



Media Information
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Melbourne launches international convention advertising campaign

Melbourne has launched a new convention advertising campaign to position Melbourne and the new Melbourne Convention Centre in the international market as the place to stage an international convention and experience the 'real' Australia.

Using the tag line: '*On your next convention discover the real Australia*', the advertisements use a creative collage of Melbourne images to demonstrate what the City and regional Victoria has to offer.

"Melbourne's 'wow' factor is not just relying on one individual icon but the variety of truly authentic Australian experiences Melbourne can provide," said Melbourne Convention + Visitors Bureau (MCVB) CEO, Sandra Chipchase.

The integrated campaign will include advertising, brochures, direct mail and a DVD, and supported by public relations.

"The campaign will launch the new Melbourne Convention Centre to the world and position Melbourne as a premier business events destination," Chipchase said.

Designed by Spinach Advertising, the campaign was developed following qualitative research to determine amongst other things, the knowledge and awareness of Melbourne and the new Melbourne Convention Centre development in international markets.

MCVB and the Melbourne Exhibition and Convention Centre worked closely with Spinach Advertising to develop the campaign, conducting background and creative workshops.

"Print advertising begins this month and will be used in trade publications in Europe, the United States and the United Kingdom," Chipchase said.

"Business events generate \$1 billion annually for the Victorian economy. The new Melbourne Convention Centre has already generated over a \$100 million in bookings and this new campaign will grow awareness internationally," Chipchase said.

Ends

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