

Experience Marlborough

Destination Marlborough Domestic Campaign

Campaign Period: 1st March to 31st May

Target Market: Embracing Life Segment.

83% are Married/couple with children living at home.

They are likely to be family focused and earning a high income.

Their ideal holiday characteristics are: Relaxing, Family Friendly, Outdoors, Nature Based and Romantic.

They are not looking for big cities and nightlife.

Travel products that appeal to them are: Outdoors, Culture and Heritage, Food and Wine and Experiences for the Whole Family.

We will be concentrating on three areas: Christchurch, Wellington and Auckland.

What we are promoting: Short breaks for families in Marlborough. The campaign is focused on events and experiences rather than “deals”.

Tagline: “An experience for the whole family”.

The Plan

We will utilise a range of advertising mediums to reach as wide an audience as possible. Print advertising will be concentrated in the following major publications; The Press, Dominion Post and Sunday Star Times. Online there will be click through advertising with AA Travel and TVNZ online.

In conjunction with the above, radio advertising with The Breeze in Wellington will be added to the mix.

The call to action for all promotion and advertising will be the domestic landing page on [Destination Marlborough's website](#). To measure the advertising and to make it easier for the audience to connect to the page we will be including a QR Code in print advertising.

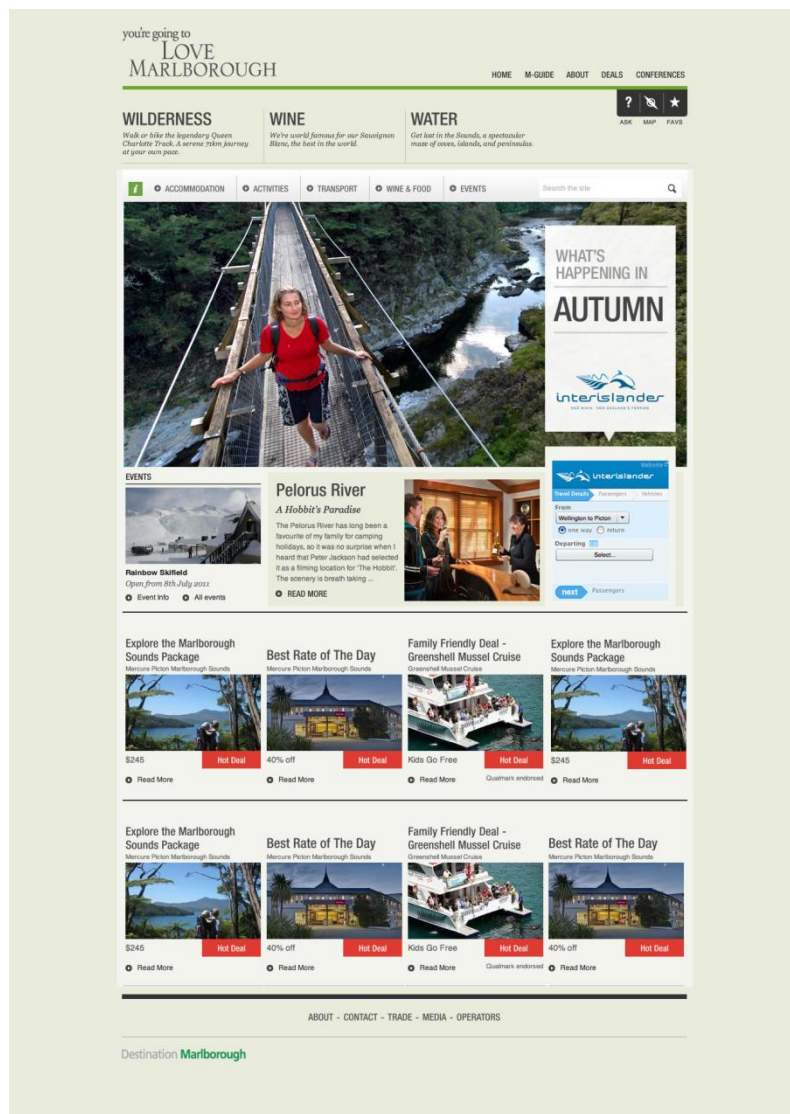
We will also be running competitions to win Marlborough product or weekends in Marlborough on the Breeze in Wellington and The Christchurch Press. From these competitions we will be harvesting domestic consumer contacts to increase our database for future promotions.

Air New Zealand will support the campaign with availability and pricing in our target markets to coincide with the advertising schedule.

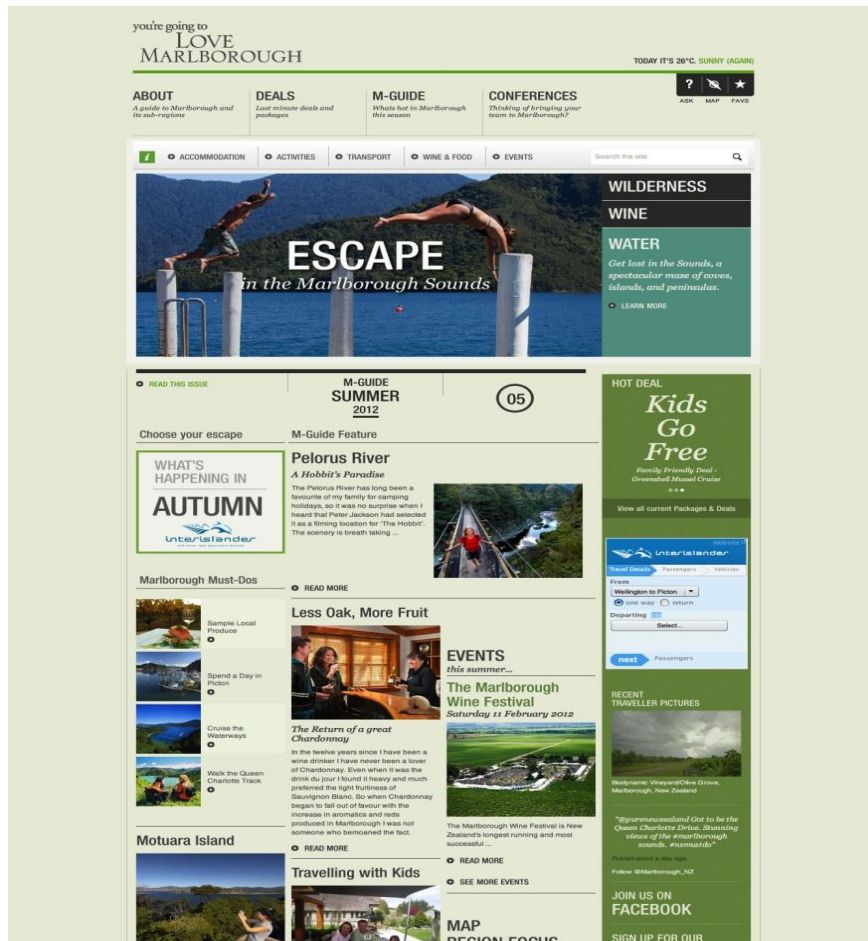
Interislander is the campaign's principle partner and will be promoting the “Experience Marlborough” message through their social networks, e-newsletters to their 160,000 strong database and on their website. They will also be supporting with all their Wellington radio and print advertising and by erecting the [lovemarlbrough.co.nz](#) billboard over April and May. The worth of their investment is valued at \$120,000 NZD.

Website: The Domestic page is being redesigned to match the campaign visuals and themes. The page will feature the artwork from the print advertisement at the top of the page (in replacement of the shot with the women on Pelorus Bridge). The Destination Marlborough Logo and the campaign tagline will also be visible from the top of the screen. Underneath the main image will be up coming events, a link to an M-Guide story about bringing your family to Marlborough, a weather report and a link to a page on suggested short break itineraries.

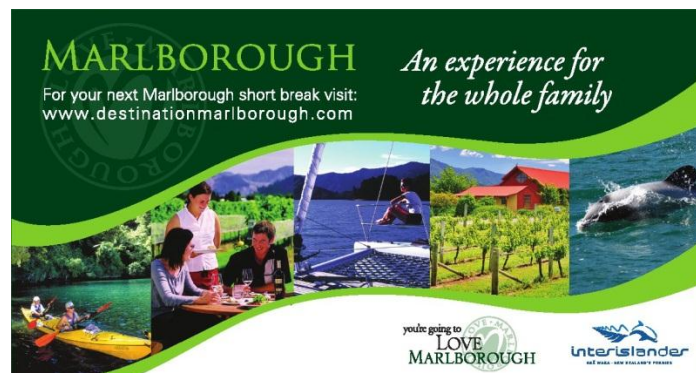
There will be space for a maximum of 12 Operator listing tiles – featuring a tag line, the company name, an image, a starting from price and either a book online blue square or a red deals square. The tile will link to their full listing on the lovemarlborough.co.nz.



There will be a tile featured on the home page of www.lovemarlborough.co.nz which will connect through to the Domestic Page.



Below is a draft of the artwork that will be used for the “Experience Marlborough” campaign. The ad will be modified depending on the size required for each publication and website.



Advertising Schedule:

Publication	Ad Size	Circulation	Placement	Cost
Sunday Star Times	Third Page	554,000	2 Sundays in March	\$4,000
The Press - At Home Feature	Third Page	248,000	5 advertisements in Press, One in At Home	\$1,000
The Press -Escape	Third Page	109,000	one a week from 19 March to 8 April	3,000
Dominion Post - Your Weekend	Full Page	237,000	17th March	3,000
Radio - Breeze Wellington	On air competition and 30 second ads		27th February to 26th April. Competition to run week of 12th March	6000
Online - TVNZ	banner ad	250,000 impressions	1st March to 30th April	3,000
AA Travel Online	display ad	50,000	27th February to 20th May	\$1,500
AA Go see Discover	display ad	90,000	March	\$1,000
Total				22,500

Operator Investment:

- Each operator will receive: A tile on the Destination Marlborough Domestic Landing Page with a photo, company name, tagline and starting from price. This tile will link through to your full listing.
- Your business Logo and image will appear on one of the ads in each publication. E.g. At least once in the Press, Dominion Post and Sunday Star Times.
- In the Dominion Post full page advertisement every business will receive a listing with an image, 30 word description, company name and website.
- Inclusion in either The Breeze or The Press At Home Competitions where your product will be named.
- Priority inclusion in any editorial/advertorial that DM runs in any Domestic publication during the campaign period, where the product fits the story angle.
- Priority inclusion in the short break itinerary suggestions shown on lovemarlborough.co.nz.
- Priority inclusion in story ideas sent out to domestic media outlets to feature during the campaign. Publications that are being approached are Sunday Star Times, The Press, Dominion Post and New Zealand Life and Leisure.

Investment = \$900 excluding GST.

Campaign Value

The following will be undertaken by Destination Marlborough; advertisement placement, artwork design, operator co-ordination, editorial, website development and the organisation of any familiarizations. The monetary value of the campaign is worth \$144,000 broken down as below.

Organisation	Investment
Destination Marlborough	\$13,200
Individual Operators	\$10,800
Interislander Promotion	\$120,000
Total Value	\$144,000

Agreement to Participate

I would like to invest in the Experience Marlborough domestic marketing campaign.

Company name:

Contact Person:

Email:

Website:

I would like to include the following free of charge to be used in one of the competitions that are being run as part of this campaign.

Prize Details:

Both competitions will have the following terms and conditions: Subject to availability, the prize cannot be taken on a public holiday and it must be redeemed by 1st December 2012.

Please specify any other terms and conditions you require:

Please include a company logo, promotional image of at least 1MB and 30 words of text on your business.

This agreement is effective from 20th February 2012 until 31 May 2012. I have read and understood the campaign proposal, and agree to meet the criteria outlined in this document.

Signed _____

Company _____

Date _____