

STAR RATINGS AUSTRALIA

Brief

Star Ratings Australia wanted to embark on a consumer facing advertising and promotional campaign to educate consumers on the benefits of using an accredited rating system when researching and booking their travel accommodation.

Campaign Objectives

- Drive brand awareness for Star Ratings Australia
- Educate consumers on the benefits of using an accredited rating system when booking their next holiday accommodation
- Drive brand awareness and position Star Ratings Australia as the 'trusted source' versus self ratings
- Leverage the brand positioning statement "The accommodation you expect, should be the accommodation you get"
- Deliver a integrated promotional campaign utilising station talent that truly engages the target demographic.

Insights and Solution

Together with Star Ratings, Dave Hughes ("Hughesy") ran one of the biggest promotions that Australia has seen, with 60 local holiday destinations across the country to give away.

Through a series of talent voiced commercials and promotional airtime, Hughesy put a call out to consumers to register their details online, prompting them to tell Star Ratings in 25 words or less why they wanted to win a holiday. The campaign received an additional boost with a variety of Breakfast live reads and Breakfast sponsorships in Sydney, Melbourne, Brisbane, Adelaide, Tasmania and Perth promoting the campaign.

A tailored microsite - www.getawayaday.com.au - was built to capture registration on a state by state basis with an extensive online campaign on KIIS website.

Each weekday in Drive for two weeks, Dave Hughes announced a lucky daily winner on each station, detailing each Australian destination, all courtesy of Star Ratings. A total of 60 amazing Australian 4*+ holidays were given away, with a total prize package of nearly \$160,000.

Results

- Over \$665,315 promotional value as part of campaign
- 6,596 entries on the microsite
- Over 46,000 page views on the dedicated microsite
- Over 250,000 page impressions
- Over 124,000 social impressions.



Station

KIIS network

Campaign type

Promotion

Promotion timeframe

3 weeks

Target market

25-39 years, 40-54 years
55-64 years, 65+ years

"ARN was able to deliver an integrated campaign on a national level, leveraging station talent and bringing the promotion to life on air and through their digital platforms. The significant shift in consumer awareness of Star Ratings Australia was an outstanding result and exceeded our expectations."

Damien Hanger, General Manager - Star Ratings Australia