

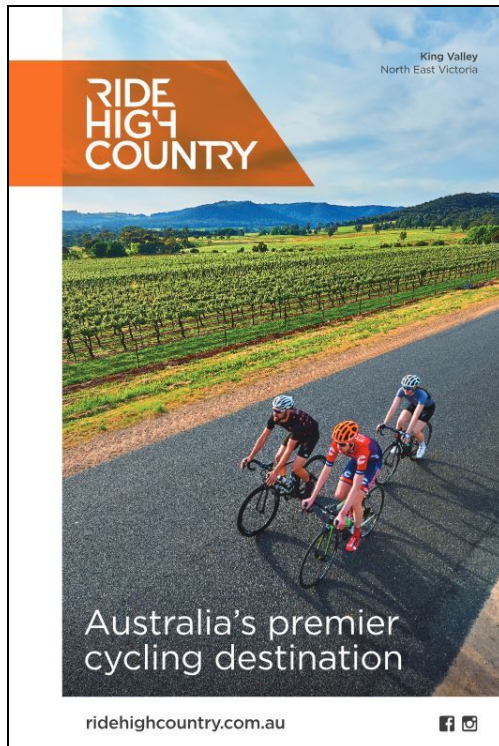
CAMPAIGN SUMMARY 2017-18

For current and prospective Ride High Country Preferred Businesses

Overview

The Ride High Country campaign was launched November 2017 through May 2018. Featuring imagery and messaging across the three disciplines of cycling that the High Country is synonymous with (road cycling; mountain biking and the rail trail) plus the 7 Peaks Challenge, the campaign was designed to:

- Create awareness of the region/cycle offering
- Create intrigue and desire to visit
- Drive traffic to www.ridehighcountry.com.au where Ride High Country Preferred businesses are actively promoted.



Media and Marketing Channels

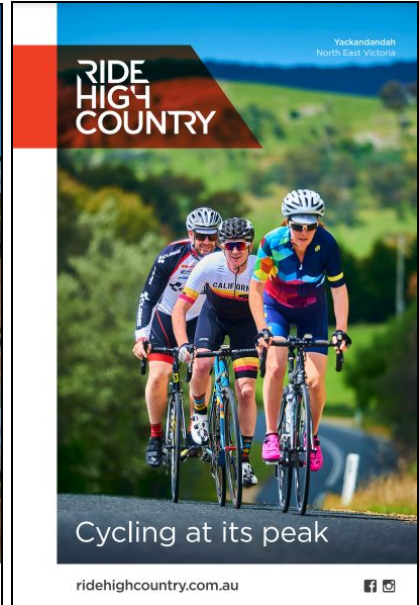
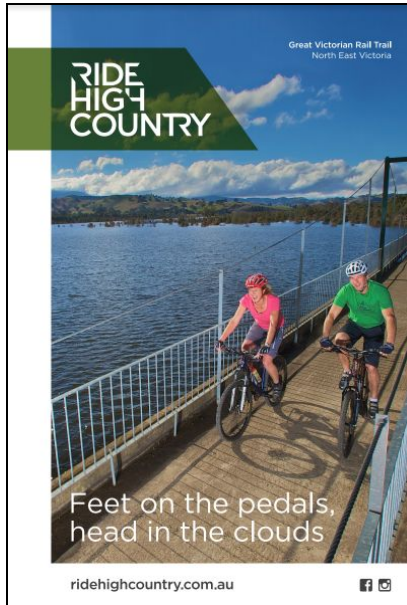
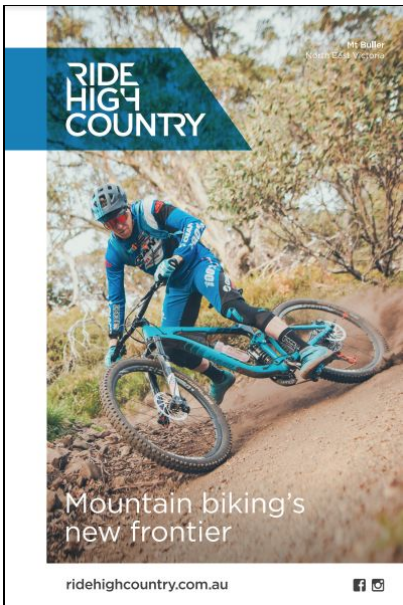
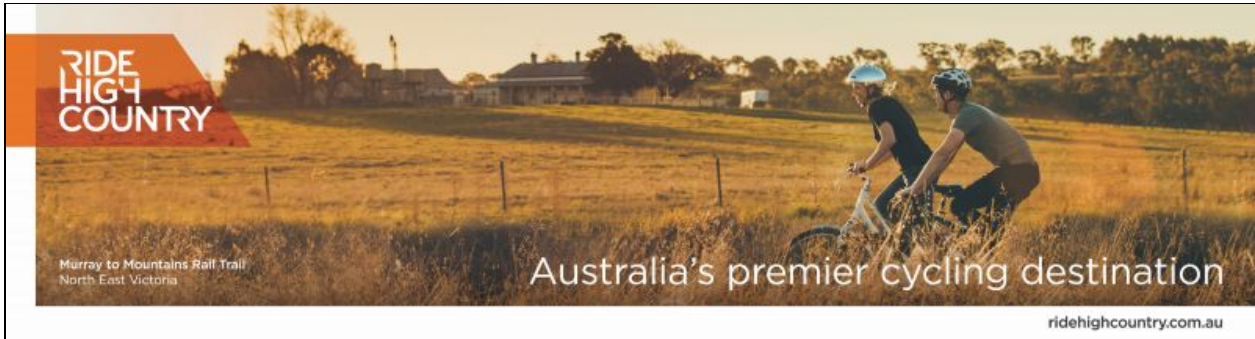
An integrated, multi-channel approach designed to effectively reach our core cycling target market, including:

- Outdoor/billboards: 15 prominent and highly trafficked locations across Melbourne
- Digital advertising to highly targeted audiences: across a range of publications including Fairfax, CyclingTips and Flow Mountain Bike.
- Social Media (both organic and paid): across all platforms, reach of 1,322,551 (engagement = 3.88%)
- Content (editorial, photographic and video) partnerships: speaking directly to highly engaged mountain bikers (Flow) and road cyclists (CyclingTips). Plus production of four new Rail Trail videos.
- Newsletters: 8 EDM's with a reach of 64,000 to our dedicated database.
- Search Engine Marketing
- Website: management and maintenance of

www.ridehighcountry.com.au

- Ride High Country Guide: 21,000+ copies of the new RHC Guide have been distributed since Christmas across Region, Victoria, NSW and ACT.
- Event partnerships: with prominent cycling events, both in and out of region.
- Public Relations: visiting journalists resulting in more than 20 editorial pieces across all major platforms including ABC News, Bike Magazine, RoyalAuto, Austereo and Voyeur (Virgin).

Outdoor Advertising



Digital Advertising



NATHAN Lyon

Brett Geeves: Nathan Lyon is the saviour of sins and my advice for Tim Paine

Writing for [Motorsport](#)



Australia's premier cycling destination

ridehighcountry.com.au

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Source: FOX SPORTS

NATHAN Lyon's individual brilliance has covered the sins of many.

Fox Recommends

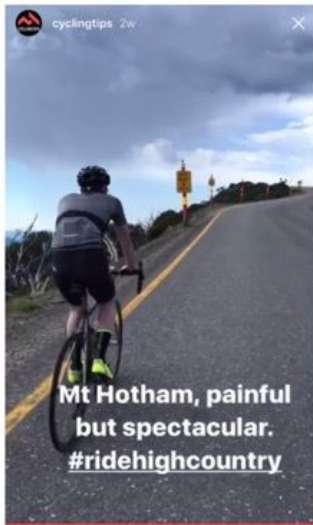
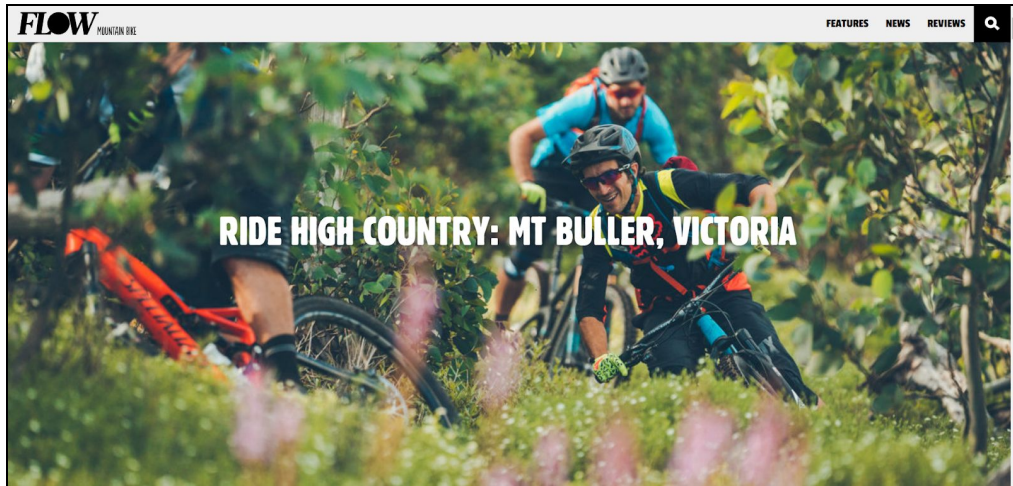
- NATHAN** Inane Watling Society's warning for imperfect Paine
- NATHAN** Hughes' memory raised in scathing takedown of Aussies
- NATHAN** Warner ASB betting neck injury

SCG
23 DEC | 28 DEC | 13 JAN
18 JAN | 23 JAN

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THE ASHES 2017-18
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Assorted Channels





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