

goodmove
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**Regional
Development
Victoria
Good Move**



Regional Development Victoria (RDV) Good Move

Demonstrates.

- **Understanding of Regional Victoria, its economy and its communities**
- **Refined target segmentation modelling**
- **Integrated research and creative**
- **Working with non-professional volunteer talent.**

The challenge.

With Regional council, business and community stakeholders had expressed strong support for a regional marketing campaign to support population and investment growth.

DPR&CO was briefed to develop The Regional Victorian Marketing Strategy. We were then appointed to deliver a campaign encouraging Melburnians to live, work and invest in regional Victoria.

DPR&Co and Regional Development Victoria (RDV) selected Shopworks Science to identify consumer behaviour and barriers to change.

Qualitative and quantitative research identified 11 percent (approximately 450,000) of Melburnians were considering relocating within the coming three year period.

Barriers to moving were identified as employment opportunities, schools, healthcare and maintaining connections to friends and family.



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Our response.

DPR&Co created a campaign consisting of three integrated components:

1. The primary Good Move campaign designed to overcome barriers to relocation and;
2. A campaign to attract Melburnians to the main campaign activation point – The Regional Victoria Living Expo.
3. An online resource that enabled Melburnians to explore the diverse options regional Victoria had.

The campaign targeted the following research endorsed segments:

1. Up for a change – those with a sense of dissatisfaction with their city lifestyle;
2. Going home – those with a familial connection to regional Victoria;
3. Concerned families – those looking for a more family-focused lifestyle; and
4. Urbanites – those who want the best of a regional lifestyle with all the benefits of an urban environment.



RDV Good Move campaign – TVC

Click thumbnails to play video



Port Fairy
<https://vimeo.com/86278388>



Warracknabeal
<https://vimeo.com/176825520>



Bendigo
<https://vimeo.com/86278389>



Beechworth
<https://vimeo.com/86278385>

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The result.

- The campaign achieved 63 percent recall in Melbourne and 78 percent prompted recall among relocated residents (ASCET).
- 50,000 potential relocating Melburnians connected through the campaign with the Regional Victoria Living Expo
- Unanimous support for continuation of campaign among regional councils and economic development teams.

Client	Regional Development Victoria
Product	Good Move
Audience	Primary audience 'going home' – those with a regional background who had moved to the city while young and were pre-disposed to moving back to regional Victoria.
Channels	FTA TV/BVOD, digital, social, collateral, web
Deliverables	TVC, BVOD, digital, collateral, campaign activation (Regional Victoria Expo)
From brief to live	4 months, then ongoing
Performance	63% unaided campaign recall. Significant increases in contact with regional eco-dev teams. Over 30,000 new regional jobs over full campaign period.

