

Clubs Queensland – Hospitality Trade Show & Conference



Background

Clubs Queensland is the peak industry body and union of employers for registered and licensed clubs in Queensland. They promote the club industry through comprehensive government relations and public relations strategies, as well as provision of up-to-date training programs and holding relevant, industry-focused special events.

Objectives

Clubs Queensland needed to inform previous and potential visitors / exhibitors of the name and location change for the Hospitality & Gaming 2008 expo and conference. They also wanted to encourage pre-registration for the event.

Strategy

Clubs Queensland targeted hospitality businesses and their staff in Queensland and Northern NSW to inform them that the Hospitality & Gaming expo had moved to the Gold Coast and now had a new name. It was also used to encourage recipients to pre-register for the event by offering them the chance to win a trip for 2 to the food expo in the USA.

They decided to use Impact Mail for this promotion in order to make the piece stand out and get the attention it deserved.

ADVERTISER:

Clubs Queensland

INDUSTRY:

Hospitality & Gaming

CAMPAIGN PURPOSE:

Build Awareness

MEDIA USED:

Direct Mail (scented Impact Mail)

“We felt our mail piece would have more impact this way and create a ‘buzz’ ...”

Creative solution

Clubs Queensland used a champagne glass shape to give the impression of “toasting” to the new name and location of the expo.

The strawberry scent was added to give the piece a point of difference. They wanted to add an extra dimension to ensure recipients would take notice and talk about the piece.

Results

The campaign created awareness and 10% of the recipients pre-registered for the event.

According to Jacqui Hill, Business Development and Marketing Officer for Clubs Queensland, “The use of a champagne glass with scented strawberries was a wonderful way of communicating the changes the organisation had taken. We felt our mail piece would have more impact this way and create a ‘buzz’, rather than an standard direct mail piece or an email news alert”.

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