

Destination Queenstown

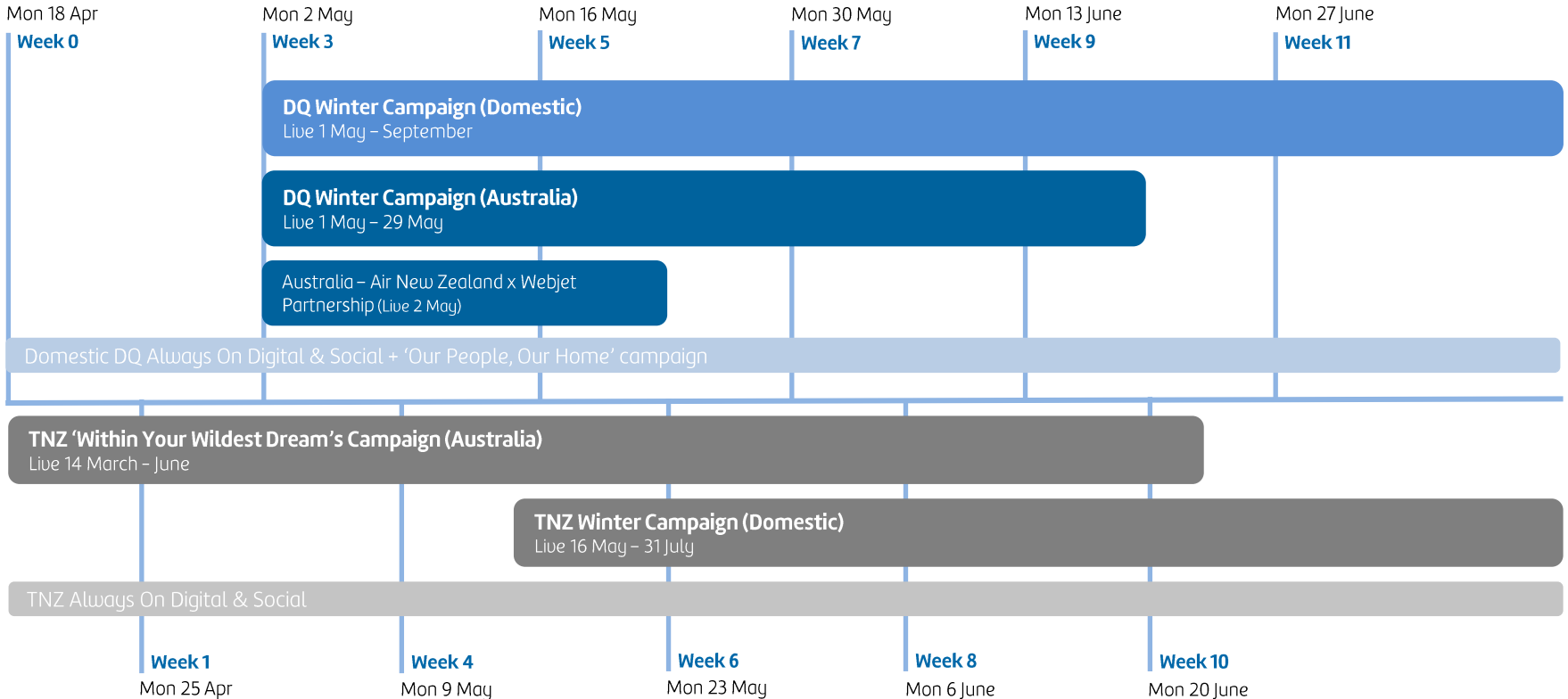
# Winter Campaign Toolkit

Campaign Toolkit – Domestic & Australia Winter 2022

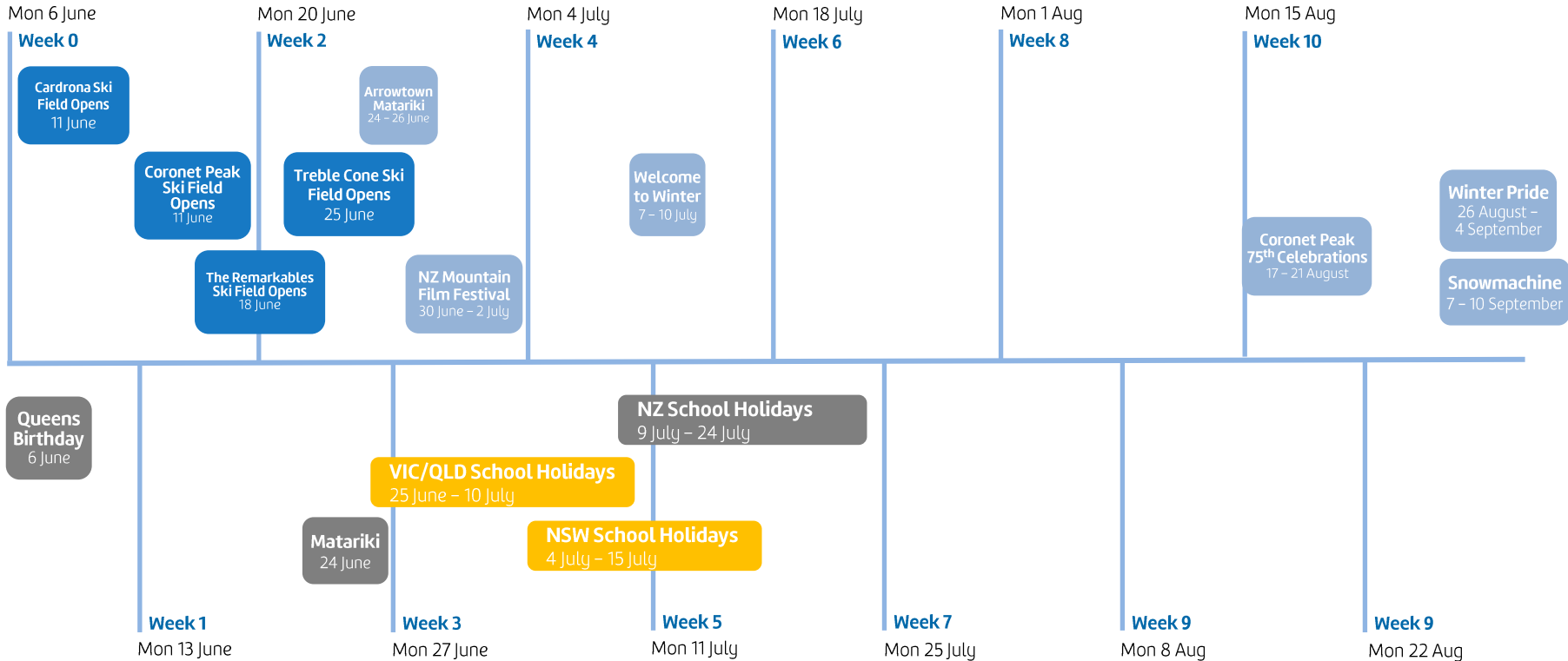


HOME OF  
ADVENTURE

# Campaign Calendar



# Winter 2022 Queenstown Calendar



# Campaign Approach

## Challenge:

In a year when Kiwis are able to leave the nest and our Aussie friends can return, we need to re-ignite their passion for Queenstown and convince them to book a winter holiday in Queenstown, the home of winter.

## Approach:

- Build brand and drive preference through mass reach channels and big screen moments
- Sustain our presence in market with a high impact always-on digital and social campaign spanning May – September, driving preference for a Queenstown winter holiday, focusing on two key segments: **Winter Lovers & Ski Enthusiasts**
- Full-funnel conversion based activity, creating and leveraging tactical partnerships and activity to drive bookings
- Fully integrated activity (Media, Consumer & Trade) for maximum efficiency across both NZ and Aus markets
- Campaign framework that is easily deployable, flexible and scalable to respond to any changing travel environments

# Campaign Approach

## Objectives:

- Winter Lovers: Position Queenstown as New Zealand's ultimate winter holiday destination offering alpine landscapes, variety of activities & snow experiences
- Ski Enthusiasts: Defend Queenstown's reputation as the best skiing and snowboarding destination in the Southern Hemisphere
- Stimulate immediate and short term demand for winter visitation
- Support direct bookings and demand generation for members

## Campaign KPIs:

- Drive 500k domestic website sessions, and 100k AU website sessions
- Drive 100k domestic referrals and 20k AU referrals

NOTE: Domestic Campaign duration 1 May – 31 August (four months)

NOTE: Australian Campaign duration 1 May – 29 May (one month)

# Campaign Framework

Dream

## Winter Brand Campaign

Objective:  
Brand layer of the campaign driving consideration and preference for Queenstown as a winter holiday destination for both winter audience segments

Activity:  
Awareness inspiration layer, mass reach, all potential travellers

Plan

## Winter Lovers Segment Campaign

Bespoke paid consumer marketing campaign driving plan and book content to a primed audience

## Ski Enthusiasts Segment Campaign

Bespoke paid consumer marketing campaign driving plan and book content to a primed audience



## Always On Plan & Book

Paid digital and social activity live year-round promoting other seasonally relevant key segments e.g., Families, Food & Drink, Luxury etc

Book

Member & Travel Trade Packages + Industry Partner JVs

# Campaign Activity Snapshot

	Domestic Winter Campaign 	Australia Winter Campaign 
<b>Objective</b>	Drive preference and convert demand	Drive preference and convert demand
<b>Activity</b>	Full-funnel (dream   plan   book) conversion campaign	Full-funnel campaign, weighted to upper funnel activity with tactical partnerships to convert demand
<b>Audience</b>	All of NZ with a focus on winter lovers (families, DINKs, luxury) and ski enthusiasts (outdoor explorers, ski/snowboard interest)	Australia Eastern Seaboard (SYD, VIC, NSW) with a focus on winter lovers (families, DINKs, luxury) and ski enthusiasts (outdoor explorers, ski/snowboard interest)
<b>Channels</b>	Nationwide TV, VOD, Out of Home Billboards + Street Posters, Online Video, Social/Digital/Google Ads, Content & Media Partnerships, DQ Media Programme, Travel Trade and Member Packages	Connected TV, Online Video, Social/Digital/Google Ads, PR, DQ Media Programme, Content & Media Partnerships, Destination Co-op Campaign with Air NZ x Webjet and JV Campaigns with Ski Wholesalers OzSnow and Sno'n'Ski
<b>Timings</b>	1 May – September	1 May – 29 May

# Winter Video Assets

View the Hero 30second Video



View the Ski Enthusiast and Winter Lovers 15second Videos



**Video assets embargoed until 1 May – please don't share**



# Out of Home Billboards

High impact Out of Home Billboards & Street Posters in Auckland, Wellington and Christchurch



# Example Social Ads

Examples of social ads at different stages of the funnel



Plan



Plan



Plan



Book

# Domestic Media Approach



**URBAN  
:LIST**



# Domestic Campaign Schedule

Winter Campaign Media Placements		1 May	8 May	15 May	22 May	29 May	5 June	12 June	19 June	July	Aug
Awareness	<b>TV Media</b> 30" and 15" video assets across TVNZ and Discovery/Three										
	<b>Out of home Billboards</b> Auckland, Wellington & Christchurch										
	<b>Dream Digital Layer</b> 30" and 15" video assets										
	<b>DQ Media Programme &amp; Sponsored Content</b> Avenues, Capital, Dish, MiNDFOOD, NZME + Famils										
Demand & Conversion	<b>Urban List Partnership</b> Sponsored Content Articles with solus EDM and paid media										
	<b>Plan &amp; Book Digital Layers</b> Planning content, itineraries, product led book content, deals and packages										

# Australia Media Approach



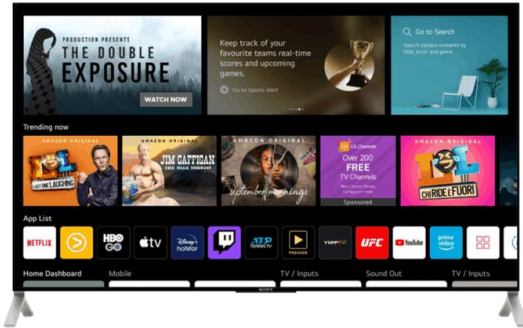
AIR NEW ZEALAND 



webjet.co.nz



BROADSHEET  
MEDIA



The Sydney  
Morning Herald

SYDNEY  
FILM  
FESTIVAL  
JUNE 08-19 2022

oz snow  
ozsnow.com

sno n ski  
HOLIDAYS

THE  AGE

 HOME OF  
ADVENTURE

# Australian Campaign Schedule

Winter Campaign Media Placements		1 May	8 May	15 May	22 May	29 May
Awareness	<b>Connected TV</b> 30" and 15" video assets					
	<b>Dream Digital Layer</b> 30" and 15" video assets					
	<b>Sydney Film Festival 2022</b> 30" and 15" video assets across SFF Big Screen OOH TVs					Live June
	<b>DQ Media Programme &amp; PR – Earned and Paid</b> MiNDFOOD, Escape AU, Signature Luxury Travel, Sydney Morning Herald, The Age and activity via PEPR					
Demand & Conversion	<b>Broadsheet Media Partnership</b> Sponsored Content with paid support across social channels					
	<b>Plan &amp; Book Digital Layers</b> Planning content, itineraries, product led book content, deals and packages					
	<b>Air NZ x Webjet Co-op Campaign</b> Three week partnership campaign across partner social and owned channels					
	<b>Travel Trade Activity</b> Ski Wholesale JV Campaigns with Oz Snow and Sno n Ski					

# How To Get Involved

Throughout the campaign 'Book' layer of both the domestic and Australian activity, we will retarget campaign engagers and drive traffic to Product Listings, [Special Offers](#) and [Travel Packages](#) pages on our website. To take full advantage of the campaign, please ensure your listings are up-to-date and that your messaging has been aligned with the campaign where relevant.

## **Load a Special Offer**

A special offer must be some sort of value-add or discount for the end consumer. All offers valid after 1 May will automatically be included/featured on the Special Offers landing page. Validity of special offers should extend to August (if possible) to ensure the deals can remain active through the extended campaign period. Special offers are created as listings, using 'Special Offer' as the listing category.

## **List a Travel Package**

A travel package listing must be an all-inclusive package and partnership with other local businesses i.e. accommodation + an activity. Travel packages are created as listings, using 'Travel Packages' as the listing category.

Click [here](#) if you need assistance with creating or updating a listing.

Click [here](#) for more information on how to optimise your listings and load special offers.

# Thank You

**For any campaign enquiries, please contact:**

**Ruby Soole, Marketing & Campaign Manager**

E: [rubys@queenstownnz.nz](mailto:rubys@queenstownnz.nz)

**Sherri Gibb, Digital Marketing Manager**

E: [sherrig@queenstownnz.nz](mailto:sherrig@queenstownnz.nz)