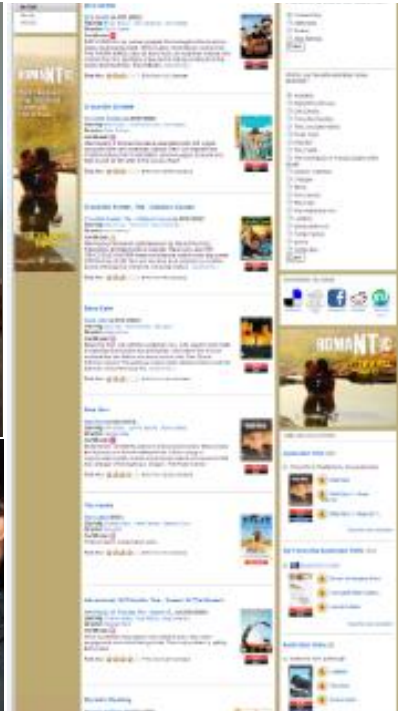
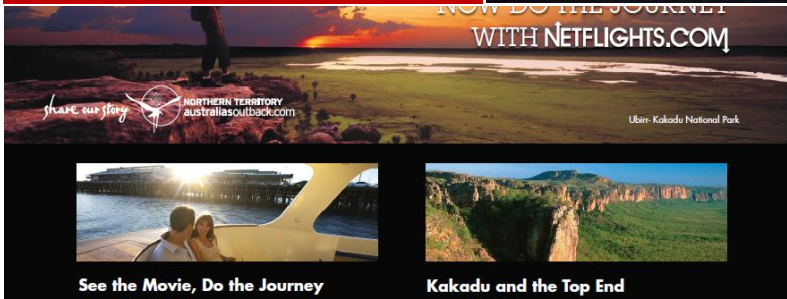
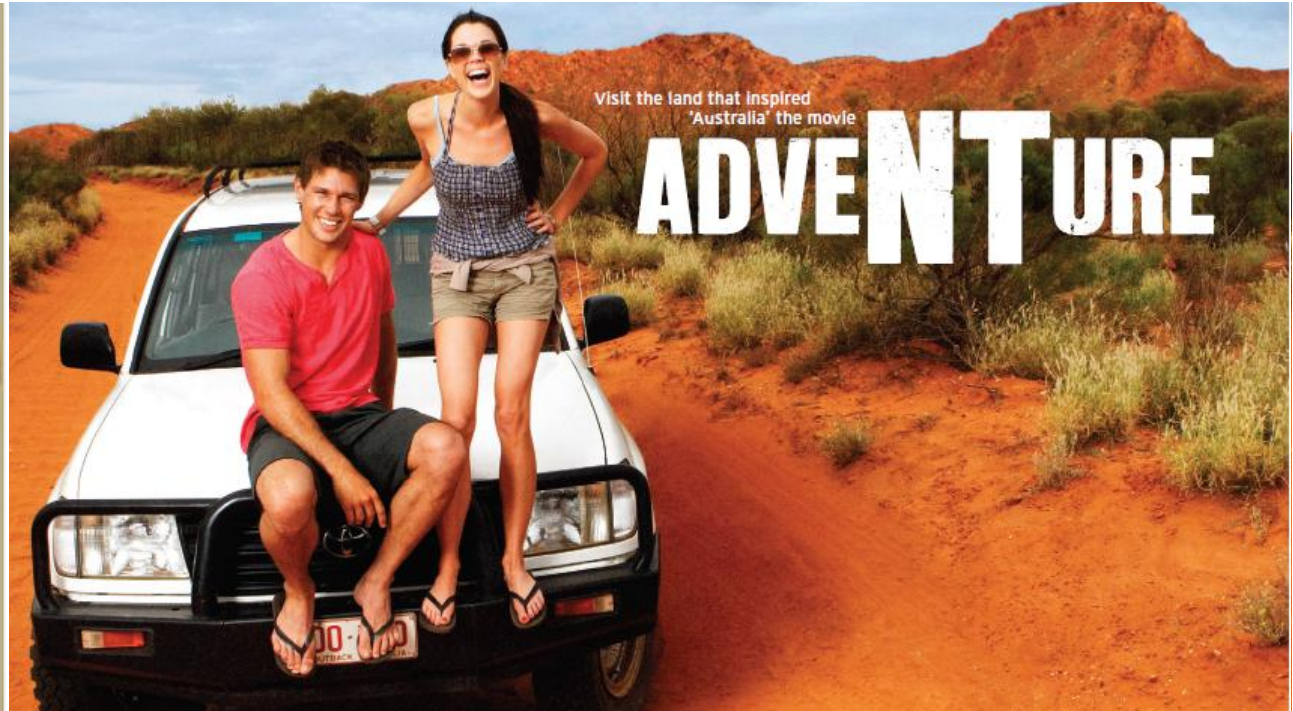




brand synergy.



partnership.



Grab your tickets, popcorn and passports

To boost visitation, Tourism NT wanted to capitalise on the UK release of 'Australia' the movie. As part of a two-phased integrated campaign, Keene identified and secured LOVEFILM as the brand partner to take the NT to new audiences. Customers who signed up to a free trial received a pair of cinema tickets and were entered into a competition to win a movie-themed trip to the NT. A microsite, branded DVD inserts and movie polls accompanied the campaign, in partnership with netflights.com. The successful collaboration delivered over 6,000 competition entries and a 17% y-o-y sales increase reported by Netflights.com

client: Tourism Northern Territory **service:** Brand affinity