



ideasboard

NORTHERN MIDLANDS

DELIGHT IN THE {EXTRA}ORDINARY

SITUATION

The Northern Midlands is the historic heart of Tasmania.

It has a dark past, during early colonization (early 1800's), both with traditional land-owners and then convict era.

The area was among the first region to be set up as sheep farming land (180,000 sheep grazed around Campbell Town district). Traditionally, these towns are isolated communities, with families have historical connections to the past.

The region - extending from Liffey/Poatina in the West to Ben Lomond/Avoca in the East, Lton Airport/Evandale in the North to Ross in the South – provides relaxed tourist towns as they travel around Tasmania.

In terms of habitation, the area is growing and beginning to be seen as providing affordable, livable cities, suitable for young families.

HEARTLANDS



DRIVE JOURNEY TEXT

Feel the pulse of Tasmania's heartland, where history is present and time stands still.

It's one thing to literally be at the geographic heart of Tasmania. It's another thing entirely for that same area to be the beating, pulsing centre of an island's culture and truth. This Drive Journey invites visitors to explore the middle of Tasmania – the Heartlands.

With an environment that blends historic townships, cobblestone streets and wild, rugged beauty there's more than meets the eye. The Heartlands are the very essence of Tasmania, stretching back through time in a unique appreciation of our history and our people. From traditional owners, early European settlers, convicts, farmers, bushrangers and migrants to modern-day locals, this is a place full of character.

The Heartlands gifts you the space and the time to pause, to close your eyes, to breathe in the past and be totally present in the now. It's a place to reconnect, to centre yourself, and to listen to your own heart – right here in the Heartlands.

BRIEF

To develop a suite of content to be used across a range of media including social / POS / outdoor / TVCs, promoting growth of the region – in tourism and livability.

TARGET

Two unique target markets:

Tourists – encouraging travelers to visit the towns within the centre of the region (Ross, Campbell Town. etc), rather than driving straight through.

Residents – to grow population centres like Perth, Evandale.

MESSAGE

For tourists and residents alike, the Northern Midlands provides a unique place to visit and live.

VISITATION

These towns provide places to discover hidden gems, experience small town fare, connection, a slower-pace, place to rest, soak in the history and heritage of the heart of Tasmania.

Slow down and explore what's on the way.

LIVABILITY

Escape busy lives. Seek peace, connection, inspiration or captivation. Midlands provides an unforgettable food experience, an awe-inspiring escape through a historic revelation. Explore Midlands, find enrichment. Space for the kids to grow up.

THE IDEA

DELIGHT IN THE {EXTRA}ORDINARY

Whether you're a tourist or a resident of Northern Midlands — there's a lot to be said about finding the nooks and crannies of a small town.

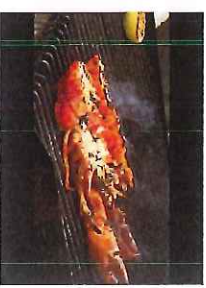
The local fare. The quiet moments. The hidden delights. Taking meaning in the little things. The things that might escape those of us surrounded by hustle and bustle.

Small towns seem to do similar things to what we do in bigger cities. But they do it differently. They put their own slant on the mundane. They excel at the ordinary. They add a quirk and charm that is unsurpassed anywhere else.

It comes from a place of quiet. Listening. Relaxation. History and heritage. Having time to breathe, rather than being out of breath.

It's time to 'find surprising'.

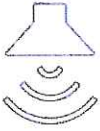
Time to visit Northern Midlands — and delight in the {extra}ordinary.



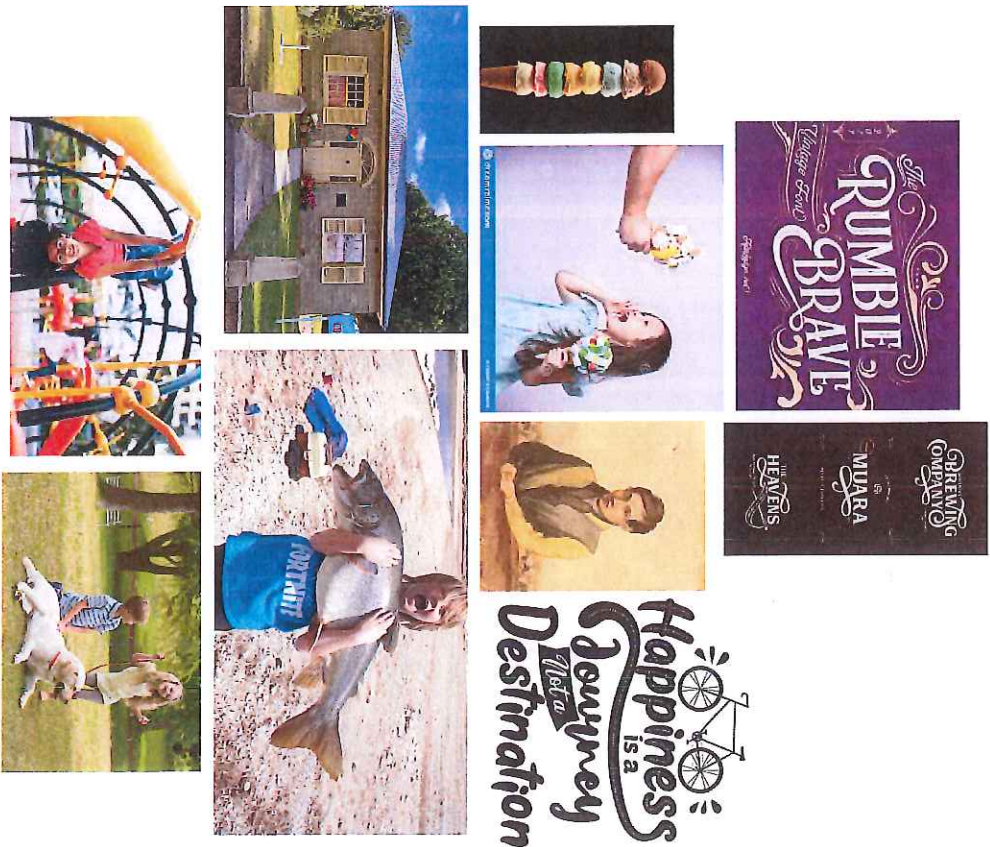
tone & style

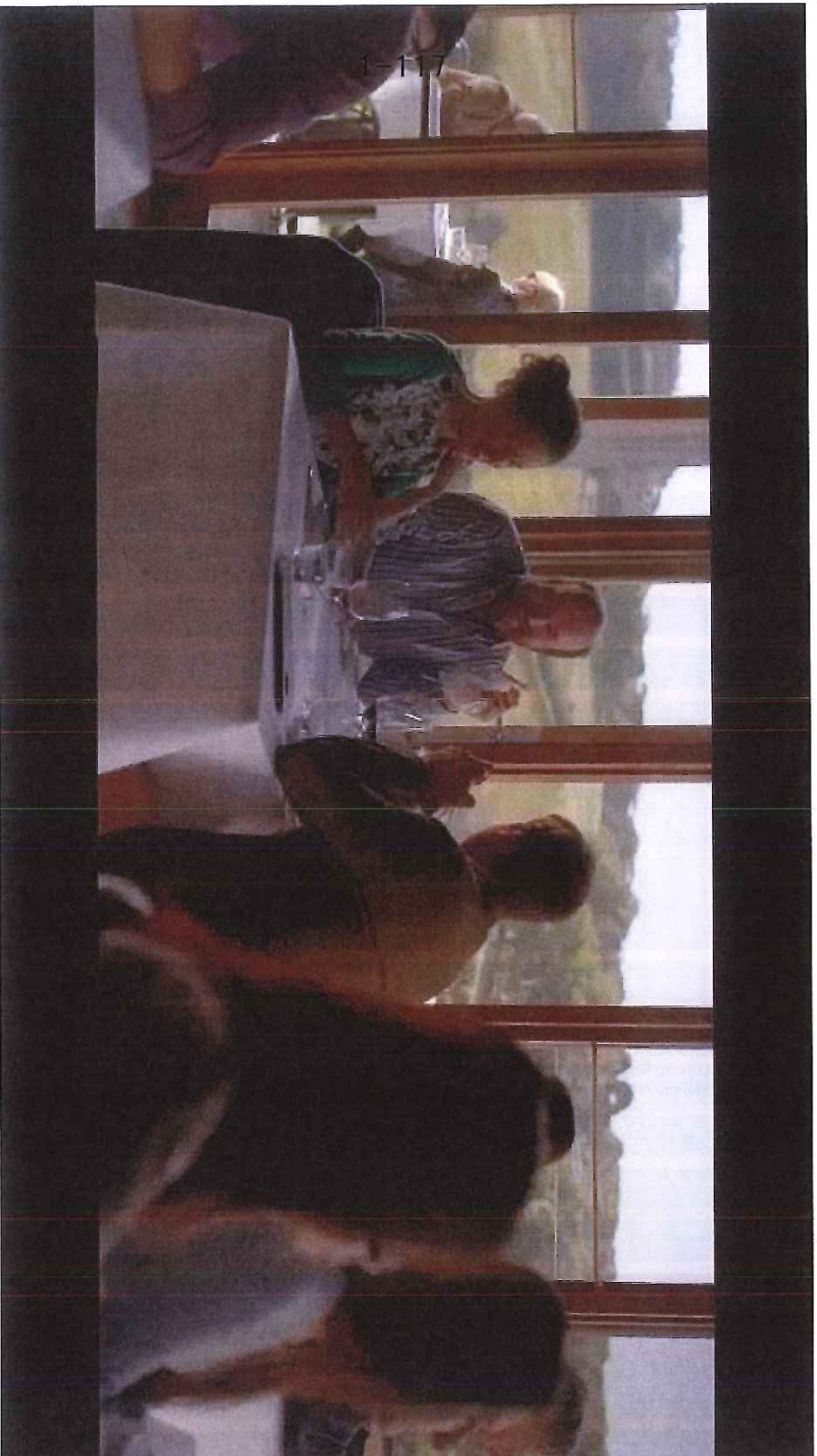
DELIGHT IN THE {EXTRA}ORDINARY

The Northern Midlands is full of character. Therefore, the content needs to portray it as such. Shots are filmed in slow mo, to add a dreamy, magical, nostalgic quality. We film ordinary scenarios that regularly take place in the region, but inject some personality and humour through scripting, juxtaposing the two. We believe this tone & style will complement current *Come Down For Air* and *Make Yourself At Home* advertising campaigns.



LUCENT JOURNEY





REFERENCE /

VICTORIA. HAVE A WANDER.

Slower pace

Relaxed.

Engaging with surroundings.

Quirky script / conversations.



REFERENCE /

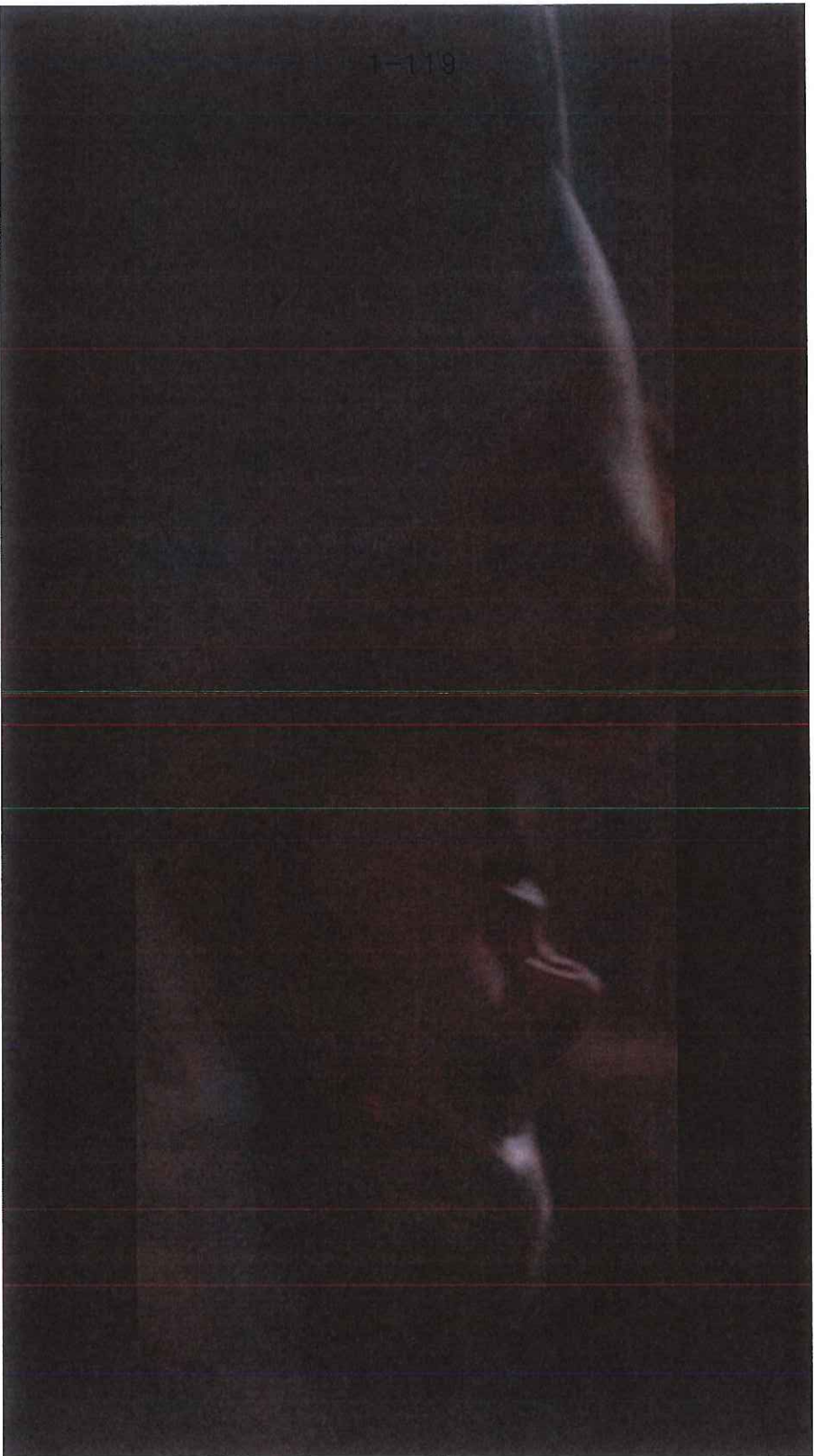
JAMES BOAG.

WATER MAKES THINGS BETTER.

Relaxed voice-over

Quiet musical interludes

Quirk and charm



1-119

REFERENCE /

EUROBODALLA.

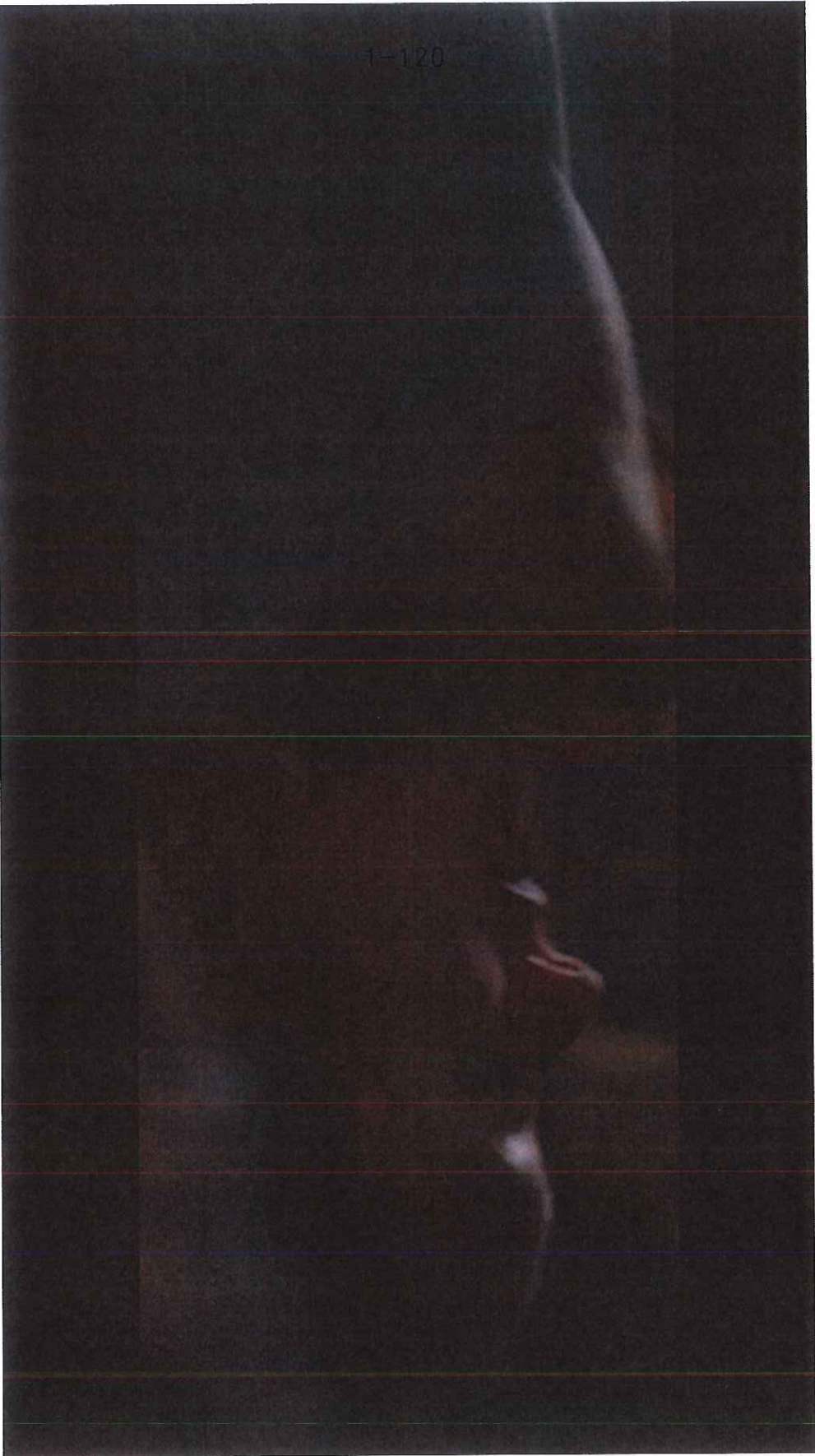
ALL KINDS OF NATURAL.

Beautiful pictures.

Natural scenes, real.

Text on screen

1-120



DEMO /

Delight in the {Extra}Ordinary

Welcome to Tasmania's Northern Midlands.
Apart from the pace, life's not that different here really.

Well, we still have to get up early.
(Lone person fishing at Cressy).

Perhaps take some time to exercise.
(Massive expanse of land, with boy + dad playing, or guy running after a sheep)

The phone never stops ringing.
(phone booths in Ross)

We still have high-powered business meetings / those pesky high street meetings.
(giant bonfire blazing, a handshake by the BBQ)

And peak/rush hour is still a thing.
(Bikes meet around a corner / Penny-farthing races / penny-farthings near-miss)

Wherever you're from, take some time to slow down (to our pace) in Tasmania's heartlands.

Tasmania's Northern Midlands.

Find surprising. / Delight in the extra-ordinary.



DELIGHT IN THE {EXTRA}ORDINARY

Welcome to Tasmania's Northern Midlands. Here, we do things a bit differently.

Well, we still have drive-through..
(*Ross coffee shop*)

You'll maybe find crowds at the pool. (*Group of birdlife on a river / a lone swimmer at Cressy/Ross pool / kid swinging on rope at Longford river. Floating on river.*)

And traffic jams. (*single car/bike on lone road, with no-one else around. Or lone two penny-farthings meet each other in Evandale. Sheep*)

We still have our ups and downs.
(*Deer jumping across road - Rossarden*)

Corporate ladders.
(*painter up ladder on old building*)

Being double booked
(*person holding up two books in Campbell Town book store*)

But there's always time to let off steam.
(*Steam of outdoor billy/kettle / cup of tea*)

Unplan your next getaway in Tasmania's heartland.

Northern Midlands.
Delight in the extra-ordinary.



DELIGHT IN THE

{EXTRA}ORDINARY

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(Beer jumping across road - Rossarden)

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(Steam of outdoor billy/kettle / cup of tea)

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Northern Midlands.

Find surprising. / Delight in the extra-ordinary.



DELIGHT IN THE

{EXTRA}ORDINARY

Welcome to the Northern Midlands.

Sure, it's a bit slower pace, but here we do things a bit differently.

You'll be on and off planes/plains (car driving across cattle grid between two paddocks / driving down from Poatina onto the flat plains)

Ride a bike (penny-farthings)

Catch a fish (giant trout in Cressy)

Make a phone call (phone booths)

Take a dip (Longford river)

Take a drive (Longford golf)

Or take the dog for a run (Wooofs, Wags etc)

And there's no excuse for forgetting to give flowers (Blooming festival)

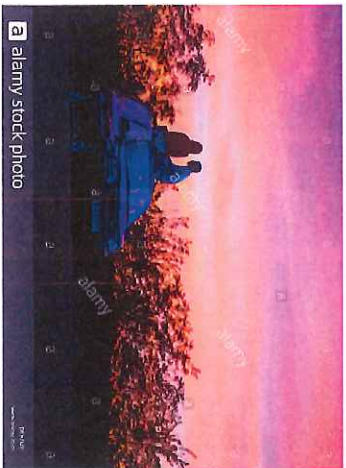
And we've perfected viewing on demand.

(couple sitting on bonnet, looking at view, opening curtain to a new day)

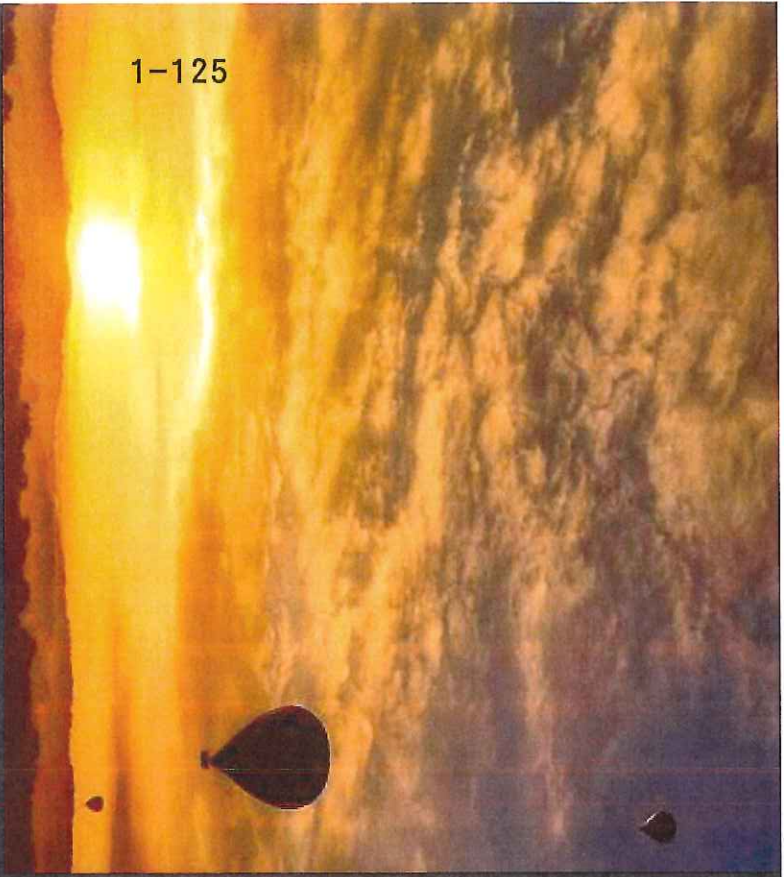
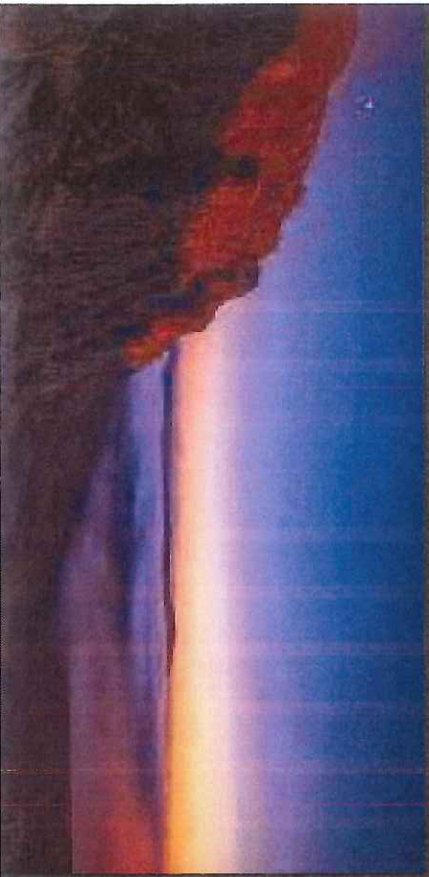
Time to time slow down (to our pace) in Tasmania's heartland.

Tasmania's Northern Midlands.

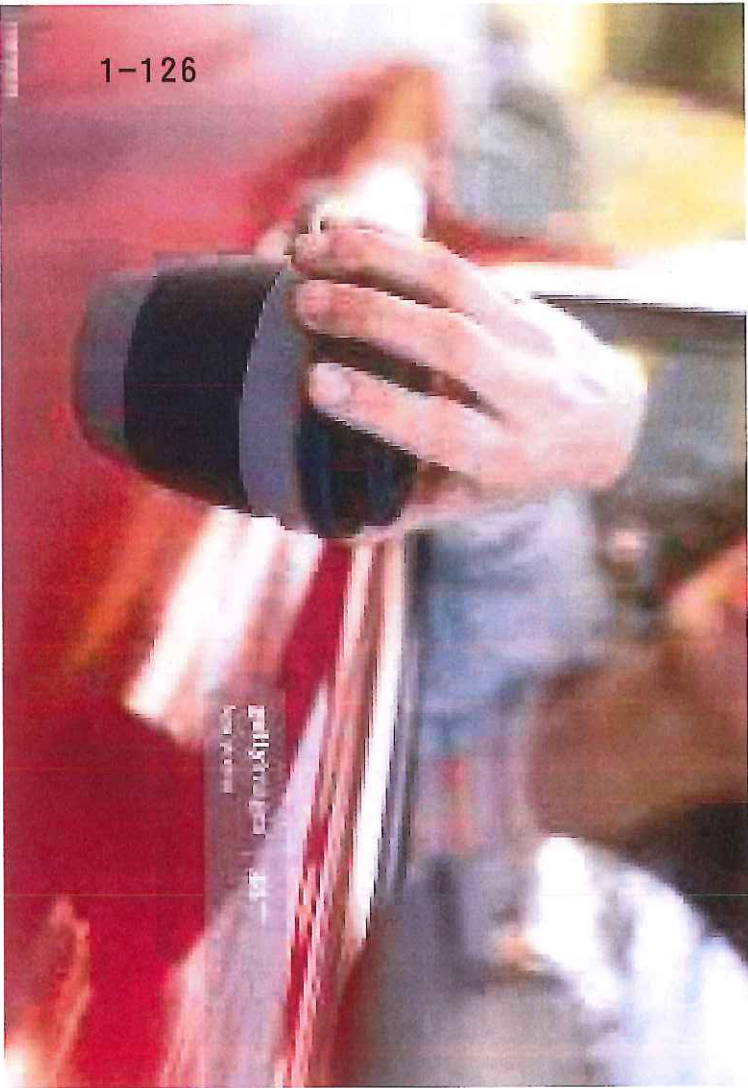
Delight in the extra-ordinary.



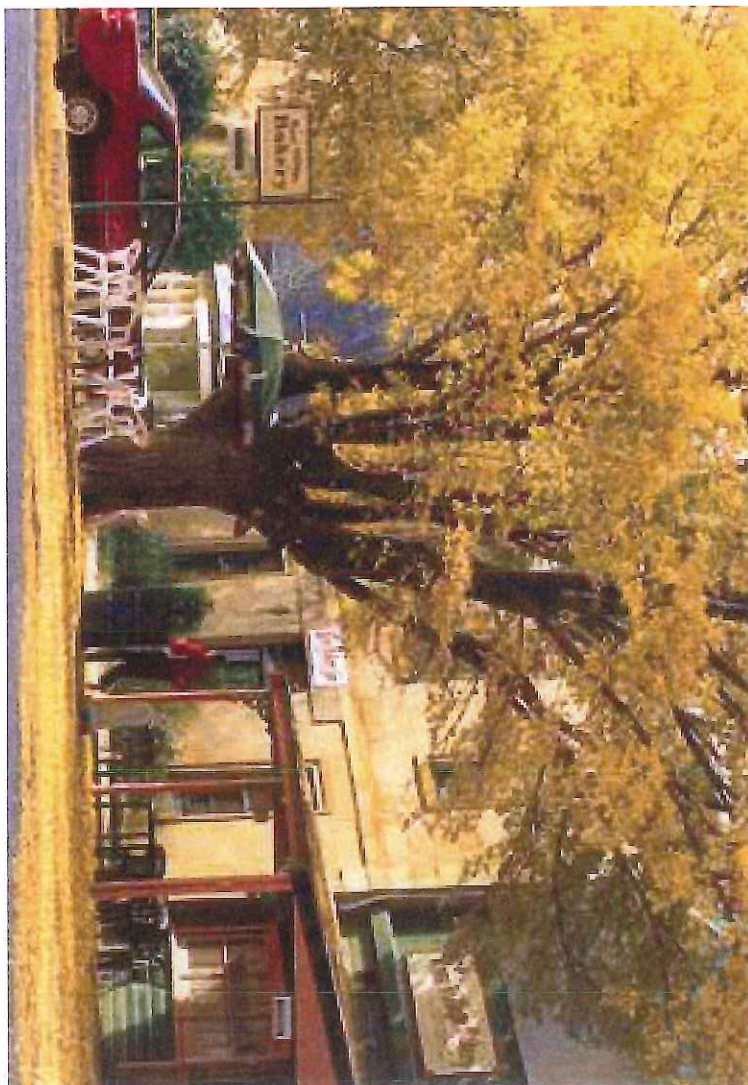
1-125



Rising early is a must



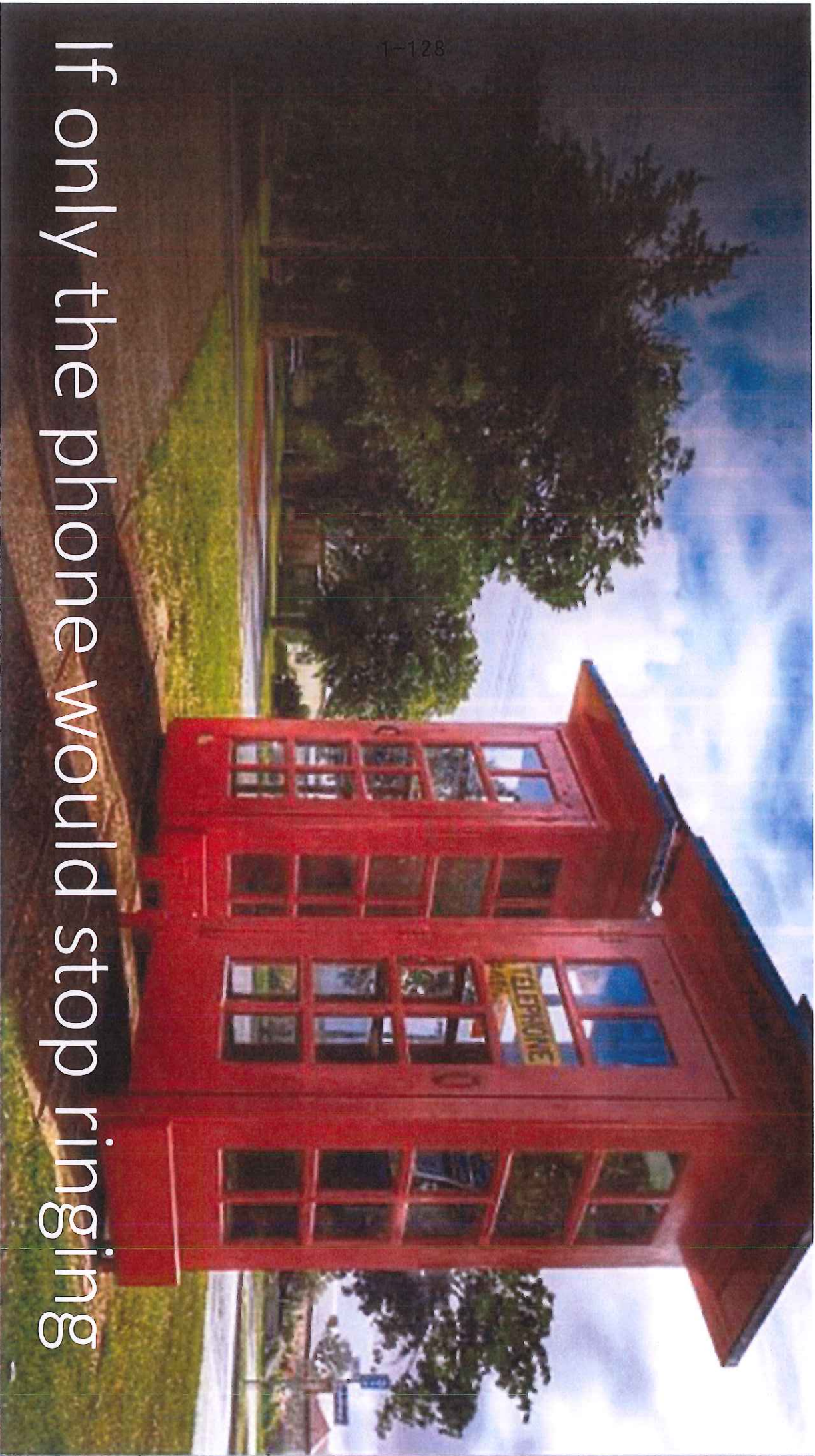
1-126



Thank God for Drive Through Coffee

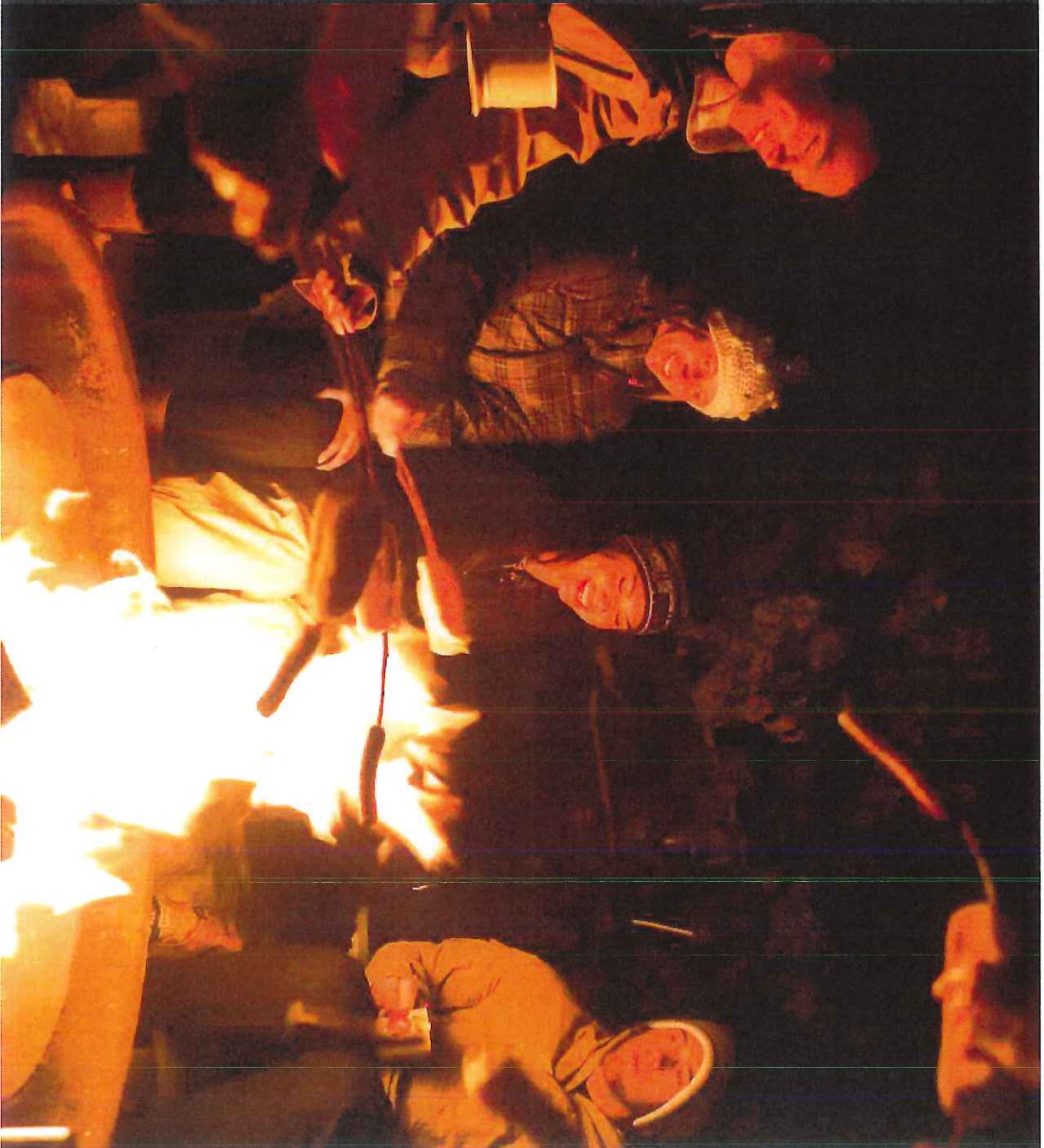


Corporate Ladders To Be Climbed



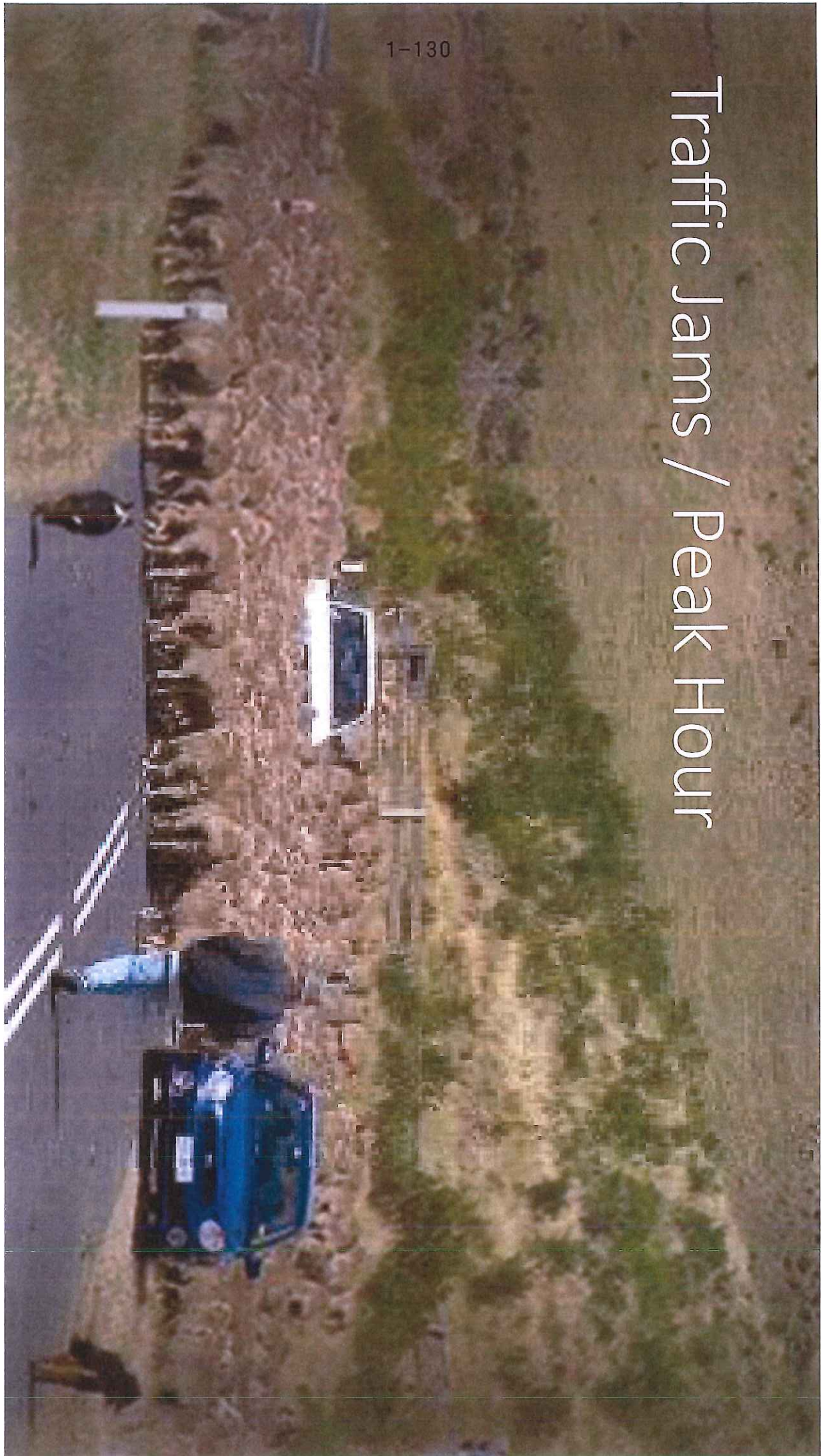
If only the phone would stop ringing

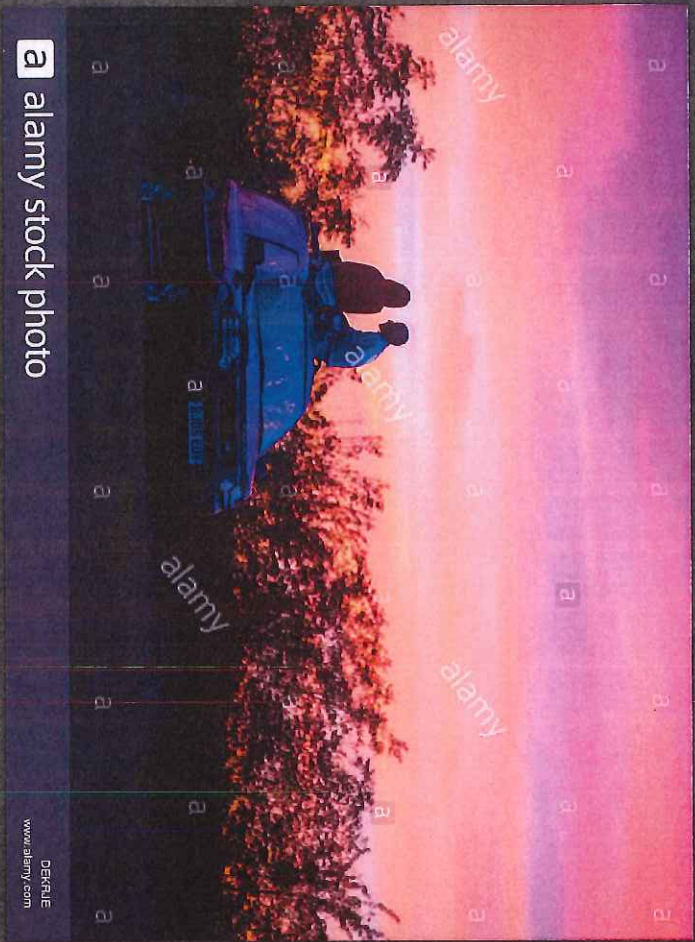
High Powered Business Meetings



Traffic Jams / Peak Hour

1-130

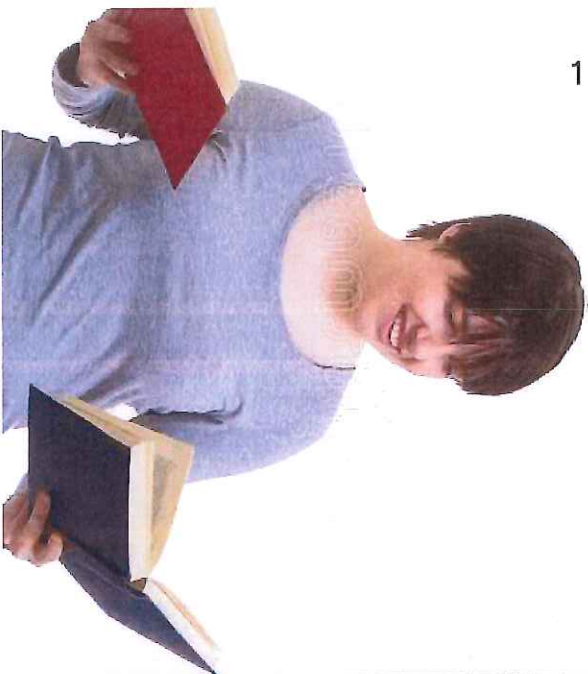




ON DEMAND VIEWING



1-132



DOUBLE BOOKING?



OUTPUTS

- Creative Strategy and Creative Plan for roll out for
 - TV Commercials
 - Social and Digital
 - POS
 - Outdoor
- 8 TV Commercials.
- 30 Social Media Videos with targeted messages.
- Digital Marketing Assets – YouTube, YouTube Pre Rolls MRCS, Facebook, Instagram formatted content.
- Minimum of 10minute B roll of footage supplied to NMC / VNT / TTas – graded and “edit” ready.
- 50 to 100 still images.
- A library of footage and still images.
- Website content – Banner Playthroughs etc.

DELIVERABLES //

PROJECT COSTS //

TOTAL PROJECT COSTS \$48,000 ex GST

STAGE 1: \$18,500

CREATIVE DESIGN

MUSIC

FILMING 3 DAYS

POSTPRODUCTION

GRAPHICS

PRODUCING

EXTRAS FOR TVCS

SOME OTHER THOUGHTS

FIND SURPRISING

Around every corner, in towns across the Northern Midlands, you'll find hidden treasures, untouched gems, surprising moments, a different take on the normal, a different way of doing things.



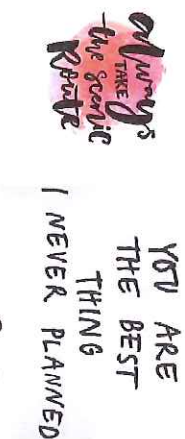
DELIGHT IN THE {EXTRA}ORDINARY

Find a different spin on things in the northern midlands. And delight in the different way it's presented, the small-town way of delivering the same thing that you're used to.



UNPLAN YOUR NEXT VISIT/GETAWAY/HOME

On your next drive through northern midlands, take some time out of your planned schedule to do the unplanned. You'll be glad you did. Who knows, it might just surprise you.



The unexpected moment is always sweeter

Let life surprise you.

A NICE DIFFERENT

Similar theme of expected a nicer version of the familiar.



Ideasbanq



SUMMARY

IdeasBanQ is a fun, creative yet uncomplicated content production agency. We work with small crews in a collaborative environment.

We set up our agency to make a difference to the marketing efforts of our clients – not win awards. We understand that when creating great content it has to sell the product.

We love what we do, and very keen to show you we can work for you.

We thank you for the opportunity to pitch.

www.ideasbanq.com.au

ULTIMATE TAG

BIG BROTHER

1-187
VOICE

FARMER
wards a
WIFE

SAS
AUSTRALIA



TASMANIA

RFDS

NEWS SPOTLIGHT
IVAN MILAT
BURIED SECRETS

THE FRONT BAR

TOKYO

the Good Doctor

HOMICIDE
WITH RICH TOULDES

NIGHTLY NEWS
TASMANIA

Boost your Business

Seven Tasmania is *the* choice to promote your business across Tasmania. 2.9x more viewers watch Seven Tasmania, 7two and 7mate more often than either of our competitors*. You simply cannot reach some Tasmanians through any other station. So, give us a try and see the impact Seven Tasmania can have on your business.

MAKE YOUR TV COMMERCIAL

OPTION 1

We'll come to your business to film a TV commercial with great impact.

Includes

Scriptwriting 2hrs location filming
2hrs video editing Voiceover
Music licensing CAD classification

\$1,200+GST (\$400/month for 3 months)

OPTION 2

Supply your own photos or footage and we'll turn them into an effective commercial.

Includes

Scriptwriting 2hrs video editing
Voiceover Music licensing
CAD classification

\$780+GST (\$260/month for 3 months)

GET IT ON AIR

OPTION 1 TAS North OR South

	15sec	OR	30sec
Primetime (1800-2230)	3		2
Sunrise (0600-0900)	7		4
W/end Sunrise (0700-1000)	3		2
Daytime (0900-1700)	14		8
Weekend (0900-1800)	-		-
ROS (0600-2400)	-		-
Inclusion on Filler List	x		x
7two Daytime (0900-1700)	17		10
7two ROS (0600-2400)	8		5
7mate Daytime (0900-1700)	17		10
7mate ROS (0600-2400)	8		5
Max. possible impacts	77		47

\$1,190+GST/Month (Minimum 3 months)

OPTION 2 TAS North OR South

	15sec	OR	30sec
Primetime (1800-2230)	5		3
Sunrise (0600-0900)	10		6
W/end Sunrise (0700-1000)	3		2
Daytime (0900-1700)	15		9
Weekend (0900-1800)	3		2
ROS (0600-2400)	7		4
Inclusion on Filler List	✓		✓
7two Daytime (0900-1700)	25		15
7two ROS (0600-2400)	25		15
7mate Daytime (0900-1700)	25		15
7mate ROS (0600-2400)	25		15
Max. possible impacts	141		85

\$1,890+GST/Month (Minimum 3 months)

ULTIMATE
TAG

BIG BROTHER

1-138
VOICE

FARMER
wants a
WIFE

SAS
AUSTRALIA



TASMANIA

RFDS

NEWS
7
IVAN MILAT
BURIED SECRETS

TOKYO

Good Doctor
HOMICIDE

NIGHTLY
NEWS
TASMANIA

THE FRONT BAR

7
7
7

AUTHORITY TO BOOK

TV Commercial
Production

- Option 1 On location filming (\$1,200+GST)
 Option 2 Supplied photos/video (\$780+GST)

TV On Air
Campaign

- Option 1 (\$1,190+GST/month)
 Option 2 (\$1,890+GST/month)

Market

- TAS North TAS South TAS Statewide (double monthly spend)

Name

Business

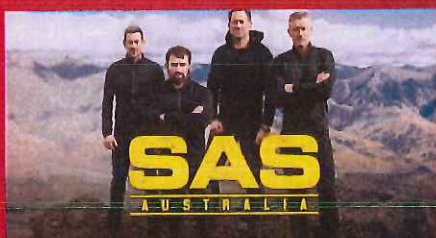
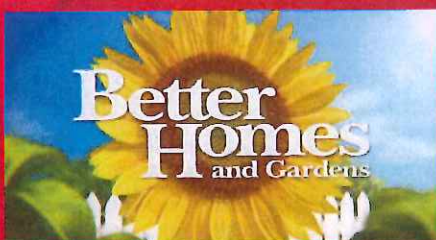
Signature

Date / /2021

Months
on air

Monthly
spend +GST

Total
spend +GST



Minimum commitment 3 months on air. Package exclusive to new clients or those who have not been on air with Southern Cross Austereo since December 2019. Fillers cannot be guaranteed and placed subject to availability. Commercials must be booked Sunday - Saturday and can't be placed day specific. Payment terms are strictly 30 days from invoice date. **Cancellations by the client require 30 days prior written notice;** otherwise payment must be made in full. Full terms at <http://bit.ly/2taxZy6>

*SOURCE: Regional TAM Data, TAS, Total People unless specified, Consolidated 7 up to 21/11/20 otherwise Overnights, Surveys 1-10 2020 excl. Easter, 0200-2600, Sun - Sat, Commercial Share, Commercial Channels, AUD.

SCA

Proposal Summary

To:
 Agency: **Proposed**
 From: **Paul Browett**
 Date: **Wed 24 Mar, 2021**

Client: **PROPOSED CLIENT**
 Product: **06 - Branding**
 Demographic: **TTLPPL**
 Commercial Length: **15 SEC**
 Campaign Period: **1 month TBA**

Product	Station	Length	Spots	Total	Viewers	CPM
06 - Branding	WIN-TAS	15	65	3500.00	721,673	5
	GO-TAS	15	40	500.00	95,640	5
	Gem-TAS	15	40	500.00	137,020	4
	Nine Life -TAS	15	25	500.00	50,000	5
Product Total			170	5,000.00	1,004,333	5
TOTAL (ex. GST)			170	5,000.00	1,004,333	5
plus GST				500.00		
TOTAL (inc GST)				5,500.00		

Comments:

PROP1Z/pb270321/Sample NMC

MAX-Media