

REACHING OUT



**Delivering your tourism message
through quality content**

WHAT DO WE PROVIDE?

CONTENT DISTRIBUTION ACROSS THE GLOBE



Media Distribution

Global Audience

PRESS RELEASES

VIDEO NEWS RELEASES

NEWS FEATURES

PHOTOS

CRISIS MANAGEMENT

SATELLITE MEDIA TOURS

PRODUCTION ADVICE

DETAILED METRICS



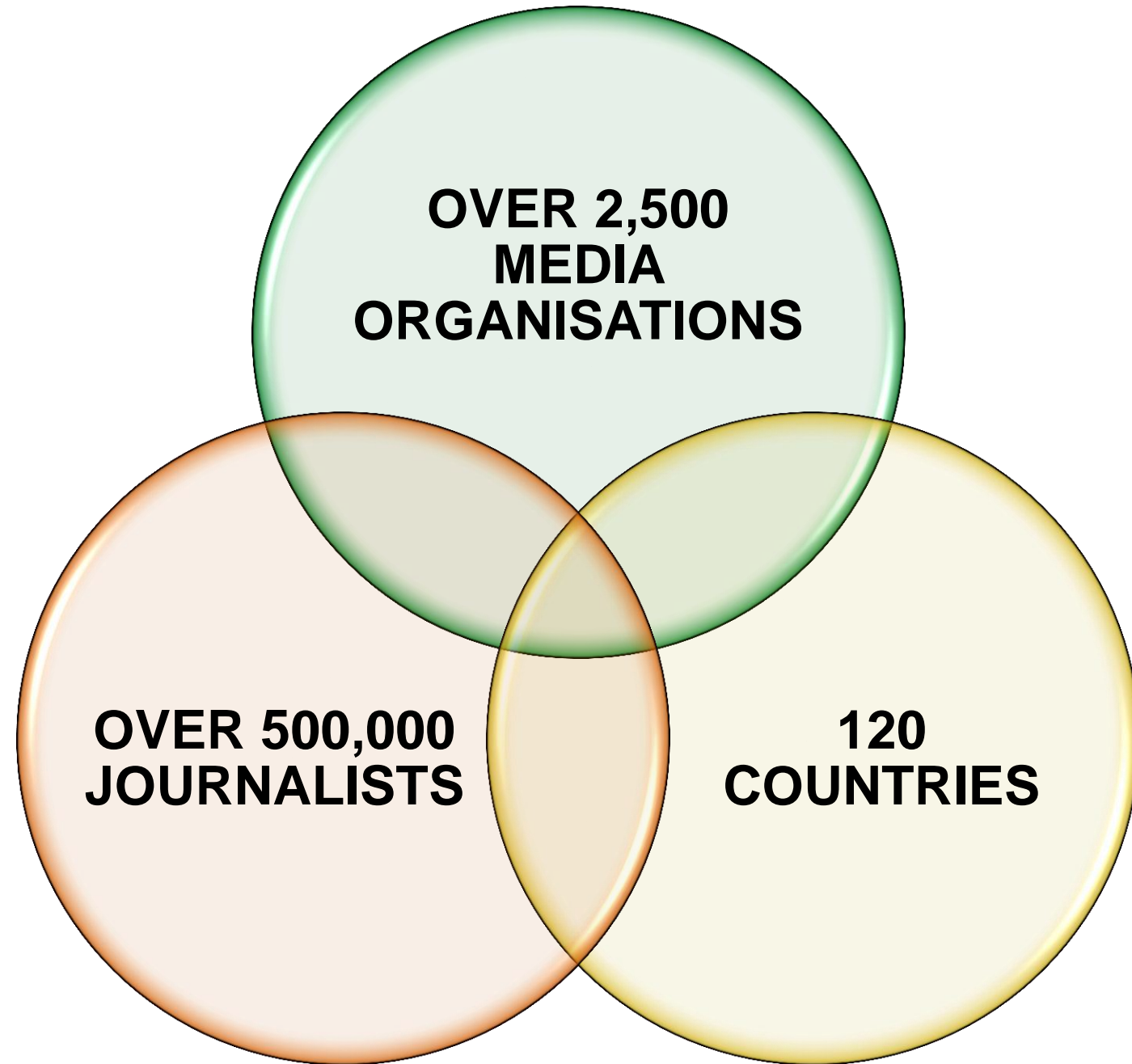
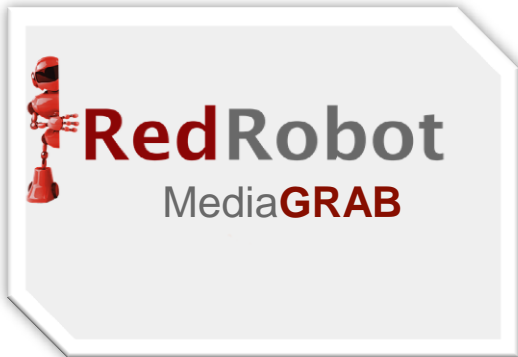
Over 1Bn

PR Newswire
A UBM plc company

RedRobot

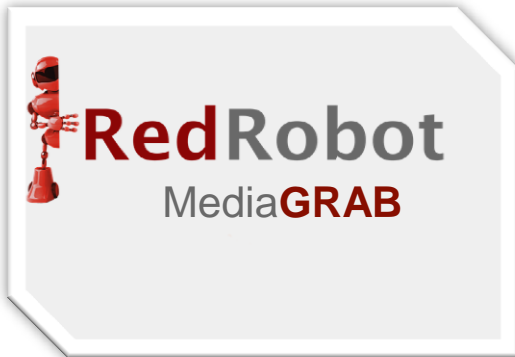
WHERE DOES YOUR DISTRIBUTION REACH?

GLOBAL DISTRIBUTION



WHERE DOES YOUR DISTRIBUTION REACH?

EXAMPLES OF MEDIA ORGANISATIONS



WHO DO WE WORK WITH IN TOURISM & TRAVEL?

EXAMPLES OF TOURISM & TRAVEL CLIENTS



WHAT IS CONTENT MARKETING?

*Content marketing is a strategic marketing approach focused on **creating and distributing valuable, relevant, and consistent content** to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.*

CREATING CONTENT

IS IT RELEVANT TO YOUR AUDIENCE?

WORLD
NEWS

+30 yrs / +Middle Class / Journalistic Reporting of messages



37 yrs (avg) / Simple Text & Images

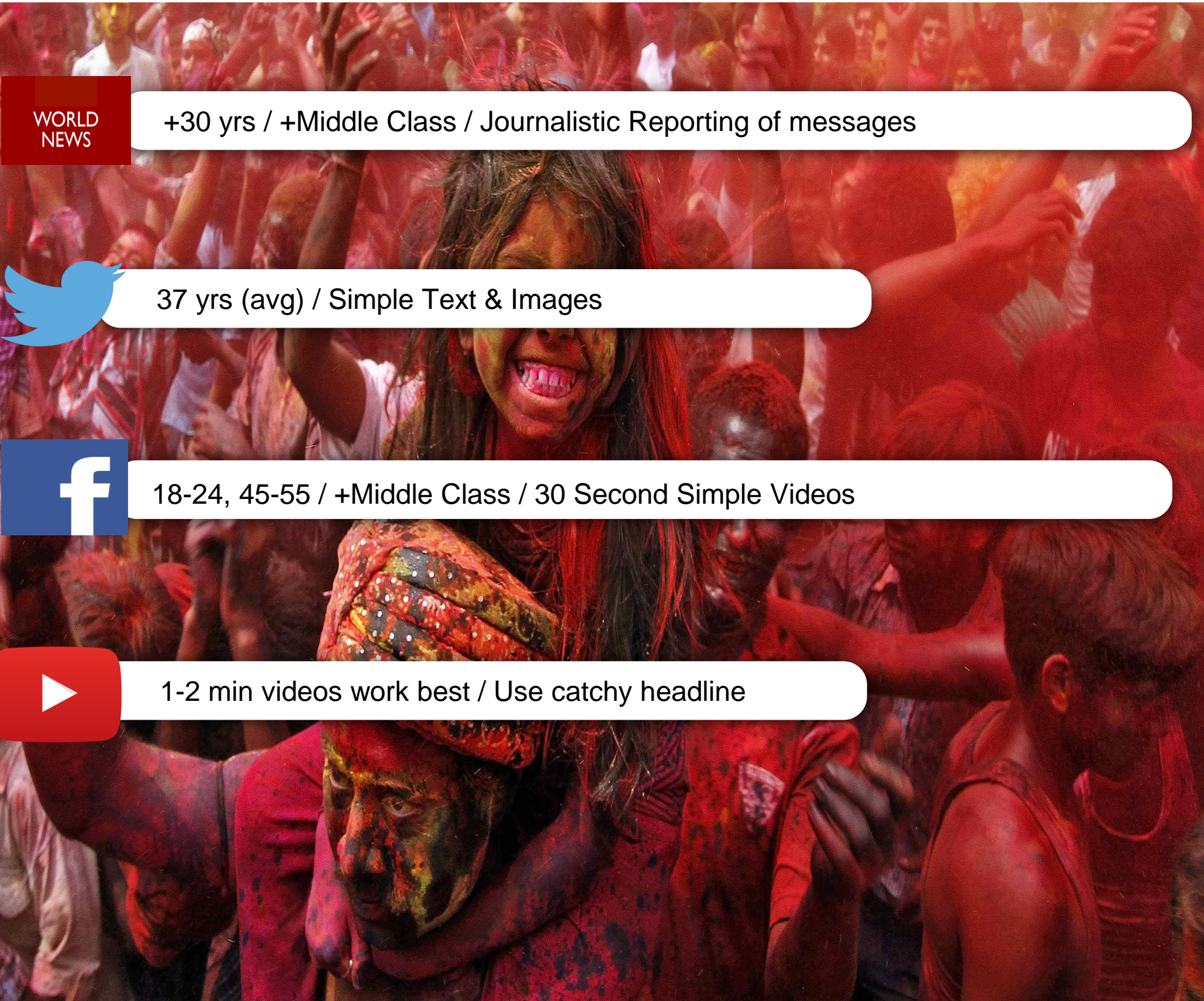


18-24, 45-55 / +Middle Class / 30 Second Simple Videos



1-2 min videos work best / Use catchy headline

FOCUS WHERE YOUR AUDIENCE ARE



WORLD NEWS

+30 yrs / +Middle Class / Journalistic Reporting of messages



37 yrs (avg) / Simple Text & Images



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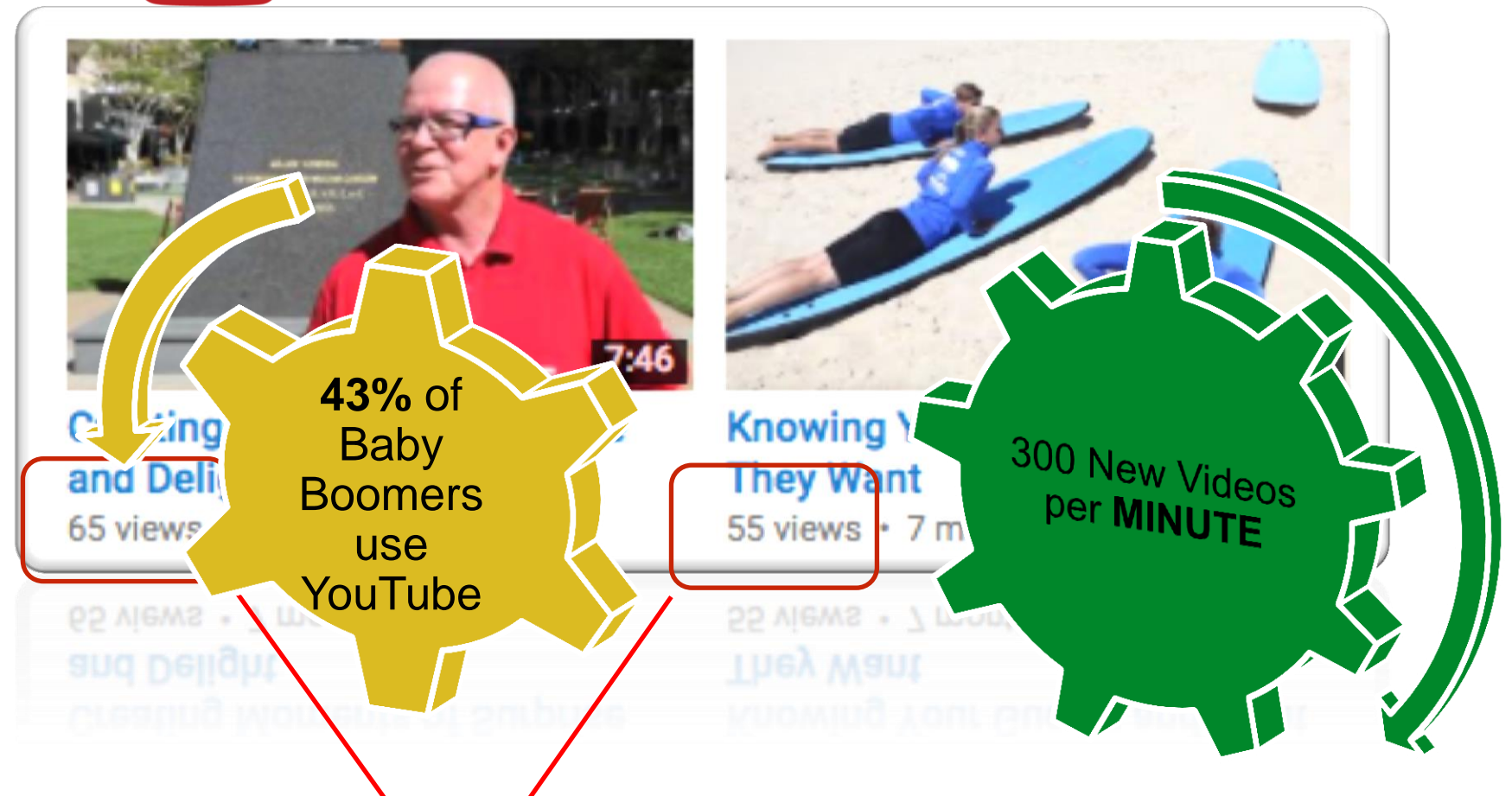
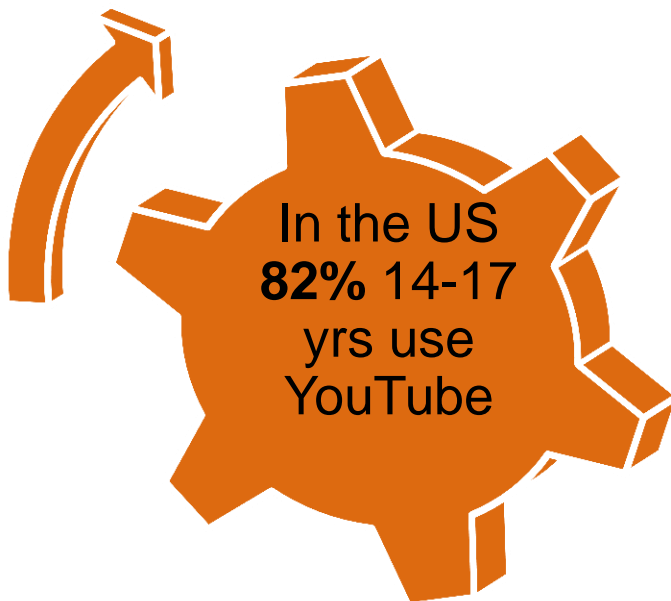
TOURIST SPENDING POTENTIAL



YOUTUBE EXAMPLE

IS IT RELEVANT TO YOUR AUDIENCE?

YouTube

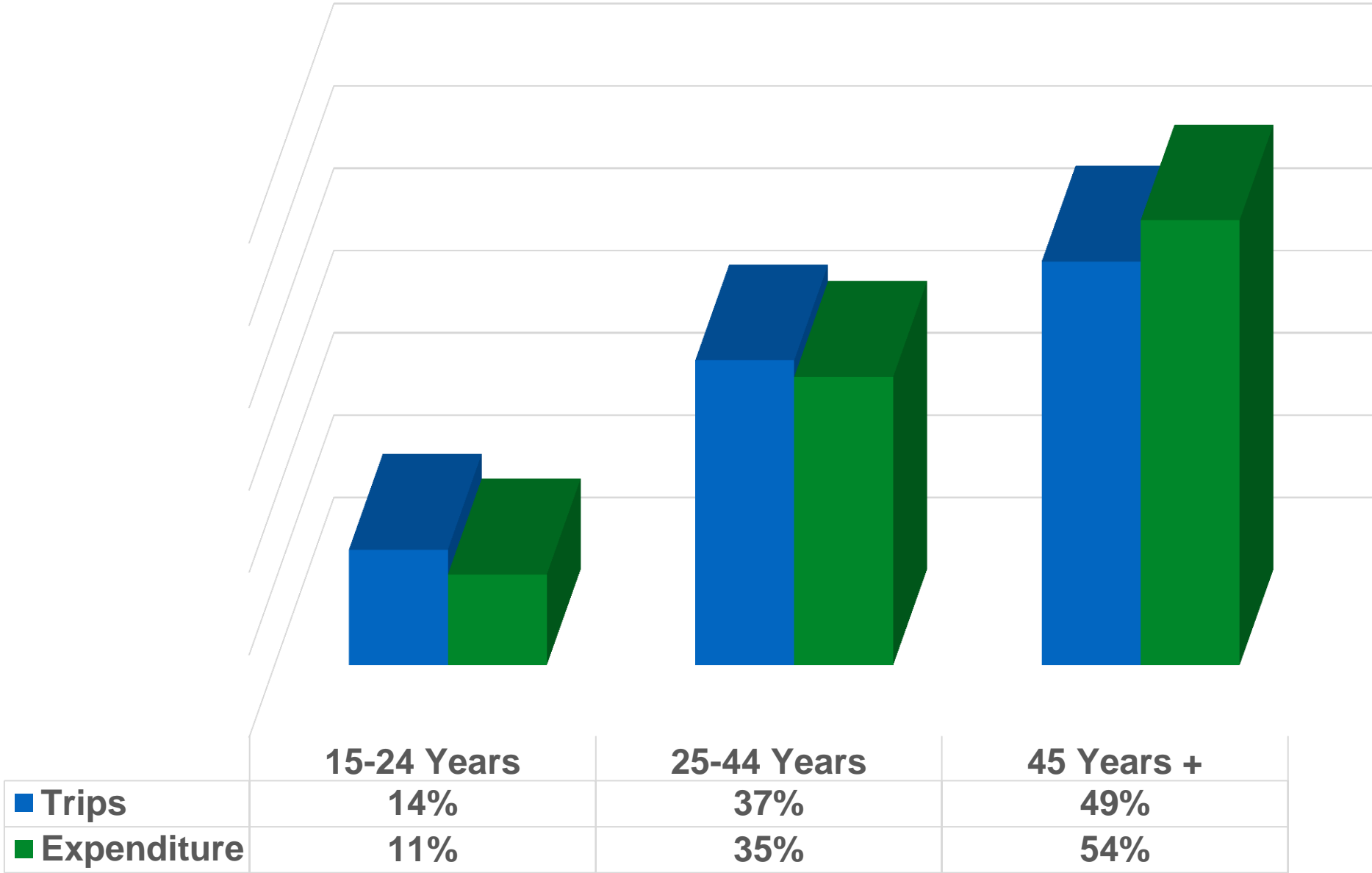


- HOW DO YOU TARGET THROUGH THE NOISE?
- DO THESE NUMBERS SHOW SUCCESS?
- WILL THEY INCREASE VISITOR NUMBERS?
- IS THIS A GOOD RETURN ON INVESTMENT?

UNDERSTAND YOUR AUDIENCE

WHO SPENDS ON TRAVEL?

Total Trips & Expenditure by Age (European Tourism Report - EU-28(1), 2013)



FOLLOWING THE POTENTIAL SPEND

WHERE IS MY CONTENT MOST VALUABLE?



USE THE RIGHT PLATFORM FOR THE RIGHT RETURN



METRICS

HOW CAN WE MEASURE SUCCESS?



OFTEN SUBJECTIVE

VARIED METHODS

UNRELIABLE



METRICS

HOW CAN WE MEASURE SUCCESS?

Media 17:02 BBC 2 Scotland - Coast Australia

Media
Name
Description
Length (

Linked /

Bro

Bro
Map
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PAUSED



Program

Viewership

Audience Information

Tuesday, April 05, 2016

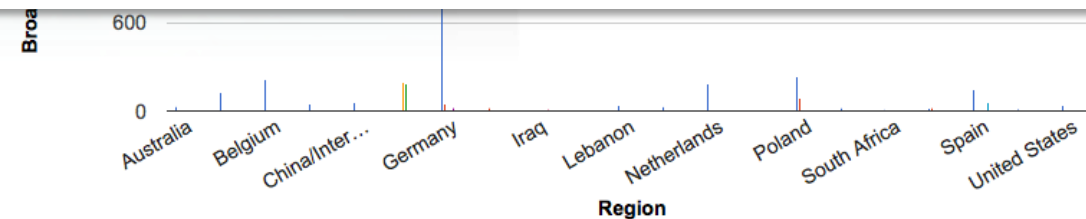
Total Viewership

916,001

reached, the c

:35
:57
:48
:40
:21
:32
:59
:04
:01
:13
:36
:19

CLIPS REVIEW



YOUR CONTENT

ENGAGE WITH YOUR AUDIENCE !





WHAT IS THE STORY?
WHAT ARE YOUR MARKETING AIMS?

PRODUCTION PLAN



CREATE THE STORY



WHICH PLATFORM(S)?

BBC
WORLD
NEWS

DAILY  **NEWS**



You 

 **RedRobot**



ENGAGING VISITORS



CONTENT IS KING

ENGAGING VISITORS NEEDS ENGAGING CONTENT



The best content is always simple, short, concise,
accurate & visually powerful

CONTENT IS KING

ENGAGING VISITORS NEEDS ENGAGING CONTENT



CONTENT CREATION DOES NOT HAVE TO BE:



DIFFICULT

TIME CONSUMING

EXPENSIVE

CASE STUDY

NOOSA DOG SURFING FESTIVAL



CASE STUDY

NOOSA DOG SURFING FESTIVAL



The premise: An annual surfing festival involving dogs

CASE STUDY

NOOSA DOG SURFING FESTIVAL

PRODUCTION

- **Single Cameraman**
- **Go-Pros**
- **Drone**



Cost effective production to tell engaging story

CASE STUDY

NOOSA DOG SURFING FESTIVAL

RESULTS

- **1,365 individual broadcasts**
- **4 hours 54 mins on-air usage**
- **USD \$8,826,000 AVE**



From a single story!

CUMULATIVE RESULTS

A CONSISTENT USE OF CONTENT MARKETING

2014 / 15

2014 ADVERTISING EQUIVALENT SPEND* (TARGET MARKETS)	USD \$24,060,000.00
2014 TOTAL NEWS BROADCASTS (TARGET MARKETS)	3,085
2014 TOTAL ON-AIR USAGE (TARGET MARKETS)	13 Hours 22 Minutes 03 Seconds

2015 / 16 YTD

2015 ADVERTISING EQUIVALENT SPEND* (TARGET MARKETS)	USD \$14,400,000.00
2015 TOTAL NEWS BROADCASTS (TARGET MARKETS)	2,745
2015 TOTAL ON-AIR USAGE (TARGET MARKETS)	7 Hours 57 Minutes 06 Seconds

DELIVERING YOUR MESSAGE

WHAT IS REQUIRED?

- **THE RIGHT STORY**
- **THE RIGHT PRODUCTION**
- **THE RIGHT PLATFORM(S)**
- **THE RIGHT TIMING**
- **THE RIGHT EXPECTATION**

ANY QUESTIONS?
NOW'S THE TIME TO ASK....

