

Most Influential or Buzzworthy Campaign

Tourism Australia: Dundee the Son of a Legend Returns Home

Tourism Australia, Droga5, UM (USA & Sydney), Kovert Creative

Background & context

In the past few years, international travel among US consumers has been growing rapidly by 11%, yet travel to Australia has remained stagnant at 1.3%. Tourism Australia knew they needed to develop a campaign that would break the mold of traditional tourism advertising to drive an increase in the number of American tourists visiting each year. An idea struck when thinking back to Crocodile Dundee, a tourism campaign disguised as an 80s film, and the huge success it (unintentionally) brought to the Aussie tourism industry.

Campaign objectives

- ▶ Drive as much—if not more—revenue into the Australian tourism advertising industry as was spent on the campaign.
- ▶ Increase destination desirability at a double-digit point increase.
- ▶ Persuade consumers to book travel in Australia, generating a hopeful 150,000 tourism leads.
- ▶ Drive US consumers' bookings to Australia in 2018, catalyzing a trajectory to reach \$6 billion in overnight spend by 2020.

Creative strategy

While Australia's natural beauty is enough to attract tourists, it is not what makes Australia special—its people are. Tourism Australia, Droga5, and assisting agencies knew that they could leverage the "casual warmth and irreverent sense of humor" (Droga5) of Aussies to attract visitors. Teaser trailers for an apparent reboot of Crocodile Dundee were kick-started, but with no intention to make the actual film. By leveraging well-loved Aussies of Hollywood (think Chris Hemsworth, Danny McBride, Margot Robbie and Hugh Jackman), they mirrored the exact campaign strategy of a Hollywood film release: tease, reveal, invite.

What role did YouTube play?

A **YouTube Channel** and YouTube's **TrueView In-Stream Ads** were leveraged during the 'tease' phase of the campaign. "Dundee" was set to have its big reveal at the 2019 Super Bowl, meaning PR had to begin a month ahead of time. Droga5 created a "Dundee Movie" YouTube channel with four teaser trailers - each having been designed to have movie trailer YouTube accounts (such as RapidTrailer) rehost the teasers, which they promptly did. YouTube



was where the majority of pre-Super Bowl exposure and buzz was created.

Overall effectiveness

The combination of campaign strategy, phasing and clever use of YouTube drove so much organic PR and exposure that "Dundee" became the "#1 Most-Viewed, Searched and Shared" ad of the 2019 Super Bowl (Droga5).

- ▶ "Dundee" YouTube activity generated 14,310 PR mentions, media reach of 7.78 billion, and an advertising value of \$84.4 (Meltwater).
- ▶ Tourism Australia became the most talked about brand in its industry.
- ▶ Destination desirability saw a 50% lift and 78% of Americans reported viewing Australia as a unique travel destination after viewing Dundee (campaign tracking).
- ▶ Among exposed American consumers, 66% were more likely to visit, 83% had an increased destination to book, and over 250,000 leads were generated overall (campaign tracking).

Why did this campaign win?

The ad became the **most viewed, searched, talked about and shared YouTube spot of the Super Bowl**. Additional campaign buzz was generated by neither confirming nor denying the reality of the Dundee "film" as the speculation of around it grew.

Lessons learned

- ▶ **Use Real-Time Results;** insights on Click-Through and completed views provided by YouTube allowed Droga5 to pivot strategy live based on campaign performance, a strategy leveraged by 86% of awards program finalists.
- ▶ **Think Omni-Channel;** Dundee effectively used In-Stream Ads in conjunction with a YouTube channel. Indeed, an omni-channel strategy was used among 43% of finalists.
- ▶ **Tell a Story;** Dundee proved that creating custom content with a social and cultural focus works. 71% of finalists featured custom content.

"Bringing everything together was what made it great. It wouldn't have worked without YouTube or the Super Bowl."

Jonathan Lee, CSO, Grey NY

"The Australia campaign is incredible, and it looks like it has been the best tourism campaign ever."

Andrea Diquez, CEO, Saatchi & Saatchi