A marketing campaign to encourage people to *live, work and invest* in an Evocity
- The Idea
- The Research
- The Strategy
- The Response Capacity
- The Campaign
- The Results
- The Future
1995

• Gary Wells – City of Wagga Wagga
  – Common issues identified
  • Competing against the ‘sexy’ coastal areas for population growth
  • Competing against capital cities
  • All “inland”
  • Limited funds to market as individual cities into a market like Sydney
The Research

1996

- ASCET commissioned by the cities to conduct research in Sydney – to measure awareness, perceptions and attitudes toward relocation to regional areas of N.S.W.

- Methodology:
  - Telephone surveys
  - Focus Groups
The Research

Key Findings: (mirrored Vic data)

Perceptions & Associations – generally negative.

“Slow”

“Backward”

“Hicksville”

“Droughts”

“Hardships”

“Cows, paddocks”

“No internet”

“No jobs/careers”

“Rural landscapes – green hills”
Key Finding:

“There are limited or no jobs/careers in the country”

“There are limited wealth making opportunities in the country”

“If you are living in the country you have failed”
The Research

However:

**25%** of Sydney residents indicated they would seriously consider shifting to regional New South Wales.

(2010 follow up research revealed same figure)
The Triggers *(the pull)*

- Lifestyle
- Moving away from the big city
Escaping the big city (the push)

- Traffic
- High cost of property (living)
- Crime
- Pollution
Major Barriers

Employment

Family
The Positioning Strategy

Need to promote that all members of the new marketing group were large centres that offer expanding infrastructure; positive population growth; business opportunities and career options; affordable house pricing; quality health care and hospitals; quality education – primary, secondary and tertiary; quality sporting facilities and wide lifestyle opportunities.
The BRAND

AVOID:

- Rural
- Regional
- Country
- Bush
The BRAND

- Rural
- Regional
- Country
- Bush
Energy
Vision
Opportunity
2006 - 2010

• Research & Brand -2006
• Lobbying/funding submissions – 2007 to 2010
• 2010 – Australian Govt Grant
Funding

- Aust Govt: $1.2 million
- Councils: $280,000
- Corporate Sponsors: $250,000
- Total: $1.7 Million
Mgt Structure

Steering Committee

Project Manager

Marketing Agency

PR Agency
Positioning strategy:
• Market the “city” position
  – Each of the cities have sizable populations, cafes and restaurants,
  – Excellent education facilities, sophisticated cultures, Universities, and all enjoying positive population growth

Not a Tree Change
Not a Sea Change
But a City Change
The Strategy

Barriers:

• Address the major barrier – JOBS.

Response Capacity

• Address the need to track, monitor, respond and report
3 target groups  – based on market research

**Familites**
35 yrs to 45 yrs – with young children (under 5)

**Bloomers**
45 yrs to 54 yrs

**Free Wheelers**
25 yrs to 35 yrs – single with career ambitions, & couples with young children
The Creative

Avoid the stereotype images and typical campaigns
Communicate whilst at peak discomfort.
Traffic Message: Goodbye peak hour.

capital city

Goodbye peak hour.

evocities.com.au
Outdoor Advertising - Rail Cross-Track

Transport Message: **Next stop, A better life.**
Property Message –

More rooms.
Less mortgage.
Key PR elements

- Metro and local launches
- Feature placement program – happy relocators
- EvoIndex research reports
- Facebook local engagement
- Issues identification and management
RESULTS
12 Months Summary

- **Visits**: 105,888
- **Page Views**: 363,282
- **People**: 79,866
- **Bounce Rate**: 45%
- **Average visits per month**: 8,824
EVO JOBS

EvoJobs now self sufficient

• 71 agencies,
• 550 employers registered,
• **726** applications lodged
• Over 100,000 visits, now out performing evocities.com.au

**Over 90% of traffic from Sydney**
Publicity

- More than 1,300 pieces of media coverage
  Combined audience 17.3 million
- Advertising value - $4 million

SHJ & Evocities winner of internationally renowned IABC Gold Quill for Excellence in Media Relations (2011); shortlisted for SABRE and Golden Target Awards; SEGRA chapter
• 2,793 genuine enquiries

• 275 ACTUAL RELOCATIONS

• 379 PLANNED RELOCATIONS
**Influenced consideration of relocation by 48%**

Note: 2011 survey mentioned Evocities specifically (as opposed to all of NSW)
Key success points

• Research driven
• NOT geographic based but “product” based
• Non political – Committee and Agencies making campaign decisions
• Creative message (non traditional for government campaigns)
• Response capacity built before campaign started (website, job platforms & Evo Central)