

Case Study - Tourism Australia

Campaign Objective

- To promote TA core message to **commuters** on their way to and from work
- Tap into potentially stressed work/life balance mindset of commuter, prompting them to connect with travel in Australia as the solution stimulating annual leave taking for stockpilers and non stockpilers
- Build incremental reach with other transit channels

Campaign Solution

- Sydney Ferries Harbour Broadcast on board advertising package providing access to over 1,000,000 AB commuters across the harbour
- Captive audience, 13 vessels across Sydney Harbour
- Distribution of mobile content to passengers' mobile phone via Bluetooth on the vessels

Results

- Strong brand visibility through exclusive brand ownership of all vessels.
- Over 1 million eyeballs over campaign duration.

