

Regional Integrated marketing

For Bottom Line Profitability

The Organisation

Taste Orange - the marketing arm of Brand Orange Ltd produces the four seasonal event programs, FOOD Week, Wine Week, Frost Fest and Slow Summer. These events are both tourism and community focused. RIM produces these programs on behalf of Taste Orange

The Idea

Self funding, self funding, self funding— growing into a revenue stream to assist in supporting the production of these event 'weeks'.

The Process

The process includes

- ♦ Developing marketing strategy for advertisers and event holders, including pricing
- ♦ Database management of event holders and advertisers—building a relationship with them over several years
- ♦ Management through 'Adkit' publishing software (electronic booking, material submission and approval)
- ♦ Assisting new advertisers and event holders to gain concepts & ideas for their advertisements and events and how to use the electronic booking and approval system
- ♦ Sourcing quotations for design and printing
- ♦ Proofing, proofing and more proofing.
- ♦ Invoicing and debt collection
- ♦ Managing the project to agreed timeline and budget

Hurdles

- ♦ Managing the cost of the project to the advertising demand (ie maximising advertising space without having to increase the size of the publication or add cost)
- ♦ Many stakeholders and participants (around 100 events and advertisers for FOOD week and Wine Week), sponsors, Orange City Council, Taste Orange and the relevant volunteer event committee
- ♦ A large amount of information to collate and get right!
- ♦ Long leadtimes to ensure maximum exposure for advertisers and event holders meant adhering to deadlines was sometimes difficult

Results

- ♦ Combined advertising sales & event listing revenue in the first year of over \$40000. In the second year over \$64000 — a 158% increase at no additional management costs.
- ♦ Error- free publications
- ♦ Significant contributor to the atypical visitor growth experienced by Orange region in Central NSW

Case Study

Project Management & publishing

Taste Orange Event programs

