



MOMENTS
like this

**Spring/ Summer campaign
Member buy-in opportunity
28 September – 6 December 2022**

Campaign overview – Member opportunity

Southern Queensland Country | Moments like this

Dates: 28 September – 6 December 2022

Southern Queensland Country Tourism (SQCT) invite Members to participate in our next campaign, Moments like this, targeting visitation through the spring/summer period. This campaign builds on the success of the recent autumn/ winter 'Nature like this' campaign and last year's 'Mother of all Nature' campaign, focusing on converting travel interest into bookings through the shoulder period. As we head into the change of seasons, this campaign builds on the known sentiment and demand drivers of our consumer market who seek safe and welcoming outdoor experiences, quality food and drink experiences and places to explore as the weather gets warmer. Southern Queensland Country region is perfectly positioned to deliver on all these needs.

SQCT's 'Moments like this' campaign targets the drive market with itineraries for country drives through, stays within and stops to engage in the region's unique experiences along the way. Capturing the change of seasons through imagery and story, the campaign adds another dimension to SQCT's established 'Nature' aligned campaigns.

SQCT's campaign timing and marketing buy leverages the marketing spend of TEQ's 'Days like this' ongoing marketing theme and newly launched 'Seize the Days' campaign and upcoming planned retail sales event - a multi-million dollar national spend supporting all Queensland regions from which Southern Queensland Country is in a great position to benefit, launching on October 9.

Members are offered the opportunity to join with SQCT, leverage SQCT's database and strong social media following and in addition benefit from TEQ's current marketing activities.

Campaign overview – Moments like this

So, what does ‘Moments like this’ entail?

From climbing precariously balancing granite boulders, hiking through UNESCO-listed rainforests with stunning waterfalls waiting at the end of the track, to fields filled with seas of bright yellow sunflowers, and events that define a region... These are the moments that create core memories and far outlast any souvenir you might purchase.

Its ‘Moments like this’ that build holiday itineraries, that create FOMO, that stoke the wanderlust in all of us. It’s ‘Moments like this’ that form our most favourite and memorable memories. And it’s ‘Moments like this’ spent in Southern Queensland Country that have visitors returning again and again. Who share their ‘Moments like this’ with everyone and anyone who will listen and who pique the interest of new visitors looking for their next adventure.

The aim of ‘Moments like this’ is to evoke memories and nostalgia, to reminisce and daydream through shared adventures and experiences. We invite you to share your experiences and products that are the foundations for core memories and create ‘Moments like this’.



How will SQCT market the campaign

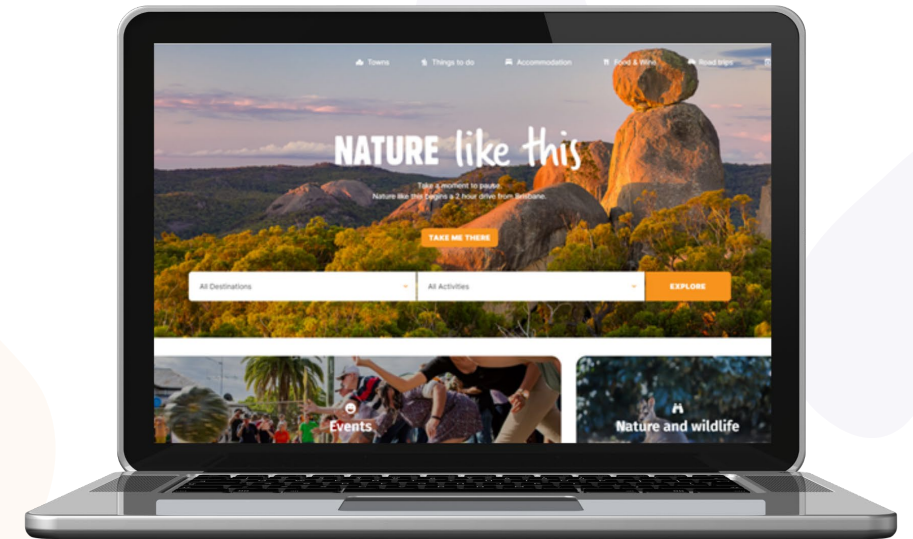
Moments like this campaign | 28 September to 6 December 2022

SQCT's marketing efforts remain primarily digital-focused with a content marketing strategy dedicated to growing our 'owned' media assets including our consumer database and website southernqueenslandcountry.com.au

Marketing channels will include:

- Social media advertising including paid and organic static posts, stories and reels to SQCT's high engagement follower base
- E-Newsletter advertising including paid ads in Brisbane's weekend and holiday targeting newsletters to their subscriber base; plus SQCT's owned consumer database sent fortnightly to approx. 50,000 subscribers
- Stories and linked content on SQC's consumer website aligned with the campaign theme to inspire a short break or holiday to Southern Queensland Country.

SQCT's Moments like this campaign targets travel intenders using Roy Morgan research data to understand the consumers most likely to visit our region and ensure messaging resonates and media used in targeting is effective.



SOUTHERN QUEENSLAND COUNTRY

SOCIAL MEDIA:
120,000+ followers

WEBSITE:
30,000+ unique visitors each month

eDM:
Approx 50,000 subscribers

Cooperative Advertising Package – Member buy-in

15 x packages available

Southern Queensland Country Tourism is offering buy-in packages for up to 15 x Members | 28 September – 6 December 2022

Includes:

[1] Facebook and Instagram advertising – sponsored post specific to the Member
Paid advertising targeting SQC's geographic and demographic audience driving
to your ATDW content on the SQC website, with link to your website

Quantity: 1 x static post ad
Duration: Up to 2 weeks
Spend minimum \$150 incl agency fee

[2] Organic Social story on SQC's Facebook and Instagram account (each story 4-6 slides)

Quantity: 1 x story

In addition your product will be mentioned in one x SQC's consumer eDM during the campaign.

PLUS your ATDW listing will be given priority positioning as one of the first 3 x products featured on the 'Moments like this' campaign landing page on SQC's consumer website for a duration of 2 weeks. Members who create a special offer timed for the campaign will also benefit from a targeted 'Special Offer' label on their ATDW listing, plus will gain additional exposure on TEQ's Queensland.com website during their high-spend campaign activity.

Value of buy-in package : estimated at \$500 + GST

Price for Premium Members **\$200 + gst**

Price for non-premium Members **\$250 + gst**

Offer is open to a maximum of 15 x members on a first-come first-serve basis. Deadline to participate is Monday 19th September.

Participation agreement

Member business: _____

Membership type (please tick):

Premium _____

Non-premium _____

Contact details:

Name _____

Contact number _____

Email _____

This agreement is for participation in the SQCT 'Moments like this' campaign – running 28 September through to 6 December 2022 with inclusions are as outlined on the prior page.

Deadline for agreements to be accepted : Monday 19th September 2022

Deadline for copy and image assets as required for this campaign: Friday 23rd September 2022

This campaign is limited to 15 participating Members on a first-come first-served basis. Once received SQCT will contact you to confirm involvement and lock in your inclusions.

Please return to : sheree@sqct.com.au

Questions? Connect with our marketing team

Deb Holland | Marketing Manager
deb@sqct.com.au 0447 321 989

Sheree Gillies | Marketing Communications
Coordinator
sheree@sqct.com.au