



MEDIA RELEASE

Client: MidCoast Council
Project: Barrington Coast Brand and Visitor Campaign
Date: 7 February 2022

Barrington Coast 'Whatever it takes' campaign wins Silver at NSW Tourism Awards

Not even covid lockdowns dampened the travel desires of home-bound residents from engaging with the newly branded Barrington Coast region with the campaign winning Silver for Tourism Marketing and Campaigns at the 2021 NSW Tourism Awards.

Launching with zero brand awareness into the Hunter and Sydney metro markets, the visitation brand campaign was created from a collaborative, like-minded partnership, between Destination Marketing Store (DMS), Fred&Co Digital Advertising and media agency Leonards Advertising.

DMS' Destination Management Plan, brand strategy and brand positioning for Barrington Coast set the foundation for the campaign. The brand is positioned on the 'Blaze your own trail' platform - and has the brand personality traits of being free spirited, courageous, grounded and not taking life too seriously.

"The campaign captured the brand essence of 'Blazing your own trail' - and suggested the audience to give themselves permission to break their routine by doing whatever it takes to enjoy yourself," said Charlotte Prouse, Director of DMS.

David Lucas, CD and Founder of Fred&Co, said "When most destinations are leading their hero messages with 'Explore', 'Discover' and 'Experience', we created the campaign to be honest and unapologetic in its realness so the destination stood out. We were saying, 'Just do whatever it takes to feel recharged and just be you - Who cares what anyone thinks about what you like to do on a holiday? If that's eating 3 dozen oysters for lunch - do it.' It was this honesty that resonated with the audience to give us the outstanding online engagement."

Sharon Bultitude, Destination Management Coordinator for Barrington CoastMidCoast Council said on the award-winning campaign, "We wanted the audience to visit, be themselves, let loose and have no regrets of leaving stuff and people back home. And this campaign delivered on that and put us on their travel bucket list post lockdown."



The campaign took a bold new move of solely focussing on a female audience, without the fear of alienating men in its advertising communications – a first for a NSW region.

This focus set the digital media strategy. The campaign launched with OOH roadside billboards for awareness, which was supported by an integrated digital mix of display, search, social and native ads which put the campaign in front of women in the Hunter and Sydney regions.

"Even with the lockdowns coming into effect during the campaign, there was a significant jump in engagement levels. Considering we were starting from zero awareness of the Barrington Coast destination brand, the campaign's social engagement, website traffic and enquiries beat all our expectations," said Kate Faithorn, CEO of Leonard Media Advertising.

Newly released results for the Barrington Coast's first-ever campaign over the four month period include:

- Achieving a 12.5% increase on the website traffic objective of 20,000 unique visits per month.
- Delivering over 21,000 website goal conversions for operator link clicks, calls, emails, discount link clicks and blog article clicks.
- Smashing the Google Paid search objective by 44%.
- Slashing the Google Paid Search & Display ads cost by up to 64% compared to travel industry averages.
- Smashing the Facebook/Instagram ads CTR by a massive 179% compared to travel industry averages.
- Reducing the Facebook/Instagram ads CPC by 20% compared to travel industry averages.
- Growing the visitor e-news database by 208% to promote the pre-travel experience and boost destination bookings.

Destination Marketing Store (DMS), Fred&Co Digital Advertising and Leonards Advertising, were also the collaborative team behind the multi award-winning 'Let's Skip Town Together' Mudgee Region visitation campaign, which was recognised as a 2017 Mumbrella MSIX Awards finalist for Best Insight among four other tourism marketing awards.

Campaign Credits

Client : MidCoast Council
Brand Strategy : Destination Marketing Store
Creative : Fred&Co Digital Advertising
Media : Leonards Advertising



For more details

David Lucas – Creative Director & Founder of Fred&Co Advertising

0431 140 844

David@fredandcodigital.com

Sharon Bultitude - Destination Management Coordinator for Barrington Coast-Mid Coast Council

(02) 7955 7466

Sharon.Bultitude@MidCoast.nsw.gov.au

Charlotte Prouse – Director, DMS

0402 188 817

charlotte@destinationmarketingstore.com.au

[Kate Faithorn – CEO](#)

[0409 375 615](tel:0409375615)

kate@leonards.net.au