City of Karratha

Destination Marketing Strategy

6 September 2016

AGENCY

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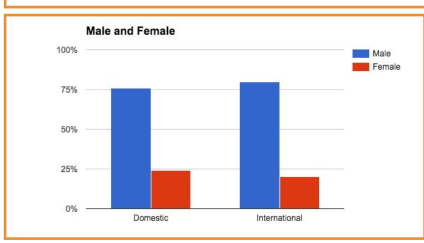
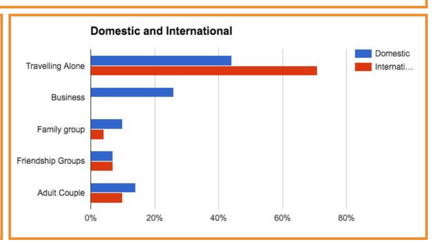
1. BACKGROUND

INTRODUCTION





- Karratha is best known as a mining town and therefore efforts haven't been focused on promoting the city as a tourist destination. As can be seen in the data on the bottom left, searches of Karratha hit a peak in 2011/12, when mining industry workers were looking at the town.
- The City of Karratha is now undergoing a major transformation from a mining town into a thriving, sustainable regional city.
- The City has undertaken a number of economic diversification projects to identify and develop potential new industries for the City beyond the mining boom.
- **Tourism has been identified as a focus area for the City with a small existing industry.**

OBJECTIVES

TASK

Development of a marketing strategy that creates awareness of Karratha as a tourist destination and desire to travel to Karratha.

CHALLENGES

- Karratha is currently best known as a mining town
- There is little to no awareness of the tourism product that Karratha offers
- Very few efforts have been focused on promoting the city as a tourist destination
- It is difficult to find good inspiring information about Karratha's tourist offering online
- Karratha's brand identity is currently quite fragmented
- It can get VERY hot in the summer which creates challenges for year-round tourism
- There is minimal choice of tourism operators and accommodation
- Public Transport in Karratha is extremely limited
- Flights to Karratha from Eastern Seaboard are expensive

TOPLINE OBJECTIVES

Develop and communicate **Karratha's brand identity, vision** and **values**.

Grow visitor **awareness and demand** for Karratha and its tourism product both before visitors arrive and once they are in the destination.

MARKETING OBJECTIVES

- Increase number of people who recognise Karratha as a tourist destination
- Increase number of people who visit Karratha for tourism
- Maintain a high level of customer experience while they are visiting Karratha
- Create opportunities to leverage advocates

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DELIVERABLES

Brand development & positioning – defining the Karratha brand and positioning

Market definition and segmentation – definition of the potential target markets and market segments that should be targeted by the Karratha tourism industry

Key campaign themes – strengths and unique attractors to synthesise themes that a destination marketing campaign could be based on

Channel strategy – key channels that will achieve maximum target market penetration for the campaign

Delivery strategy – delivery structure for the strategy that best uses in and out of house resources

Timelines – timeframe for the project delivery over three years

Investment – budget options (low, medium and high) for the strategy including pros and cons for each budget level as well as inclusion and exclusion

High level concept development – high level concepts that may form the basis of a future marketing campaign.

2. TARGET AUDIENCE

TARGET AUDIENCE

Experience Seeker

Values Segments:

- Experience Seekers - can be found among all age groups, income levels, and geographic locations. They are not a demographic – they have a particular mindset![25]
- Are experienced international travellers; [25]
- They are opinion leaders – early adopters and influencers;
- Consider travel to be an important part of their lifestyle; Stay longer and spend more;
- Travel beyond major cities;
- Have a higher than average household income; and
- They are well educated and informed on a range of subjects[25]
- For them, travel is about social interactions and having authentic personal experiences[25].

Youth Experience Seekers (18 - 30 year olds)

- Care about the earth, are socially aware, and are environmental champions[20].
- Image conscious and places importance on keeping physically fit[20].
- Experiential, enjoy the Arts and events from music concerts to adrenalin activities[20].
- Places significant importance on their community and friends[20].
- Seek challenges and stimulation to test, shape and define personality[21].

Young Families

Demographics: 25-49 years old
Working status: Full Time
Dependents: Children aged 0-12
Annual Income: Equivalent to AUD 107K/year
Values Segments:

- Conventional family life, achievements and recognition for the life they have built (including holidays, car and home)
- Travel fulfils a key role in busy family lives by offering a chance for families to reconnect, recharge and have a break from normal routine[7].
- Enjoy opportunities to relax, bond to open lines of communication between adults and children without time pressures[7].

Grey Nomads/Empty Nesters

Demographics: 55-70 years old
Working status: Pre-retirees or Retirees
Household combined income: AUD 70K-100K/year
Dependents: N/A
Values Segment:

- Believe that, despite feeling 'empty nest' syndrome, they view this stage of life as an enjoyable and rewarding one, with opportunity to explore the world[8].
- Plan to stay healthy, get fitter, spend more time with the grandchildren, read more, watch more movies, become more IT-literate, and travel[8].

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PLANNING & BOOKING BEHAVIOUR

Experience Seeker

- 85% of this audience actively use the internet to research or book a holiday.
- They tend to spend more while on holidays - on average more than $3000 per person per trip
- They are 42% more likely to book a holiday based off their love of adventure and seeking new experiences.

Adventure Travellers (18 - 30 year olds)

- 69% of adventure travelers prepared for their trip by researching online, whilst 64% consulted family and friends and 36% booked airfare and hotel online. Only 26% consulted newspapers/magazines, 25% visited a travel agent, 17% booked through a tour operator and a similar 7% booked through a travel agent[1].
- 54% more likely to book a trip or plan to go to a destination based off positive word of mouth

Young Families

- 82% book their travel online[15].
- Some 71% use online travel agencies (OTAs), reviews and apps to make purchase decisions.
- Family life shapes the travel preferences of this segment. The timing of their trips closely follows school calendars, and their destinations are closer to home[15].
- Key attributes of potential destinations include: Somewhere relaxed and easy with beautiful surroundings (e.g. scenery and beaches), in the same time zone, which have familiar restaurants, healthcare and amenities. Accessible locations particularly for short breaks, often only a few hours' drive from home. This allows freedom and comfort for young families to travel in their own car, for disabled travellers and for older teens who want to travel separately but desire to be part of a "family" holiday[7].
- This audience is one of extremes - they either don't save at all for a holiday (27%) or diligently save for more than 9 months (27%)[17].

Grey Nomads/Empty Nesters

- This age group look for Relaxation (41%) and New Experiences (26%) as their top two reasons for booking a holiday[17].
- 53% of Western Australian's in this age group plan their holidays via the internet, followed by through a friend/relative living in Australia (23%), through a travel agent (25%) and through a travel book or guide (22%)[9].
- The top types of information being sought via the Internet for planning the trip are as follows: airfares or schedules (57%), accomodation (57%) and itinerary ideas (53%)[9].
- International airfare (70%) and accommodation (69%) are the top two products pre-booked via the internet amongst this age group[9].

TRAVEL BEHAVIOUR

Experience Seeker

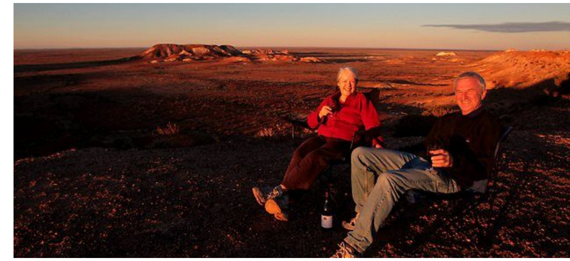
- They make up 20% of all travellers who visit Australia[25].
- A self-challenging traveler looking for a unique, involving and personal experience
- They long for self-discovery and education when travelling and go off the beaten track to find it.
- They also want to personally experience cultures and lifestyles different from their own. They over-index in wanting to learn more about indigenous cultures[25].
- Global Experience Seekers are drawn to destinations that are **'yet to be discovered'** or are away from the standard tourist trail.
- To be able to experience the true natural and cultural surroundings they have a preference for locations that are untouched and 'unexplored'.

Youth Experience Seekers (18 - 30 year olds)

- Majority of trips taken by this segment are motivated by goals such as a desire to explore, experience, work or study abroad[20].
- They enjoy exploring other cultures and interacting with local people[20].

Young Families

- 79% of people in this life stage travel for pleasure which means they're less likely to travel for business than millennials, but more likely than seniors[15].
- The key drivers for domestic travel by families in Australia focus around ease & convenience[7].
- This generation is also the most likely to holiday in Western Australia[17].
- People aged 25 to 44-years-old have taken the most domestic caravan and camping trips each year for the past five years.
- They took nearly 40% of caravan and camping trips in Australia in 2014.
- Young families were by far the Australian Caravan industry's biggest consumers in 2014[18].
- This group has contributed significantly to favourable camping and caravan park statistics in WA:
    - In 2014, caravan and camping visitors accounted for 16% of total domestic visitors and nights in WA[22].



Grey Nomads/Empty Nesters

- 96% of Australian empty nesters took at least one leisure trip within Australia in the last 12 months, 26% of them took 2 leisure trips, followed by 23% who took 3 leisure trips[8].
- More likely travel as couples instead of families[8].
- The most important reasons for over 55s taking overnight leisure trips are to: spend time with family or friends (55%), get away from daily routine (42%), have fun (37%), spend time with partner (34%), and relax mentally (32%)[8].
- Domestic travel is prefered over international travel - with 90% wanting to travel within Australia compared to 67% preferring overseas[9].
- Compared to the average Australian, this group are 10% less likely to enjoy doing as little as possible on a holiday, 59% less likely to prefer bright lights and big cities when they travel & 42% more likely to have found a travel agent helpful in choosing their last holiday[14].
- A quarter of domestic caravan and camping visitors are grey nomads[19].
- This group are 42% more likely than the average Australian to have stayed in a caravan/campervan on their last domestic holiday[14].

MEDIA CONSUMPTION

Experience Seeker

- Global Experience Seekers, whether they are first-time or repeat visitors, are selective in their consumption of media.
- They are looking for a personalised media experience. As this audience can't be segmented by age and demos, it is imperative that key messages that are platform relevant are shared in order to drive interest and lead generation.
- Channels: digital/social media (85% penetration) , subscription TV, (45% penetration), Lifestyle channels and programs/documentaries, Cinema, Ambient media (such as billboards etc).
- These people are avid users of technology and in both private and business capacities.
- They are looking for compelling stories around Australia's experiences - storytelling based on platform mindsets is key.
- 18.8% of 18-24 year-olds don't watch any Commercial TV (2016), up from 7.0% in 2008[12].
- Approximately 90% of 18 24 year olds access the internet daily[16].
- Devices used to access social media: smartphone (96%), laptop (36%), desktop and tablet (15%)[16].
- In 2016, 59% review online reviews or blogs before making purchase decisions online - down from 67% in 2015 and 80% in 2012/2013[16].

Young Families

- On average, 25-49 year olds watch 37.5 hours of television in 2015[3].
- 20.7% of 25-34 year-olds and 14.1% of 35-49 year-olds reported watching no Commercial TV on a normal weekday in 2015, up from 7.6% and 6.9% in 2008 respectively[12].
- 17% of this audience haven't read a print newspaper in the past year.
- 36% listen to commercial radio.
- 15% decrease in magazine subscription amongst this audience, with a 4% increase in low cost streaming sites (i.e Netflix & Spotify).
- Approximately 90% of this age group access the internet daily[16].
- Household device ownership: TV (82.5%), smartphone (86%), laptop (84%), tablet (67%), desktop (57%)[6].
- Smartphones are the most popular devices used to access social media amongst this age group, with 81% penetration, followed by laptops (39%) and tablets (35%)[16].
- In 2016, 66% review online reviews or blogs before making purchase decisions online - up from 62% in 2015[16].

Grey Nomads/Empty Nesters

- 99% of older internet users watched free-to-air television in the last seven days to June 2015[3].
- This age group are much more likely to read a newspaper (75%) when compared to all adults (51%), whilst 88% listen to the radio[3].
- In 2016, more than 80% of Australians 50-64 years of age access the internet daily, whilst approximately 55% of Australians 65+ access internet daily, and increase of 10% and 20% respectively from the year prior[16].
- In 2014-2015, the most common groups of goods or services purchased or ordered online by those between 50-65+ years old were travel tickets, accommodation and related services[2].
- Desktop and laptop computers are the most popular devices used to access social media amongst this age group, with 49% and 42% penetration respectively, followed by tablets (42%) and smartphones (33%)[16].
- In 2016, 51% review online reviews or blogs before making purchase decisions online - up from 44% in 2015[16].
- 50+ year olds take the largest share of people streaming videos (31.8%) in Australia in 2013[4].

SOCIAL MEDIA BEHAVIOUR

Experience Seeker

- Frequency of using social networking sites: Youth: At least once a day (75%), most days (12%), never (10%)[15].
- Older segments (30-49): At least once a day (59%), most days (5%), never (18%)
- Penetration per channel used amongst 18-25: Facebook (99%), Instagram (58%), Google + (9%), Twitter (33%), Snapchat (60%)[15].
- Penetration across the older segments of this audience (25-49) are Facebook 96%, Instagram 27%, Youtube 68%, Snapchat 12% and Twitter 20%
- Top social media usage times: After work/in the evening (64%), first thing in the morning (56%), during breaks (53%)[15].
- Notable reasons for using social networking sites: catch up with family and friends (97%), follow or find out about particular brands or businesses (13%), research holiday destinations or travel deals (7%)[15].

Young Families

- Frequency of use of social networks: daily (71%), weekly (9.5%), monthly (8.5%), never (11.5%)[6].
- 97% of Australians aged 25-49 have a Facebook account and spend around 46 hrs/month on the platform.
- Notable reasons for using social networking sites: catch up with family and friends (93%), follow or find out about particular brands or businesses (11%), research holiday destinations or travel deals (15%)[15].
- Penetration per channel used: Instagram (19%), Google + (28%), Twitter (22%), Snapchat (8%)[15].
- YouTube has over 35 million users within this age group.
- Top social media usage times: After work/in the evening (66%), first thing in the morning (49%), last thing before I go to bed (40%)[15].

Grey Nomads/Empty Nesters

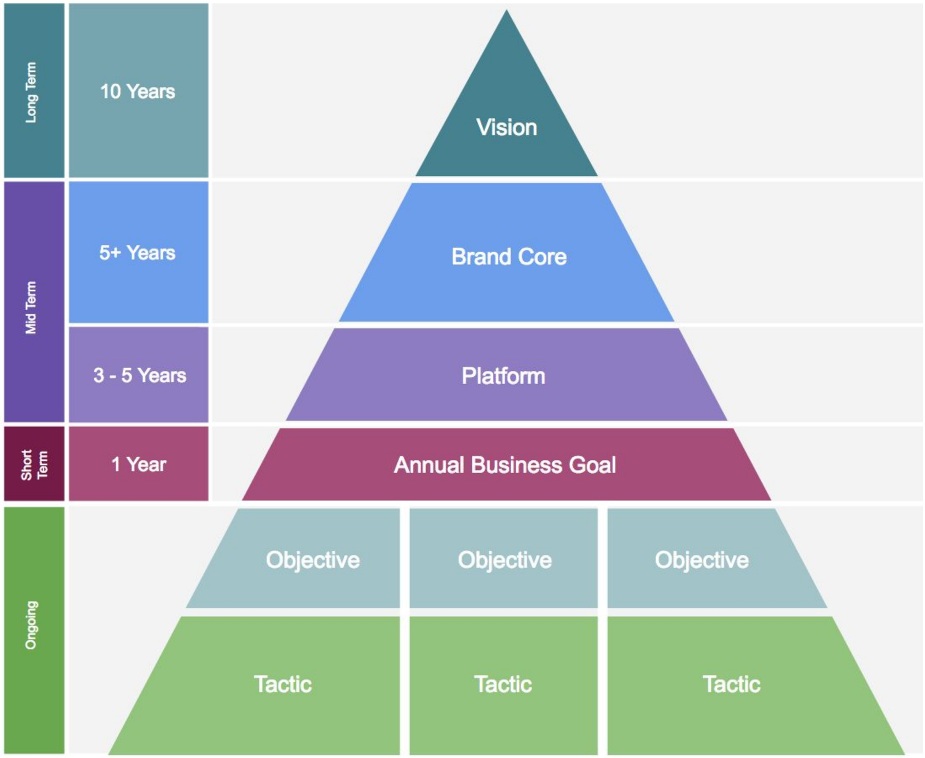
- Frequency of use of social networks: daily (38%), weekly (11%), monthly (15%), never (36%)[6].
- Penetration per channel used: Facebook (93%), Instagram (9%), Google + (10%), Twitter (9%), Snapchat (2%)[15].
- This age group uses Facebook an average of 16 times per week[15].
- Notable reasons for using social networking sites: catch up with family and friends (89%), follow or find out about particular brands or businesses (10%), research holiday destinations or travel deals (15%)[15].
- 19% of Youtube's viewership in 2013 were from users 45+ years old[11].
- Top social media usage times (2016): After work/in the evening (62%), first thing in the morning (48%), last thing before I go to bed (25%)[15].

3. MARKETING FRAMEWORK

MARKETING FRAMEWORK

It takes many years for new tourism destinations to achieve brand recognition and reputation. We will be grouping our efforts into **short term**, **mid term** and **long term** goals to ensure that we see progress year-on-year whilst continually moving towards larger goals for the future.

Topline Marketing Framework



Vision
The vision is a short inspirational statement describing the long-term desired change from the marketing work of the organisation. It becomes the spearhead for the strategic framework and filters down through every action below it.

Brand Core
The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

Brand Platform
Brand platforms are created to leverage a selection of strategically identified opportunities.

Annual Business Goal
A defined annual goal, typically a lift in revenue, visitors or awareness from the campaign. The first year will be a smaller target with incremental rises in years 2 & 3 once the campaign has gained momentum.

Objectives and Tactics
Three overarching business objectives (formed off the basis of the research work) will be identified and tactics detailed on how these will be achieved.

VISION

Our Vision

"To be known as a **diverse nature based adventure destination,** and be in the top ten places to visit in Western Australia"

Why it works

Our marketing vision ties together our short term goals of "creating awareness" within a local market and our longer term goal of being an important attraction for any traveller visiting Western Australia.

Vision

The vision is a short inspirational statement describing the long-term desired change from the marketing work of the organisation. It becomes the spearhead for the strategic framework and filters down through every action below it.

BRAND CORE: ARCHETYPES

Every brand has a **vision**, a brand **experience** and a brand **style**.
To help form a clear picture about what these mean for City of Karratha, we use archetypes.

BRAND VISION

THE ACHIEVER

Athlete, Hot Shot, Strongman

Goal or Method
To prove yourself through overcoming seemingly insurmountable challenges

BRAND EXPERIENCE

THE EXPLORER

Seeker. Wanderer

Goal or Method
To establish what's constant in life by always changing your environment and exploring new opportunities

BRAND STYLE

THE PHILOSOPHER

Sage, Prophet, Guru

Goal or Method
To help people understand the world through sharing knowledge and seeing things from a different perspective

CITY OF KARRATHA IS...

"A destination founded by pioneering minds that see opportunity where others see challenges...

..moving with aspiration and confidence through the land seeking out new experiences and adventures

..carrying the knowledge passed down from the people before us, and ensuring it is passed onto future generations."

Brand Core

The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

BRAND CORE: BRAND DNA

- **Pioneering**
  - Aspirational
  - Ambitious
  - High achiever
  - Adventurous
  - Leader
  - Entrepreneurial
- **Unique**
  - Incomparable
  - Special
  - Unexpected
  - Extraordinary
  - Original
- **Raw**
  - Rugged
  - Resilient
  - Earthy
  - Rough
- **Cultural**
  - Artistic
  - Ancient
  - Historic
  - Human
- **Welcoming**
  - Community spirited
  - Friendly
  - Open minded
  - Informal

Brand Core

The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

BRAND CORE: THEMATIC PILLARS

Thematic pillars showcase what is unique and compelling about a destination and play a central role in our communication and content strategy.

The Place
A unique landscape comprised of great contrasts; a modern city perched upon ancient foundations, where the deep red of the earth meets the blue water of the Indian Ocean.

The Experiences
Experiences that are like no other; nature, history, culture, technology, friends, community, dining, music and more.

The Spirit
Our Karratha spirit is part of our identity and is the reason that Karratha is how it is today; persevering, adventurous, ambitious and ready for any challenge.

The Culture
Ancient culture sets the backdrop for a modern, community spirited culture that welcomes visitors to take part in our ongoing story.

These four themes give us a framework to tell the story of Karratha and in turn provide us with the vehicle to communicate our brand positioning to the consumer.

Brand Core
The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

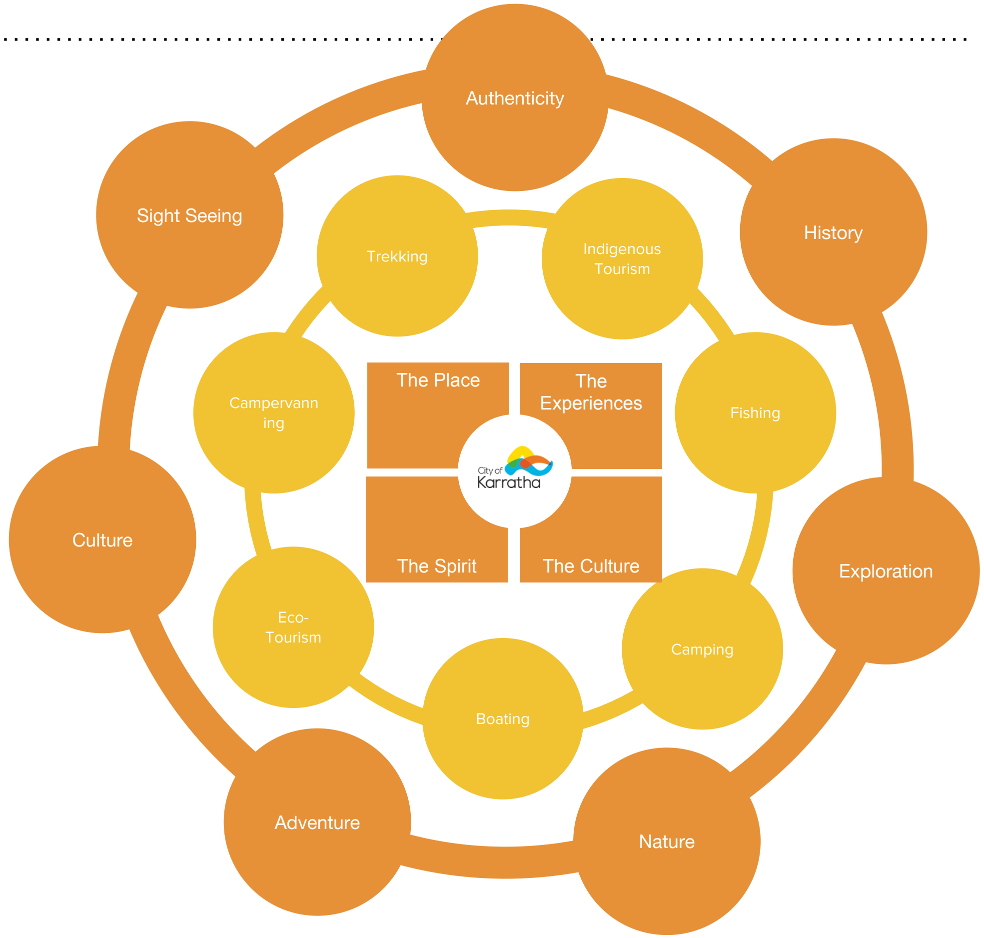
BRAND CORE: HOOKS

Karratha has multiple distinctive motivational hooks that each play a powerful role in the decision making process for our target audiences.

These can be split into two larger “appeal categories”:

Wide Appeal
Authenticity
Culture
Adventure
Nature
Exploration
Sight Seeing
History

Niche Appeal
Fishing
Camping
Eco-tourism
Trekking
Indigenous Tourism
Campervanning
Boating



Brand Core
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PERSONA AND TONE OF VOICE

It is important that we retain a consistent tone of voice in line with our brand positioning to establish credibility and brand value.

Karratha is…	The Reason
Welcoming	The people of Karratha are pioneers who took on the challenges of making a life out here so others could follow. Pioneers lead, and naturally they welcome all visitors who follow them to see the town they have created.
Aspirational	You don't put blood sweat and tears into building a town and making a life for yourself if you don't believe that overcoming challenges brings a great reward.
Down to earth	Any pretentiousness you carry with you to Karratha will quickly melt away under the scorching sun. Karratha is down to earth, they've achieved great things but they don't need to tell you twice about it, they understand the world they live in and they speak with a calm understated confidence.

Brand Core

The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

PERSONA AND TONE OF VOICE

We are Welcoming

Things Karratha would do	Things Karratha wouldn't do
• Take interest in new people. • Give directions to someone who is lost. • Stop and offer to help if your car is broken down on the side of the road. • Show you the places special to them. • Give you a personal recommendation of things to do and see.	• Turn their back on strangers. • Smirk, whisper and mutter quietly to each other whilst looking at you. • Push in front of you in a queue. • Leave you out of a round of beers • Give you a one word response to a question. • Tell you to go and ask someone else about what to do when you're in Karratha.
Things Karratha would say	**Things Karratha wouldn't say**
• "A big welcome to xxx who just arrived today, give us a smile xx" • "Come on in" • "I highly recommend a place that's just a short walk around from the main beach" • "Have a great time" • "You look like you're a bit stuck there, anything I can do to help?"	• "There's so many Europeans here these days spoiling the town" • "Don't know" • "This is a local's bar, try somewhere else" • "Why don't you just read a tourism guide"

Brand Core

The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

PERSONA AND TONE OF VOICE

We are Aspirational	
Things Karratha would do • See the positives in a situation. • Fixate on the possibilities the future holds. • Make that last kilometre of a long hike to a mountain peak to watch an even better sunset. • Camp under a night sky to be rewarded with the light show of the milky way. • Put in some extra hours of work to make sure the project turns out better.	**Things Karratha wouldn't do** • Get downtrodden. • Feel isolated from other people. • See something as unobtainable. • Doing the bare minimum of work required to complete something. • Stay inside and watch TV when it's a beautiful day outside.
Things Karratha would say • "Think of how good the view will be when we get to the very top!" • "Karratha is a great place to make a living" • "Every bead of sweat you put in makes success more rewarding" • "It's great to see the town growing as one and for more visitors to pass through"	**Things Karratha wouldn't say** • "Another lazy day in bed, bliss" • "Alright, let's sneak off to the pub a bit early today, someone else will do this work" • "What's the point of going outside? It's too hot" • "Every day here is the same, I feel like going back to Perth"

Brand Core

The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

PERSONA AND TONE OF VOICE

We are Down to Earth

Things Karratha would do

- Congratulate someone who did their best for their effort rather than their result.
- Gain satisfaction out of achieving self made goals.
- Celebrate success with close friends and family at a backyard bbq.
- Choose to work as part of a team rather than as an individual.
- Take a setback as an opportunity to improve.

Things Karratha wouldn’t do

- Brag about their own achievements to everyone.
- Turn everything into a competition.
- Disregard other points of view as being inferior to their own, even if they disagree with them.
- Post gratuitous humblebrag selfies to social media.
- Drive / wear something deliberately flashy to gain attention in public.

Things Karratha would say

- “I really couldn’t have done this without my friends and family”
- “We’ve come a long way and we should be proud of ourselves”
- “It’s a disappointing result, but we can't let our heads drop, this is a chance to learn and get better”

Things Karratha wouldn’t say

- “Mate, my house is way bigger than yours, you are deadset dreaming”
- “I know when I’m right and I don’t need to hear that from you”
- “What do you guys think of my new boat? Pretty flashy right?”
- “Lots of like on my last post, killing it”

Brand Core

The brand core is established through elements that comprise the brand such as the values, DNA, archetypes, themes, attributes and identity.

PLATFORM

Our Marketing Platform

"The Gateway to The Pilbara"

Why it works

Functional Appeal	Emotional Appeal
Karratha airport has recently had $30 million dollar upgrade and is now one of the most modern airports on the West Coast of Australia. On top of this, Karratha city has high quality roads, strong 4g mobile connection and a selection of modern dining and accommodation options. These combine to position Karratha perfectly as the place to begin an adventure into The Pilbara region and beyond.	If you follow the traditional songlines of the aboriginal people back from some of the remotest destinations in Australia, across the almost endless expanse of the coastlines, deserts, seas and rainforests, they lead back to one place. Today, as it has been for thousands of years before, Karratha is still the starting point. It's where you begin your adventure into the breathtaking landscapes of the Pilbara. Karratha isn't just a destination, it's the origin.

Platform

Brand platforms are created to leverage a selection of strategically identified opportunities.

ANNUAL BUSINESS GOAL

C8 recommend that a research program is conducted at the beginning of the program to create a baseline for measurement, then conducted yearly once the program goes live. This is consistent with the approach taken by other regional areas in Australia.

And therefore the annual business goals below are indicative based on other regional destinations in Australia.

Year 1

- X% increase in awareness of Karratha as a tourism destination
- X% increase in awareness of Karratha as a stopover destination
- X% increase in interest to visit
- X% increase in visitors to Karratha
- X% increase in tourism spend

Year 2

- X% increase in awareness of the tourism offering in Karratha
- X night increase of stopover visitors (extension to sightseeing in Karratha)
- X% increase in intention to visit
- X% increase in tourism visitors to Karratha
- X% increase in tourism spend

Year 3 - 5

- X% increase in awareness of the tourism offering in Karratha
- X night increase of stopover visitors (extension to sightseeing in Karratha)
- X% increase in intention to visit
- X% increase in new visitors to Karratha
- X% increase in repeat visitors
- X% increase in tourism spend
- Established interest in long term tourism investment with identified investors

Annual Business Goal

A defined annual goal, typically a lift in revenue, visitors or awareness from the campaign. The first year will be a smaller target with incremental rises in years 2 & 3 once the campaign has gained momentum.

OBJECTIVES & TACTICS

Objectives & Tactics for Year 1

Year 1		
1. Identify Brand	**2.** Create Marketing Strategy	**3.** Launch Phase 1
• Brand Positioning • Brand DNA • Brand Archetypes • Brand Thematic Pillars • Tone of Voice	• Content Strategy • Channel Strategy • Delivery Strategy • Media Strategy	• Marketing Assets • Integrated Marketing Programme • Trade & Partnership Programme • Training Programmes & Workshops

Objectives and Tactics

Three overarching business objectives (formed off the basis of the research) will be identified and tactics detailed on how these will be achieved.

4. STRATEGIC PILLARS

5 STRATEGIC PILLARS

We have identified 5 key target areas that Karratha needs to address to achieve marketing objectives, establish itself as a tourist destination and maintain a successful tourism cycle.

Each of our marketing recommendations will fit within at least one of these pillars.

1. Awareness
2. Identity & Reputation
3. Consumer Experience
4. Advocacy
5. Tools, Upskilling & Training

PILLAR: AWARENESS

People will not visit a destination they know nothing about.

1. Awareness

Our main challenge is that awareness of Karratha's tourism offering is very low. Therefore, the first stage of our marketing push is to create awareness.

Awareness will be the spark which drives interest and demand to travel, and new travellers bring in money and create opportunities to grow further.

PILLAR: IDENTITY AND REPUTATION

A clear identity and reputation separates us from competitors & builds long standing brand value.

2. Identity & Reputation

Current tourism efforts from City of Karratha have been on a case-by-case, individually-driven basis and has thus created fragmentation in brand position, tone of voice, style and identity.

To create real brand value, we must establish a distinct brand direction and position then follow through on this direction with our actions. This means communicating the brand to consumers as well as to internal stakeholders. All the tourism operators in Karratha need to live and breath Brand Karratha.

PILLAR: CONSUMER EXPERIENCE

The consumer experience must reflect the marketing promise.

3. Consumer Experience

It's all fair and well selling someone a dream, but if the reality of the experience does not meet expectation, you lose brand credibility very quickly.

If we are to achieve a good return on investment from our marketing efforts and create organic advocacy, we need to ensure that the consumer experience is in line with the promotional material.

PILLAR: ADVOCACY

People listen to people more than they listen to brands.

4. Advocacy

70% of consumers place peer recommendations and reviews above professionally-written content. Today's consumers value authenticity, seeking brand credibility, engagement from peers and user reviews as part of their decision making process.

We must encourage advocacy before people arrive, while they are there and after they leave.

PILLAR: TOOLS, UPSKILLING & TRAINING

People aren't born tourism marketeers, and that's ok.

5. Tools, Upskilling & Training

It is important that everyone who promotes Brand Karratha has all the tools available to them to do so.

As part of our marketing recommendations, we will need to ensure we put in place systems and tools which will empower local tourism operators to drive their own tourism efforts within our larger framework.

STRATEGIC PILLARS OVERVIEW

We recommend building activities under each strategic pillar to achieve objectives.

	Awareness	Identity & Reputation	Consumer Experience	Advocacy	Tools, Upskilling & Training
	How can we create awareness of Karratha as a tourist destination?	How can we establish a unique identity & reputation that consumers and residents will get behind?	How can we ensure that the consumer experience meets expectation and remains desirable?	How can we create and leverage advocates to promote Karratha through their own channels?	What tools and training can we give the staff on the group to ensure they are well prepared for tourism?
Activities	• Brand marketing video • Influencer Program • New consumer focused Visit Karratha website • Optimise social media presence • Establish brand hashtag • Updates to the KVC channels • Targeted Paid Advertising • Establish Trade Partnerships • List on the Australian Tourism Data Warehouse • Attend trade events run by and in other states • Leverage RTOs and STOs (yr 1) • Taking Karratha on tour domestically – for trade and consumer (yr 2 & 3) • Maximise the opportunity in the caravan & camping sector identified by TWA as a destination development focus • Look into "bundling" opportunities • Creating itineraries (Trade & Consumer, Media) • Positive PR	• Internal brand positioning document • Workshops with local stakeholders to present Karratha brand • Brand marketing video • PR - Brand Launch • New consumer focussed Karratha website	• Domestic tourism-ready workshops • Destination Management Plan • Accommodation audit • Experience Development Strategy • Grants available for small tourism operators • Audit of the current tourism product; pricing, service delivery, booking. • Maximise the opportunity in the caravan and camping sector identified by TWA as a destination development focus	• Local heroes programme • Outreach to existing advocates on social media • Social media content aggregator • Influencer Program • Establish brand hashtag	• Digital Asset Library • Social Media training • Domestic tourism ready workshops • Website CMS training • Creation of marketing assets

STRATEGIC ECOSYSTEM

Strategic Vision

"To be known as a **diverse nature based adventure destination,** and in the top ten places to visit in Western Australia"

Brand Positioning

- *DNA*
- *Archetypes*
- *Tone of Voice*

Thematic Pillars

- *The Place*
- *The Spirit*
- *The Experiences*
- *The Culture*

Strategic Pillars

- *Awareness*
- *Identity & Reputation*
- *Consumer Experience*
- *Advocacy*
- *Tools, Upskilling & Training*

Touchpoints

- *Website*
- *Social*
- *eDM*
- *Influencers*
- *PR*
- *Print*
- *OOH*
- *Trade & Partnerships*
- *Search*

Audience

- *Experience Seeker*
- *Young Families*
- *Grey Nomads / Empty Nesters*

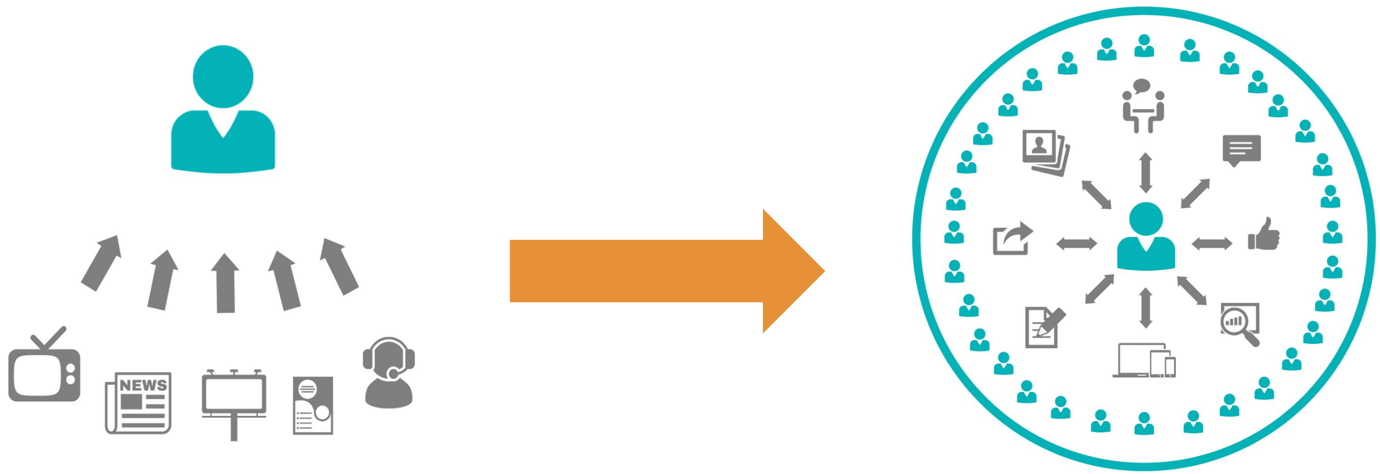
5. TOPLINE MARKETING RECOMMENDATIONS

RECOMMENDATIONS

1. Leverage a user-centric marketing ecosystem model

There is currently a major shift happening in the world of destination marketing; moving away from one-way brand communication through traditional media to a two-way conversation that focuses on the **consumer as the central driving force within the content conversation**.

The brand’s role is moving away from directing a message at the audience to nurturing a complete ecosystem which allows the brand message to flourish alongside the consumer.



Traditional brand driven linear broadcast marketing model

User-centric content focused brand ecosystem model

RECOMMENDATIONS

2. Deliver content against mindsets

We recommend the creation of a content framework that delivers content around each stage of the user journey in order to engage different mindsets and need states. There is also an opportunity to deliver in-the-moment consumer and social storytelling that places real travellers at the centre of the narratives, not the brand.

PILLAR	DREAMING	PLANNING	BOOKING	TRAVEL	ADVOCACY
CONSUMER NEED	Seeking Inspiration	Seeking Information	Seeking The Best Deal	Seeking Information & Bragability	Seeking Validation & Bragability
MINDSET	INSPIRE ME	EDUCATE ME	SHOW ME	LISTEN TO ME	VALIDATE ME

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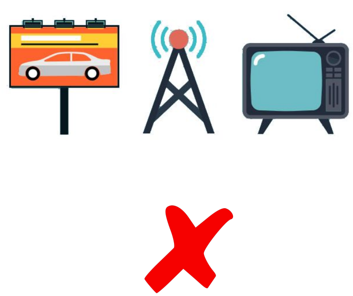
RECOMMENDATIONS

3. Place higher focus on digital media

With more granular targeting, social engagement, emotional resonance, behavioural tracking and ultimately greater ROI on media spend, digital media presents the most appropriate channel to communicate our marketing through. Our target market is consuming traditional media at an ever-decreasing rate, therefore media such as TV, print and OOH needs to play a smaller role going forwards.

We must make sure we speak to our consumers on the channels they are using, and digital is where our target markets communicate. Quality over quantity needs to be huge part of the marketing approach moving forward - especially on digital.



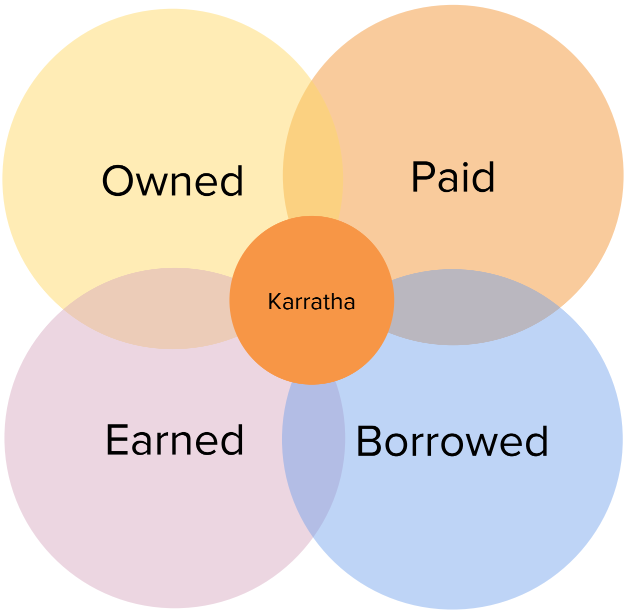
RECOMMENDATIONS

4. Use a media mix of paid, owned, earned and borrowed

The greatest reach and ROI comes from using a combined mix of targeted paid and owned channels to share a message that connects with users to drive earned media.

Definitions

- **Owned**
  - Any audience you currently have your own access to communicate with through your own channels.
- **Paid**
  - Audiences that you pay to reach through advertising.
- **Earned**
  - Organic reach generated through audiences out of your direct control sharing your message.
- **Borrowed**
  - An existing established audience you can gain access to promote to.



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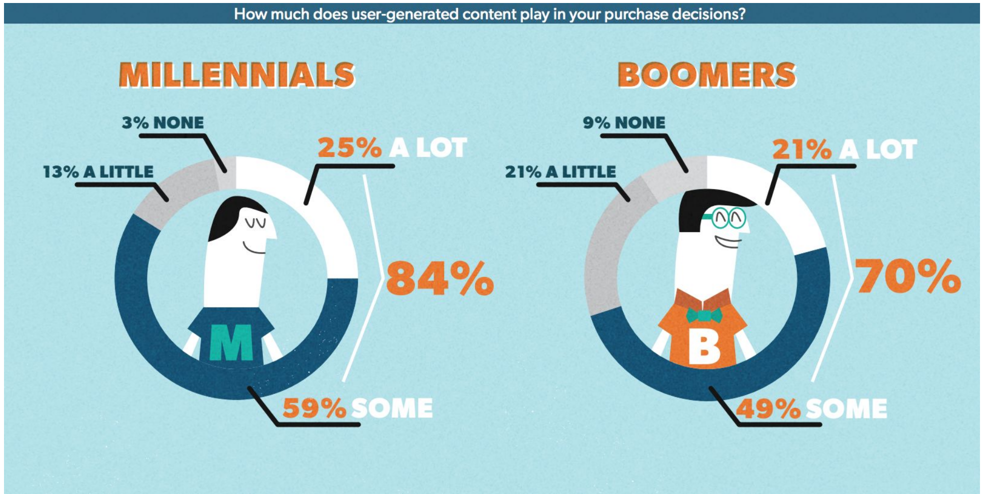
RECOMMENDATIONS

5. Leverage user generated content to create authentic conversations

Eighty-four percent of millennials say that user-generated content is generally a good indicator of the quality of a brand or service. User generated content provides the destination with a limitless flow of fresh and unique material that has a far greater potential impact than traditional communications.

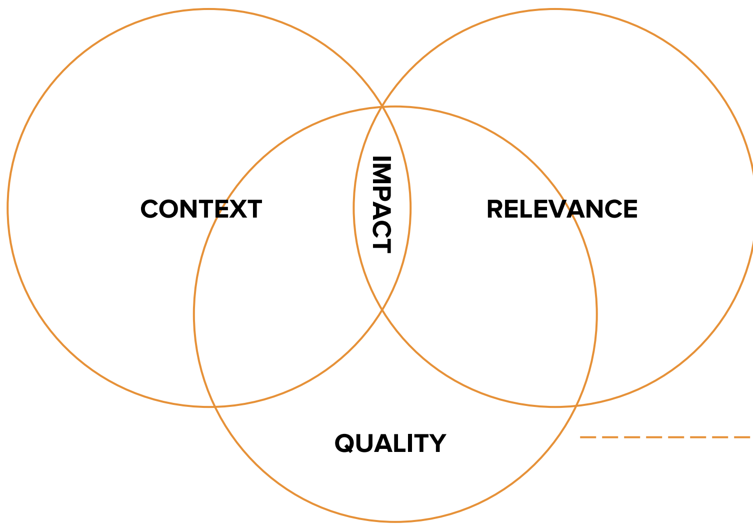


RECOMMENDATIONS

6. Design content tailored to specific channels and niches

One-size-fits-all is no longer feasible. It is now essential that we identify the channels that each of their audiences are on and the content formats that they like to engage with in order to drive engagement and co-creation around their marketing efforts.

Extensions that are aligned to platform consumption and deliver on business objectives.



Delivery of messaging across all channels that fulfills a need and is aligned to interests, online content consumption

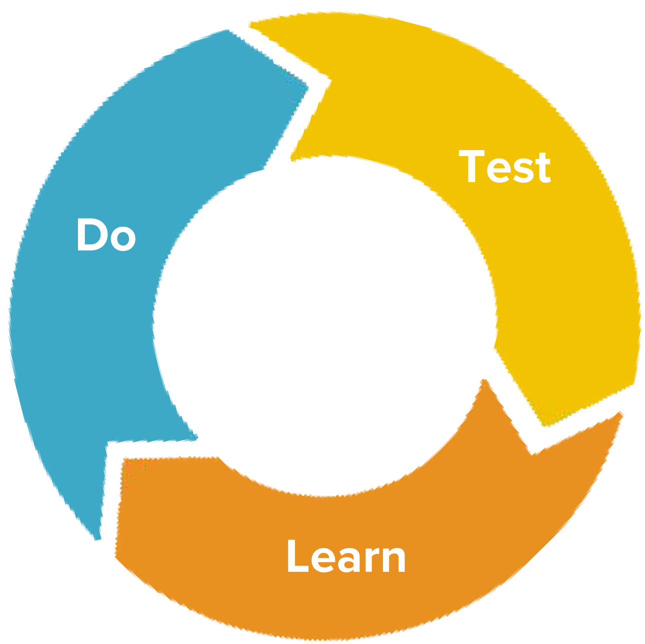
Impactful storytelling that cuts through and resonates with user. It is unique and does not follow trends/ rest on its laurels.

RECOMMENDATIONS

7. Test and Learn

"Do, test and learn" is a methodology which promotes **continual assessment and improvement** of the approach. The aim is to continually monitor and optimise throughout the course of the activities, through iterative cycles, using data and learnings to gradually improve the effectiveness of the work.

We recommend a test & learn approach to **ensure funds are optimised** across all channels to achieve the best return on investment.



RECOMMENDATIONS

1. Leverage a user-centric ecosystem model
2. Deliver against mindsets
3. Place higher focus on digital media
4. Use a media mix of paid, owned, earned and borrowed
5. Leverage user generated content to create authentic conversations
6. Design content tailored to specific channels and niches
7. Test and Learn

6. CONSUMER MINDSETS & MESSAGING

MESSAGING BY CONSUMER MINDSET

	Dreaming	Planning	Booking	Travel	Advocacy
	Awareness	**Consideration**	**Conversion**	**On Holiday**	**Sharing the Experience**
Current State	"I am interested in an adventure holiday in Western Australia and I have found a lot of information online on The Kimberley, Broome and Margaret River."	"I search online for information about my holiday destination as well as reading reviews on websites like Tripadvisor. I will also ring the local tourism office to see what they can recommend."	"Once I decide on my holiday, I want to be able to book easily online."	"I want my holiday experience to reflect the marketing promise that I saw before booking. If it is below par, I will complain."	"I share my experience with my friends and family. I also want to share my opinions on the places I visited and the experiences I had."
Desired State	"I am interested in an adventure holiday in Western Australia and I hear that Karratha is a new and diverse travel destination."	"When I search for destinations in WA online, Karratha comes up, and there is a lot of useful, inspiring information from both tourism bodies and recent visitors."	"I found it easy to book my holiday to Karratha. The options were well presented and straightforward to book."	"The experience of tourism in Karratha far exceeds my expectation."	"I had a really great time in Karratha and I recommend it to everyone I know."
Our Message	"Karratha is full of untapped cultural and natural offerings"	"Be the first to experience Karratha"	"Enjoy the best deals from our partners"	"Be inspired by what other people have been getting up to in Karratha"	"Share your experience of Karratha"
Platforms	Brand marketing video Social media Industry partner channels Trade programs	Social media Trip Advisor Website Trade programs Events Industry partner channels (i.e. campervan rental etc)	Website Industry partner websites Travel agents OTA's	Karratha Visitor Centre KVC website Social aggregator Social media Industry partners Events	Social media Influencers Website/ Social aggregator

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OBJECTIVES BY CONSUMER MINDSET

Dreaming

Awareness

The consumer is exposed to holiday inspiration.

Planning

Consideration

Collecting information, researching, evaluating options building itineraries & seeking recommendations

Booking

Conversion

Booking Process

Travel

On Holiday

Looking for Local Trips to book. Sharing in the moment experiences.

Advocacy

Sharing the Experience

Writing reviews, sharing photos and experiences which inspire others

Increase number of people who recognise Karratha as a tourist destination

Increase number of people who visit Karratha for tourism

Maintain a high level of customer experience while they are in Karratha

Create opportunities to leverage advocates

7. CHANNELS

CHANNEL ROLES

PLATFORM	WEBSITE	SOCIAL	INFLUENCER	eDM	PR	PRINT	OOH	SEARCH	TRADE & PARTNERSHIPS	EVENTS
PURPOSE	To be the one-stop shop digital resource, where consumers can get inspired, gather information *and* book. This will also include a trade access for educational resources - itineraries, contacts, assets etc.	To be an always on inspiration and advocacy platform; driving mass reach, engagement and keeping the brand top of mind with the audience.	To provide an authentic and relatable source of information and inspiration for the brand.	To deliver key messages to prospects and drive conversion on tactical offers. Trade eDM will provide ongoing education and resources to keep Karratha top of mind.	To push Karratha's brand proposition/ USP in prominent travel blogs/ publications - consumer and trade.	To deliver key tactical offerings and messages to consumers in relevant locations.	To deliver key emotive messages at strategically placed geographical locations.	To increase prominence of Karratha web properties, messaging and offers within search engines.	To position Karratha as an appealing itinerary option for The Pilbara region. Will encompass web, social, influencer, eDM, PR and search as well as events and programs to educate and build advocacy amongst trade to influence consumer pathway.	To drive personal connections with consumers by creating real-life experiences that resonate and are worth sharing.
OBJECTIVES	**Primary**: Education, Inspiration **Secondary**: Conversion	**Primary**: Awareness/ Engagement **Secondary**: Lead Generation	**Primary**: Inspiration, Awareness **Secondary**: Engagement	**Primary**: Conversion, Lead Generation **Secondary**: Awareness/ Inspiration	**Primary**: Awareness **Secondary**: Generate Buzz	**Primary** Awareness **Secondary** Lead Generation	**Primary:** Awareness	**Primary** Lead Generation **Secondary** Conversion	**Primary** Awareness, Education **Secondary** Consideration to advocate and sell	**Primary:** Awareness **Secondary** Engagement, Advocacy
OPPORTUNITIES	Deliver detailed education around key product offering. Capture data for future communications. Increase time spent with brand.	Audience/ messaging segmentation Curation and amplification of UGC Market research and talkability Ad/ message recall	Leverage digital footprints of influencers to build scale and extend reach delivered through awareness campaigns. Increase consideration levels amongst key targets.	Data capture in order to increase knowledge around different audience types and improve customer profiles. Building custom audience groups on social.	Deliver mass awareness of unique product offerings based on readership and audience segmentation. Drive traffic to key digital platforms. Drive visitors to events.	Deliver awareness of product offerings to local audience. Generate leads and sales.	Long term brand building and awareness delivered at scale in key geographical locations ie. Karratha Airport Digital OOH integration with social.	Increase traffic to website and awareness of key messages. Supplementing efforts with a paid search for immediate results. Select keywords that are unique and put us aside from competitors.	Increase in tourism product knowledge through ongoing education. Opportunity to introduce a new destination. Increase credibility through partners. Leverage Co-op marketing	Create events that are unique to Karratha Bring the community together to re-enforce the brand values. Bridges gap between physical and digital worlds.

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THANK YOU.

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8. APPENDIX

SOURCES

1. Adventure Travel Trade Association
2. Australian Bureau of Statistics
3. Australian Communications and Media Authority
4. Castleford
5. Commercial Radio Australia
6. Deloitte
7. Destination NSW
8. Destination NSW
9. Destination NSW
10. George Washington University, School of Business
11. Kamber
12. Roy Morgan
13. Roy Morgan
14. Roy Morgan
15. Sabre
16. Sensis
17. Suncorp Bank
18. The Grey Nomads
19. The Grey Nomads
20. Tourism Australia
21. Tourism Australia
22. Tourism Western Australia
23. University of Western Sydney
24. Virtuoso
25. Tourism Australia - Australia's National Landscapes - The Kimberly Positioning