

Collaboration drives tourism campaign

Great travel marketing campaigns linger in your mind, just waiting to pounce when you're keen to take a break. And now, alongside Australia's gargantuan "Where the bloody hell are you?", New Zealand's long debated "100% Pure" and the weird TV ear-worm that is "Malaysia, Truly Asia" there's a new kid in town - Waiheke: A world apart, not a world away.

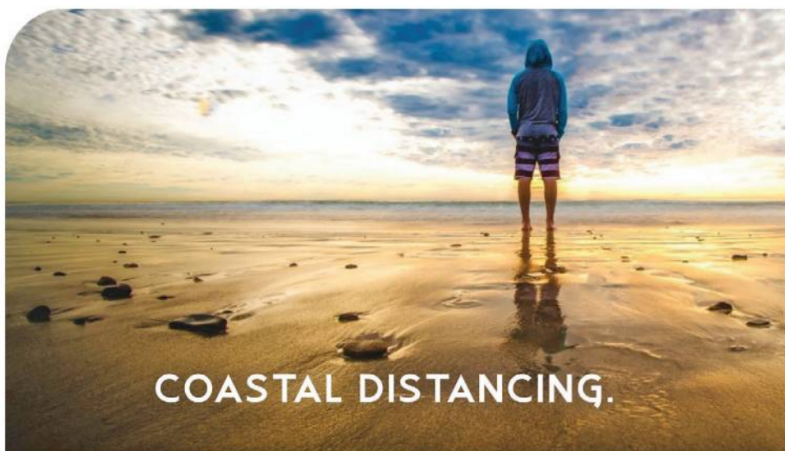
The digital, outdoor and print campaign kicked off this week as a way to bring tourism back to an island where businesses have been ravaged financially by lockdown restrictions.

Digital billboards in prime locations across Auckland - think Newmarket and Sylvia Park - feature great images of Waiheke next to clever captions such as "coastal distancing", which play on what's attractive about the island combined with a language we've learnt from the global response to the pandemic.

But what's most impressive about the campaign is how it has come together thanks to a collaborative approach from tourism, advertising, marketing and business leaders on the island.

The campaign was spearheaded by Christina Hyde and Kelly Addis of the Waiheke Island Tourism Forum and has featured a mix of local talent and help from a wide and varied group of their contacts.

Enlisting the talents of international advertising guru Andy Lish to create the campaign, Fullers360 provided graphic design and funding, while Waiheke resident Andrea Rongonui, owner of Go Media, donated valuable outdoor



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media space along with digital billboard specialists LUMO Digital. Marketing experts John O'Toole and Michael Carne - well-respected veterans of the New Zealand digital marketing industry - donated their time on strategy and execution. Gavin Oliver, owner of Ecozip, also donated funds to support the campaign.

"I'm proud that we've been able to combine our efforts and pool our talents to develop creative campaigns to hopefully get Waiheke back on track," says Christina, "The community spirit is so strong and we've tried to tap into everyone's talents and connections to

get this island moving forward again."

Collaboration has been the watchword of tourism operators keen to climb out of the chasm that has struck the island's industry over the past couple of months. Kim Rae from Stay Waiheke reported 96 percent of confirmed bookings scheduled to arrive between 24 March and 15 May cancelled bookings were down 72 percent for June compared to last year, and Queens Birthday Weekend was down 50 percent year on year.

Christina, who in addition to being the chairperson of the Waiheke Island Tourism Forum operates the Waiheke

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