

BROADCAST INTEGRATION

NOVA & San Francisco

To celebrate and promote the launch of the new Qantas service directly connecting Brisbane and San Francisco, we partnered with Brissy's highest-ranking breakfast radio program.

OBJECTIVES

- Raise awareness of the new route
- Drive sales to SF from Brisbane and surrounding areas
- Position San Francisco as a desirable destination, suitable for longer stays or multiple visits
- Include San Francisco International Airport and its USPs throughout campaign activity

SOLUTION

- Run a campaign and consumer competition on NOVA 106.9 including one week live from San Francisco with winner to join crew in SF.
- Engage Qantas to ensure reporting and other in-kind support for the flight.
- Incorporate a second Californian destination to obtain additional support from Visit California.



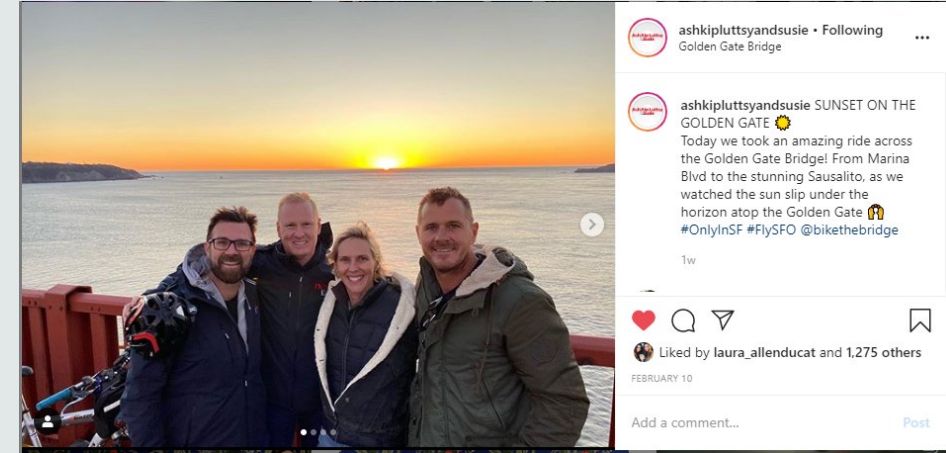
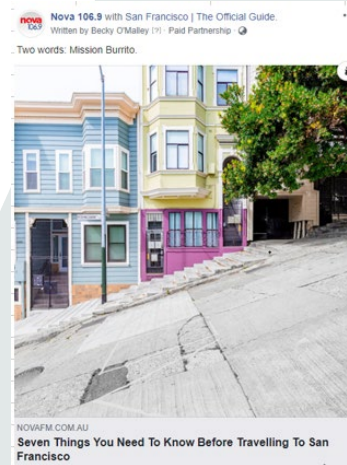
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RESULTS

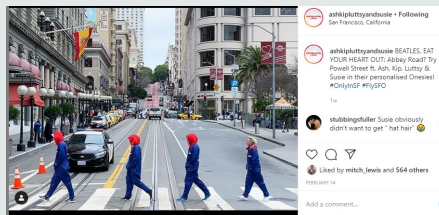
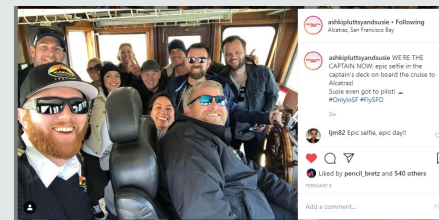
This highly successful campaign over delivered on nearly every aspect and reached over half-a-million people in the Brisbane area.

- Reached **581K+** Brisbane consumers
- Total native article reach of 13,800 with **+16k impressions, 890 engagements and 4.85% CTR**
- 662 unique competition page views and 298 unique entries
- **103% flight search uplift** and 1,043 unique landing page visits
- 100k+ impressions for display ads with 0.16% CTR



Qantas:

- Display ads for NOVA
- Post-campaign reporting



NOVA:

- 20 x pre-promote promos
- 2 x week primary promotional airtime
- 4 x Instagram stories during the promotion
- 8 x M/A liners
- 2 x week win page
- 6 x integrated messages per day during the broadcast
- 3 x content videos
- 7 x Instagram stories from San Francisco
- 1x native article on NOVA site, promoted on Facebook and Instagram