MELBOURNE
NOT AN
ORDINARY
CITY
Unlike many other cities that can be admired for their natural beauty or grand monuments, it is Melbourne’s fine grain experiences and stories which must be “experienced” to be appreciated.

**INTRODUCTION**

City marketing is about promoting city strengths that form the city’s character, such as natural, heritage, purpose-built, or man-made. It’s also about place management and providing access to services and amenities that facilitate a visit.

The City of Melbourne crosses both areas in its municipal and capital city role.

The *Melbourne City Marketing Strategy 2013-16* outlines the strategic direction for destination marketing of the municipality.

This strategy aims to leverage city strengths in a way that inspires Melburnians to choose the city and its neighbourhoods over a different area in Melbourne.

**CONTEXT**

This strategy is an output of the City of Melbourne’s four year plan, *Council Plan 2013-17*, specifically Goal 3, Prosperous City. The aim of this goal is to boost the profitability of local businesses which will help facilitate the long-term prosperity of its people.
VISION

Melbourne City is the top of mind destination for shopping, dining, cultural events, sport, live music, arts as well as emerging strengths in recreation, leisure and intellectual nourishment. Melbourne’s promise is that every visit will leave you with a story worth sharing.

MISSION

We will increase visitation to the city by inspiring those Melburnians who seek and use interesting experiences as social currency. We will achieve this by promoting Melbourne City offerings and experiences that are the “antidote to ordinary and routine”.
OBJECTIVES

1. We will become the most trusted and reliable source of fresh and comprehensive content through marketing campaigns, our destination website and social media channels.

2. We will use and share rich and current content in a way that reflects Melbourne’s promise and highlights traditional and emerging destination strengths.

3. We will develop a consistent marketing identity, synonymous with the M-brand, that will span across all destination marketing opportunities.

4. We will help local businesses participate in the Melbourne City Marketing Strategy through a digital marketing mentoring program.
What makes Melbourne City far from ordinary is the unexpected, interesting, unpredictable and often unconventional way that everyday activities are experienced.

We call these experiences “Melbourne Moments” because they are everyday activities, experienced in a far from ordinary way. They create unexpected enjoyment worth sharing with others, who are in turn inspired to visit Melbourne City. There is no other area in Melbourne or Victoria with such an abundance and diversity of this type of offering.
Everyday experiences

- Dining
- Café culture
- Bars & night life
- Independent arts
- Cultural events & festivals
- Live music
- Shopping
- Markets
- Sports

What makes them far from ordinary

**Unconventional spaces repurposed beyond their original use**
Empty parking lot, a derelict building, a rooftop with skyscraper views, a laneway or an underpass, a basement

**Reflecting the trades that may have inhabited Melbourne in the past**
Cobbler, hand-made men’s shoes

**Specialised product/service usually custom-made**
Vintage button shop, sporting precincts

**Trend setting experiences**
Night markets

**Reviving the past such as original architecture and features**
Pressed metal ceilings, large arched windows, deco light features, architraves, original fireplaces

**First of its kind technology or innovation**
Waste-free restaurants

**Pop-up, temporary or mobile hospitality and retail experiences**
Taco truck

**Two or more offerings within same experience**
Retail and art; dining/drinking and fashion
The new Melbourne City Marketing campaign will be about inspiring discovery in the city through a series of Melbourne Moments.

Our message will be regardless of the occasion, the mood you are in, or the people you’re with, there is a Melbourne Moment to be discovered in the city or its neighbourhoods. In between the layers of the city there are boundless hidden places to be found and special moments to be created. Each will leave you with a story worth sharing.

The aim will be to provide inspirational alternatives to everyday activities.

We will source this inspirational content directly from local businesses and the very people who experience them. We will share and promote via a number of digital and campaign channels.

The campaign will be synonymous with the City of Melbourne and is always featured side-by-side with the M-brand.

Traditional vs content marketing

Until recently, print and television advertising dominated the marketing landscape. However, the adoption of digital communications continues to change the way consumers want to receive information.

In 2007-08, the City of Melbourne was the leader in providing current and trusted information about what was happening in Melbourne City. Since then, with the proliferation of social media and digital platforms, many alternative sources of information have entered the marketplace.

While we have started shifting our traditional marketing campaigns into this new digital landscape, our aim is to further adapt our digital assets to a content marketing approach.

Our aim is to reclaim the space as the most trusted source of current information about Melbourne City by:

• Increasing our event and business listing offering with continuous current content sourced directly from businesses and those experiencing the city.

• Reviewing the investment across “bought”, “owned” and “earned” media in a way that builds return visitation.

• Improving our current website so that it is mobile and easy for local businesses to submit their content.
**ENGAGEMENT MONITORING**

**BOUGHT**
Review bought print advertising, television, banners, radio, sponsorships, media deals, paid search.

**OWNED**
Improve owned websites, search engine optimisation, email, widgets/apps, social network pages.

**EARNED**
Self created/User generated /Collaboration
Increase search engine optimisation, Facebook, Digg, YouTube, comments, Twitter, Flickr, opinions, blogs, forum, email.

**ATTRACT MORE STRANGERS**

**BUILD CUSTOMERS**

**CONVERT TO FANS**
Melburnians who live near the city (within around 20km radius) or who work in the city and who:

**Agree with these statements:**

- I frequently search for information about products, services and activities I'm interested in.
- I often go out of my way to find products, services and activities that are new.
- I frequently experiment and try new things because I'm curious.
- When I find a product or experience that I really like I have to tell others about it.
- I'm a social person who enjoys frequent catch-ups with friends.

We call these people “the curious class” because they don’t define themselves by age, but rather by what they choose to do outside of their usual routine of work, study or raising a family.

With that time the curious class like to seek new experiences, keep their social lives interesting and unpredictable. They derive intellectual nourishment from discovery. They are always on the lookout for what is next. Comfort and routine of daily life is their barrier to discovery.
BUSINESS PATHWAYS

We will provide assistance to local businesses so they can best leverage from the City of Melbourne’s destination marketing and digital offering. A digital marketing program will be developed to coach and educate local business owners about digital and social media communications via workshops, seminars and one-on-one mentoring.

ACTION PLAN

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<tr>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-16</th>
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<tbody>
<tr>
<td>Develop new Melbourne City</td>
<td>Evaluate digital marketing mentoring</td>
<td>Implement new digital enhancements to</td>
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<td>marketing campaign that links</td>
<td>program.</td>
<td>Melbourne City marketing campaign.</td>
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<td>with City of Melbourne brand</td>
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<td>and replaces That’s Melbourne.</td>
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<td>Develop and commence digital</td>
<td>Continue with seasonal phases of</td>
<td>Review and expand digital marketing</td>
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<td>marketing mentoring program.</td>
<td>destination campaigns.</td>
<td>mentoring program.</td>
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<td>Enhance destination website</td>
<td>Finalise 2013-14 digital marketing</td>
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<td>to house new rich content.</td>
<td>mentoring program.</td>
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<td>Stakeholder briefing event.</td>
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<tr>
<td>Launch new Melbourne City</td>
<td>Plan for further digital</td>
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<td>marketing campaign with a</td>
<td>enhancements to destination website</td>
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<td>focus on business participation.</td>
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<td>Extend content reach with new partnership</td>
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<td>opportunities.</td>
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Stakeholder briefing event.

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Plan for further digital enhancements to destination website.
VISION
Melbourne City is top of mind destination

PROMISE
Every visit will leave you with a story worth sharing

MISSION
Increase visitation by highlighting how everyday activities can become inspirational experiences “the city is the antidote to routine”

OBJECTIVE 1
Become the number one most trusted source of city content

OBJECTIVE 2
Use and share content that reflects Melbourne’s promise

OBJECTIVE 3
Create a consistent marketing identity which links all destination marketing and is synonymous with the M-brand

OBJECTIVE 4
Enable businesses to leverage marketing opportunities via business pathway
1. **YEAR-ROUND OFFERING (365 DAYS): WHAT’S ON WEBSITE & SOCIAL MEDIA**

2. **SCHEDULED MARKETING CAMPAIGNS HELD DURING QUIETER NON-EVENT PERIODS: INCLUDES TRADITIONAL AND CONTENT MARKETING**

**AUDIENCE**

**CURIOUS CLASS**
- Seek interesting experiences and use as social currency
- Define themselves by experiences outside of daily routine

**MARKETING PROMISE**

**CITY IS THE ANTIDOTE TO ROUTINE**
Visiting Melbourne City will leave you with experiences worth sharing. We call these “Melbourne Moments”

**DELIVERABLES**

**CREATE, CURATE AND SHARE CONTENT**
Highlight Melbourne Moments through bought, owned and earned media channels

**BUSINESS**

**SMALL BUSINESSES**
Businesses who offer experiences that are Melbourne Moments

**BUSINESS PATHWAY**
- Workshops
- Seminars
- Mentoring

**CONTENT SHARING**
Share current news and content that matters to the curious consumer

**AUDIENCE**

**ENABLE & UP SKILL**

**LEVERAGE CITY MARKETING**
CONTACT US:
marketing@melbourne.vic.gov.au
melbourne.vic.gov.au/enterprisemelbourne

FOLLOW US:
- melbourne.vic.gov.au/inbetween
- twitter.com/thats_melbourne
- facebook.com/thatsmelbourne
- youtube.com/melbournecitycouncil