

#GoToTown

INDUSTRY TOOLKIT

The Adelaide CBD is a crucial component of South Australia's visitor economy. Border closures and travel restrictions due to COVID-19 have seen a significant downturn in visitation to the city resulting in reduced occupancy in hotels, and fewer visitors to cafes, restaurants and bars, and to experience-based operators.

To support the city and tourism industry, the South Australian Tourism Commission and Adelaide Economic Development Agency are launching #GoToTown with the aim of inspiring South Australians to visit the city and reignite the visitor economy.

CAMPAIGN OVERVIEW

The campaign will launch on Friday 3 September through high impact media placements and continue to roll out throughout September/October. Marketing will include print, outdoor and digital advertising as well as PR activations that will drive further awareness of the campaign and encourage South Australians to support businesses in the city. The campaign will have 3 focuses:

1. LAUNCH

#GoToTown

Your city needs you.

Key campaign message establishing high level awareness in market with a rallying call to get South Australians behind the initiative. The message will evolve providing compelling reasons and inspiration to visit the city including Date Night, Mates Night Out, Family Day Out, Dinner Date, and FOMO Fridays.

2. RETAIL

#GoToTown

With these great offers.

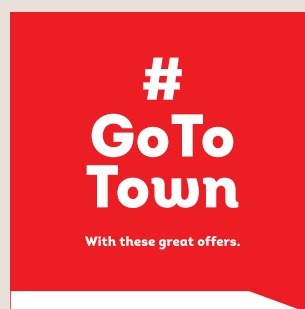
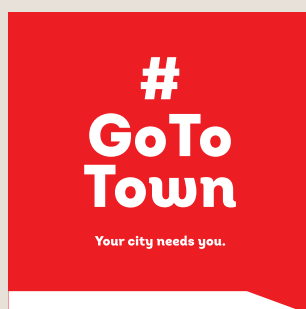
The campaign will be further supported through compelling offers to promote the best deals the city has to offer, to create a sense of urgency and immediacy. A clear call to action will take consumers to a dedicated campaign landing page featuring inspiration and trader/operator deals. southaustralia.com/gototown

3. FOMO FRIDAYS

#GoToTown

for FOMO Fridays

The campaign will be activated through FOMO Fridays, delivering a full program of Adelaide city events over four Fridays, from 17 September to 8 October. Different laneways will be activated each Friday afternoon for knock-offs and operate as a precursor to encourage punters to stay on in the city for dinner and more.



CHANNELS



OUTDOOR



DIGITAL



SOCIAL MEDIA



PRINT



MERCHANDISE



Adelaide.
Designed
for Life.

#GoToTown

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HOW TO GET INVOLVED

This campaign needs your support for it to reach its true potential.

#GoToTown will be in market from 3 September. Timely action is required to align your activity and promote campaign messaging along with your deals across your own channels. Here are some simple ways you can leverage and bring this campaign to life on your own channels:

- 1 Access the campaign assets for your marketing/media channels from the [Tourism Hub](#). Window Decals will be distributed to ATDW listed hospitality and tourism operators within the CBD to display in window/premises. Operators without an ATDW listing can pick-up a Decal from Adelaide City Council Customer Centre Concierge Desk, 25 Pirie Street, Adelaide. A Newspaper Full Wrap will be appearing in The Advertiser on Friday 3 September, this can also be displayed in window/premises.
- 2 Apply #GoToTown campaign messaging across your own communication channels including reasons to encourage consumers into the city that embody vibrant Adelaide and your product offering:

'LAUNCH' HEADLINE EXAMPLE

#GoToTown
Your city needs you.

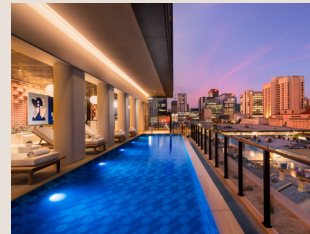
'RETAIL' HEADLINE EXAMPLE

#GoToTown with these great offers. OR
#GoToTown with these Date Night offers.
Book your Date Night offer now!

'FOMO FRIDAYS' HEADLINE EXAMPLE

#GoToTown for FOMO Fridays, in September & October.

- 3 Need ideas on how to get involved with FOMO Fridays to take advantage of the increase in workers visiting the city. Here's just a few: Host an event or activation by creating a theme night, live entertainment, wine or other beverage appreciation night. List your event or activation on ATDW and include 'FOMO Fridays' in the event name - e.g Friday Jazz Sessions for FOMO Fridays.
- 4 Ensure your ATDW listing has a deal/offer and/or Event listing for FOMO Fridays, so it can be featured on southaustralia.com/gototown. All marketing activity will drive traffic to this page.
- 5 Provide your consumers with a reason/s why they should #GoToTown and visit your business/venue/product and promote these on your own channels. When selecting images/offers make sure they are intriguing, unexpected and embody vibrant Adelaide to showcase your product. See examples below:



- 6 Use @southaustralia and #GoToTown on social media so that people can find your content. We have social media creative assets available for you to use, which can be accessed from the [Tourism Hub](#).
- 7 Review your SEO strategy and make sure you are ready to optimise organic search.