

THE MARINA HINDMARSH ISLAND

HINDMARSH ISLAND
THE MARINA

The Client

The Marina Hindmarsh Island.

The Campaign

Easter 2011 Tactical Campaign

The Business Problem

With interest rates starting to rise, a flat property market and people cautious about job security and the decline in land and property sales in the weekend holiday home market our job was to bring traffic to The Marina.

The Business Strategy

Promote The Marina as a destination for activity and provide a reason to visit and discover The Marina Hindmarsh Island. Again building on natural higher traffic levels on the Fleurieu Peninsula at Easter, the business strategy was to promote a range of activities to bring people over the bridge into The Marina.

The Brief Objective:

Primary:

- To capture people staying on the South Coast and inspire day trippers from Adelaide to come over the bridge and visit The Marina Hindmarsh Island and enquire about land sales.

Secondary:

- To simply get TMHI on the map to broaden the audience appeal to come and discover what The Marina is all about by getting people to explore the Island and the chance to:
- Fall in love with what it has to offer
- Or become a verbal advocate to tell others how great it is for future opportunities.

The Creative Strategy

Promote the South Coast's biggest Easter Treasure Trail to get people to come and explore The Marina, fill in a map, enter at the sales office, receive an information pack and Easter rabbit for doing the trail. Promoted Hot Cross Buns at The Landing. Anzac Biscuits at the Information Centre. This was done in a way that promoted Marina to life including: kayaking hire, bike hire, fishing boat hire encouraging bikes, scooters to enjoy the 8km of board walks, holidays and more to encourage traffic and interest in land sales.

The Consumer Proposition

South Coast's Biggest Easter Treasure Trail

"Much much more than a Marina"

The Campaign Elements

A low budget campaign to attract visitors primarily via:

An integrated marketing

- Local Victor Times Press
- What's On lineage ads in the Sunday Mail and the Saturday Advertiser
- Significant triangle confluence signage places strategically from Strathalbyn, Mt Compass and Victor Harbour Road locations x 72 signs
- Promotional stickers placed on Marina directional signage
- A4 Easter Treasure Trail Map to be used in conjunction with promotional Marina brochure for database collection
- E-marketing to database

The Result

- High quality participants with over 86 entrants through the sales centre.
- 2 land sales in a soft property market.
- Overall traffic counts over the bridge into the marina increased on previous years – actual numbers not provided by client.

The Budget

This campaign was turned around in 3 weeks from concept to delivery.

Project was delivered under budget along with accountable spreadsheets for the client identifying the budget and the actual expenditure.



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HINDMARSH ISLAND
THE MARINA

what's on

CHILDREN'S ACTIVITIES

The MARINA HINDMARSH ISLAND

FREE EASTER EGG TRAIL
Easter Weekend
Sat, Sun & Mon 11am-3pm
PLUS BOATING, CANOEING, BIKE PATHS, FISHING, TENNIS
South Coast's largest playground!
The best coffee and hot cross buns all weekend at the Island Café.
5 minutes over the bridge at Goolwa
www.tmhi.com.au

GALLERIES

REMI'S BACK IN BUSINESS
with a beautiful new shop.
Gifts for Heart & Soul
Carpe Diem The Art of Living
158 Commercial Rd., Pt. Adel.
Open 7 days Ph. 8240 0702

EXHIBITIONS

AUSTRALIAN BRIDAL FAIR
Open every Wed-Sun 11-4pm
New location: 43 Goodwood Rd, Wayville opp. Show grounds.
australianbridalfair.com.au
Ph. 8373 4442

COMING EVENTS

BEAUTY, BODY & SOUL

FAIRS / FESTIVALS

Gem & Minerals Show
Sat 18 June, 10am - 5pm
Sun 19 June 10am - 4pm
Minerals, Crystals & Jewellery
COMMUNITY HALL
Memorial Dr, Tea Tree Gully
Adults \$3, Children 50c

PSYCHIC FAIR OTTOWAY
Food & drink stalls
Gold coin donaton
Readings \$15
Sat. 18th June

OPEN D

HISTORIC CUMMINS
Sheoak Ave, Nov
Open Tomorrow 2
Last Tour at 3.45 p
Dev Teas, Shop, Pla
Enq. 8294 1939 or

LEISURE ACTIVITIES

Lineage Ad

LEISURE ACTIVITIES

ACTIVITIES ALL WEEKEND
Bike Paths, Fishing, Tennis
Canoeing, The Marina
Hindmarsh Island 5 mins
over the bridge at Goolwa
It's much, much more
than a marina.

ROLLER SKATING
\$7-\$3 12-11

CLEARANCE
SCRAPBOOK

ENTERTAINMENT

APPLES - PICK YOUR OWN
Holidays Rd, Goolwa
Saturdays & Sunday 11-5pm

GENERAL

SPIRIT OF FUN
Bring your own fishing rod,
kite, bike, scooter or walking
shoes. Enjoy our gigantic
playground, The Marina
Hindmarsh Island 5 mins
over the bridge at Goolwa
It's much, much more
than a marina.

NURSERIES

BONSAI
OVER 1000

BONSAI

Lineage Ads

THE MARINA HINDMARSH ISLAND

HINDMARSH ISLAND
THE MARINA



Roadside Corflutes

Holiday every day of the year.

Waterfront land priced from
\$149,950*
Easter Bonus FREE \$7,000[†] Jetty



It's much, much more than a marina. Bring your bikes, canoes, scooters, kites, cricket bat, footy or enjoy the South Coast's largest playground. Plus join the **FREE EASTER EGG TRAIL**. Answer the questions along the trail and receive free Easter Eggs! **Sat, Sun & Mon 11am - 3pm**. Starting at The Marina Sales & Information Centre. **Plus** the best coffee, hot cross buns and Anzac biscuits all weekend!

Over the bridge from Goolwa



tmhi.com.au
08 8555 7300

*Average pricing as at 18/04/2011 - \$172,567
†Jetty valued at \$7,000 is an exclusive Easter offer valid until 31st April 2011. P/LA 178898, MH17034/terden