



SOUTH AUSTRALIA TOURISM 'CUSTOM CONTENT' CASE STUDY

South Australia Tourism Commission utilized Fairfax's long read article format to help change perceptions, generating tremendous uplifts in positive associations and intention to visit Adelaide.

THE ENGAGEMENT POWER OF LONG READ FORMATS

SATC partnered with Fairfax to promote Adelaide as a short break destination by engaging differently with readers of smh.com.au. A series of five long read articles were specially created and written by Fairfax and each were housed on goodfood.com.au.

The articles showcased key areas of Adelaide's tourism offering such as 'Eat and Drink', 'Cellar Doors', 'Cool Adelaide', 'Markets' and 'Urban Getaways'. The key brand messaging was brought to life within each segment via rich photography, quality writing and video integration.

Each article was also promoted through 'drivers' on the smh.com.au homepage, helping to create awareness amongst a broader audience.

CAMPAIGN OBJECTIVES

Drive awareness of Adelaide as a short break holiday destination

Boost the profile of Adelaide and the perception that there are a variety of interesting attractions

Increase intention among NSW residents to visit Adelaide on a holiday, especially for a short trip

CAMPAIGN PERIOD

January – April 2014

RESEARCH METHODOLOGY

A simultaneous capture of control / exposed sample was employed with invitation to complete an online survey launched via site intercept methodology (n=323)

TARGET AUDIENCE

People aged 30-49 years with a high disposable income who are interested in (domestic) travel



Eat and drink
An insider's guide to Adelaide's top 10 bars for eat and drink.

The top 10

Adelaide's vibrant food and drink scene is constantly evolving, again in the form of the city's top 10 bars for eat and drink. After a long wait, the list is finally back on the air.

Adelaide's top 10 bars for eat and drink are: **Street**, **Peel Street**, **Ruby Red Flamingo**, **Press Food and Wine**, **Magill Estate**, **Parwana**, **Andre's Cucina**, **Street**, **Peel Street**, **Ruby Red Flamingo**.

Orana and Street-ADL

When it comes to Adelaide's top 10 bars for eat and drink, the list is finally back on the air. After a long wait, the list is finally back on the air.

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Peel Street

One of the most beautiful and historic streets in Adelaide is Peel Street. It's a street that's full of life and history.

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Ruby Red Flamingo

The Ruby Red Flamingo is a bar that's full of life and history. It's a bar that's full of life and history.

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Press Food and Wine

Press Food and Wine is a bar that's full of life and history. It's a bar that's full of life and history.

Adelaide's top 10 bars for eat and drink are: **Street**, **Peel Street**, **Ruby Red Flamingo**, **Press Food and Wine**, **Magill Estate**, **Parwana**, **Andre's Cucina**, **Street**, **Peel Street**, **Ruby Red Flamingo**.

Magill Estate

Magill Estate is a bar that's full of life and history. It's a bar that's full of life and history.

Adelaide's top 10 bars for eat and drink are: **Street**, **Peel Street**, **Ruby Red Flamingo**, **Press Food and Wine**, **Magill Estate**, **Parwana**, **Andre's Cucina**, **Street**, **Peel Street**, **Ruby Red Flamingo**.

Parwana

Parwana is a bar that's full of life and history. It's a bar that's full of life and history.

Adelaide's top 10 bars for eat and drink are: **Street**, **Peel Street**, **Ruby Red Flamingo**, **Press Food and Wine**, **Magill Estate**, **Parwana**, **Andre's Cucina**, **Street**, **Peel Street**, **Ruby Red Flamingo**.

Andre's Cucina

Andre's Cucina is a bar that's full of life and history. It's a bar that's full of life and history.

Adelaide's top 10 bars for eat and drink are: **Street**, **Peel Street**, **Ruby Red Flamingo**, **Press Food and Wine**, **Magill Estate**, **Parwana**, **Andre's Cucina**, **Street**, **Peel Street**, **Ruby Red Flamingo**.

Street

Street is a bar that's full of life and history. It's a bar that's full of life and history.

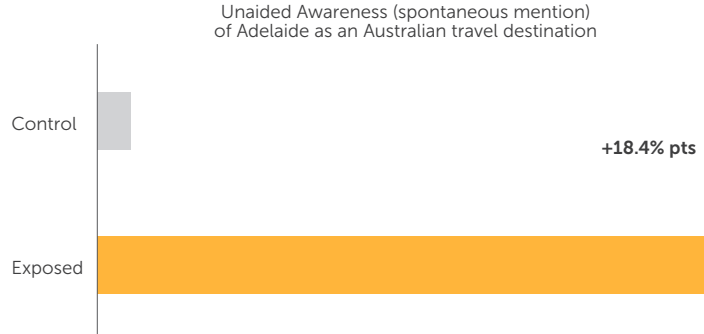
Adelaide's top 10 bars for eat and drink are: **Street**, **Peel Street**, **Ruby Red Flamingo**, **Press Food and Wine**, **Magill Estate**, **Parwana**, **Andre's Cucina**, **Street**, **Peel Street**, **Ruby Red Flamingo**.

MEASURABLE RESULTS

Brand Awareness

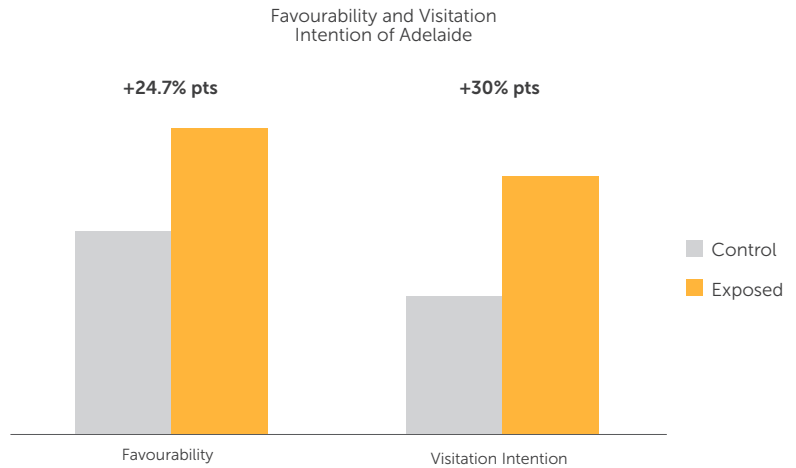
Overall, the campaign performed exceptionally well, with custom content helping to deliver greater engagement with the messaging of the campaign and the attractive nature of the articles encouraged people to spend time with the content which generated huge uplifts in positive associations to Adelaide and intention to visit.

SATC's 'long read' format boosted spontaneous mention of Adelaide as an Australian travel destination with a significant lift of **18.4%** points.



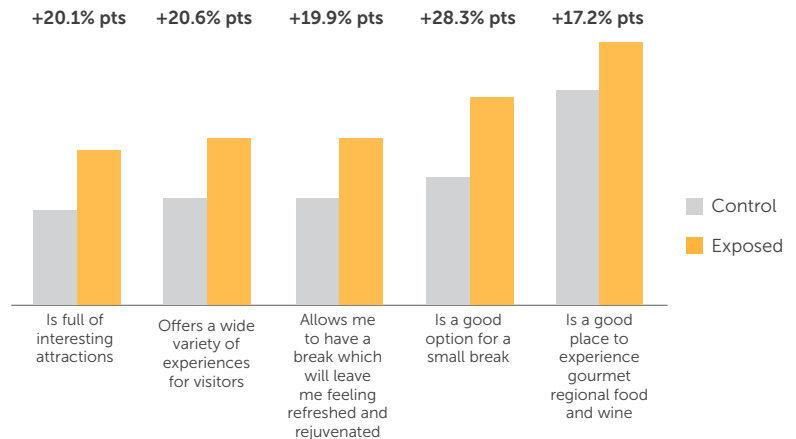
Brand Favourability and Visitation Intention

The campaign was instrumental in generating significant uplifts in positive associations and intention to visit Adelaide. Brand favourability experienced a significant lift of **+24.7%** points and visitation intention also experienced a significant lift of **+30%** points



Brand Attributes

The 'long read' articles revealed engaging content can enhance messaging. The desired attributes the campaign aimed to convey through its rich photography, quality editorial and video integration were significantly boosted after exposure.



SATC Director, Marketing & Communications Emma Nicholls said:

"We were thrilled to partner with Fairfax Media on this campaign, as the 'Long-read' article format was the perfect vehicle to bring the Adelaide destination brand to life. It was an important component of the overall campaign that allowed people to more deeply engage with what Adelaide has to offer a visitor, and drive intention to travel. The effectiveness results speak for themselves. The long read format delivered beyond our expectations, encouraging NSW readers to re-consider what they thought about Adelaide. "