

Destination Melbourne



ADVERTISER:

Destination

INDUSTRY:

Travel / Accommodation

CAMPAIGN PURPOSE:

Lead Generation / Sales

MEDIA USED:

Direct Mail (Impact Mail)



Creative solution

The Impact Mail piece was in the shape of an overnight bag and had a luggage tag with the letters MEL which gave the impression that the bag was destined for Melbourne. The piece was a 10 page brochure which highlighted various activities, attractions and accommodation in Melbourne designed for differing interests. For example, a page on fashion events targeted at women, a page on sporting events targeted at men and a page on theatre and arts targeted at couples. Each page listed a phone number to call to receive a free copy of the Visitors Guide and the accommodation page listed a phone number and asked people to mention "Stay and Play" when booking. This provided an easy way to measure the effectiveness of the campaign.

Results

The campaign achieved a response rate of 16.3% by offering more information about Melbourne's shopping and events.

The role of direct mail

Using Impact Mail made this piece stand out in the mailbox. The contents of the piece were comprehensive and made it easy for people to request additional information.

Background

Destination Melbourne was established in 2001 by the industry in partnership with Tourism Victoria and the City of Melbourne.

The organisation is a not-for-profit company that works in partnership with industry, state and local government and other key marketing bodies to maximise the co-operative marketing of Melbourne as a destination.

Strategy

Destination Melbourne wanted to reinforce Melbourne as the premier city for shopping and events. The opportunity was to encourage people who hadn't visited Melbourne for some time to get back in touch with the city that does shopping and events like no-one else, especially during the later months of winter and early spring.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit www.auspost.com.au/impactmail