



CASE STUDY



INSIGHT: Australians travel on and off-line to connect, refresh our minds, explore and help one another

IDEA: Powering diverse journeys across Australia (work with Saatchi & Saatchi)

EXECUTION: This campaign came to life across social, digital, app, website and sponsorships

RESULTS: Growth in brand connection (+4%), across all digital touchpoints; Awareness to 85%, Trust to 46% and Preference to 7%

