

Carat NZ/Tribal DDB NZ

There's nothing like Australia.



Smart Versioning's Automatic Optimization Delivers a 447% Improvement for Tourism Australia

Background

Tourism Australia's global campaign 'There's nothing like Australia' has been built with the involvement of the Australian people to share their favorite Australian place or experience with the world.

Research showed that Aussies want to help promote Australia to people overseas. With that in mind, the global campaign was developed to involve Australians as they are the experts on what makes Australia unlike anywhere else.

Phase 1 of the campaign in New Zealand consisted of launching the global campaign into the market, showcasing the vast and varied experiences Australia has to offer and motivating consumers to seek out more and plan their own unique journey.

Advertiser's Objective

Tourism Australia's objectives were to engage New Zealanders online, sharing with them Australians' favorite experiences. Kiwi's were then invited to visit nothinglikeaustralia.com where they could immerse themselves in over 29,000 unique experiences.



Campaign Details

Client: Tourism Australia

Campaign: 'There's nothing like Australia' NZ Launch

MediaMind Product Used: Smart Versioning

Creative Agency: Tribal DDB NZ

Media Agency: Carat NZ



“ The objective of Phase 1 of the 'There's nothing like Australia' campaign was to show kiwi's what Australian's love about Australia. We're thrilled that kiwi's were intrigued with the 29,000 Australian experiences presented, demonstrated by their engagement with the campaign online. ”

Tracey McKay | Tourism Australia Marketing Manager

Campaign Execution

Instead of running all creatives evenly distributed, Tourism Australia utilized MediaMind's Smart Versioning Automatic Optimization algorithm to identify and then to serve the most appealing ad the majority of times in order to encourage a high level of response.



Results

The optimized placement achieved a CTR of **0.82%** while a similar non-optimized placement in terms of creative, publisher and size, recorded a CTR of **0.15%** - an improvement of **447%!!!**

“ We were very happy with the positive impact of MediaMind's Automatic Optimisation feature of Smart Versioning on the results of this campaign. Not only was it simple to implement but it also proved extremely effective at delivering a greater level of response, maximising the ROI for this placement. ”

Brad MacDonald | Digital Executive, Carat New Zealand

