



DESTINATION  
**GOLDCOAST.**

# Play THE DAY AWAY

📍 WARNER BROS. MOVIE WORLD

## WHAT IS THE 'PLAY THE DAY AWAY' CAMPAIGN?

DGC required a creative platform that nurtures brand love, converts demand and is category breaking. After the global pandemic impacted travel and holidays so profoundly, the demand for 'Play' is more relevant than ever, and no other destination can deliver on this promise more so than the Gold Coast. Play The Day Away positions Gold Coast holidays for people who want to live for the day, not the day-to-day. It's a place that makes people feel alive, come together, reconnect, and discover something new.

This sentiment is reflected in the development of a new creative platform - Play The Day Away. The creative refresh allows DGC to respond to current consumer sentiment, evolve the 'playfulness' aspect of the brand and highlight additional destination experiences. PlayThe Day Away is an contemporary, energetic and bold TV and digital brand campaign. This idea puts a modern twist on recognisable musical and dance iconography with every piece of communication filled with playful expression. Whether that's singing, dancing or over-the-top theatrics.

The 60-second commercial captures the energy, exuberance and diversity of the Gold Coast, with a family dancing through some of the destination's iconic venues, locations and experiences - as well as some of the lesser known ones.

## CAMPAIGN EXECUTION

Play The Day Away is a fully integrated destination marketing campaign across DGC paid and owned channels including free-to-air TV, On Demand TV, YouTube, Facebook, Instagram, SEM and premium video websites.

Targeting families and High Spending Travellers in the Melbourne and Sydney markets, the campaign launches on May 25<sup>th</sup> 2022 with the objective to convert pent-up demand and drive high interest in the Gold Coast as the perfect holiday destination, boosting the visitor economy and providing key support to industry.

Over 100+ assets have been tailored to target 4 key segments based on individual interests, family type and behavioural motivations. These are: Active Travellers, Luxury Lovers, Travel Bugs and Family Fun. There will be further campaign bursts throughout the FY23 financial year, combined with additional strategic targeting.

## CAMPAIGN ELEVATION

A number of popular Gold Coast influencers were used as extras in the shoot as a way to elevate the campaign. Each of these influencers will also be distributing bespoke Play The Day Away content and promoting the destination on their social media channels.

In addition, a consumer competition with the prize of a Gold Coast holiday to get a chance to 'live' the commercial will be run with the objective of data acquisition for DGC's email database.

## KEY MESSAGING

Play the day away in the only destination where you can surf world-class waves, hike through ancient rainforest, sip cocktails by a luxurious pool, squeal on a rollercoaster, discover diverse wildlife and savour the finest of dining... all in the same day.

#PLAYTHEDAYAWAY @DESTINATIONGOLDCOAST

## HOW DOES THE INDUSTRY FEATURE IN THE CAMPAIGN?

The campaign connects to well-loved, iconic parts of the Gold Coast in a new way, while discovering new things to see and do. It is designed to showcase the diversity of offerings on the Gold Coast, outside of those that are already well known.

- The Pink Hotel, Coolangatta
- Warner Bros Movie World
- The Tropic, Burleigh Pavilion
- O'Reilly's Rainforest Retreat
- QT Hotel Gold Coast, Surfers Paradise
- Surfers Paradise beach

## HOW CAN INDUSTRY GET INVOLVED?

- Download the Play The Day Away brand guide which will be available for download on the DGC corporate site: <https://www.destinationgoldcoast.com/corporate/about-us/campaigns/play-the-day-away>
- Align activity to support the campaign - using high energy imagery and emphasising the diversity of experiences available to visitors.
- Posting on business social media channels using #PlayTheDayAway and tagging @DestinationGoldCoast
- Utilising the Play The Day Away overlay on assets, downloadable from: <https://www.destinationgoldcoast.com/corporate/about-us/campaigns/play-the-day-away>

Play  
THE DAY  
AWAY  
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 GREENMOUNT BEACH