



MEDIA RELEASE

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Cummins: recipe for marketing with bite

Townsville Enterprise is bringing marketing expert Sean Cummins to the region to provide insight into the ingredients of a perfect marketing campaign.

Townsville Enterprise is offering local businesses a first hand look at what it takes to gain global brand exposure at an upcoming Business Leaders' Forum.

Townsville Enterprise, in partnership with Ergon Energy, is bringing CumminsNitro Chief Executive Officer Sean Cummins – the marketing brain behind VirginBlue's branding and the Best Job in the World in the World Campaign – to Townsville on the 12th of June.

Mr Cummins will be speaking at our Business Leaders' Forum on the topic of "How to do the Best Job in the World" and will then present a free afternoon marketing master class for lunch attendees.

The Best Job in the World Campaign is an award winning, globally recognised phenomena produced by CumminsNitro for Tourism Queensland.

Mr Cummins said marketing should be fun, entertaining and exciting. He is hoping some of his experiences will be a catalyst for local businesses as they consider their marketing.

"Advertising is the show business of business, I will tell stories about 'best job' and other campaigns using anecdotes that might inspire you to get out and do something," Mr Cummins said.

Townsville Enterprise Chief Executive Officer Trevor Goldstone said Mr Cummins brings a wealth of experience to the table and the lunch presents an opportunity for businesses to reassess and sharpen their marketing strategies.

"We're delighted to be bringing a speaker of this calibre to the region at a time when our businesses need all the help they can get."

“It’s an increasingly competitive market out there and any advice that helps North Queensland businesses gain global, national or local exposure for their products and services is going to provide added value.”

“Giving your business a marketing edge through innovative campaigns is more important than ever. This is an opportunity for all businesses – not just those in tourism – to consider the way they present their brand to the marketplace.”

“Sean Cummins has a long association with the tourism industry. His company, CumminsNitro, has produced campaigns for Tourism Tropical North Queensland, Tourism Whitsundays, Sunshine Coast Tourism, and Tourism Queensland. He’s an expert in the field so this forum will be of particular importance to the tourism industry.”

The Best Job in the World campaign was an unprecedented success for both Tourism Queensland and CumminsNitro. Results included:

- 36,648 applicants from 201* countries created 610 hours of video content which promotes our product.
- Over 450,000 votes for the Wild Card applicant.
- In 56 days islandreefjob.com had 6,849,504 visits, 47,548,514 page views with an average of 8.62 minutes spent on the site.
- A Google search for "best job in the world island" achieves about 52,500,000 listings, 231,355 blogs and 43,600 news stories.
- Media coverage has been estimated at over \$US100** million from a campaign budget of \$US1.2 million.

*Web-coded countries (only 195 countries are recognised by the UN).

**Value of media coverage estimated by Tourism Queensland, at 19/3/09.

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