



# The Six Strategic Roles in the Tourism Category



# Roles for newspaper advertising

**There are many ways to create powerful connections with readers when you advertise in newspapers; whether the story you're telling is intended to inform, entertain, inspire, stimulate thinking, generate feelings or even change behaviour.**

**Research conducted internationally and in Australia concludes that advertising campaigns that include newspapers can be twice as effective as those that don't.**

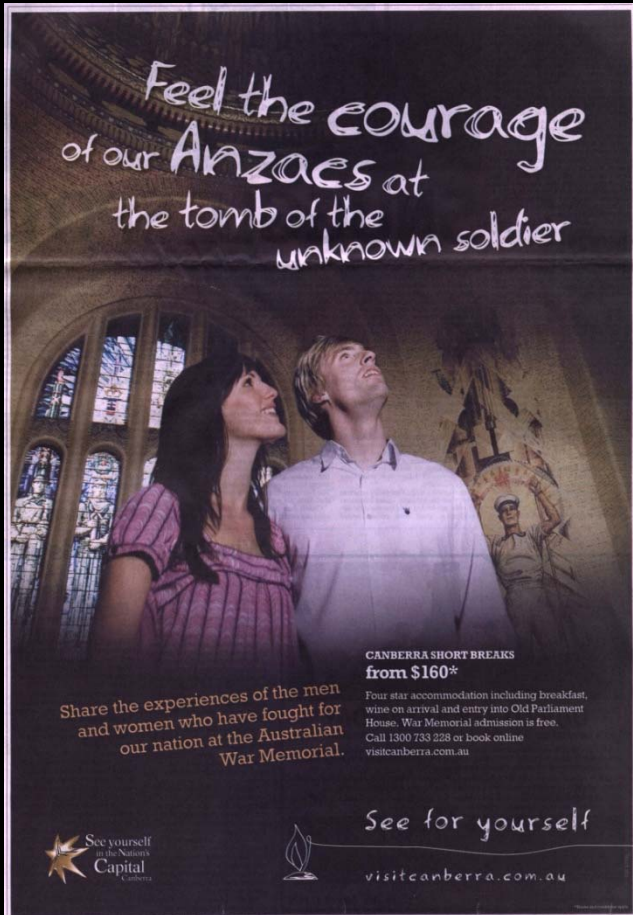
**Research has also identified a range of distinct, but not mutually exclusive, strategic roles that newspapers can play to create connections.**

- 1. Public Agenda**
- 2. (Re)Appraisal**
- 3. Affinity**
- 4. Conveying Information**
- 5. Call to Action**
- 6. Extension**



# 1. Public Agenda

Public Agenda advertising is designed to raise the profile of a brand, issue or cause or to leverage a topic that's already being publicly discussed.



Feel the courage  
of our Anzacs at  
the tomb of the  
unknown soldier

Share the experiences of the men  
and women who have fought for  
our nation at the Australian  
War Memorial.

**CANBERRA SHORT BREAKS  
from \$160\***

Four star accommodation including breakfast,  
wine on arrival and entry into Old Parliament  
House. War Memorial admission is free.  
Call 1300 733 228 or book online  
[visitcanberra.com.au](http://visitcanberra.com.au)

See yourself  
in the Nation's  
Capital  
canberra

See for yourself  
[visitcanberra.com.au](http://visitcanberra.com.au)

**Commemorating  
ANZAC Day with  
travel packages to  
the Australian War  
Memorial.**

## Consumer Outcome

Sparks readers feelings, provokes reactions,  
thoughts & stimulates debate

## What Consumers Say

“They get you talking and thinking”

## Why Newspapers?

They set the agenda for the day & thus  
advertisements are in a context that's  
most meaningful to readers

## 2. (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.

*Beyond the Beach*

**Culture** **Adventure** **Conference** **Bliss** **Weddings**

Naturally the beaches are fantastic in Bali, but what's really surprising is the sheer breadth of experiences there is on offer. Whether it's a luxurious spa, tailor-made adventure or a conference location you're after, let us, the Bali experts, show you the real Bali - the Bali beyond the Beach.

Garuda's 2007 'Bali on ANY budget' brochure out now!  
4 night Bali packages start from \$799pp at Puri Etnik Hotel, \$1189pp at Bali Dynasty Resort or \$1615pp at Nusa Dua Beach Hotel & Spa, including return economy class airfares on Garuda Indonesia and applicable taxes ex Perth (book 'N' class), return Bali airport/hotel transfers and twin share accommodation with daily breakfast.  
Airfare valid for departures ex Perth 17-28 Jun 07, 24 Jul-20 Sept 07, 08 Oct-06 Dec 07 and 21 Jan-31 Mar 08

**THERE'S SO MUCH MORE TO BALI**

Garuda Indonesia  
THE AIRLINE OF INDONESIA

Bali  
on ANY budget

For bookings contact your preferred AFTA Travel Agent  
Visit us at [www.BalionANYbudget.com.au](http://www.BalionANYbudget.com.au)

Culture shot courtesy of - Longbreak Magazine. Bliss and Conference shot courtesy of - Conrad Resort Bali. Wedding courtesy of - Bali Weddings International. Adventure shot courtesy of - Chris Gleister

*Broadening people's perceptions of Bali beyond the obvious connotations of sun, surf and sand.*

### Consumer Outcome

Increase in brand salience by forcing them to consider brands in a new light. Drives talkability.

### What Consumers Say

"It's telling me what the brand is about in a different way."

### Why Newspapers?

They are the news medium so it follows they are in the right place to create news around their brand.

## 2. (Re)Appraisal

(Re)Appraisal advertising surprises and challenges people by presenting a brand in an unexpected way, thereby provoking a rethink.

**It's time to go to "Affordable" JAPAN!**

Oct-2000  $\$1 = \text{¥}56.11$  → Jan-2007  $\$1 = \text{¥}93.84$

Category	Australia Price	Japan Price
One-day Ski Lift Pass	\$94.00	\$49.00 (¥4,600)
Italian Lunch	\$20.00 (Pasta and Bread)	\$10.65 (Antipasto, Pasta, Salad, Bread, Dessert and Coffee) (¥1,000)
Conveyor-belt Sushi Restaurant	\$2.50 (one dish)	\$1.10 (one dish) (¥105)
Youth Hostel	\$35.00 (Multi Share Room)	\$31.95 (Single Room) (¥3,000)
Soft Drink	\$3.50 (600ml)	\$1.60 (500ml) (¥150)

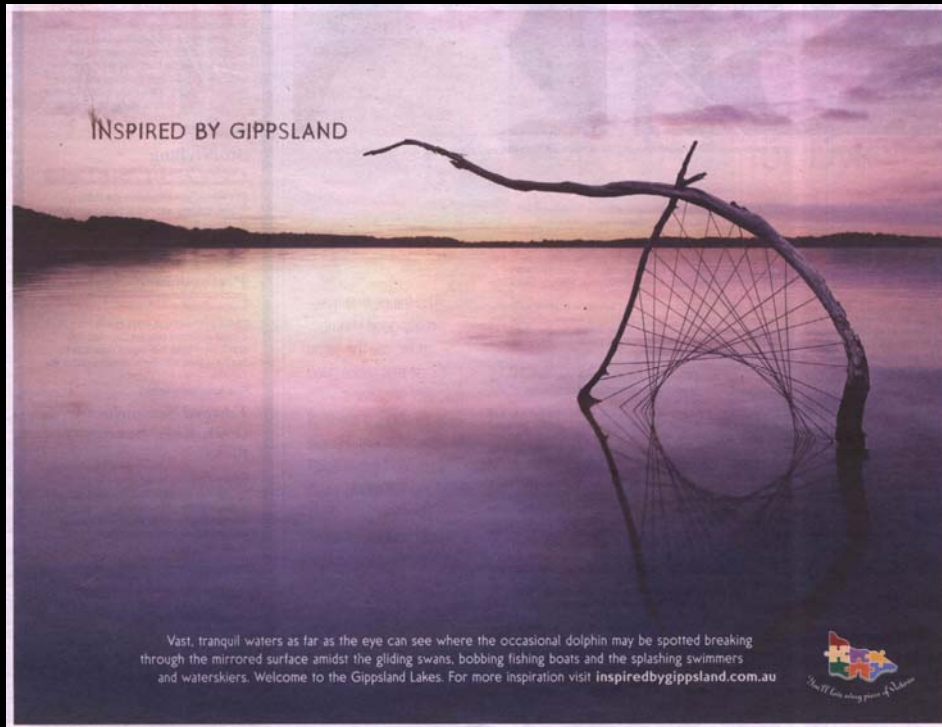
**JNTO**  
JAPAN NATIONAL TOURIST ORGANIZATION  
Email: [jnto@tokyonet.com.au](mailto:jnto@tokyonet.com.au)  
For general information on Japan, visit [www.jnto.go.jp/syd](http://www.jnto.go.jp/syd)

\* Prices may vary depending on the shop.  
AU\$1=JP ¥93.84 (Jan-2007 Reserve Bank of Australia)

*Addressing perceptions that Japan is an expensive travel destination, using Australian prices as a direct point of comparison.*

### 3. Affinity

**Affinity advertising establishes emotional connections by mirroring the values or aspirations of readers.**



***Painting a word picture about the inspirational qualities of the Gippsland to provoke an emotional response in readers.***

#### Consumer Outcome

**Brings consumers closer to brands by eliciting instinctive reactions that create personal identification or a sense of belonging**

#### What Consumers Say

**“They give you a feeling about a product.”**

#### Why Newspapers?

**Can communicate messages in more personal ways eg sections when actively searching**



### 3. Affinity

Affinity advertising establishes emotional connections by mirroring the values or aspirations of readers.

IF YOU'RE A FOOD LOVER,  
WELCOME TO PARADISE



World's Best Tourism Destination 2006 - Global Traveler Poll  
World's Best Value for Money Destination 2006 - US Report

Talk about food with any foreigner who's been living in Malaysia and you'll get a huge smile, an enthusiastic nod and two thumbs up. Enjoy a real feast as you sample hundreds of dishes from all the cultures of Asia. From sweet and sour to hot and spicy... make sure you come with your biggest appetite and trousers that are at least two sizes larger. If you're craving for a gastronomical adventure, the time is now, the place is Malaysia.



Perth • Tel: 08 9481 0400 Fax: 08 9321 1421 E-mail: tourism@inet.net.au  
Sydney • Tel: 02 9399 4411/2 Fax: 02 9322 2020 E-mail: malaysia@malaysiatourism.com.au  
Melbourne • Tel: 03 9604 3177 Fax: 03 9604 3178 E-mail: tourism@malaysiatourism.com.au  
Website: www.tourismmalaysia.gov.my  
e-Portal: www.visitmalaysia.gov.my

*Appealing to lovers of fine food and those up for a 'gastronomical travel adventure'.*



## 4. Conveying Information

Conveying Information advertising provides new and additional content, be it breadth, depth or complexity.

*One Golden Celebration*

**Eye on Malaysia**

7 January - 31 December 2007 • 10am - 10pm daily • Taman Tasik Titiwangsa, Kuala Lumpur

For an unforgettable glimpse of Kuala Lumpur, step on board the Eye on Malaysia, one of the tallest viewing wheels in the world. Experience breathtaking, 60-metre high panoramic views of the city as the nation turns a stately 50. While you're there, be sure to catch the International Watersky Spectacular, a showcase of laser light shows, jet and water ski stunts, and pyrotechnics commencing at 8pm daily.

[www.eyemalaysia.com.my](http://www.eyemalaysia.com.my)

April	May	June
<ul style="list-style-type: none"><li>Malaysia GP Sale 2007</li><li>24 Mar - 2 Apr, Kuala Lumpur</li><li>KL GP City Festival</li><li>1 - 3 Apr, Kuala Lumpur</li><li>Petronas Malaysian F1 Grand Prix</li><li>8 - 9 Apr, Kuala Lumpur</li><li>Brazil Go-kart Competition</li><li>2 - 3 Apr, Kuching</li><li>National Water Festival</li><li>6 Apr - 8 May, Throughout Malaysia</li><li>• Launch of National Water Festival</li><li>6 - 9 Apr, Langkawi</li><li>• Labuan International Sea Challenge</li><li>1 - 8 May, Labuan</li><li>• Closing Ceremony of the National Water Festival</li><li>5 - 8 May, Malaka</li></ul>	<ul style="list-style-type: none"><li>Week Day</li><li>1 May, Throughout Malaysia</li><li>Johor International Orchid Show</li><li>23 - 27 May, Johor Bahru, Johor</li><li>Colours of Malaysia</li><li>26 May - 10 Jun, Kuala Lumpur</li><li>• Colours of Malaysia Parade</li><li>26 May, Desaru, Mersing, Kuala Lumpur</li><li>World Harvest Festival 2007 &amp; Gawai Dayak</li><li>23 May - 2 Jun, Sarawak</li><li>Tadus Kaamatan</li><li>30 - 31 May, Sabah</li></ul>	<ul style="list-style-type: none"><li>Malaysia International Aerospace Exhibition</li><li>2 Jun - 7 Jun, Sultan Abdul Aziz Shah Airport, Subang, Selangor</li><li>Penang International Dragon Boat Festival</li><li>4 - 10 Jun, Penang</li><li>Malaysia Mega Sale Carnival</li><li>10 Jun - 2 Aug, Throughout Malaysia</li><li>Japan GT</li><li>22 - 24 Jun, Sepang, Selangor</li><li>Fiesta San Pedro</li><li>2 - 3 Jun, Anson</li><li>Penang Bridge International Marathon</li><li>28 Jun, Penang</li></ul>

Join us at our golden celebration

Particulars are correct at the time of printing.

TOURISM MALAYSIA HOME TO *e-malaysia* *Hi-Asia*

Tourism Infoline: 1300-88-5050  
Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)  
e-Portal: [www.visitmalaysia.com](http://www.visitmalaysia.com)

### Consumer Outcome

Increases peoples knowledge about a brand, taking them further down the consideration funnel.

### What Consumers Say

“It’s about variety and choice.”

### Why Newspapers?

Newspapers provide space, trust & a credible environment to deliver brand information

*A three month calendar of events during Malaysia’s Golden Celebration year.*



## 4. Conveying Information

Conveying Information advertising provides new and additional content, be it breadth, depth or complexity.



Japan National Tourist Organization's  
**TOP 5 picks**

**Experience Japan**  
There are heaps of things to do in Japan besides visiting temples and shrines. Try your hand at sushi making, learn how to make a refreshing cup of Japanese tea, visit a sumo stable, or try out ninja and samurai weapons. Hands-on experiences in traditional arts and culture are yours to discover!

**Ski Japan**  
Experience the finest powder snow at some of the best resorts in Hokkaido, Nagano and Nigata, and Tohoku region. Japan offers great runs, varied terrain and amazing alpine scenery. Soak up the culture, indulge in the local cuisine and relax in the natural hot springs after a day in the powder.

**Second Golden Route**  
The journey from Tokyo, through Nagoya and on to Kyoto, Nara and Osaka is well known as Japan's Golden Route. Where to go next? How about the Second Golden Route? A side trip will provide you with an enormously enriching cultural experience. Takayama is a beautiful, historical town with projecting latticework and eaves of uniform heights. Nestled in the mountains outside Takayama is

Shirakawago, a village famous for its old farmhouses built in the traditional gassho-zukuri style. The whole village was registered as a World Heritage Site in 1995. Located on the Sea of Japan side, the city of Kanazawa prospered as a castle town for over 300 years.

**Affordable Japan**  
Have you heard the myth about Japan being expensive? The truth is Japan is now an affordable country. Visit Japan and see how far your yen can go.

**Summer Hokkaido**  
Best known for its powder snowfields, Hokkaido has a range of exciting activities and attractions in the summer months too. So head north, and enjoy the offerings of Japan's northernmost island, whether it be rafting or kayaking, a rental car road trip, or a gastronomic experience at the Genghis Khan lamb BBQ.

 JNTO  
JAPAN NATIONAL TOURIST ORGANIZATION  
[www.jnto.go.jp/syd](http://www.jnto.go.jp/syd) 

*Five wide-ranging travel alternatives in Japan that cover seasonal, budget and thematic options.*



## 5. Call to Action

Call to Action advertising promises an unequivocal benefit the consumer can act on, whether for sales, deals or direct-response based communication.



*Driving travel to France during the Rugby World Cup in September 2007, regardless of whether Rugby's the priority.*

### Consumer Outcome

Triggers readers into action. Whether its for sales, deals or direct response-based communication.

### What Consumers Say

“Don't miss out. Do something!”

### Why Newspapers?

No other medium says 'today' like newspapers and it has cut & keep capabilities.



## 5. Call to Action

Call to Action advertising can also direct readers to another platform, such as the internet.

*Driving those interested in the unique qualities of South Africa to [www.southafrica.net](http://www.southafrica.net)*

MPUMALANGA: 29° 50' SOUTH, 31° 02' EAST  
**FREE SPIRIT meets CAPTIVATING BEAUTY**

Can I really? Match my appetite for new experiences with my hunger for the authentic. My heart races in anticipation of the novel, the unique, the best. I'm waiting just around the next corner. Quench my thirst for adventure in the company of gentle giants, or take five with the Big Five. There is a place where you'll catch more than a glimpse of paradise. Come to South Africa and open the windows to a whole new world.

**SOUTH AFRICA**

1-800-238643 [www.southafrica.net](http://www.southafrica.net)

**Potter around the castle**

North East England. Full of unexpected pleasures. Whether roaming the stunning grounds of Alnwick Castle – the home of Hogwarts School in the Harry Potter films, enjoying a warm welcome from the iconic Angel of the North sculpture, or immersing yourself in 2,000 years of Roman history along Hadrian's Wall, there's something to surprise and delight every traveller. And, with Emirates now flying daily to Newcastle, it's even easier to sample this fascinating blend of past and present.

To win a \$12,500 luxury holiday to North East England, go to [www.northeastengland.com.au](http://www.northeastengland.com.au) or call 1300 368 195 to order your free guide.

*Passionate people. Passionate places.*

**north east england**

Emirates

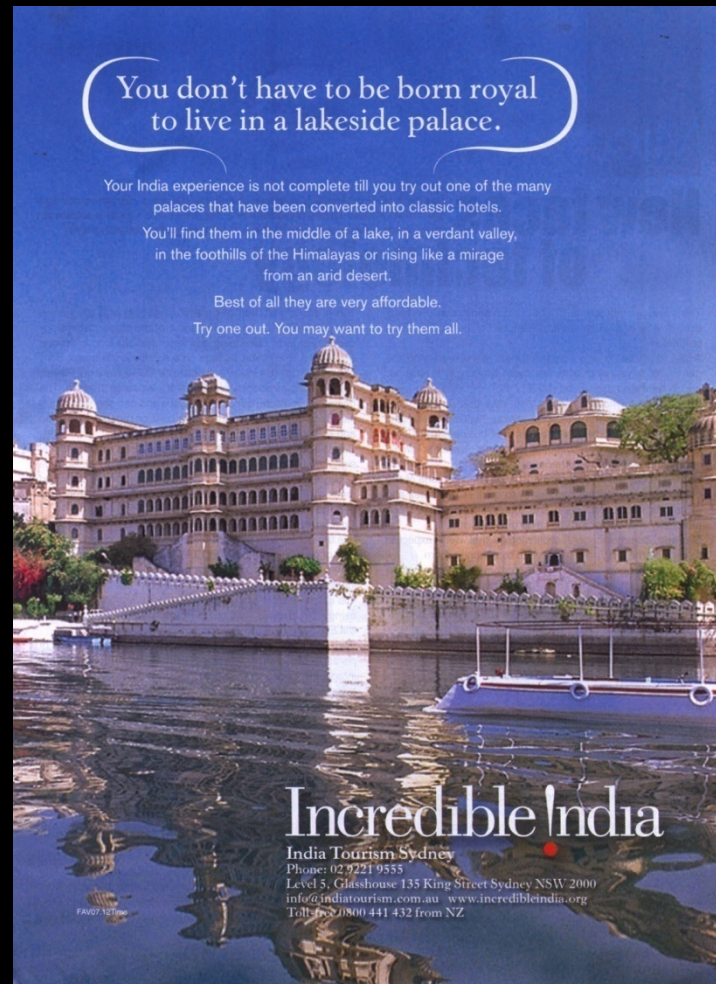
Entry open to residents of Australia and New Zealand aged 18 years or over. Promotion commences 08/10/2007 and closes 31/3/2008. First entry drawn will win 1 trip for the winner and 1 travel companion (aged 18 years or older) to Britain valued at \$12,500.00. For full terms and conditions, see [www.northeastengland.com.au](http://www.northeastengland.com.au). The Promoter is British Tourist Authority trading as VisitBritain (ABN 78 619 377 5511) at Level 2, 15 Blue Street, North Sydney NSW 2060. Authorised NSW Permit No. LTPS/07/26113 S. A. Permit No. T07/4282 VIC Permit No. 07/4345 ACT Permit No. TP07/04123

*Driving readers to [northeastengland.com.au](http://northeastengland.com.au) to enter for a chance to win a luxury holiday.*

## 6. Extension

Extension advertising reminds you about a brand by repeating or developing established messages from television.

*Reinforcing imagery and the theme line 'Incredible India'.*



You don't have to be born royal  
to live in a lakeside palace.

Your India experience is not complete till you try out one of the many  
palaces that have been converted into classic hotels.

You'll find them in the middle of a lake, in a verdant valley,  
in the foothills of the Himalayas or rising like a mirage  
from an arid desert.

Best of all they are very affordable.  
Try one out. You may want to try them all.

**Incredible India**

India Tourism Sydney  
Phone: (61) 2 221 9355  
Level 5, Glasshouse 135 King Street Sydney NSW 2000  
info@indiatourism.com.au www.incredibleindia.org  
Toll-free 0800 441 432 from NZ

### Consumer Outcome

Extends the life of an existing  
campaign

### What Consumers Say

“It makes you replay the TV ad  
in your head.”

### Why Newspapers?

They can freeze frame or  
detail the key point or  
outtake.

## 6. Extension

Extension advertising reminds you about a brand by repeating or developing established messages from television.

*Key frame from TV and reinforcement of the red twine mnemonic.*





Consumers welcome newspaper advertising more than any other medium.



Consumers consider newspaper advertising the most believable of all.



Consumers are more likely to act on newspaper advertising than any other source.



***Newspapers provide the platform and environment for advertising messages to:***

***provoke reactions,  
stimulate debate,  
challenge conventional thinking,  
establish strong emotional connections,  
convey complex messages,  
deliver the essence of a campaign and  
change consumer behaviour.***

