



MARKET 2 MARKET

Gladstone Regional Council | Easter in Gladstone Case Study

MARKET 2 MARKET

20
YEARS

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Easter in Gladstone

INTRODUCTION

Gladstone Harbour Festival is the premier event on the Gladstone events calendar. Held every Easter, the five day festival is centred around the Gladstone marina and marina parklands. The festival has now grown to include a number of associated events across the region. The Easter in Gladstone campaign provides an opportunity to leverage well-established events in the Gladstone region including the final destination of one of Queensland's most iconic yacht races. Furthermore, the event aims to build on Gladstone's destination profile both within the central and greater Queensland regions.

Gladstone Regional Council approached Market to Market to create a bold visual identity that was modern and contemporary. It was also imperative that the identity aligned with the branding of several sub-events, including the Gladstone Harbour Festival, Brisbane to Gladstone Yacht Race, and Brisbane2Gladstone Village. The collateral included both traditional print and digital media including cinema advertising, YouTube pre-rolls, social media, outdoor advertising and newspaper/magazine press ads.



Easter in Gladstone

Brand Identity

In creating the brand identity there were many factors to consider as the Easter in Gladstone logo needed to work alongside several event logos. It was imperative that it was clean and simple and able to convey the key message of promoting Gladstone as the 'destination to be' during Easter.

Gladstone Regional Council had also requested that an anchor or anchor shape be included in the logomark.

Primary Logo



Monogram Logo's



Graphic Element

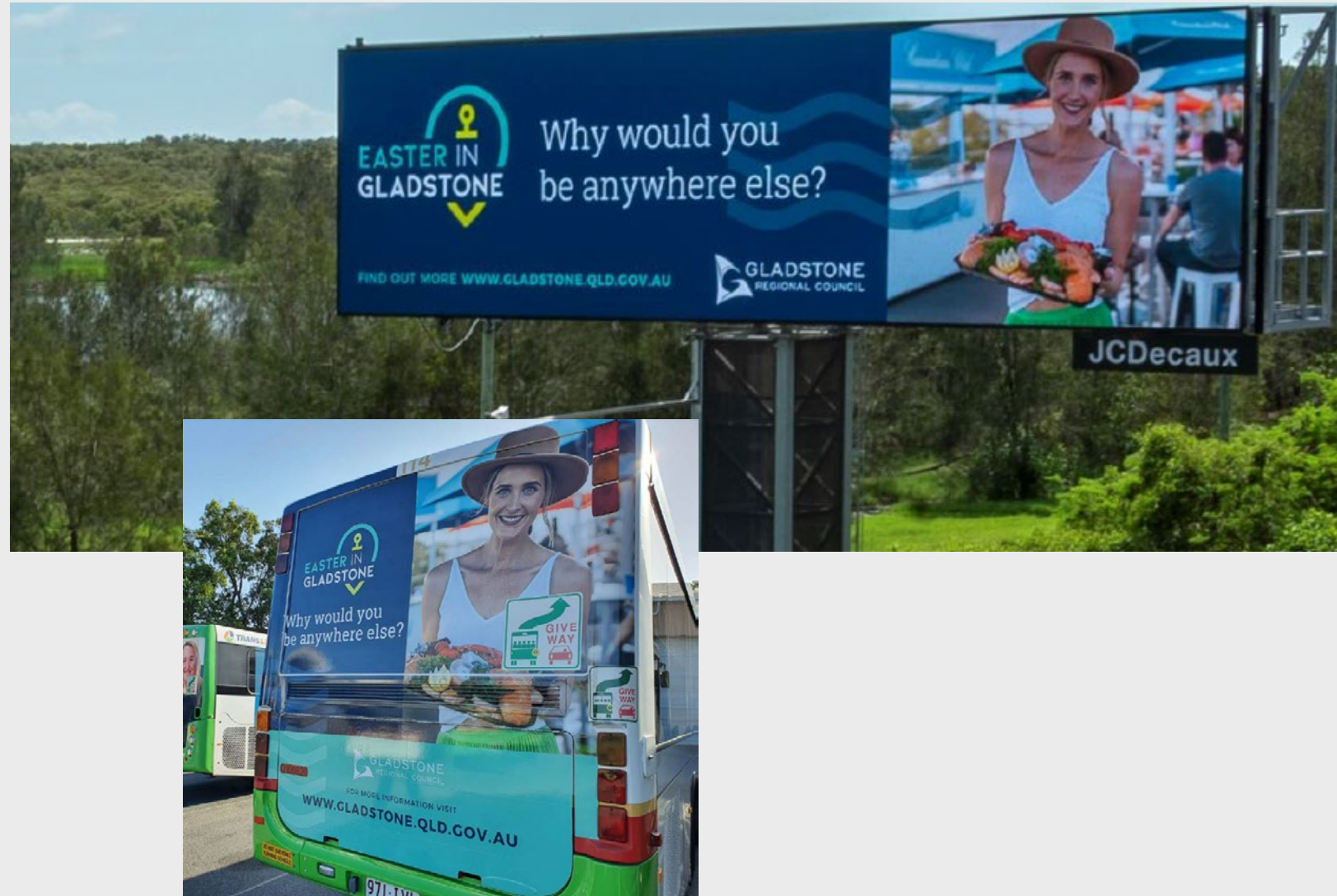


Easter in Gladstone

Outdoor and Press Advertising

Market to Market were engaged to devise the media strategy for the outdoor and cinema advertising campaign. This was done within an extremely tight time frame.

The outdoor campaign consisted of billboards and bus backs in prime locations within the North Brisbane area, with the aim of targeting families aged 30-45 who like to get away from the city over the Easter period. The idea was to promote Gladstone as an alternative destination to the popular Sunshine Coast and Fraser Coast areas.

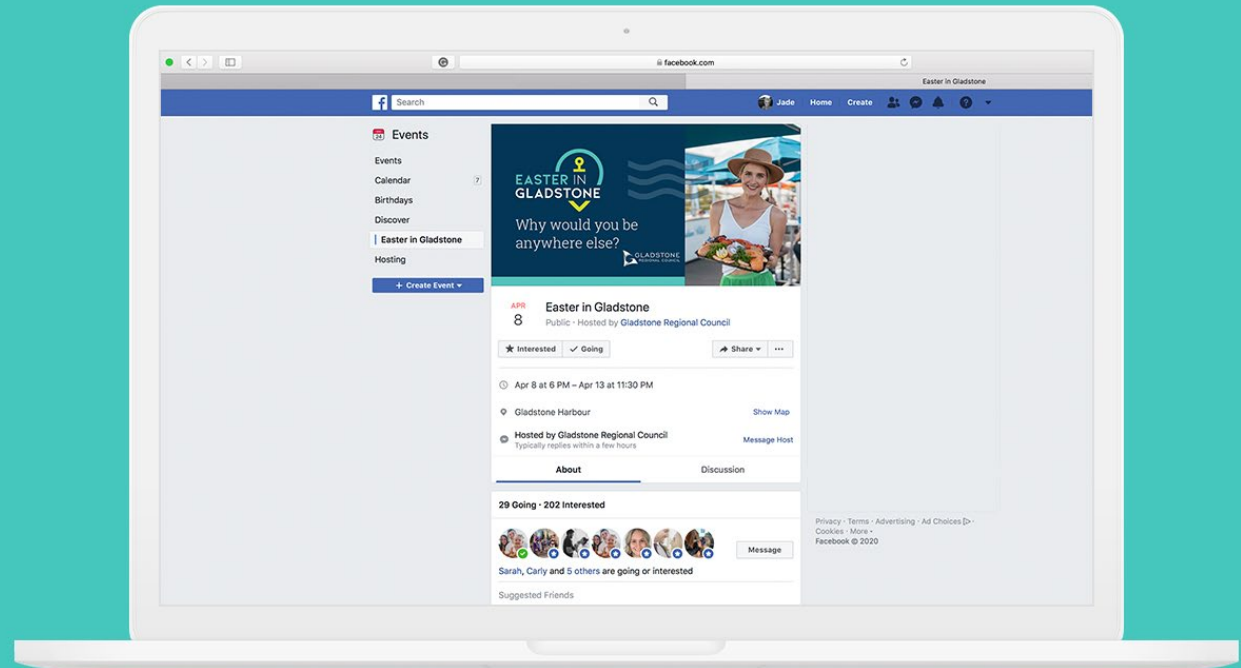


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Digital

A suite of social media and website graphics were created to support the campaign.

Social templates were created for Council's communications team to populate themselves.



EASTER IN GLADSTONE

Cinema

Market to Market were engaged to create a cinema advertisement utilising existing footage. With no budget for new filming, we worked with existing footage and still images to create a cinema advertisement and YouTube pre-roll.

We were also responsible for devising the cinema media strategy for this campaign.



Family friendly
entertainment



EASTER IN
GLADSTONE

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GLADSTONE
REGIONAL COUNCIL



The Village's
Line Crossing Party

Click on the red arrow to view the advertisement on our website.

Contact us

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