and via connecting with consumers as part of our community management (response to social media engagers).
- Features in our fortnightly e-newsletters promoting the competition and the chance to WIN \$1000 worth of holiday value in our region.
- Feature story in The Weekend Edition e-newsletter targeting Brisbane consumers plus promotion across [The Weekend Edition | What's on in Brisbane website](#) (paid media)

Plus, as a preview to the competition, SQC has created a new series of social media reels, one per region designed to inspire a short break or holiday to Southern Queensland Country now and through the summer months.



SOUTHERN QUEENSLAND COUNTRY

SOCIAL MEDIA:  
120,000+ followers

WEBSITE:  
30,000+ unique visitors each month

eDM:  
Approx 50,000 subscribers

# Prize details and getting involved

## The consumer offer:

Share your #momentslikethis in #sqcountry to WIN \$1000 to holiday in Southern Queensland Country

## Prize details:

SQCT are offering one lucky winner \$1000 to be spent in SQC on the winners choice of tourism experiences within the three categories of:

- Accommodation; Dining out; and/or Tours, entry tickets and/or other tourism experiences available in region

Winner must choose from ATDW listed product, as seen on SQCT website with SQCT coordinating the prize and purchasing gift vouchers with the nominated product(s). Prize is valid for and must be fully used within six (6) months of the date of the draw.

## Getting involved:

Members and Partners are encouraged to promote the competition to visitors/guests encouraging them to post and tag @sqcountry with hashtag #sqcountry on their social media accounts *along with* sharing and tagging the Member product/venue. SQCT will also in turn tag/#hashtag Member product/venues as is shared with us through the competition. This engagement with consumers and cross-support through SQCT and Member social channels expands the reach for our region and tourism offering – supporting the Member and building on our visitor economy.

Need more information?  
Keen to join in and support?  
We are here to help

Contact:

[info@sqct.com.au](mailto:info@sqct.com.au)

Or call 07 4632 1988