

TOURISM & EVENTS QUEENSLAND

Tourism and Events Queensland is a statutory body of the Queensland Government and the state's leading marketing, destination and experience development and major events agency. **dtb!** worked as the Official Advertising Sales Agency for TEQ from 2015 to 2020.

CASE STUDY

- ! Marketing and campaign strategies
- ! Industry and stakeholder engagement
- ! Advertising sales
- ! Lead generation
- ! Customised media and marketing plans
- ! Graphic design
- ! Website design and build

OBJECTIVES

Tourism and Events Queensland is a statutory body of the Queensland Government and the state's leading marketing, destination and experience development and major events agency. **dtb!** connected people and places like never before through innovation and collaboration with the tourism and events industry across 13 Regional Tourism Organisations (RTO's).

We embraced emerging trends and opportunities to thrive in a competitive environment and; were proactive, flexible and adaptable. We established KPIs with the aim to not only achieve set targets but to exceed on all key deliverables.

APPROACH

dtb! partnered TEQ to deliver solutions across 13 RTO regions that were uniquely different across audiences, location of target markets and spend. We undertook standalone in-market campaigns, whole of state campaigns, media planning and buying across Queensland, Australia and beyond.

dtb! visited all Queensland regions to support industry. We developed unique and meaningful media plans that accelerated visitation.

We worked weekly across media planning / placement, supplements, inserts and editorial. We worked with key partners: MediaCom, News Corp Australia, Fairfax Media and other publications and online suppliers.

RESULTS

We partnered Queensland's tourism industry to achieve more targeted media placement and better media buy rates, for more measurable performance and greater return on investment. We developed an innovative online portal for RTOs to simultaneously view a multitude of campaigns, upload media planning briefs, toolkit guideline for effective advertising, book and pay online gateways.

Our innovative approach supported the delivery of TEQ's strategic plan. We achieved economic and social benefits for the state through marketing and promotion of tourism, experience and destination development and major events.



We wanted to thank you for the incredible partnership we have had over the past 4+ years. It has been a true pleasure working with you in the capacity as TEQ's Advertising Sales Agency and as colleagues. Your contribution to the Queensland Tourism Industry has been fantastic.

Jessica Ward
Media and Partnerships Leader
Tourism and Events Queensland

dtb! projects with Tourism and Events Queensland