

Queensland Attracts Potential Visitors with a Dog

When it comes to tourism campaigns, there are few ways of carrying them out that rival the use of Jester. Jester is a six month old dog that has been in charge of doing the marketing of Australia's tourist destinations on Instagram. This is one of the most innovative ways of doing such campaigns, and the best thing about it is that it does work very well. There are many people who have responded positively to the campaign, and this just goes to show how much creativity can be effective in such campaigns.



The rationale behind this method of campaign is very simple. Basically, Jester gets to travel to many parts of Australia (mostly famous tourist destinations) where a local takes photos of the dog in the relevant background. The logic here is that rather than doing a regular campaign, using a dog as the “model” in the campaign is more likely to generate interest from most people. This means that it's more likely to be a successful venture compared to other kinds of campaigns.

There are many reasons why this campaign has been so successful. For one, the fact that it uses a subject different from most regular campaigns means that it's a more attractive proposal. In addition to that, the fact that it involves the locals in managing the photo stream each week means that it gives them a more authentic feel. Most of the time, campaigns that aim at attracting tourists are designed in such a manner that the professionals are the ones who are in charge of running them. Most of the time, this is so as to give the media a more special feel.

However, by letting locals manage the Instagram account, this method of campaign has turned out to be just as effective. This is mainly due to the fact that the photo stream ends up having a more real feel, as opposed to the airbrushed photos that most other campaigns have. This also means that when people go through the account, they are more likely to feel a connection to the photos, since they seem real.



In addition to that, there is also the issue of hype which has made it a more successful campaign. The fact that this campaign is being essentially run by a dog means that there has been a lot of media attention to it. This meant that it could attract a lot more attention to Queensland and Australia, but without spending much money doing it. Remember, the fact that it generated a lot of hype means that it was not forced down people's throats. Instead, most people heard about it from other people, and then sought to find out more about it on their own. As far as marketing goes, this is one of the best ways to get it done since it costs very little but ends up providing a lot of airtime in various areas.

In summary, this was one of the best campaigns for Queensland tourism. Even though it ended on September 15th, there are many people who consider it one of the best strategies in doing marketing for tourism. It cost little money, but got to people in a personal manner that most other forms of media cannot. This means that it was one of the most cost effective ways of getting people to learn more about Queensland, and to also encourage them to visit.



In addition to that, this campaign also underscores the value of thinking outside the box. Most people are of the opinion that there are no new ideas when it comes to marketing, especially for the tourism industry. However, nothing could be further from the truth. This campaign shows that there are many more ideas out there, and we only need to figure out how to access our creativity in order to try some of them out. Queensland has been known to do such kinds of marketing campaigns in the past, one of the most recent of which was the Best Job in the World Campaign. This involved having individuals create short videos about why they thought they had the best job in the world, with the best winning a trip to Australia and a cash prize.

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