

# Sunshine Coast S8 Resorts



**ADVERTISER:**

Sunshine Coast S8 Resorts

**INDUSTRY:**

Travel / Accommodation

**CAMPAIGN PURPOSE:**

Sales / Acquisition / Re-activation

**AGENCY:**

O2 Integration

**MEDIA USED:**

Direct Mail (Impact Mail)

## Background

Queensland is Australia's most popular holiday state and the Sunshine Coast is continually growing as a tourist destination.

The marketplace is extremely competitive on the Sunshine Coast with various tourist operators and owners competing for guests to stay within their accommodation. In addition, the post Christmas period up until Easter is traditionally a quiet period for holiday operators.

## Strategy

S8 Resorts wanted to drive incremental bookings at S8's Sunshine Coast accommodation properties during the post Christmas period. To do this they developed an offer in conjunction with Australia Zoo whereby customers were offered a joint deal for accommodation and entry to Australia Zoo. S8 Resorts targeted people from New South Wales, Victoria and other areas of Queensland who had previously stayed at an S8 Resort.

## Creative solution

The familiar image of Steve Irwin – owner of Australia Zoo - was displayed on the front of the piece. Variable data printing was used to personalise the content in the speech bubble which created a direct address from Steve Irwin to the recipient.

Upon opening the piece, the reader is immediately presented with a visual of the properties and deals on offer. A 1800 number is provided for direct enquiries/orders and also provided a way for S8 Resorts to measure the results of their campaign.

## Results

S8 Resorts achieved a response rate of 9.34% for this campaign. Total cost per piece including creative and postage was \$2.08 which resulted in a cost per response of \$22.29.

## The role of direct mail

Impact Mail allowed S8 Resorts to achieve greater cut through with a larger Direct Mail piece and die-cut format. This combined with variable data printing allowed them to deliver a more personalised message to the recipient.

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](http://www.auspost.com.au/impactmail)