

SHOWCASING REGIONAL SOUTH AUSTRALIA

PROGRAM OVERVIEW

For the 19th year, Brand South Australia was proud to again be celebrating regional success with the Regional Showcase program. The aim of this program is to put a spotlight on regional South Australia by uncovering, telling and showcasing stories of success.

The program is run annually to celebrate the achievements of individuals, groups and South Australian businesses that have made significant contributions to regional South Australia.

One of the reasons the program has been successful is because it connects our valued regions to the rest of South Australia. The story telling element also connects regional South Australia with the rest of the world.

Key dates		Key figures		2018	2017
Showcase Period	24 July 2017 – 13 July 2018	Total Stories Written		112	90
Voting Open	1 August 2018 - 31 August 2018	Votes Received		5,314	3,178
Celebration Event	26 October 2018	Celebration Event Attendees		210	135

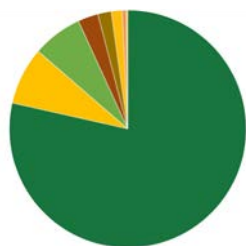
BRAND SA NEWS

Audience



90.50%
Australian

9.50%
International



Australian sessions

79.49% SA	1.55% WA
7.26% NSW	0.88% NT
7.12% VIC	0.60% ACT
2.79% QLD	0.31% TAS

Regional Story Statistics

	2018	2017
Brand SA News winner announcement story views	1,377	356
Regional stories page views before voting	62,670	30,849
Regional stories page views after voting	79,045	48,660

62.44%
Increase in total regional story page views from 2017 to 2018

DIGITAL VOTING CAMPAIGN HIGHLIGHT | AUGUST 1 - AUGUST 31



430,936
Total impressions

Social Media combined impressions	184,887
EDM combined impressions	242,853
Website combined views	3,196

MEDIA VALUE ACHIEVED

Advertising

\$126,643 ex GST
Total value

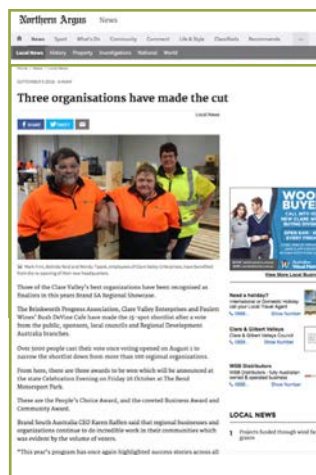
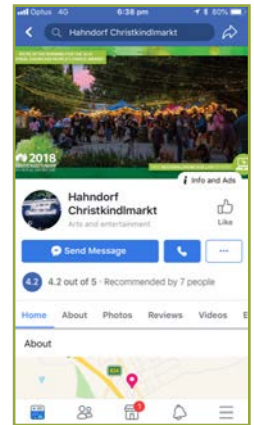
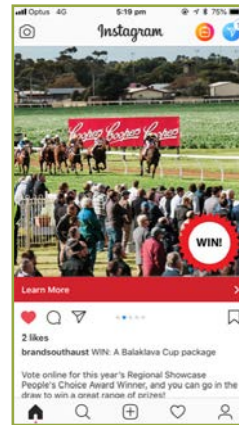
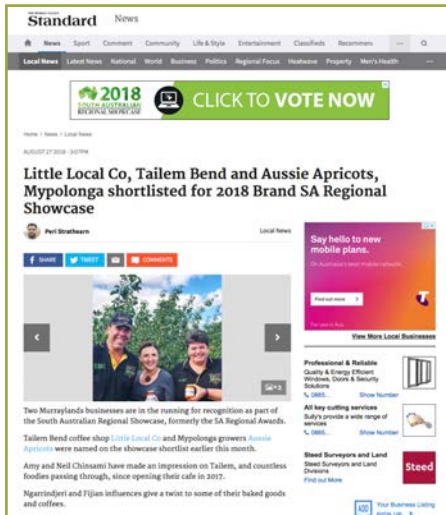
Filler advertisements encouraging nominations, online voting and celebration event ticket purchase. Includes Weekend Plus coverage of the program.

Publicity

\$98,994
Total value

Coverage on the program, including media interviews, print & radio coverage on nominees, voting and stories being repurposed.

CAMPAIGN HIGHLIGHTS



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