



Project

Showcasing the best
of the best
Southern Highlands
Wedding Venues



Southern Highlands

InStitchu & Gate 7 Wedding Promotional Campaign Prospectus

What's It About?

Destination Southern Highlands (DSH) is presenting a co-operative marketing opportunity which will only be available to four (4) of the Southern Highlands' premier wedding venues.

InStitchu

InStitchu are a premier wedding outfitter working with clients to customise every detail of their wedding dream suit - from the fabric, lapels, buttons, lining, monogramming and more with their very own dedicated InStitchu Wedding Stylist.

Gate 7

Gate 7 specialise in integrated marketing solutions to increase tourism and visitation from Australia and New Zealand. With over 20 years experience they have gained a unique and deep understanding of the drivers of travel and forged intimate connections in this complex network.

DESTINATION SOUTHERN HIGHLANDS

62-70 Main Street, Mittagong NSW 2575
e. tourism@wsc.nsw.gov.au
p. 02 4871 2888

Campaign Background

This campaign compliments the DSH Wedding market strategy of positioning the Southern Highlands as NSW's premier wedding destination. A major part of this campaign is to undertake a dedicated destination photo shoot at four participating venues with imagery to be used in the InStitchu Autumn catalogue to be launched in March/April 2021.

InStitchu are looking to grow their wedding business (currently 35% of all sales) and will be constantly promoting and 'pushing' visits to their wedding page (linked above), making the value of this campaign high for the Southern Highlands region and for the individual co-operative business partners. The campaign will 'hero' the Southern Highlands as a premier wedding destination along with its four participating wedding venues to a targeted audience.

Co-Operative Business Partners Will:

- Be featured in the overall promotion.
- Be individually promoted across social media channels including:
 1. InStitchu Facebook - 32,000
 2. InStitchu IG - 28,8000
 3. InStitchu Website - 30-53,000 unique visitors per month.
 4. InStitchu active database - 80,000+
 5. Gate 7 trade database - 8,500
 6. Gate 7 media database - 350
- Be included in the strategic PR outreach and included in the promotion and messaging to Gate 7's and InStitchu's media databases.
- Have access to, be included in, and have use of the imagery from the image/video shoot.
- Have their business imagery included in InStitchu showrooms and e-comms.
- And, the Southern Highlands will feature as the InStitchu partner wedding destination for a minimum of six months.

The Collection

The wedding collection featured in the Southern Highlands shoot will have a six month online presence.

The Southern Highlands & it's co-operative business partners will be featured.

EDM's

Three standalone Electronic Direct Mailouts (EDMs) will feature all co-operative business partners, logos, links, as well as some others which are always on the promotional banner in other EDMs. These will be prepared by InStitchu & Gate 7.

A Competition

All co-operative business partners will feature in the Competition - they will have a narrative, their logo and link. More details on the competition will be provided to co-operative business partners.

Imagery & Video

All co-operative business partners will feature in the hero video content and still imagery. Individual logos will not be on these but there will be visual references, e.g. street signs, business signs, etc.

Social Media

All co-operative business partners will receive a minimum of three social media posts on the InStitchu and Gate 7 social media channels. These would feature business name and links, etc.

Blogs

InStitchu will include the co-operative business partners' in their blogs.

The InStitchu blogs average around 800 sessions a day!

Dates

Shoot & Release

The shoot for this integrated multi media wedding promotion is aimed to take place in January 2021 (TBC).

Participation

Deadline for EOI will be 7 November 2020. Please use the EOI link below to advise your interest.

Cost

- The cost to participate for each of the four co-operative business partners is \$4,200.
- BUT Destination Southern Highlands will subsidise this amount by \$840 per business.
- Thus the total amount payable by each co-operative business partner will be \$3,360 (+gst)

Questions?

Please Contact

Trish Bow

Destination Southern Highlands

P - 02 4863 5257

E - trish.bow@wsc.nsw.gov.au

What Next?

- Complete the EOI (link below).
- Your details will be passed onto Instichu and Gate 7.
- Additional details will be requested, e.g. logos, social media tags, etc and additional information about your business.
- A detailed itinerary for the campaign shoot will be created and shared with you, both for comment and confirmation - this will enable you to ensure that filming and the photo shoot will be able to take place at the agreed date and time.

Why?

- This co-operative campaign provides a valuable opportunity to position your wedding venue and our destination for post COVID weddings.

Like To Be Part Of This Exciting Campaign?

Complete and Submit the EOI (link below)

**EOI
CLICK HERE**

Destination
Southern
Highlands.

