

Inspired
By Locals

GREATER HAMILTON

Campaign Summary

A DOMESTIC MARKETING (DRIVE MARKET) CAMPAIGN TO SUPPORT, REIGNITE & POSITIVELY IMPACT THE GREATER HAMILTON VISITOR ECONOMY.

This campaign is designed to be nimble and responsive so that we have the continuous ability to meet the challenges of the rapidly-changing COVID-19 pandemic. The amplification and tone of our messaging will be adjusted to ensure that the campaign is appropriate, relevant and effective, whilst taking advantage of National, State and Regional tourism initiatives.

BACKGROUNDER

Inspired By Locals is a resilience and recovery campaign, to lead the Greater Hamilton visitor economy through COVID-19 recovery and rebuild phases.

2020 has seen unprecedented challenges for regional visitation, initially impacted by nation-wide bushfires, furthered with pandemic-induced economic slowdowns and travel restrictions. Greater Hamilton's visitor economy needs leadership, support and action.

In line with the State's strategic priority of 'building the potential of regional and rural Victoria' with a deliberate marketing focus on local stories and compelling experiences that win the hearts, the minds and the wallets of the visitor, we established Inspired By Locals.

THE CONCEPT

Inspired by Locals puts the Greater Hamilton people at the heart of everything we do, showing their resilience, passion and their love for our region, our products and our experiences.

Friends trust friends, not ads. So we've gathered our local tribe to tell our potential visitors about their favourite places, spaces and things to do in our region.

It's an opportunity to celebrate our local-hood:

- people & stories
- heritage & history
- landscapes & laneways
- distinctive experiences

THE OBJECTIVES

Cultivate Ambassadors: Identify & engage with the champions of our region, spotlight their insights and encourage sharing of distinctive local content with friends and relatives.

Generate Awareness: Continue to build consumers awareness of Greater Hamilton, its places, its experiences and its people.

Promote Consideration: Create an aspiration in the market for consumers to plan a visit to our region, by improving their knowledge and understanding of our offering.

Drive Conversion: Turn the awareness and aspiration into compelling and specific reasons that drive visitation to the region, connecting visitors with direct pathways to purchase.

Engage The Visiting Friends & Relatives Market: Offering a truly integrative experience, and harnessing the power of connection with our locals and their visiting friends and relatives, a print component of the campaign will use postcards as a tangible piece of content to invite their loved ones to our region.

The campaign provides us the opportunity to deliver technology and data based solutions that inspire, convert and service travellers at all stages of the visitor journey, measured by; traffic & time spent on site, video views, engagement, reach, re-targeted reach, conversion goals (on site) and other metrics.

WHO IS OUR AUDIENCE?

Stage 1 of this campaign targets the domestic VFR (visiting friends and relatives) market.

Stage 2 extends to the Victorian and nearby South Australian drive markets (including those visiting surrounding destinations e.g. the Great Ocean Road & Limestone Coast).

Stage 3 amplifies and extends the campaign Nationally.

The primary focus is on educated and progressive 'lifestyle leaders' who seek out new experiences. Importantly, the flexibility of this campaign will also enable us to target specific audiences where there's potential for economic impact e.g. group travel, visitors travelling with pets and potential relocators.

We seek to motivate this audience to hear our stories, meet our people, be compelled by our experiences and offerings and come for a visit. A memorable visit is often the first step in longer-term decisions to live, work, invest or study in the region.

HOW WILL THE CAMPAIGN BE IMPLEMENTED?

Visitgreaterhamilton.com.au was created as our region's premier digital asset for the visitor economy - strategically designed to address visitor dispersal and showcase our destinations, our events, and products, so that visitors come to our region, stay longer, spend more, and return. This platform is both owned and controlled by the SGSC Visitor Experience Team, not relying on an external or third party to prioritise our local content.

The campaign is hosted as a dedicated landing page within visitgreaterhamilton.com.au, and includes strong call to actions to [connect local](#), [buy local](#) and [book local](#).

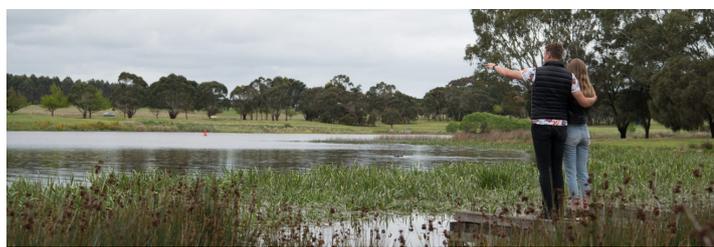
Investment in new visual assets for the region has accompanied this campaign, with vibrant, captivating videography and photography at the forefront.

The campaign is innovative and integrated using search, social media, email, re-targeted marketing and digital advertising. Further promotion will occur through our collaborative industry partnerships.

HOW CAN OUR INDUSTRY ENGAGE?

In-person engagement through small workshops is backed by a dedicated Industry Toolkit, including media library, creative social elements, tiles and copy templates. Industry will also create, share and feature in digital content through guest blogs, interviews and the use of our hashtags [#visitgreaterhamilton](#) and [#inspiredbylocals](#).

We have deliberately considered our industry's involvement in this campaign, with a desire to continue building on the successful engagement we created during our COVID-19 business support activities. We know their support and engagement will be vital to the overall success of the campaign.



BUILDING ON THE SUCCESS OF
www.visitgreaterhamilton.com.au