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VeryGC Global Business Insights 2007: Overview

Research of your market conditions/needs and why you decided to develop this marketing campaign. Explain the rationale for the campaign.

Gold Coast Tourism Corporation (GCT) is the Gold Coast's strategic destination marketing authority.

In partnership with members, industry and stakeholders GCT promotes destination Gold Coast to international and domestic markets.

As part of a Five Year Strategic Plan: 2006-2010, GCT has moved quickly to evolve strategy and implement activity to combat current risks and enhance our dominance in traditional and emerging markets.

An important pillar of the Five Year Plan is a repositioning of the Gold Coast from simply a king of leisure, to a dominant leisure and business tourism destination.

When GCT developed its Five Year Plan, business tourism represented just AU\$282m or 8.7 per cent of all visitor spend on the Gold Coast. Within the first 12 months of the plan's implementation GCT had successfully increased business tourism spend to AU\$459m or 10.8 per cent of all visitor spend in the region.

The Gold Coast's position in the business tourism segment is clear and targeted. Rather than competing with larger business tourism destinations in the Asia Pacific region, GCT has established a premium niche positioning, by promoting a dichotomy of fun and business for the city by the beach. Leveraging its established attractions, assets and environment increases the corporate experience beyond that of any large city offering.

This positioning has been well received by the Asia Pacific corporate decision makers as is evident in the 36% growth in business delegate days and the official recognition of the Gold Coast as the third most popular Asia Pacific Business Resort Destination as voted by readers of CEI Asia Magazine for two consecutive years – the only Australian destination to be awarded in any category.

As a platform to enforce the city's capacity as a leading business tourism destination, increase international awareness of the city and deliver international thought leadership, GCT developed *VeryGC Global Business Insights*.

Delivered for the first time in February 2007, the event has linked destination Gold Coast to an international business forum which has the effect of increasing buy-in from the national and international business tourism segment by demonstrating that the region has the infrastructure, venues and professional services to facilitate such high profile events.

VeryGC Global Business Insights 2007: Objective

What are the objectives of the campaign and how/when will the results be measured? Who is your target audience? What is the message you are sending?

VeryGC Global Business Insights 2007 (GBI 07) aimed to be recognised as this region's most pioneering leadership event, this was achieved through two key differentiators:

1. The key speakers had never spoken in an interactive forum within the region before, therefore the delegates were being offered a once in a lifetime opportunity to hear from global industry pioneers.
2. It consisted of six functions in four countries over two days, with content delivered live via satellite simultaneously to forums in Gold Coast, Auckland, Singapore and Hong Kong, therefore delegates were a part of an event with actual global impact.

These two points were supported by the high desirability and interest in Gold Coast as a destination to form the core compulsions of our campaign which aimed to position the Gold Coast as a unique business tourism destination and sell tickets to GBI 07.

GCT made it clear that GBI 07 was an invitation to interact with some of the world's most influential business minds in an exciting and stimulating environment, hence marketing messages such as, *Pick Dr. Alan Greenspan's brain, Get advice from Ricardo Semler and Bounce ideas off Michael Ryan* were used.

The consistent brand VeryGC Global Business Insights and tagline *Pioneering perspectives that change the world* reinforced the destination and positioning at all levels.

Our primary delegate audience was C level executives, corporate leaders and influential decision makers in Australia, New Zealand and Asia Pacific.

To make contact with potential delegates of this level, we targeted domestic, national and international press, trade and business media, industry groups and service providers.

The success of GBI 07 and by extension the marketing campaign was measured by a set criteria:

- Brand distribution
- Media exposure (value and circulation)
- Target delegate attendance
- Content delivery
- Ticket Sales

VeryGC Global Business Insights 2007: Campaign

Explain the actual campaign with the use of visuals and text, include samples of collateral used, communication mix (advertising, public relations, direct sales, promotional items), timing of campaign components and actual costs.

GCT understood that we had to create interest and conversion in a first time business event while changing long established perceptions of the host destination as a purely leisure region.

As such our campaign execution was focused on building brand awareness which was backed up by a substantial proposition.

Brand: name, tag and logo

The event name, *VeryGC Global Business Insights 2007* precisely surmised the event destination and purpose.

Very Gold Coast, VeryGC has been the official destination brand for the City of Gold Coast for more than two years now and has featured in all domestic and international marketing, communication and activity for the destination. Global Business Insights denotes the reach (global), segment (business) and value (insights) of the event exactly.

The positioning tagline, *Pioneering perspectives that change the world* conveyed the speakers as global pioneers in their chosen field and in their personal business ideology. It also directed potential delegates to the fact that this event was aimed at effecting change, not simply lecturing.

The event logo symbolises a dot matrix diagram of the famous Gold Coast coastline and dually a pathway to enlightenment and business knowledge that attending delegates would be offered.



Communications: public relations and media relations

GCT scoped and delivered an innovative communication campaign as the key driver to secure short, medium and long term media exposure, key message distribution, industry support and event attendance.

Beginning in October 2006 with the first official announcement to 200 VIP media and corporate figures on top of the world tallest residential tower by Channel Nine's respected Business and Finance Editor Ross Greenwood, the communications plan continues to achieve exposure almost 12 months on.

The first phase of the communication campaign was to explain the who, why, what and where for each of our target audiences. Many questions would be raised as this was a first time global business event in a leisure destination, so we produced content specific and customised for media, industry, partners, participants and staff which included:

- media releases
- speaker briefs
- destination summaries
- presentations
- feature articles
- event summaries
- FAQ cheat sheets
- proposals



Phase two led us from launch into the event itself, at this point we created the interest in the content of GBI 07 through activities such as:

- media releases
- television, radio, print and magazine interviews
- national survey into corporate concerns
- promotional events
- feature articles
- key speakers interviews from around the world
- use of national figures as event Ambassadors
- media access to event and event participants

Phase three encompassed post event communication which has further enhanced the brand and proposition through activity such as:

- media releases
- speaker features
- delegate advocacy
- event features
- event case studies
- leverage of Dr. Alan Greenspan comment interest

Please refer to appendix ten and eleven which contain an overview of media exposure and VGCGBI 07 press releases.

Marketing: advertising and promotion

GCT implemented a true multi-media advertising campaign to enforce the desired positioning and of course drive ticket sales.

Television

Even in the first year, the VeryGC Global Business Insights platform was strong enough to engage partnership interest from major global television networks. Ultimately GCT chose to align with BBC World based on business synergies, viewership, ratings and deliverables; and the partnership resulted in great value for both parties.

One key item was the development and distribution of a GBI 07 television commercial, the 30 second branded commercial ran on the BBC World Asia Pacific network from 22 January to 25 February, 2007. (Please refer to appendix four)

Print

A second international media network partnership was achieved with Time Magazine, resulting in seven full page GBI 07 branded insertions between November 2006 and February 2007 for its Australian and New Zealand issues as well as 2,000 Gold Coast GBI 07 front page feature issues (Appendix three). Time also produced a GBI branded carrier sheet which was mailed to all Australian and New Zealand magazine subscribers which combine totals over 100,000 subscribers

(Please refer to appendix four)

ICCA Best Marketing Award Submission

VeryGC Global Business Insights 2007: Campaign

More traditional above the line advertising was also undertaken between November 2006 to March 2007 in targeted print channels such as:

- Australian Financial Review
- The Courier-Mail
- Queensland Business Review
- The Gold Coast Weekend Bulletin
- New Zealand Herald
- New Zealand Law News Magazine
- The Bulletin Magazine
- Brisbane City News
- Brisbane News
- Paradise Magazine
- New Zealand Business Review

(Please refer to appendix five)

Radio

GCT utilised targeted radio advertising and promotions in the Gold Coast and Brisbane markets to drive further ticket sales in the three weeks leading up to the event. An assessment of the region's radio listenership and ratings determined our choice of channels:

- Gold Coast Gold FM
- Gold Coast Radio 91.4 FM
- Brisbane 4BC

Online

A major online campaign for GBI 07 utilising key Australian based websites that matched our target demographic was implemented in February 2007. Over 850,000 impressions were achieved between the chosen channels which included:

- Fairfax Digital sites
- CEO Online
- Seek Executive
- Australian Financial Review

(Please refer to appendix six)

Direct mail

Two large scale direct mail (DM) campaigns were undertaken in November 2006 and in January 2007 using data lists filtered by segments such as industry, company size and revenue to ensure efficiency of key message delivery to Australian target audiences. Both campaigns were aimed at securing c-level executive attendance at the forum. To target c-level executives two different approaches were taken; firstly to target the executives directly and then also through their Personal Assistants (gate keepers)

Both these campaigns required a high level of creativity to ensure cut through was achieved. It is renowned that this target audience frequently receives similar opportunities and are also very time poor..

The first direct mail piece send to c-level executives was based on the idea that good staff are hard to find, the creative concept involved a hand written note on envelope saying 'some candidates worth looking at', then inside were the CVs of global pioneers with an invitation to hear them speak.



The second direct mail piece aimed at executives Personal Assistants offered them an incentive to motivate their boss to register for the forum. The creative idea was based around the fact that everyone loves a holiday and always needs another one. The pack contained a 'Application for leave' stamp on the envelope, then inside was an imitation holiday leave form already completed with an accompanying letter explaining if their boss registered for GBI they would go in the running to win an all expenses paid luxury holiday to the Gold Coast (Please refer to appendix seven).

Digital mail

The GBI 07 proposition was exceptionally well received by businesses and industry groups based on the Gold Coast, Sydney and Melbourne, each able to appreciate the positive recognition and economic impact of an event such as this to the city and by extension the wider Australian business tourism sector.

As such GCT were provided with access to assets such as contact databases which were valuable in the promotion of GBI 07 and the positioning of the Gold Coast across industries and continents. More than 50 businesses distributed GBI 07 content to their corporate and consumer databases including:

- BBC World
- Qantas
- Bond University
- King International College
- Tourism Queensland
- Conrad Jupiters Hotel and Casino
- Intercontinental Hotels Group
- American Express
- Australian Conference and Convention Bureau
- Griffith University
- Queensland International Business Academy
- Gold Coast City Council
- Sofitel Gold Coast Hotel

Event website

Detailed information on GBI 07 was available on the official Gold Coast website and to provide the event with its own identity a dedicated microsite was launched in October 2006 (please refer to appendix ten)

The microsite was a comprehensive 24/7 service to deliver essential and updated information to delegates, sponsors, interested parties and the general public. Importantly, GCT invested in a comprehensive online and real time booking functionality built into the microsite enabling automatic conversion of interest for single, multiple, corporate, VIP, Golf Day and Cocktail Function ticketing options to be confirmed.

See www.globalbusinessinsights.com.au

Promotional material

GCT developed a suite of GBI08 branded promotional material for distribution to tourism industry representatives, event partners and event delegates to further the reach of the brand. These items were consistent with the event positioning and include:

- note pads
- carry bags
- posters
- event program
- pens
- signage
- street signage

(Please refer to appendix 8)

VeryGC Global Business Insights 2007: Unique Features

What did your programme include that was new, innovative, surprising or totally unique?

Aside from the absolutely unique event program which included pioneering speakers, simultaneous events across multiple continents, record breaking exposure and content that shook the US share market, GBI 07 delivered some very innovative marketing initiatives.

Partnering for success

The strength of the VeryGC Global Business Insights platform was recognised by a number of companies who negotiated to provide value to the inaugural GBI 07 in exchange for an association with the event.

Three particular partnerships were unique in their offering as none of the global company had undertaken such an exchange before.

As part of the historic partnership with BBC World, GCT had access to the experience and talent of BBC World's presenting staff to use as moderators at the GBI 07 forums in Gold Coast, Singapore and Hong Kong.

This delivered a unique proposition for those events as not only was there cutting edge content from keynote speakers, but the interaction was being conducted by respected journalists, celebrities in their own right:

- Nik Gowing – Gold Coast
- Ashwini Devare – Singapore
- Rico Hizon – Hong Kong

This was exploited by GCT in the marketing of those events throughout Asia Pacific via media, print and digital marketing mechanisms undertaken by both GCT and BBC World.

The second historic partnership was with American Express who partnered with GCT to have their Gold and Platinum Cardholders sent exclusive invitations to the Singapore and Hong Kong events.

Obviously the target market fit was perfect and the initiative was so successful that GCT had to close the invitation within days of it being sent as the limited number of 200 available positions were quickly taken. This created a great deal of hype around GBI 07 as the corporate sector in Singapore and Hong Kong looked for more tickets to the invitation only events and discussed who had secured a ticket or not.

GCT took advantage of this peak of interest by providing further event and destination information to the databases about the availability of places and benefits of coming to the GBI 07 Gold Coast event with a good degree of success.

The third innovative partnership was with Qantas Airlines who believed in the event to such a degree that they negotiated to have an exclusive GBI 07 conference invitation sent to all of their 200,000 Qantas Club and Frequent Flyer members. (Appendix 12) Once again the target market fit was precise and the value substantial as exclusive contact with the Qantas Club and Frequent Flyer member databases can not be bought or normally accessed by any third party.

VeryGC Global Business Insights 2007: Unique Features

GCT was also able to excite major message support from its members and industry groups through the distribution of *GBI08* information via:

- electronic direct mails to third party databases
- inclusion of *GBI08* content in third party newsletters
- reference to *GBI08* on third party websites
- reference to *GBI08* in third party email signatures
- distribution of *VGCGBI* brochures by third parties
- display of *GBI08* posters and collateral by third parties

Creating the news

To increase media engagement and ensure issues of relevance to GBI 07 were being publicly discussed in the lead up to the event, GCT commissioned a research study named the Global Impacts Report that identified and built on the key issues faced by business leaders which may have a global source but impact locally.

Meaningful and topical findings were expanded on for the media and linked to GBI 07 messaging, positioning and speakers. For five weeks leading in to GBI 07, GCT issued results of the Global Impacts Report.

Findings which were key topics such as Australian businesses struggle with the federal industrial relations reform achieved exceptional coverage:

An Australia wide survey of upper and middle managers by Gold Coast Tourism's inaugural 'Global Impacts Report' found that Work Choices is more likely to have a bad impact across the board. Only 17% of respondents said that it will be good for their organisations, (12%) for themselves personally, (24%) for skilled workers, and (12%) for less skilled workers.

These topics were easily linked to key GBI 07 content and key speakers such as Ricardo Semler who is recognised globally for his radical form of industrial democracy and innovative business management policies.

This innovative approach to creating the news enabled GCT to not only widen and deepen media penetration through increased media touch-points but also highlight relevant business issues to drive interest in GBI 07 and build the Gold Coast's credibility as a serious business destination.

VeryGC Global Business Insights 2007: Unique Features

Event ambassadors

GCT understood the value of setting a high standard of content, communication and association for GBI 07. One unique way which we established an automatic level of integrity for the event and the Gold Coast was by securing some of Asia Pacific's most respected people to act as ambassadors and participate in the promotion or content of GBI 07.

The involvement of these figures varied from written support, to media interviews, to hosting of promotional events and participating in local discussion panels at GBI 07 in Gold Coast, New Zealand, Singapore and Hong Kong. At all levels the alignment of these ambassadors contributed to the overall perception of GBI 07 and the Gold Coast as a quality business proposition. The GBI 07 event ambassadors were:

Phil Adams	Executive Managing Director, MFS Ltd
Hon. Ron Clarke	Mayor of the City of Gold Coast
Rev. Dr. Raymond Cho-Min Lee	Chairman of Oasis Hong Kong Airlines / CEO of Oasis Group
Trevor C. Rowe AM	Chairman, Investment Banking, Rothschild Australia Limited
Ron Barassi, AM	Sporting Legend, AFL and MFC Halls of Fame
Ken Cowley, AO	Chairman, R.M. Williams Pty Limited / Director, NewsCorp
Alan Jones, AO	Macquarie Radio Network
David O'Rear	Chief Economist of Hong Kong General Chamber of Commerce
Phillip Overmyer	Executive Director of Singapore International Chamber of Commerce
Jim Raptis, OBE	Chairman and Managing Director, Raptis Group Limited
Prof Mark E. Zmijewski	Leon Carroll Marshall Professor of Accounting, University of Chicago

VeryGC Global Business Insights 2007: Results

Having identified the opportunity and need to increase the Gold Coast's market share of the AU\$17 billion Australian business tourism market, GBI 07 was the most successful major marketing platform to enforce the Gold Coast's functional capacity as a leading business tourism destination and increase international awareness of the city in this space.

GCT delivered a comprehensive marketing campaign which created interest and ticket sales for a first run business event while altering perceptions of the Gold Coast as a purely leisure region to a leading leisure and business tourism destination.

The campaign built brand awareness and demonstrated a substantial proposition of content and quality for the city.

The success of the GBI 07 marketing campaign was measured by a criteria which included:

- Brand distribution
- Media exposure (value and circulation)
- Target delegate attendance

Brand distribution

The VeryGC Global Business Insights brand was effectively distributed throughout Asia Pacific through advertising, promotion and direct contact pieces of GCT and third parties.

- Brand advertising distribution = +10,000,000 people
- Direct communication distribution = +385,000 people

Media exposure

The media exposure generated by the VeryGC Global Business Insights platform makes it by far GCT's most successful communications campaign. This is true not only in terms of hard value and circulation figures but furthermore in the connecting of key messages to target audiences, the platform enabled high interest content to clearly achieve impact in Australia and the Asia Pacific region.

- Equivalent editorial value = +AU\$4,075,198
- Circulation = +6,500,000 people

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VeryGC Global Business Insights 2007: Results

Specific VeryGC Global Business Insights editorial content appeared in more than 292 media channels including:

- Bloomberg
- CNBC India
- South China Morning Post
- Financial Times (USA)
- Australian Financial Review
- The Age
- Sky Network News
- International Herald Tribune
- The Wall Street Journal
- LA Times
- Daily Telegraph
- Men's Vogue International

Target audience attendance

GBI 07 achieved the desired attendance of global influencers, intermediaries and corporate decision makers. On the Gold Coast, many of these important international guests also participated in VeryGC Destination Education workshops, which allowed us to focus their attention on the region's assets that related directly to their areas of expertise. Attending each of the four VGCGBI 2007 events on the Gold Coast, and in Auckland, Singapore and Hong Kong were corporate representatives of the highest level, who had previously been unaware of the Gold Coast as a serious business destination..804 delegates in total attended the forum who were predominantly; Directors, Managing Directors, CEOs, Senior Vice Presidents and Conference Organisers.

One of the biggest unplanned results of GBI 07 came the evening of the event, 26 February 2007. Earlier that day, headline speaker Dr. Alan Greenspan had advised his thoughts on the possibility of a US recession within the year.

In an awesome demonstration of his eminence and the power of real international forum based on interactive insights not just lecturing, Dr Greenspan's words vigorously shook the US and global share markets.

Within 24 hours international media had intensified the storm and soon it was estimated almost US\$600 billion was washed from world financial markets. As reported in the South China Morning Post:

"Those comments, coming from a man who gained near-legendary status for his forecasting acumen as Fed chief, were blamed for contributing to a 416-point plunge in the Dow Jones Industrial average on February 27."

In summary, the campaign has established a historic benchmark in Asia Pacific corporate marketing platforms.

There is no doubting the first year achievement of brand establishment, key message distribution, and the conversion of our target audience. The success of our campaign in these aspects has given greater momentum to a wider shift in perceptions of the Gold Coast as a destination where fun and business are juxtaposed to deliver a unique corporate experience.