TOURISM QUEENSLAND -
THE BEST JOB IN THE WORLD
The “Best Job in the World” - no single tourism campaign, and potentially no single campaign has ever had such a significant reach or impassioned response, across all media.

To increase international awareness of Queensland’s ‘Islands of the Great Barrier Reef’, we created a reason for people all over the world to engage with the destination and aspire to experience it.

We tapped into a universal desire and created a job that sounded too good to be true – anyone from anywhere could apply. The Caretaker role is a genuine employment opportunity, living on the Islands of the Great Barrier Reef and reporting back to the world.

It’s truly effective and original thinking.
Creating global awareness for a new tourism brand, with a small budget (by world standards) - what better challenge can you ever get?

When tourists plan an island holiday, destinations such as Hawaii, the Caribbean Islands, the Maldives and the Greek Islands immediately spring to mind. And, despite the fact that the Great Barrier Reef is a world-heritage listed Natural Wonder of the World, the ‘Islands’ of the region are relatively unknown. In fact, approximately two million tourists visit the reef each year, but most are on day-trips rather than long-stay holidays.

Therefore our top line challenge is

Our challenge was to increase international awareness of Queensland’s Islands of the Great Barrier Reef and transform a popular day-trip destination into an international tourist’s dream holiday

Based on experience, Tourism Queensland know that increased awareness of an aspirational destination like the “Islands of the Great Barrier Reef”, with a fresh and interesting story, will drive visitation over the long term.

This campaign was specifically for the creation of awareness and consideration, as the specific promotion of product and offers is a secondary stage that is primarily facilitated via separate sales channels and localized activity in each market.

Why Tourism Queensland needed a global awareness campaign

In years prior, international visitation to Australia had stagnated (less than 1% growth in 2006) even with Tourism Australia’s much talked about “Where the bloody hell are you” campaign, and in 2007 it only grew by 2% in 2007.

![Figure 1: Australian Bureau of Statistics; 3401.0 Overseas Arrivals and Departures, Australia, Table 1: Total Movement, Arrivals - Category of Movement](image)
And Queensland’s international visitor arrivals were declining (-1% in 2007) mostly due to lower tourist visits from key international markets.²

Based on this reality, Tourism Queensland needed to create mass awareness like never before. We needed to create a reason for people all over the world to notice and want to visit the Islands of the Great Barrier Reef, Queensland and Australia. Even without the hundred million dollar budgets of Tourism Australia, Tourism Queensland wanted to think more globally and drive the “Islands of the Great Barrier Reef” through an international campaign.

Tourism Queensland shared with us the great challenge of delivering a campaign to their key markets:

- United Kingdom (29% of current total visitors to the Great Barrier Reef)
- Europe (23% of current total visitors to the Great Barrier Reef)
- USA (12% of current total visitors to the Great Barrier Reef)
- Japan (11% of current total visitors to the Great Barrier Reef)
- Germany (9% of current total visitors to the Great Barrier Reef)

New Zealand, New Caledonia, Ireland & Nordic regions, Singapore, Malaysia, India, China, Taiwan and Korea

to raise awareness of Islands of the Great Barrier Reef, internationally.

The key test for the agency was to deliver a compelling central idea that would resonate with people across the world, across varying cultures and backgrounds, with a nominal $1 million budget* (including all production and media).

*Due to the unprecedented success of the campaign, this budget has now been exceeded.

THE CHALLENGE

We needed to develop a strong campaign idea that would help put the Islands of the Great Barrier Reef on the international radar as a dream holiday destination. We needed insightful strategy and original thinking.

Objectives

As this was primarily an awareness campaign for a new and fresh tourism brand the objectives set were both ‘soft’ and ‘hard’ targets.

- Mainstream media coverage that would exceed our overall investment
- News coverage in key population markets that have a propensity to visit Australia (for example; UK, Europe, USA, Japan, Germany, New Zealand, New Caledonia, Malaysia, India, China, Taiwan, Korea)
- Travel industry recognition (by wholesalers, travel agents, airlines and local tourism operators)

Specifically for the campaign activity the target response objectives were:

- 14,000 job applications (with 60 sec videos)
- Specific content of the Islands and regional tourism destination becoming viral
- Social media use of our content and consumer generated content over and above the applicant videos as illustrated on blogs, social network sites and in other Web 2.0 portals.

The environment

The environment in which the campaign was to launch had many interesting challenges;

- There was a pending State election, and as Tourism Queensland is a government linked agency, this created some uncertainty as to timing and government responses
- The Global Financial Crisis was in full swing and taking its toll on tourism, airlines and travel companies the world over
- Consumer spending in most markets was reducing and unemployment rising, creating a mood of uncertainty at best and pessimism at worst.
- The “Australia” campaign and movie had launched. Anecdotally, both have been reported to not having made a significant impact on the world market

Our aim was to confront these environmental issues head on, with a campaign for one of the best places in the world – the Great Barrier Reef, Queensland. This was a campaign purely to develop awareness and desire, as they are directly attributable to the campaign, whereas visitation will take years to measure and is influenced many other factors.
THE SOLUTION

We tapped into a universal desire and created a job that sounded too good to be true – anyone from anywhere in the world could apply. The Islands Caretaker role is a completely genuine employment opportunity with Tourism Queensland, living on the Islands of the Great Barrier Reef and reporting back to the world.

The campaign launched in January 2009. ‘The Best Job in the World’, launched as a good news story when all that appeared in the news was doom and gloom.

Our campaign purpose was to drive traffic to a website through a small budget campaign that stimulated mass social media and mainstream media coverage.

Then the website would capture consumer interest on two levels;

   a) The primary motivation, job application or interest in applicants

   b) Engaging and aspirational content about the Islands of the Great Barrier Reef

Original thinking from powerful consumer insight

The idea of ‘The Best Job in the World’ was born out of a strong insight - “You don’t truly experience something unless you immerse yourself in it.” The relevance to consumers is extremely valuable. Consumers that travel to Australia from all over the world are seeking greater value in the quality of experience they have. “Fly and flop” type holidays are diminishing. People want real experiences they can share with friends on return. They want more than just seeing, they want to do, they want to explore, and they want to immerse themselves. As such, this insight territory taps into the heart of the modern traveler. The traveler that can see things on the internet, but knows they need to experience them in person.

Additionally, we recognise that most people work and to some degree, we rate ‘life and pleasure’ relative to our job. So, for a fulfilling life, we all want a job that we love, one that we want to get out of bed for. This is a broad and universal desire of modern life.

The target audience

The target audience was defined as ‘Global Experience Seekers’. These people are likely to be self-challengers, youthful travelers, have high education, have access and use new technology, and have a preference for holiday immersion – they want to ‘get amongst it’ and move beyond major cities. These people were primarily targeted across key markets that have a higher propensity to travel to Australia (UK, Europe, USA, Japan, Germany, New Zealand, New Caledonia, Ireland & Nordic regions, Singapore, Malaysia, India, China, Taiwan, and Korea).

Communication strategy

It’s difficult to fathom such an innovative campaign could have such a simple communications strategy.

Classified ads, job listings and small banner ads were strategically placed in target markets directing people to a central URL – islandreefjob.com. Please see the appendix for media schedule.

We asked people from around the world to submit a one minute video of themselves applying for what is arguably ‘The Best Job in the World’.
THE SOLUTION

Original thinking
The position of Island Caretaker for the Islands of the Great Barrier Reef is a real job. The employer is Tourism Queensland, and the Island Caretaker has duties such as cleaning the pool, feeding the fish, and collecting the mail. Then reporting back to the world their experiences. For this, the Island Caretaker will be paid a generous salary of AUD$150,000 for 6 months’ work, with luxury accommodation included during their posting. It all seems too good to be true, but there is no catch.

With such a solid and compelling idea, it’s no wonder the campaign has generated as much global interest as what it has. (Refer to enclosed DVD for illustration of the idea)

A global market
Tourism Queensland has offices in ten markets around the world. Prior to the launch of the campaign, each market was provided with media releases, story lines, photography and access to core footage which they leveraged along with developing their own local ideas and media opportunities.

An international media launch was developed and conducted on an Island of the Great Barrier Reef in January 2009. The project scope also incorporated set stages for additional PR and media opportunities. These stages were all strategically planned and conducted to drive further interest, competition and new content.

For example, the release of a short-list of 50 applicants provided the opportunity to drive greater awareness and exposure through further targeted news, as did the announcement of the top 16 short-listed applicants, the interview process and announcements.

For each of these stages, content was planned and then adapted to suit each market and the actual project outcomes at the time. The unprecedented response has meant that the plan has expanded beyond the original scope, however, the structure of the strategy and communication plan are still being delivered.

Maximising the value of social media
As this campaign had very finite paid media, it was important to stimulate social media activity. This was achieved due to four key factors:

1. An insightful idea that tapped into consumer mind sets, aspirations and core desires
2. An idea that generated mainstream media interest due to originality, relevance and appeal
3. A multi-stage campaign strategy that created competition between countries and applicants, stimulating frequent interest points
4. Great content that was easily available for social media dissemination and consumer content generation
To achieve this, a consumer touch point plan was developed to map out the stages, and the structure of digital content. Given the 'islandreefjob.com' web site was a central portal post the launch, this provided the platform for communication and was supported by outbound communication.

This process is best illustrated:

**Launch and drive to site**
THE SOLUTION

Web site content for consumer reference and use

Media centre
Pictures
‘Working there’ videos
Example application videos
Destination and job offer videos

Social media and consumer content cycle

The social media coverage and involvement further stimulated mass media coverage
Video applications
Blogs
Parody videos
Emails
Media coverage
News coverage
Campaign reporting
Application campaigns
Twitter / Forums etc.
Applicant networks
Social networks

The job application process was developed so as to create competitions between applicants
Website portal to provide the platform for information, structure, competition and content strategy
The competition between applicants stimulated mass content development and social media commentary
The voting for wildcard was created to stimulate national and individual competition
THE RESULTS

No single tourism campaign, and potentially no single campaign has ever had such a significant reach globally, across all modern media formats and generated such a high volume and highly impassioned response.

Some measures of success like the passion and creativity with which people have created videos, blogs, individual campaigns etc are immeasurable. The enclosed creative DVD will illustrate some of the results in this area as an example.

The quantifiable measures also illustrate the phenomenal success.

Overall awareness and media coverage

- Global news coverage (all media formats), from CNN stories to BBC documentaries, and Time magazine articles and everything in between. Estimated media coverage is valued at over US$110 million.\(^1\) (to date and growing)
- The campaign was ranked 8th on the international list for the world's top 50 public relations stunts of all time by internationally renowned public relations company Taylor Herring.\(^2\)

Direct response

- 34,684, one minute video job applications from 201 countries (web coded) as there are officially only 195 UN recognised countries. Regardless, it's safe to say that at least one person from every country in the world applied for the position.\(^3\)
- Over 450,000 votes for Wild Card applicants.\(^4\)
- Individuals subscribed to news updates from the site.\(^5\)

Web site visitation

- Web stats of 7,591,106 visits to the website, 51,990,061 page views with an 8.37 minutes average time spent (in 110 days).\(^6\)

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\(^1\) Tourism Queensland media monitor analysis and reporting
\(^3\) IslandreefJob.com web site database entries
\(^4\) IslandreefJob.com web site database entries
\(^5\) IslandreefJob.com web site database entries
\(^6\) Omniture site catalyst website analytics for islandreefjob.com 30/5/2009
THE RESULTS

- A Google search for “best job in the world island” achieves about 52,500,000 listing and 43,603 news story listings.

- Global reach has been achieved as part of the objectives as illustrated by the international site traffic.

**Connection to social media and consumer generated content**

- A Google BLOG search for “best job in the world” generates 231,355 blogs.

- The connection to social media can be fully measured. However an indication is the fact that Facebook has referred 371,126 visits, the highest referrer after Yahoo and Google. Additionally the site has recorded 165,014 exit links to http://www.addthis.com/bookmark.php, a bookmarking site.

- The showcase video for the Islands of the Great Barrier reef has been viewed on Youtube almost 300,000 times and is ranked #22 - Most Viewed (All Time) - Travel & Events - Australia.

- The videos produced for content and to show what it was like to work there have been viewed over 392,986 times.

- Social networks have been established by consumers further illustrating the penetration of the idea (see example of the NING network site. On this site alone, there are 359 members, 284 videos (over 13 hours of content).

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7 Google.com
8 Omniture site catalyst website analytics for islandreefjob.com 30/5/2009
9 blogsearch.google.com
10 Omniture site catalyst website analytics for islandreefjob.com 30/5/2009
11 Youtube.com
12 Youtube.com
13 http://islandreefjob.ning.com/
THE RESULTS

• In terms of consumer generated content, in the video applications alone, there is now 578 hours of content on Youtube and similar sites.\(^\text{14}\)

• A “best job in the world” search on FLIKR for pictures gives you a quick 3,585 pictures to choose from.\(^\text{15}\)

We have tracked many other samples of video, text and pictorial content. As so much consumer content lies on diverse sites, blogs, and in news coverage, it is not possible to accurately quantify it all.

To date, the campaign results have far exceeded any expectations the client and agency could have ever hoped for. The campaign will not only contribute to the history of Australian advertising, but has also set a global standard for an effective social media campaign.

Return on investment

An accurate return on investment cannot be calculated at this time given it will take at least a year or more before the true economic impact for the Islands of the Great Barrier Reef and Queensland can be established. However, a rudimentary assessment can suggest that for approx. AUD $2.5M in expenses, a mainstream media coverage in access of $157M (US$110M @ AUD rate of 70cents) has been achieved for a ratio of 1:62 (and this excludes the value of social media coverage and consumer content)

And while, global brand awareness has not been tracked, the above results and anecdotal responses lead to a reasonable assumption, that significant awareness and consideration has been achieved to date and well into the future.

Discounting other factors

This campaign was totally new and the results have not been influenced by any other controllable factors. The total resources contributed have been expanded to accommodate the success and enormity of the response and are not directly related to the success of the campaign, as the media plan was not extended post launch.

\(^{14}\) Youtube.com
\(^{15}\) Flikr.com
THE RESULTS

Conclusion
The “best job in the world” is an original idea, which has achieved all measures and set new benchmarks in advertising effectiveness in the modern world where social media and mass media are one.

It is hard to find anyone in the world that hasn’t heard about it. It has had people of all ages and nationalities from celebrities to everyday people recording and uploading content on web sites, blogging and twittering.

This campaign has changed the landscape of tourism advertising the world over. And, all involved have gained a great deal of learnings, skills, experience and knowledge from the project that will have a long term positive impact on our industry.

We believe this campaign clearly demonstrates truly integrated advertising effectiveness. It illustrates that a strategically insightful and brilliant idea can be executed across traditional mass and new media to great effect.
# APPENDIX

## Media

<table>
<thead>
<tr>
<th>Region</th>
<th>Newspaper/Platform</th>
<th>Date</th>
<th>Size/Details</th>
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<tbody>
<tr>
<td><strong>NEW ZEALAND</strong></td>
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<tr>
<td></td>
<td>New Zealand Herald</td>
<td>Wednesday</td>
<td>12cm x 2col mono in recruitment</td>
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<td></td>
<td>Dominion Post</td>
<td>Wednesday</td>
<td>12cm x 2col mono in recruitment</td>
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<td>Christchurch Press</td>
<td>Wednesday</td>
<td>12cm x 2col mono in recruitment</td>
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<td></td>
<td>Seek.co.nz Listing</td>
<td>Listing - 30 days</td>
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<td><strong>GERMANY</strong></td>
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<td>FAZ</td>
<td>Saturday &amp; Sunday (Sun FOC)</td>
<td>12cm x 2col mono in recruitment</td>
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<td></td>
<td>Suddeutsche Zeitung</td>
<td>Saturday</td>
<td>12cm x 2col mono in recruitment</td>
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<td></td>
<td>Monster.de</td>
<td>Listing - 60 Days</td>
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<td></td>
<td>Suddeutsche Zeitung Online</td>
<td>Compulsory Listing - 4 weeks</td>
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<td><strong>JAPAN</strong></td>
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<td></td>
<td>The Japan Times</td>
<td>Monday</td>
<td>12cm x 2col mono in recruitment</td>
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<td></td>
<td>Mainichi Daily</td>
<td>Saturday</td>
<td>105.1mm x 248.6mm</td>
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<td></td>
<td>Monster.com</td>
<td>Listing - 60 Days</td>
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<td><strong>INDIA</strong></td>
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<td>The Times of India</td>
<td>Wednesday</td>
<td>6cm H x 8cm W mono</td>
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<td>timesofindia.com - classifieds</td>
<td>One month listing</td>
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<td><strong>KOREA</strong></td>
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<td></td>
<td>JoongAng Daily</td>
<td>Monday</td>
<td>4col (13.6cm) x 2col (6cm) mono in recruitment</td>
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<tr>
<td></td>
<td>Friday Travel &amp; Leisure</td>
<td>Monday</td>
<td>20.5cm x 27.5mm colour</td>
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<td>Monster.com</td>
<td>Listing - 60 Days</td>
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<td><strong>SINGAPORE</strong></td>
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<td></td>
<td>Straits Times</td>
<td>Saturday</td>
<td>1/4 page mono (27cm x 5col)</td>
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<td><a href="http://www.straitstimes.com">www.straitstimes.com</a></td>
<td>Listing - 30 days</td>
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<td>Monster.com.sq</td>
<td>Listing - 60 Days</td>
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<td><strong>MALAYSIA</strong></td>
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<td></td>
<td>Malaysia Star</td>
<td>Saturday</td>
<td>Half page mono - 20cm x 8col</td>
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<td><strong>LONDON</strong></td>
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<td>The Metro - National (10 editions)</td>
<td>Monday</td>
<td>12cm x 2col mono</td>
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<td></td>
<td>The Guardian</td>
<td>Saturday</td>
<td>12cm x 2col mono in recruitment</td>
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<td></td>
<td>Monster.co.uk</td>
<td>Listing - 60 Days</td>
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<td><strong>IRELAND</strong></td>
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<td></td>
<td>Irish Independent</td>
<td>Thursday</td>
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<td><strong>SWEDEN</strong></td>
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<td>Dagens Nyheter</td>
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<td><strong>DENMARK</strong></td>
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<td>Berlingske Tidende</td>
<td>Wednesday</td>
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<td><a href="http://www.jobzonen.dk">www.jobzonen.dk</a></td>
<td>4 weeks</td>
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<td><strong>CHINA</strong></td>
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<td>Beijing Jinhua Times</td>
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<td>Quarter page mono</td>
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<td>chinahr.com (Part of Monster)</td>
<td>Listing - 60 Days</td>
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<td><strong>HONG KONG</strong></td>
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<td>Sing Tao Daily</td>
<td>Friday</td>
<td>12cm x 2col mono in recruitment</td>
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<td>Monster.com.hk</td>
<td>Listing - 60 Days</td>
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<td><strong>TAIWAN</strong></td>
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<td>Apple Daily</td>
<td>Wednesday</td>
<td>4 rows (11.3cm) x 2col mono in recruitment</td>
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<td>104.com.tw (Part of Monster)</td>
<td>Listing - 60 Days</td>
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<td><strong>USA</strong></td>
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APPENDIX

Recruitment Press

THE BEST JOB IN THE WORLD.

Island Caretaker:
Islands of the Great Barrier Reef, Queensland.
$150,000 (6-month contract)
Full-time, live-in position with flexible hours. Accommodation provided – luxury home on Hamilton Island, overlooking Australia’s famous Great Barrier Reef.
Responsibilities: • Explore the islands and report back
• Clean the pool • Feed the fish • Collect the mail.
Apply to Tourism Queensland at islandreefjob.com

Anyone can apply.*

*Refer to the Terms and Conditions at islandreefjob.com

Website

FINAL 16 APPLICANTS ANNOUNCED

We were so impressed with our Top 96, it was impossible to short-list 16 applicants. So, we decided to extend it to 15, plus our Wild Card Clara Wong. And we're very excited to announce the Final 16 Applicants for Island Caretaker.
View their profiles here

About the Job • Final Short-list • About the Islands