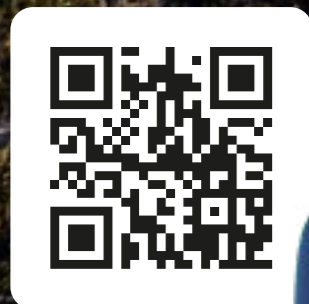


# MARKETING KIT

2020 MANDURAH RECOVERY CAMPAIGN

UNLOCK A MESSAGE FROM JUSTIN LANGER



**HAVE THIS PRINTED?**

▶ SCAN THE CODE WITH YOUR PHONE'S CAMERA



**VIEWING ON YOUR PHONE?**

▶ CLICK HERE TO OPEN

**MANDURAH**  
RELAXED BY NATURE



# THANK YOU



## MARKETING KIT

Thank you for joining in Visit Mandurah's Recovery Tourism Campaign.

We want to make it easy for you to tell your fans, so we created this toolkit to put everything you need in one place.

# THE CAMPAIGN

We at Visit Mandurah are excited that cricket coach Justin Langer is the face of our new tourism marketing campaign that has launched on 22nd June to bring intrastate visitors back to Mandurah. Justin Langer owns a home in Mandurah and describes himself as a "Mandurah fan."

The marketing campaign is valued at \$80,000 and includes the advertising spend across multiple media channels as well as the development of all creative content, including filming of 360° and augmented reality content which is a key component of this campaign.

The ambassador campaign is an integrated campaign across TV, radio, outdoor and social media. The main call to action is our destination website **visitmandurah.com**, which has been completely redeveloped and launched in time for the campaign.

The objective of the campaign is to increase awareness of Mandurah as a great holiday destination and to inspire Perth residents and intrastate travellers to visit Mandurah.

I HAVE BEEN COMING TO MANDURAH SINCE I WAS A LITTLE KID. TO THIS DAY I LOVE IT AND I AM SURE I ALWAYS WILL. SURROUNDED BY WATER WITH FISHING, CRABBING, BEAUTIFUL WALKING AND CYCLING TRACKS, DOLPHINS, WIND SURFING, KITEBOARDING, GREAT GOLF COURSES AND A WORLD CLASS SHOPPING CENTRE. IT'S IMPOSSIBLE TO GET BORED IN MANDURAH. AND ALL OF THIS ONLY AN HOUR FROM PERTH. ABSOLUTE GOLD.





## CAMPAIGN DETAILS

The Visit Mandurah Recovery Campaign launched on Monday, 22nd June across TV, social media, billboards and online.

The campaign will run over 2 months, ending on Sunday, 16th August.

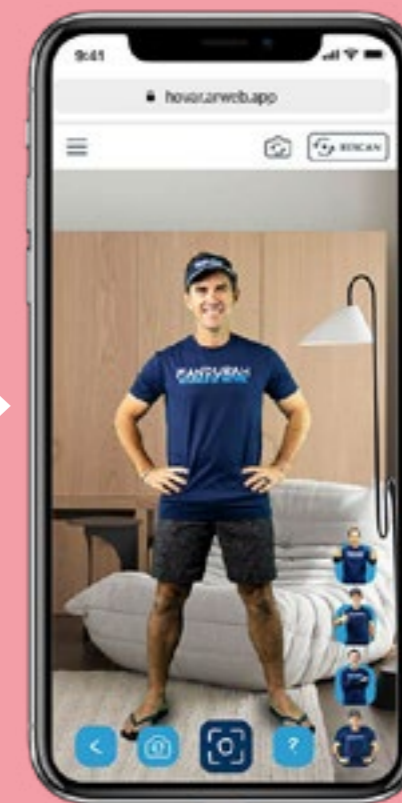
JUNE

JULY

AUGUST

S	M	T	W	T	F	S
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22

# AR EXPERIENCE



## LAUNCH

Users can start the AR experience by scanning a code on their phone or clicking on a link from SMS, social media or other sources.

## INTRO

After a short intro video, Justin will appear, talking directly to the user. The background will be replaced using the device's camera, so Justin will appear as if he is in the user's surroundings.

## MENU

Once Justin's video is finished, the user is taken to an interactive menu

## PHOTO

User can take a photo with Justin in their own environment, with options to select a variety of different poses.

## EXPERIENCE

Users can also view interactive 360° videos of various locations throughout Mandurah, look through image galleries, enter a competition and more.

# GET INVOLVED

## YOUR CITY NEEDS YOU!

Every business in Mandurah has a responsibility to make this campaign a success. More tourism means more business for you, so make sure you do your part and share it with your customers! You can help promote Mandurah and contribute to create a positive sentiment and perception of our city.

We encourage you to use the AR experience, including getting your photo taken with Justin and sharing the images on social media using the hashtags below:

#visitmandurah

#mandurah

#seeperth

#thisiswa

#wanderoutyonder

#perthisok

This will generate lots of awareness and media attention for Mandurah, so it will be on people's radar as a great holiday destination close to Perth. Our new website [visitmandurah.com](https://www.visitmandurah.com) is the main reference point, and will play a key role in inspiring and attracting visitors to Mandurah and ultimately to your business.

We need your help!

Please also use all of the provided assets and help us bring tourism to Mandurah!

## CREATING A SAFER CITY

Part of our campaign is to promote Mandurah as a safe, clean city in the current climate we are trading in. You can help by getting your business setup with contactless menus.

Get in touch with us to learn how to get started.



# MORE

# INFO



## CONTACT

[info@visitmandurah.com](mailto:info@visitmandurah.com)

(08) 9534 7515

## WEBSITE

[visitmandurah.com](http://visitmandurah.com)

## SOCIAL MEDIA LINKS

[facebook.com/visitmandurah](https://facebook.com/visitmandurah)

[instagram.com/visitmandurah](https://instagram.com/visitmandurah)

[youtube.com/visitmandurahwa](https://youtube.com/visitmandurahwa)

## NEWS LINKS

[Mandurah Mail article](#)

[Coast FM article](#)

[Perth Now article](#)



# CAMPAIGN ASSETS

## CAMPAIGN ASSETS

We've compiled a library of assets for you to use to help us promote this campaign and make it a resounding success. These include:

- Image library of Mandurah photography
- Image library of Justin Langer in Mandurah
- Curated & resized images for social media
- Suggested wording for social media posts
- Facebook cover photo
- Campaign logos
- Promotional posters
- Email template for you to send to your database of customers

## LINKS

[Campaign assets library](#)

[Visit Mandurah image library](#)







# MANDURAH

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