



Kaleido Awards entry Use of Influencers Master Category: Practice Awards

(July - December 2022)



Identifying the opportunity

COME AND SAY

Campaign Objective:

Build high consideration for Australia as a holiday destination amongst High Yield Travellers (HYTs)* in India, post the re-opening of Australia's borders

*HYTs are travellers who are ready to travel out of the region and spend more in order to seek high value experiences

Insight:

The ICC T20 World Cup in Australia and India's face off against Pakistan, was the most sought-after moment for Indians (irrespective of whether they follow cricket or not). Nothing is comparable to the thrill of this occasion for all of India at once

Therefore, our creative idea:

Capitalize on India's high desirability for and incomparable attention towards the T20 World Cup to spotlight Australia as THE place that offers the unparalleled thrill of this moment as well as a plethora of rivetina experiences

Our tactical approach:

- (i) With all eyes on the cricket squad, we invited BCCI, the India cricket team and support staff for a day of unwinding at Rottnest Island
- (ii) With every Indian wishing they were there at the MCG in-person to witness the India vs Pakistan match, we leveraged the FOMO associated with it to host a contingent of high traction influencers to relay the WorldCup Experience and Australia's breathtaking experiences to Indians back home

Our Influencer Squad

Rottnest Island showcase via the Men in Blue



46.5K Reach



Rohit Sharma 26.6M Reach



Virat Kohli 339.7M Reach



Dinesh Karthik 2.4M Reach



R Ashwin 3.8M Reach



KL Rahul 13.7M Reach



Rishabh Pant 7.6M Reach



Hardik Pandya 24.8M Reach



Arshdeep Singh 749K Reach



Yuzvendra Chahal 11.9M Reach



Suryakumar Yadav 6.9M Reach



Deepak Hooda 395K Reach



Soham Desai 159K Reach

Mega Ind Vs Pak Multi-State Fam Trip



Ranveer Allahbadia 7.4M Reach



2.1M Reach



Shriya Pilgaonkar 1.3M Reach



Mrinal Dutt 99K Reach



Shweta Tripathi Sharma 2.3M Reach



Barkha Singh 4.1M Reach



Mallika Dua 1.4M Reach



Zaid Darbar 4.7M Reach



SlowCheeta 1.3M Reach



Shivesh Bhatia 2.3M Reach



Amyra Dastur 1M Reach



Anam Darbar 3.5M Reach



Our approach: Showcasing a signature Aussie getaway through the Men in Blue (Day out at Rottnest Island)

Social media amplification



















Our approach: Showcasing a signature Aussie getaway through the Men in Blue (Day out at Rottnest Island)

Organic editorial features



Aaj Tak





Firstpost





Hindustan Times



59 features equivalent to a PR value of A\$ 1,374,638



The Times of India











Our approach: Relaying Australia's epic sports experience LIVE (Influencer contingent cheering at India vs Pakistan)

Social media amplification























Our approach: Getting the trendy influencer contingent to spotlight Australia's varied breathtaking experiences

Social media amplification























Our approach: Getting the trendy influencer contingent to spotlight Australia's varied breathtaking experiences

Further amplifying their experiences in earned media editorially











Mid-Day

HT Slurrp

Saamana

Lokmat

What we unlocked: Massive eyeballs...



3.75BN reach

Capitalising on India's focus on the cricket team during the WorldCup to showcase the Rottnest Island getaway was an opportune moment that reached an audience of 3.75Bn+ supplemented by 50+ organic media stories across traditional and new media



1.6BN impressions

Capturing diverse Australian holiday experiences and the magic of the Ind Vs Pak match through our popular Instagram stars to their collective audience of 15Mn+, we captured their followers' attention; securing impressions of 1.6Bn+, 8.7K engagements



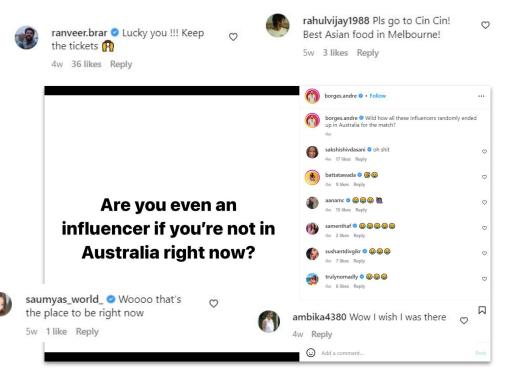
Garnering advocacy via the influencers for the Australian holiday experience to their social media audience along with traditional media audiences in regional, mainline English and new-age platforms through editorial stories, got us an equivalent PR value of AUD\$ 151MN

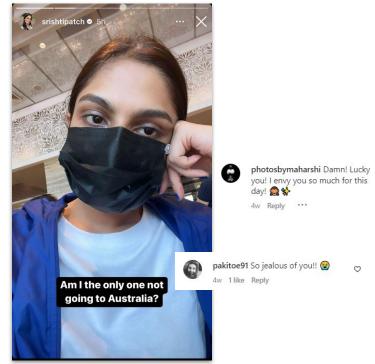
What we unlocked: Massive FOMO



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4w 17 likes Reply









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3w Reply

Summing up our successes:

- Through our campaign idea, we successfully tapped into the high appeal of the T20 World Cup amongst Indians to garner massive visibility for the phenomenal experiences Australia offers thereby and nudge them to 'Come & Say G'day' to Australia for their next holiday
- Collaboration with BCCI, the cricketers, influencers and media was done purely on an experience-barter basis, with no spends whatsoever
- As per numbers reported by Tourism Australia:
 - Australia achieved 95% of pre-Covid visitors for the month of Nov' 22 (the highest-ever visitation in any given month, since the reopening of borders)
 - Recovery was at 88% of pre-Covid levels for the period April to Nov 22
 - India ranked as Australia's #3 source market, after New Zealand and UK

These were on the back of Australia's border re-opening supplemented by the 'Come & Say G'day' campaign; for which the influencer-led destination showcase was a prime leg for Tourism Australia to build high consideration for an Australian holiday amongst Indian travellers

