



**MELBOURNE  
NOW**

## Melbourne Now Summer Campaign 2018

### Expression of Interest

Due to the popularity of the campaign and to ensure that visitors are experiencing the wealth of activity available across Melbourne, applications are available to industry via an expression of interest process.

Expressions of Interest should be submitted to Destination Melbourne via [sales@destination.melbourne](mailto:sales@destination.melbourne)

**Deadline for submissions:** Friday 3 August

If you require assistance at any point throughout this process, please feel welcome to get in touch with Tina or Emma from our Sales & Partnerships team.

#### Campaign Summary

**In market:** Monday 29 October – Sunday 16 December (7 weeks)

**Encouraging travel:** December 2018 – February 2019

**Target market:** Regional Victorian Lifestyle Leaders

**Message:** More reasons to stay in Melbourne during summer

#### Campaign Inclusions

*Destination Melbourne retains full editorial control.*

Refer to sample media schedule – [click here](#)

#### Proofing

Please note that you will not receive proofs for the following campaign elements. As a result, please ensure that all information provided in this document has been proofed for accuracy.

- AdWords
- Paid Social Media Advertising
- Organic Social Media Advertising
- Autoresponder eDM

#### Key Selection Criteria

Submission of an expression of interest does not in any way guarantee inclusion. Partners are selected at the discretion of Destination Melbourne. No correspondence will be entered into.

**Prospective campaign partners should demonstrate the following attributes in their EOI:**

- A **compelling tactical, timely offer or package** to entice Regional Victorian Lifestyle Leaders to visit Melbourne during summer. Offer must be:
  - **Exclusive to this campaign**
  - **Time-sensitive; encouraging conversion between December 2018 and February 2019**
  - **Provide value for money**
- Preferred offers may include:
  - **Attractions/Events** = Exclusive offers/discounts with promo codes or downloadable vouchers
  - **Accommodation** = Packages which include car parking, breakfast or a food/beverage inclusion or offer, extra amenities/inclusions (e.g. Wi-Fi, Netflix) and early check-in or late check-out. Family offers must constitute 2 adults and 2 children
- An accurate lead in price must be put forward. This lead in price needs to be able to be accessed and booked online by our audience via a dedicated landing page on your website.

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- A minimum of 10 high-resolution images in both portrait and horizontal orientation to be used at our discretion.
- 2x contra prize contributions (to a minimum value of \$500 each) for use in the campaign website competition and the third-party campaign competition. Preferred contra may include:
  - General or VIP ticketing and/or passes
  - Annual passes
  - Up close/exclusive encounters
  - Behind the scenes opportunities
  - Gift vouchers
  - Hotel packages
  - Individual room nights
  - Dining vouchers

Applicant Information	
Your Name	
Your Position	
Your Email	
Your Phone	
Business or Event Name	

Tactical Offer		
Material type	Notes/instructions	Your material
Offer	<i>Price point for your package or tickets.</i>	
Offer inclusions	<i>Provide details of your offer</i>	
Offer T&Cs	<i>If relevant, please provide any T&amp;Cs for your offer</i>	
Offer validity	<i>Offer should be valid 1 December to 28 February (at minimum)</i>	
Offer URL	<i>Link to webpage that the consumer can book this offer with the price point provided above</i>	



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## Melbourne Now Summer Campaign 2018 Expression of Interest

Copy		
Material type	Notes/instructions	Your material
<b>Briefing notes</b>	<i>Provide us as much information as possible about your event/attraction/hotel/offer to help our copywriter.</i>	
<b>Key dates</b>	<i>Include key milestone dates/information (e.g. media announcements, launches, event start date, etc) for us to consider in copy and when planning the social media schedule.</i>	
<b>Address</b>	<i>Physical address of experience to be promoted to the consumer</i>	
<b>Event date/opening hours</b>	<i>If relevant</i>	
<b>Public Transport</b>	<i>Options a consumer has to access your location via public transport from a CBD hotel (include route/line and stop/station details).</i>	
<b>Facebook page</b>	<i>Advise of your page</i>	
<b>Instagram page</b>	<i>Advise of your page &amp; any hashtags for consideration</i>	

Images		
Material type	Notes/instructions	Your material
<b>Min. of 10 high-res images</b>	<i>Supply images that speak to the target market and show people engaging with your product. In particular, ensure the images are relevant to your offer/package. Please share these via a Dropbox link in this field.</i>	
<b>Image credits</b>	<i>Please advise of any required image credits.</i>	

Video (optional)		
Material type	Notes/instructions	Your material
<b>1x 30-60 sec video file</b>	<i>Video has proven to generate great engagement via social media. Provide a short (30 secs – 1 min) high res video/s promoting your product or experience. Please share these via a Dropbox link in this field.</i>	



## Melbourne Now Summer Campaign 2018 Expression of Interest

Contra Batch #1 – Website Competition		
Material type	Notes/instructions	Your material
Prize	<i>Feel welcome to contact Tina or Emma if you have any questions or would like any assistance in deciding what would be best to put forward.</i>	
Prize value	<i>Minimum value of \$500</i>	
Prize T&Cs		
Validity dates	<i>The campaign competition will be in market between 29 October and 16 December. Therefore, prizes need to be valid for use until at least the end of January 2018.</i>	
Min. of 2 prize images	<i>Images specific to the prize being given away. Please share these via a Dropbox link in this field.</i>	

Contra Batch #2 – Third Party Competition		
Material type	Notes/instructions	Your material
Prize	<i>Feel welcome to contact Tina or Emma if you have any questions or would like any assistance in deciding what would be best to put forward.</i>	
Prize value	<i>Minimum value of \$500</i>	
Prize T&Cs		
Validity dates	<i>The radio competitions will be in market between 29 October and 16 December. Therefore, prizes need to be valid for use until at least the end of January 2018.</i>	
Min. of 2 prize images	<i>Images specific to the prize being given away. Please share these via a Dropbox link in this field.</i>	

Other		
Special conditions, requirements, instructions or notes	<i>e.g. Please advise of any product or experience that your brand cannot partner with.</i>	



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	Yes	No
<b>Do you already have budget approval to proceed if your EOI is successful?</b> <i>Please note if you answer Yes, and if your EOI is accepted, your application will then form an in-principle agreement in acceptance of the program guidelines and conditions</i>		
<b>Is the billing entity the same as the applicant?</b> <i>If not please list contact name, business name, business address and email in the field below</i>		
<b>Billing entity</b>		
<b>Signature of applicant</b>		
<b>Date signed &amp; submitted</b>		

Please submit your completed EOI document, along with a Dropbox link to access images and video, to [sales@destination.melbourne](mailto:sales@destination.melbourne) with the subject line:

**Melbourne Now Campaign EOI**

For more information, or any questions:

<b>Tina Seirlis</b> Sales & Partnerships Manager 0450 603 086 <a href="mailto:tina@destination.melbourne">tina@destination.melbourne</a>	<b>Emma Gray</b> Sales Executive 0418 220 568 <a href="mailto:emma@destination.melbourne">emma@destination.melbourne</a>
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