


# Play THE DAY AWAY



DESTINATION  
**GOLDCOAST.**

 WARNER BROS. MOVIE WORLD

**AFTER 2+ YEARS OF BEING LOCKED-DOWN, RESTRICTED AND HAVING PLANS DISRUPTED, THE NEED TO PLAY AND THE DESIRE TO TRAVEL AGAIN IS STRONGER THAN EVER.**

As Australia's Favourite Playground - it's time to remind people why the Gold Coast is the place to Play: a diverse and multi-faceted destination with so much more to reveal about the lesser known but amazing experiences the region has to offer to get our core audience to reappraise the Gold Coast as their top holiday destination.

Play the Day Away is a contemporary, energetic TV and digital brand campaign blending elements of musical, singing and dancing and filled with play and well-loved parts of the Gold Coast bringing new energy to our region, with an objective to drive tourism to the Gold Coast.

#PLAYTHEDAYAWAY @DESTINATIONGOLDCOAST



# THE COMPETITION - 'YOUR CHANCE TO LIVE THE COMMERCIAL'

To support the campaign, Destination Gold Coast is offering consumers the chance to win a holiday to live the commercial across all the featured locations and experiences.

## EXECUTION

Integrated, multi-channel campaign across website (separate website landing page with data capture), eDMs, SEM and social advertising.

Entries will be prompted via paid social advertising, website pop up and eDMs to DGC mailing list (Australians) at circa 500,000 pax.

## OBJECTIVES

- Reinforce PTDA brand campaign
- Acquisitions for DGC mailing list
- Prompt to update details for existing DGC mailing list recipients

## TARGETS

The Play the Day Away campaign is specifically targeting Sydney and Melbourne residents, but the competition is open to Australian residents of New South Wales, Victoria, Queensland, Western Australia, Northern Territory and Tasmania aged 18 years and over. The Competition is not open to residents of South Australia or the Australian Capital Territory.

## ENTRY

The competition goes live on campaign launch date - 25 May 2022.

[ENTRY PAGE](#)

## PRIZE PACKAGE

Prize package is for four people and valid up until end June 2023.

## PRIZE PACKAGE

Flight voucher

5 x night's accommodation at Pink Hotel

Learn to Surf/Hydrofoil/SUP/Kayaking

4 x Tickets to Warner Bros. Movie World

Pool Cabana with F&B voucher at QT Gold Coast

OReilly's Rainforest Retreat Day Trip

Aquaduck

Skypoint Climb, Q1

Food and beverage voucher at the Tropic

Spending money

**TOTAL PRIZE PACKAGE**

**\$7,000**

