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DMA Talent: Marketing Challenge 2020

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/ The Challenge

Australia's Northern Territory (NT) is currently experiencing a decline in young British travellers (18-25 years old) and Working Holiday Makers (18-30 years old) visiting the destination.

There is a perception that the NT is remote, expensive, empty, hard to get to and too hot, and this is far from true.

It is in fact packed with possibilities for adventure, amazing wildlife, the world's oldest living culture, a vibrant and tropical capital city (Darwin), UNESCO World Heritage listed National Parks, an Australian icon (Uluru/Ayers Rock), great working opportunities and friendly and open people.

StudentUniverse needs to reposition the NT for the 18-30 year old segment as a fun, cool, Instagrammable, braggable, adventure-filled, exciting and immersive destination for travel and for work that's different from the rest of Australia.

Drawing on the destination's existing attributes and assets, devise a campaign that develops awareness of the destination with this audience and generates bookings to the NT via StudentUniverse.co.uk.

The StudentUniverse database holds both member and subscriber contact details, along with the booking and enquiry history for all of their travellers.

Objective

Create a campaign that will deliver at least 350 bookings, from UK travellers to the NT, booked via the StudentUniverse website during the period of 1 to 30 June 2020.

Your campaign will start in the autumn, when students return from the summer break, and convert to bookings to the NT in the following June.

Please note that the winning entry's ideas will be developed by StudentUniverse throughout June 2020. You should bear this in mind when creating your campaign so that your ideas could realistically be delivered during that period.

Budget

£70,000

The deliverables

A document (max. 5 pages) covering the following points, which you will upload in pdf format:

- What key insights have you learnt about your target audience and NT that have shaped your campaign and how did you find them? Summarise any research that you have conducted.
- Outline your data strategy telling us who you're going to target and why, how you will use data responsibly (within GDPR) to gain insight about your target audience and drive measurable results for your campaign
- Demonstrate your campaign "big idea" and creative strategy
- Show us your integrated multichannel communication plan, including on and offline, which explains your media choices and budget breakdown, including your Gantt chart/promotional schedule
- Test and learn plan

You will also submit a short video or presentation (max three minutes) summarising your idea.

This will be the first thing the judges see and will form the basis of the first stage of the competition. This is your chance to shine. It's not all about how the video looks; the content is the most important bit.

Your video/animated presentation should have impact and give a condensed 'snapshot' of your whole campaign. It should grab your audience i.e. the client from the outset, and should invite them to look more deeply into your campaign.

We will put the best entries forward to the next stage of judging where your pdf document will be reviewed. We will ask up to eight teams to pitch in the final in London on 7 May 2020.

Entry guidelines

- Closing date for entries is 12 April 2020, 23:59 GMT
- Enter online via: <https://dma.org.uk/dma-talent-marketing-challenge-2020-entry-form>
- This is a team event. Team members must be full-time students, studying any subject.
- Minimum of three people per team with a maximum of six per team
- The six to eight finalist teams will be invited to pitch on 7 May 2020 at a central London location
- The client will select the winning team after they have seen all of the pitches
- The winning team will be invited to and recognised at DMA Talent's Summer Networking Reception in central London in early July 2020 (date tbc)

- The winning team will win StudentUniverse travel vouchers to the value of £300 per person
- StudentUniverse will execute the winning entry's ideas in their marketing campaign throughout June 2020. Team members will have the opportunity to work alongside StudentUniverse in May 2020, either at their headquarters in London or remotely where appropriate, to help bring their campaign to life. StudentUniverse will cover reasonable travel expenses for winning team members to travel to StudentUniverse's office during this time.

You can find the full terms and conditions here: <https://dma.org.uk/talent/dma-talent-marketing-challenge-terms-and-conditions>.



Backpacking, Alice Springs



Camel trekking, Alice Springs

/ Background Information

StudentUniverse

StudentUniverse is the world's leading travel booking service for students and youth, headquartered in Boston, with offices in London, Toronto, New York, Brisbane and the Philippines.

We empower students and young people to travel the world by offering student discounts, youth fares, and top deals on flights, hotels, tours, groups, and more. Millions of students use our service every year either to travel the world or simply book cheap flights home in the holidays.

Mission

StudentUniverse is on a mission to make global experiences possible.

We believe that travel is essential to a modern education and that students return enlightened and inspired.

History of StudentUniverse

StudentUniverse launched in the UK in 2013; but here's how they got there:

1999 - StudentUniverse is founded by Espen Odegard and Fredrick Carl Stormer to help students find the cheapest possible travel fares

2000 - StudentUniverse launches its first online booking engine

2010 - StudentUniverse launches discounted airfares for 18-25 year-olds, to help all young people to discover the world, even if they aren't students

2013 - StudentUniverse UK launches

2015 - StudentUniverse is acquired by Flight Centre Travel Group, one of the world's largest travel agency groups

2016 - StudentUniverse UK joins forces with [gapyear.com](https://www.gapyear.com), the world's leading travel advice resource for backpackers

2018 - StudentUniverse wins Best Youth Travel Agent at the Global Youth Travel Awards (GYTAs) for a third time

2019 - StudentUniverse Australia launches



www.studentuniverse.co.uk



Uluru (Ayers Rock)

/ Introduction to Tourism NT and the Northern Territory, Australia

Tourism NT is a Northern Territory Government statutory authority responsible for promoting the Northern Territory as a must-do, unique holiday destination.

The role of Tourism NT is to market the Northern Territory as a desirable visitor destination and facilitate the sustainable growth of the tourism industry in the Northern Territory.

They aim to increase the desirability of the Northern Territory as a travel destination, inspiring more people to visit, stay longer and spend more.

Tourism NT develop short and long-term marketing campaigns that promote the Northern Territory as a unique and must-visit holiday destination.

Their campaigns highlight the incredible natural beauty of the diverse regions, from the tropical Top End to the rich outback of the Red Centre and the amazing adventures you can have there, focusing on the ease of access to the Northern Territory.

Tourism NT has been established as a commission by the Northern Territory Government under the Tourism NT Act 2012. Tourism NT is responsible for marketing and influencing the development of the Northern Territory as a competitive visitor destination for the continuing benefit of Territorians.



Mindil Beach, Darwin

Tourism NT works with the following main partners and stakeholders to achieve these outcomes:

- The tourism industry to market the Territory interstate and overseas as a visitor destination
- The travel industry to influence and coordinate partnerships with wholesalers and retail agents to facilitate distribution of the Territory's tourism product
- The Northern Territory Government, through the Minister for Tourism, by providing policy and other advice
- The Tourism Board of Commissioners, on strategic issues facing the Northern Territory's tourism industry



www.tourismnt.com.au

StudentUniverse and Tourism NT

StudentUniverse and Tourism NT have worked together for the last three financial years predominately focussed on raising awareness of the region and increasing the number of international arrivals into Darwin amongst the UK's student and youth market.

Campaigns have varied over time from launching with a Carnegie Award winning writer heading down to the Territory to write for leading student media outlets, to nationwide radio campaigns promoting the Northern Territory.

And most recently we've run student events educating travellers on the benefits of taking a working holiday visa in the Territory.

Local NT expenditure per UK visitor according to Tourism NT: AUS \$1,175.



Ellery Creek, West MacDonnell Ranges

/ Resources

You should read the following documents before starting work on the brief.

They include key information to assist you with the challenge, including marketing metrics, customer demographics and booking trends.

- [StudentUniverse Overview](#)
- [StudentUniverse Brand Guide](#)
- [Northern Territory Style Guide](#)

Websites

www.studentuniverse.co.uk/student-travel/australia

www.studentuniverse.co.uk/student-travel/australia/northern-territory

www.northernterritory.com

www.tourismnt.com.au

If you have any queries about the brief, please email dmatalent@dma.org.uk.



Road-tripping in the Red Centre

Images courtesy of Tourism NT.



Uluru (Ayers Rock)

/ About the DMA

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent.

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should be done, through a rich fusion of technology, diverse talent, creativity, and insight – underpinned by our [customer-focussed principles](#).

We set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

www.dma.org.uk

About DMA Talent

DMA Talent champions young people as the future of our industry.

Our goal is to attract a new generation of fresh thinkers by raising awareness and showcasing the sector's inspiring and dynamic range of career opportunities.

We nurture aspiring marketers by providing the roadmap, skills and connections to kick-start their professional journey, and by instilling our customer-first principles, we drive our industry forward in a responsible and sustainable way.

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