



# GEEMANZI ADVENTURE

GEELONG AND THE BELLARINE



BOOKINGS CLOSE FRIDAY 6TH JUNE 2019

**VISITING FRIENDS & RELATIVES CAMPAIGN**



# GEEMANJI ADVENTURE

The White Rabbit has done his dash,  
but now our region and the jungle clash!

This will not be an easy mission,  
lions and monkeys slow the expedition.

Your business is invited to host tikis and clues,  
plus games, prizes and tools to use.

Slowly but surely we'll win back our claim,  
as thousands join to play the game!

## 5 REASONS

### WHY YOU NEED TO GET ON BOARD

- 1** This is the biggest VFR campaign and budget for Geelong & The Bellarine - ever!
- 2** If customers make a purchase at your business, they're rewarded in the game and can unlock special clues and prizes!
- 3** Customers will be incentivised to visit businesses more than once to unlock even more clues and fun!
- 4** With public activations and more fun added to the list, 2019/20 hosts the most amount of business opportunity to date!
- 5** We're promoting the campaign until EASTER 2020 - Much more exposure for you!

**You'd have to be crazy to pass on this opportunity!**



**WELCOME TO THE JUNGLE**

**WE'VE GOT FUN AND GAMES**

No really, this year's VFR campaign will have locals, friends and relatives working their way around Geelong and The Bellarine on a virtual board game!

2019 hosts a whole new chapter in the 'Visiting Friends and Relatives' saga! Geelong and The Bellarine has led the charge in campaigning to locals for quite some time and now a whole new campaign generation presents itself for your business to leverage.

This quirky campaign mixes the learnings of hunting, gathering, exploring and board games – and the new iteration even rewards visits and money spent at your business!

### **The Story**

Tikis have taken over Geelong and The Bellarine! Between June 2019 and April 2020, the challenge is on to defeat them once and for all! We're putting the power in the hands of our visiting friends and relatives with a brand new game, rewarding Players with prizes for their efforts, and even more so for paying customers.

### **The Opportunity**

Your business can take part in this new adventure. We have three partnership levels to suit your budget, plus additional opportunities available. Businesses like yours will hold key information for Players to complete the game!

**Read on and join the GEEMANJI Adventure!**



# WHERE YOU'LL BE PROMOTED



Static & roaming billboards throughout the campaign

## NEW: 360° VIDEO

Take advantage of a 360° video clue! We'll be visiting all Level 3 partners to film the video clue in the heart of your business. The NEW 360° video clues create high interaction in the App, Facebook and YouTube. Plus, we'll be having a bit of fun with the 360° video by embedding clues in the footage!

The 360° video clues are worth BIG points so they're sure to have traction with the Players. This is your big chance to show off your business. Strictly limited to Level 3 Partners!



## Mobile App

Available on both iOS and Android, GEEMANJI Adventure puts your business in the pockets of players!

## The Website

We'll have a dedicated website leading Players to the App so visitors can easily get started on their adventure and we'll be featuring the game on the [visitgeelongbellarine.com.au](http://visitgeelongbellarine.com.au) website.

## Cinema

We'll have an extensive cinema campaign running across several movie genres to appeal to kids, families and beyond!

## Facebook

Leveraging the Our Geelong Facebook page, we'll encourage followers to play, give away prizes and update Players when new areas are released!

## Instagram

We'll use Instagram to spread the word through targeted ads to locals and visitors.

## YouTube

Video ads will be implemented across YouTube to drum up more excitement for the adventure!

## Boosted Posts

Posts that are performing well on Facebook will be boosted to reach as far and wide as possible! This includes posts referencing our Level 3 partners!

## Print

We'll be leveraging print media to drum up interest, give away clues and prizes, and promote the adventure throughout the campaign.

# \$100,000+ MARKETING

## Radio

We've partnered with BayFM for an extensive radio campaign. On-air mentions, live interviews, activations and the super screen are just some of the possible promo!

## Spotify

Branching out from traditional media, we'll be utilising Spotify to reach new audiences!

## Visitor Information Centres

Posters, maps, information and clues will be available to everyone who visits a Visitor Information Centre.

## HTML5 Ads & Remarketing

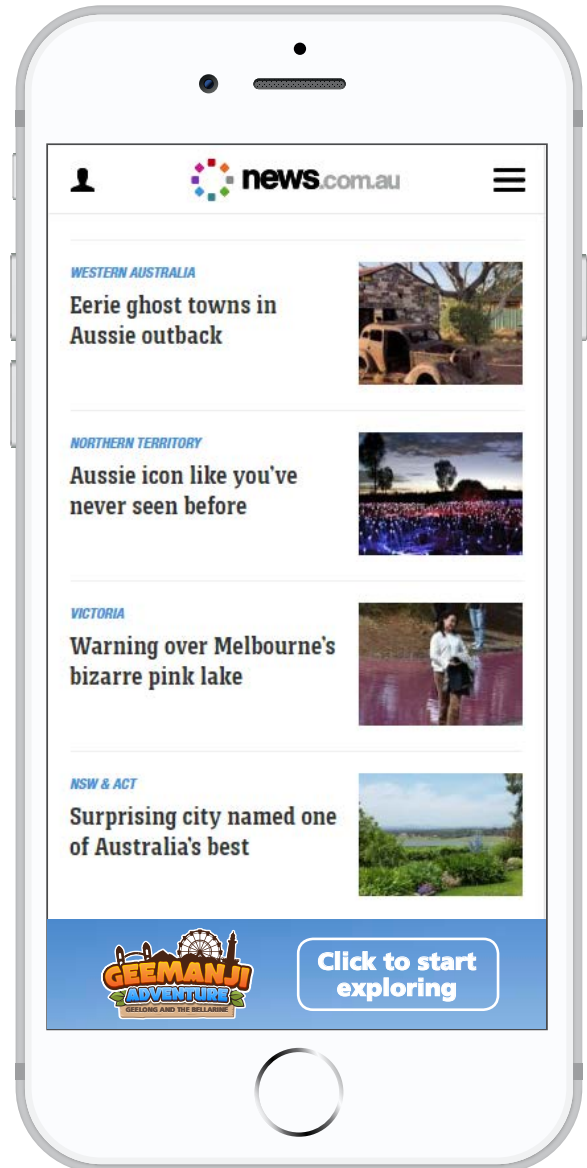
Using the Google Display Network, we'll create animated ads that will stand out amongst the clutter on the web. We'll also remarket these ads to anyone who visits the [geemanji.com.au](http://geemanji.com.au) website!

## EDMs

We'll be sending emails to thousands of Geelong people and engaged visitors to make sure they know about this new adventure and how to sign up!

## Participant Marketing

All participating businesses will have the materials to use in-store and on their own social media, including images, printed materials, stories, updates and newsflashes, all available prior to and during the campaign.



## Prize Partner

You can become a prize partner! Donate a prize valued at \$100 or more and receive branding opportunities throughout the quest!

## THE GAME

### Businesses Hold The Keys

Players need to visit businesses to unlock games, prizes and new areas of the map.

### Geolocation Technology

Users progress through the game by visiting your business and unlocking games, clues and virtual tools.

### Game Progress

Follow the game board to reach minigames, challenges and rewards.

### Special Offers

Throughout the game, all businesses can promote special offers to Players!

### Profiles & Directions

To help Players engage with your business, GEEMANJI will host your business profile. You can include images, contact details, open hours, map directions, social media and more!

### High Roller

Earn extra dice rolls and other bonuses by visiting local businesses.

### Mini Rewards

Players win gems by completing milestones and engaging with businesses.

### How To Win

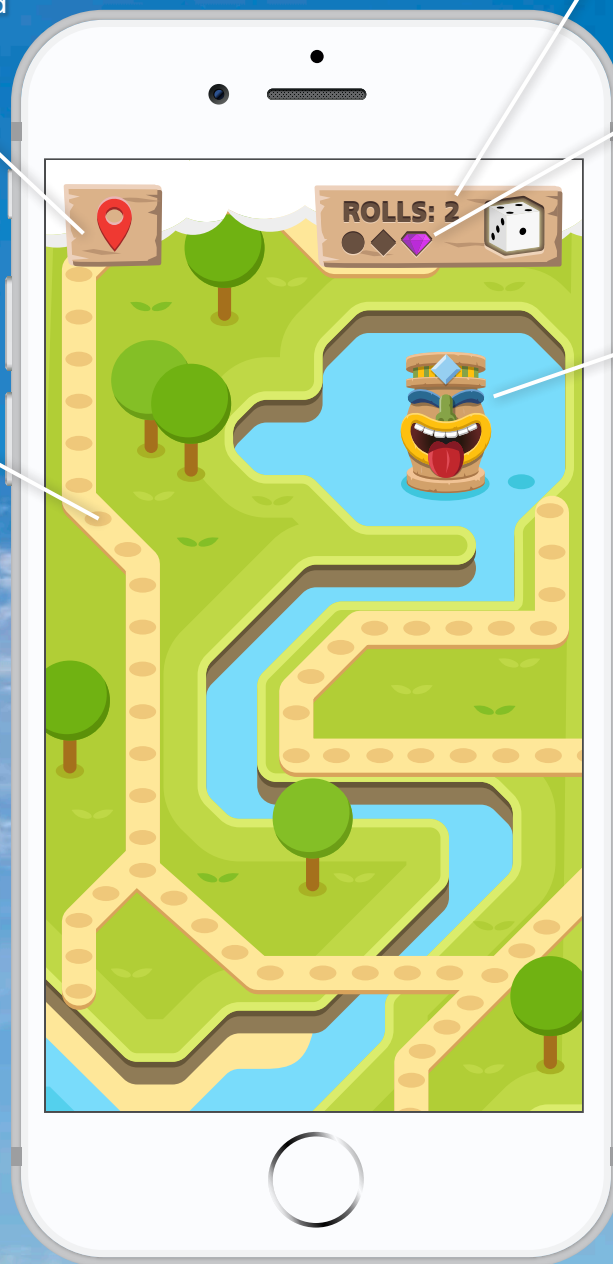
Defeat the tikis to save Geelong and The Bellarine! To defeat them and save the region, Players must visit businesses (some more than once!) and solve all the clues!

### Let The Games Begin

Player progress will be public, so the challenge is on to push progress to the very limits!

### New Opportunities

As a business, you can buy live push notifications, sponsor areas on the board and add directly to the game through your involvement.



## HOW IT WORKS

Players download the App and find the GEEMANJI Board Game. They roll the die to progress around the board. The more they play, the more they're rewarded. Working as individuals or teams, Players will explore Geelong and The Bellarine to collect hints, clues, prizes, virtual tools and equipment to defeat each Tiki and unlock new areas. Players have to visit your business to unlock the full game potential and also the best prizes. Players collect tools to travel through unknown grounds, find information to solve puzzles, play minigames and use sheer cleverness to complete the quest.

**There are key features and prizes that will be reserved for the Players that are spending money in stores.**




# PACKAGES

LIMITED

	LEVEL 1	LEVEL 2	LEVEL 3
Points for visiting	10 points	100 points	500 points
Social Media feature	x 1	x 3	x 5
Rewarded purchases	10 coins	100 coins	500 coins
Branding materials	✓	✓	✓
Geolocation clue	✓	✓	✓
Business quest kit	✓	✓	✓
Special offers	✓	✓	✓
Physical clue		✓	✓
Major clue destination			✓
Push notifications			✓
Partner level branding			✓
360° Virtual Reality clue			✓
Sponsor the map			✓
Boosted Facebook posts			✓
Bay FM feature			✓

 \$365

 \$620

 \$1,135

**GEEMANJI Adventure is the Visiting Friends and Relatives Campaign of Tourism Greater Geelong and The Bellarine.**

We're delighted to be working with the team at PACE to deliver this integrated marketing activity for our members.



## Looking for something different?

If you would like to participate in the 2019 Visiting Friends and Relatives Campaign but these packages don't quite work for your business, get in touch and let us customise a package for you! Additionally, get in touch and ask us about add-ons!

**TO BOOK NOW  
CALL PACE PH: 03 5273 4777 OR  
BOOK ONLINE [WWW.PACE.COM.AU/VFR](http://WWW.PACE.COM.AU/VFR)**



**BOOKING DEADLINE: FRIDAY 6TH JUNE 2019**