



Port Macquarie Hastings Council is embarking on a major destination marketing campaign to build year round and midweek visitation.

Through this campaign, we will be inviting visitors to stay a little longer and discover “where time does wonders”.

Find out how your business can participate and benefit.

**PORT MACQUARIE**

where time does  
wonders



# PORT MACQUARIE HASTINGS COUNCIL DESTINATION CAMPAIGN MARKETING OPPORTUNITIES

## THE OPPORTUNITY

Port Macquarie Hastings Council is funding a major marketing and media campaign to promote awareness of the incredible landscape, culture and tourism opportunities that abound in Port Macquarie Hastings Council. This destination campaign combined with the Campaign Marketing Opportunities will drive significant awareness momentum for businesses to benefit from, providing them with an opportunity to add their voice to a powerful, targeted and consolidated campaign.

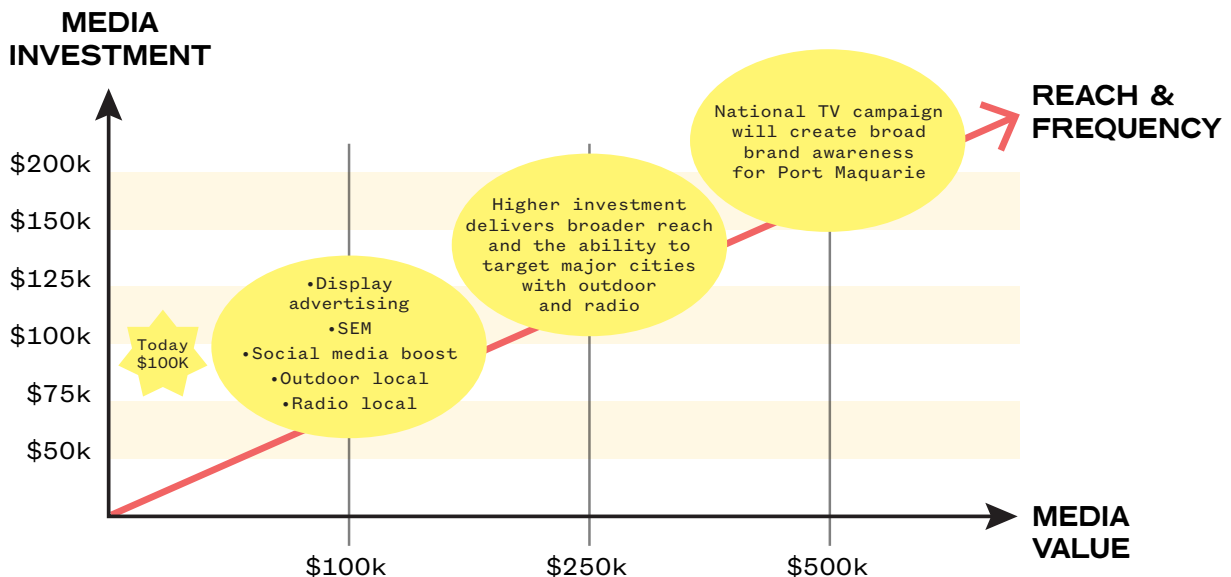


## MEDIA VALUE VS INVESTMENT

In the world of media, it is all about the reach and frequency you can achieve towards your target audience with available budget.

- Reach is the number of people you touch with your marketing message or the number of people that are exposed to your message.
- Frequency is the number of times you touch each person with your message.

By participating in the co-branded Campaign Marketing Opportunities with Port Macquarie Hastings Council, you help to boost the \$100,000 media spend already committed to this Destination Marketing Campaign. And by doing so, significantly increase the campaign media reach and frequency (see diagram). A win for both local partners and the destination.





## WHAT TYPE OF ADVERTISING IS BEING USED?

A carefully constructed mix of various advertising initiatives are being put into place to promote the Port Macquarie Hastings Council.

These include:

- Google Display Network of banners



- Google AdWords



- Facebook and Instagram ads



- YouTube to promote the new movies and snippets



- Offline channels depending on available budget such as radio, billboard and regional television

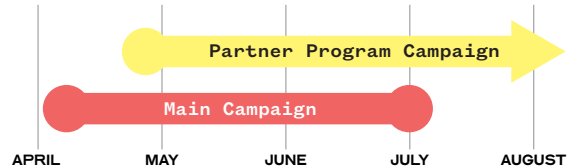


## HOW CAN THE INDUSTRY BECOME MORE INVOLVED?

The Campaign Marketing Opportunities packages outlined on the next page provide businesses the opportunity to select their levels of marketing commitment. Packages have been developed to meet the needs of all businesses. From those who have limited marketing budget and/or less developed marketing channels right through to those that are using all the digital channels with sophisticated booking and email systems already in place.

## CAMPAIGN TIMING

The destination campaign will run from April 2024 to end of July 2024. Campaign packages will be six weeks each in duration with the first to start two weeks after the destination campaign commences.



## YOUR ADVERTISING PARTNER - LEONARDS

The team at Leonards will be on hand to guide you through the advertising process to successfully deliver whatever package you choose. Whether it's at an entry level listing investment or a full scale multi-channel marketing campaign, you will have access to the expertise of our longstanding, well recognised advertising agency. Leonards currently trades with all the major publishers (traditional and digital) and has access to great rates, and research tools together with expert staff.

Leonards is an approved Local Government Procurement Contractor for Advertising and Media Services. The agency has a unique understanding of both the Local Government and Operator sides to running a successful destination campaign.



Gold for Breakthrough Destination of the Year 2023



Contact Geraud Montigny, Integrated Media and Marketing Director, Leonards Advertising to discuss your needs and the best marketing package for you:

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PORT MACQUARIE HASTINGS COUNCIL  
DESTINATION CAMPAIGN MARKETING OPPORTUNITIES

# CHOOSE YOUR CAMPAIGN PACKAGE

<b>STARTER BOOSTER PACK</b> <b>\$950</b> (EX GST)	<b>DIGITAL CAMPAIGN PACK</b> <b>\$3,500</b> (EX GST)	<b>PIONEER PACK</b> <b>\$7,500</b> (EX GST)	<b>ALL STAR PACK</b> <b>\$15,000</b> (EX GST)
<p>This is the entry point to ensure your visibility in market in partnership with Port Macquarie Hastings Council.</p> <p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>• Listing in the campaign branded website               <ul style="list-style-type: none"> <li>• Your logo</li> <li>• Your headlines</li> </ul> </li> <li>• Your business description</li> <li>• Call to action linking to your site increasing SEO</li> </ul> 	<p>This is the best way to gain new customers and leads to your business at the best ROI.</p> <p><b>Includes Partner Booster Pack, PLUS:</b></p> <ul style="list-style-type: none"> <li>• AdWords campaign worth 100k impressions (Google Display Network and SEM)</li> <li>• Social media campaign + 1k CTR to your site</li> <li>• Display banners ads x3               <ul style="list-style-type: none"> <li>• Retargeting</li> <li>• Full campaign management</li> </ul> </li> <li>• Implementation, tracking and reporting</li> <li>• Audience profiling (Roy Morgan)</li> </ul>   	<p>This pack gives you brand awareness to support your initial investment. There is a media mix between radio and digital.</p> <p><b>Includes Digital Campaign Pack, PLUS:</b></p> <ul style="list-style-type: none"> <li>• Radio on air floating air time ads blast (minimum 20 radio slots)               <ul style="list-style-type: none"> <li>• Premium radio Network Guarantee</li> </ul> </li> <li>• Audience locally targeted</li> </ul>   	<p>This is the best value pack to get maximum reach and frequency in market with a mix of cross media and digital platforms.</p> <p><b>Includes Pioneer Pack, PLUS:</b></p> <ul style="list-style-type: none"> <li>• An outdoor campaign in the city of your choice</li> <li>• High quality media placement</li> </ul>  

## HALL OF FAME PACK P.O.A.

Please get in touch with us for a free media and advertising consultation.

**Includes All Star Pack, PLUS:**

- Bespoke Advertising Solution tailored to your needs and objectives
- Creative/Web
- Strategy/Research
- Media Planning/Buying
- Regional TV

