

The Organisation

Orange City Council awarded the 2008/9 Visitors Guide to Taste Orange based on a submission prepared by RIM. RIM sub-contracted to Taste Orange to deliver the sales, marketing and project management of the Visitors Guide and Wine Week event program.

The Idea

The concept was to deliver a Visitors Guide that was more user friendly, delivered key messages to each of the target markets and worked harder for advertisers. Underlying the production of the Guide was the aim to have the publication self funding within a three year period.

The Process

When preparing the submission on behalf of Taste Orange RIM:

- ◆ Developed a financial model for the project to be self funding in three years
- ◆ Integrated the four key event programs into the Visitors Guide
- ◆ Devised a marketing plan including an extensive distribution plan
- ◆ Provided Gantt charts & key performance indicators for project management

When implementing the project RIM:

- ◆ Set up and managed the prospect database
- ◆ Sold advertising and sponsorship through information evenings, email, phone and face to face
- ◆ Co-ordinated all advertising material, the approval process and wrote copy
- ◆ Managed the designer for quality design to client specs within timeframe
- ◆ Worked with the event committees to ensure their requirements were met
- ◆ Managed the project to completion.

Hurdles

- ◆ Completing an 8 month 'start up' project in 5 months
- ◆ Selling a new concept
- ◆ Managing a large number of advertisers (136)
- ◆ Co-ordinating voluntary committees
- ◆ Implementing an electronic booking system
- ◆ Gaining approval from multiple stakeholders

Results

- ◆ Revenue 130% to budget and 185% to previous guide
- ◆ 136 advertisers vs 113 in previous guide

Case Study

Publishing

Orange Regional Visitors Guide

