



# Leveraging Partners to Promote Northern Territory, the Red Center

OUTDOOR ADVENTURE, THE RED CENTER

## BACKGROUND

To establish the Northern Territory (NT), Australia as a must-visit destination for outdoor adventurers, we created a 40-day social program focused on the Red Center area of NT. The program leveraged Discovery, Airbnb, and Huizuche as major partners to recruit the NT travel ambassador, and to drive social engagement based on the ambassador's trip to the Red Center.

## OUR GOAL

Improve NT's social engagement with Chinese audiences while promoting NT as a top destination for outdoor adventures and road trips.

## OUR APPROACH

Knowing that NT attracts a niche market of Chinese travelers, outdoor activities lovers, we wanted to expand the awareness of NT's outdoor offerings through multiple channels while creating a campaign that drives social engagement. Thanks to our strategic partnership with Discovery, Airbnb, and Huizuche, we were able to leverage their social channels for the travel ambassador's recruitment. Meanwhile, we designed a mechanism to secure the sustainable engagement with our audiences: users can participate and assign different "challenges" to the selected travel ambassador to get a chance to win a sponsored trip to NT. Because of the continuous interactions between the ambassador and the social audiences, the campaign successfully promoted NT as an outdoor travel destination.



## THE NUMBERS

- Total impressions: 12.2M
- Total engagement: 300K+
- Total social follower growth: 25K (↑30%)