effie Awards Australia

2026
Case Study



Entry ID Number
1382

Agencies
BMF

Client
Tourism Tasmania

Title
The Off Season: helping mainlanders find their winter selves re-ignited an island economy

Category
A08. Travel, Leisure and Media

Author
Abigail Dawson
BMF

Advertising Council Australia | Marketing Association of Australia | Google

© This case study is the property of Advertising Council Australia (ACA) and protected by copyright and intellectual property laws throughout the world. The case study can be used for personal reasons only and should not be reproduced, distributed, sold or published without the express approval of ACA. Any educational facility interested in using the case history for educational purposes should contact effies@adcouncil.org.au

Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

Tourism is Tasmania's economic backbone, contributing $4.55billion to Gross State Product annually, 10.8% share, and supporting 15.6% of employment - the highest tourism-reliant workforce of any Australian state.

The Off Season is designed to address one of Tourism Tasmania's most difficult problems: attracting visitors in winter. Australians are hardwired to worship summer. In winter we hibernate waiting for it to be over, so luring mainlanders to the coldest, darkest state is one of the most difficult briefs in Australian marketing.

Many tourism businesses close over winter, compounding the problem by undermining the appeal of the visitor experience. So, as well as enticing winter visitation, we had to inspire businesses to see this period as an opportunity to thrive.

The subversive campaign has consistently exceeded expectations by repositioning what a winter holiday could be. In 2025, its 5th year, The Off Season delivered its best results on record by inviting visitors to discover their winter selves.

[redacted]

This is a case about the compounding power of a genuinely challenger idea, sharpened year-on-year, and proven to create real economic benefit not just for a brand, but for a community.

[redacted]

© 2026 Advertising Council Australia

© 2026 Advertising Council Australia

[redacted]

Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

The Off Season launched in 2021 with the difficult task of changing ingrained habits of how Australians holiday. We are die-hard summer people. When temperatures drop and days shorten we're hardwired to thaw out up north, or hibernate and wait for it to be over.

The campaign has built awareness of The Off Season concept, driven much needed growth outside of the summer months and nudged perceptions of what winter holidays should look like.

2024 evolved the campaign to invite mainlanders to embrace their seasonal selves. But the fifth year (2025) posed new challenges:

Mass vs Niche

People think Tasmania is 'different' to the rest of Australia. And it is. It's a wild, unorthodox place with a deep cultural heritage. The pace is more relaxed, nature is still king, and the people embrace the odd and unordinary, finding joy in non-conformity. And while this is what keeps it unique and special, it can limit it to a niche destination - especially when winter weather sets in.

Brand equity analysis[1](1) demonstrated that while Tasmania was successfully cementing a sense of 'difference', growth would rely on balancing this with meeting fundamental holiday needs to ensure appeal was not overly-narrow. Demonstrating that Tasmania could deliver on core needs [redacted] were identified as opportunities to capture continued growth. But this needed to be incorporated delicately, without eroding our difference as a brand and the distinctiveness of the campaign.

Defying category shifts

Tasmania isn't a day trip for most - requiring transit by air or sea to get there - and industry forecasts (IMAGE) predicted that[2](2):

- Domestic overnight trips would grow only marginally, 0.3%
- Domestic day trips would increase by 10%

Australians also continue to be world explorers, with overseas trips forecast to increase by 8% to 12.6million.

The challenge was to communicate a compelling value trade-off compared to warmer weather in other states and the increasing pull of seeking summer overseas.

---

[1] *Kantar, Tourism Information Monitor, 2024*
[2] *Tourism forecasts for Australia: 2025 to 2030, Tourism Research Australia, Austrade, Canberra.*

© 2026 Advertising Council Australia

[redacted]

Value over volume

Tourism Tasmania aren't looking for growth at any cost - their guiding ambition is to create a *sustainable* visitor economy that will benefit the island in the long-term, focusing on higher value visitors over volume.

However, increasing yield was not without its challenges. Inflation meant getting to Tasmania, accommodation and car hire were more costly, putting pressure on visitor spend with less passing through to operators. We needed to ensure it was worth it to justify the expense.

Operator chicken-and-egg

[redacted]

The Off Season relies on a range of appealing winter-specific experiences from individual tourism operators to deliver on the campaign promise. [redacted]

This phase of The Off Season would have to win over operators then strike a careful balance between lead-generation, conversion and longer-term destination brand building to prove impact.

More with Less

Reflective of more challenging economic conditions, the total campaign investment was nearly $[redacted] less than 2024 [redacted] - meaning every element had to work even harder[5].

541

SOURCES:

(1) *Kantar, Tourism Information Monitor, 2024*
(2) *Tourism forecasts for Australia: 2025 to 2030, Tourism Research Australia, Austrade, Canberra.*
(3) *Tourism Tasmania, Tasmanian visitor Survey, May-August 2024*
(4) *Tourism Tasmania, Operator Sentiment Survey, 2024*
(5) *Tourism Tasmania, The Off Season 2025 Closure Report*

[3] *Tourism Tasmania, Tasmanian visitor Survey, May-August 2024*
[4] *Tourism Tasmania, Operator Sentiment Survey, 2024*
[5] *Tourism Tasmania, The Off Season 2025 Closure Report*

© 2026 Advertising Council Australia

Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

Winter Visitation[6](6)

Primarily, The Off Season campaign shows that winter is worth embracing rather than escaping, encouraging visitation in the cooler months of May-August.

Building on the prior year meant focusing on the balance between volume and value - maintaining visitor growth delivered, while augmenting the returns in terms of expenditure.

1. **Maintain** visitation
2. **Increase** total visitor expenditure

Campaign Cut-through & Brand Evolution[8](8)

2025 campaign assets needed to put Tasmania in a position where it could drive builds in brand perceptions, convincing our audience Tasmania offers a winter holiday with a difference. This iteration also had to prove winter in Tasmania could meet broader audience needs

6.

338

SOURCES:

(6) *Tourism Tasmania, Tourism Visitor Survey, 2024*

(7) Tourism Tasmania, 2024 Off Season Analytics & Operator Sentiment Survey

(8) Kantar, Tourism Information Monitor 2024 & Off Season Campaign Tracking

---

[6] *Tourism Tasmania, Tourism Visitor Survey, 2024*
[7] *Tourism Tasmania, 2024 Off Season Analytics & Operator Sentiment Survey*
[8] *Kantar, Tourism Information Monitor 2024 & Off Season Campaign Tracking*

© 2026 Advertising Council Australia

Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

WINTER POSITIONING

Historically, winter wasn't Tassie's wonderland

Getting Australians to consider 'winteriness' as *desirable* for a holiday is not without its challenges. [redacted]

Off Season 1.0 (2021-2023): The counter-cultural 'off' season

Off Season 1.0 put Tassie on the map for winter, repositioning it as an especially unique time to visit.

Phase 1.0 Off Season Creative



Source: Agency Campaign Library

It established Tassie as an offbeat winter escape full of quirky, wild winter experiences. [redacted]

[redacted] *Tasmania, Tourism Visitor Survey, Seasonal Breakdown* [redacted]

© 2026 Advertising Council Australia

[redacted]

Off Season 2.0 (2024-2025): From the seasonal place to seasonal self

[redacted]

[redacted]

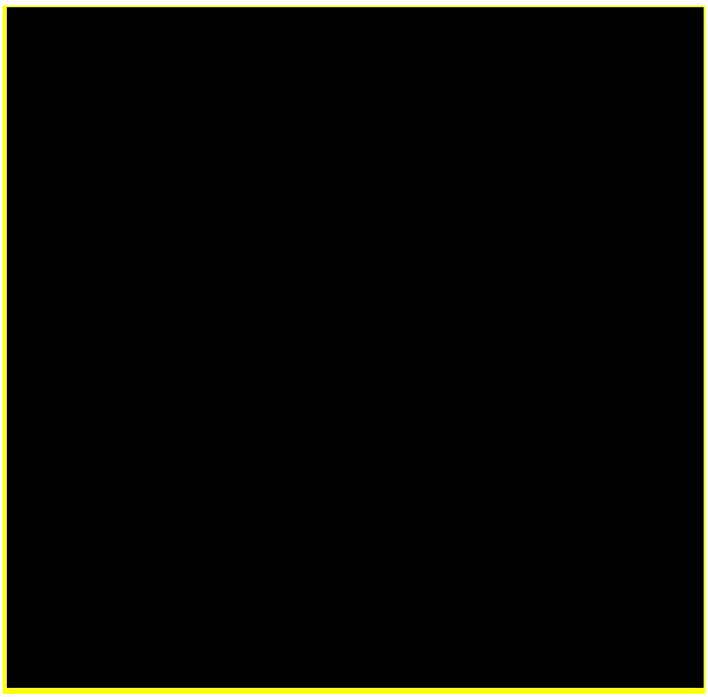
[11] *Kantar, Tourism Information Monitor, 2023*
[12] *Kantar, Tourism Information Monitor, 2023*

© 2026 Advertising Council Australia



The opportunity was an affinity play rather than a focus on attributes - making Tasmanian winter a statement about who you are, not just what you like to do.

[redacted]



[redacted]

The campaign had to land meaning while showcasing the island's attractions. Tasmania couldn't win the rational comparison - so it needed to change the frame of comparison altogether. And it was critical to develop assets which spoke to category needs, at the right stage of the journey.

[13] *Kantar, Tourism Tasmania Segmentation Study, 2024*

© 2026 Advertising Council Australia

THE INSIGHT:
An opportunity to position a chilly Tassie winter as stimulating your winter self (not sleeping it away)

Winter is when Tasmania is most different to the mainland and when its unique creative spirit and anti-ordinariness comes to the fore. Predictably colder so Tasmanians do winter *properly*. Log cabin cosiness, hot beverages by the fire and frosted wonderlands. Relaxing and reviving in its own warming way.

[redacted]

A winter fix that went beyond a moment in time. Something deeper and more transformative - an awakening of your winter self.

THE SINGLE-MINDED THOUGHT: Discover your winter self

CAMPAIGN ARCHITECTURE

From priming to persuasion

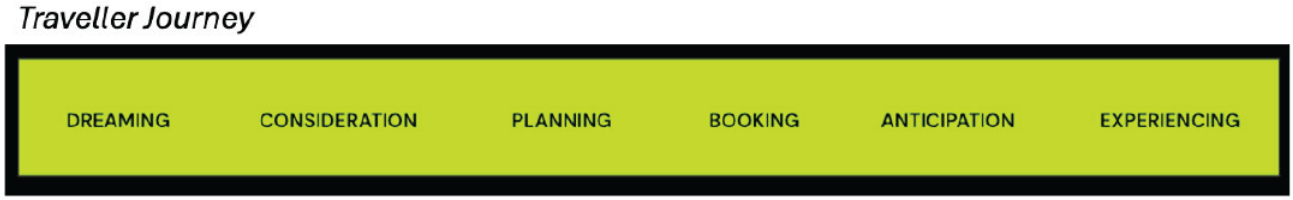
Given headwinds in 2025, we needed to optimise the entire journey - deepening the position, not accidentally optimising the brand story or the 'feels' out of the journey.

We rethought the campaign choreography:

1. **Twin forces behind the 'seasonal' travel customer journey**

The travel journey from dreaming to booking on average takes about five months[14] . For a Tassie Winter, that means advertising in February - off-kilter with an Aussie Summer state-of-mind.

Achieving 'goldilocks' timing (not too early or too late) and messaging is key depending on where our target is in the journey. (IMAGE)



Source: Agency Strategic Response

2. **Operator engagement to harvest demand**

With modest spend and a unique tone, we needed offer-led communications to feel part of the Tassie world, not shouty limited-time-offers that create 'brand whiplash'.

We augmented the campaign architecture through:

a) A 'brand' layer compounding creative impact, building salience & demand.
b) A new 'FEEL-tail' (retail with feeling) layer ensuring translation into expenditure by unlocking response *now*. Showcasing offers upfront, creating a breadcrumb trail to booking.

Enhancing the funnel with feelings

Travel is one of the few categories where the customer's never really buying a 'thing' - they're buying an anticipated feeling or version of themselves. The emotional framing isn't a wrapper, it's the product being evaluated at every stage.

Most destination brands abandon this at the point of conversion, switching gears to price tactics, inclusions or deals. But Tasmania needed to maintain the emotional momentum through the funnel.

Every piece of content is a sample of the Tassie experience

We needed to convey the feeling of each experience all the way to booking. The challenge? Deliver something as ordinary as lead-generation without losing the anti-ordinary tone.

[14] *Think with Google, How Micro-Moments Are Reshaping the Travel Customer Journey, 2016*

© 2026 Advertising Council Australia

Operator experiences themselves were the unlock - we needed to unearth iconic experiences and use them prominently to drive consideration and support local businesses.

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

883

SOURCES:
(9) Tourism Tasmania, Tourism Visitor Survey, Seasonal Breakdown
(10) Kantar, Off Season Campaign Tracking, 2024
(11) Kantar, Tourism Information Monitor, 2023
(12) Kantar, Tourism Information Monitor, 2023
(13) Kantar, Tourism Tasmania Segmentation Study, 2024
(14) Think with Google, How Micro-Moments Are Reshaping the Travel Customer Journey, 2016
(15) Tourism Tasmania, Operator Sentiment Survey, 2024 + Discover Tasmania website analytics 2024
(16) The Off Season, Operator Uptake Brief, 2024

---

[15] *Tourism Tasmania, Operator Sentiment Survey, 2024 + Discover Tasmania website analytics 2024*
[16] *The Off Season, Operator Uptake Brief, 2024*

© 2026 Advertising Council Australia

Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

THE CREATIVE IDEA:'Become a Winter Person' - We celebrated locals who embrace the cold, do odd things in the dark, and find creative ways to stay warm. Then invited mainlanders to join them (IMAGE).

Winter Person: Manifesto

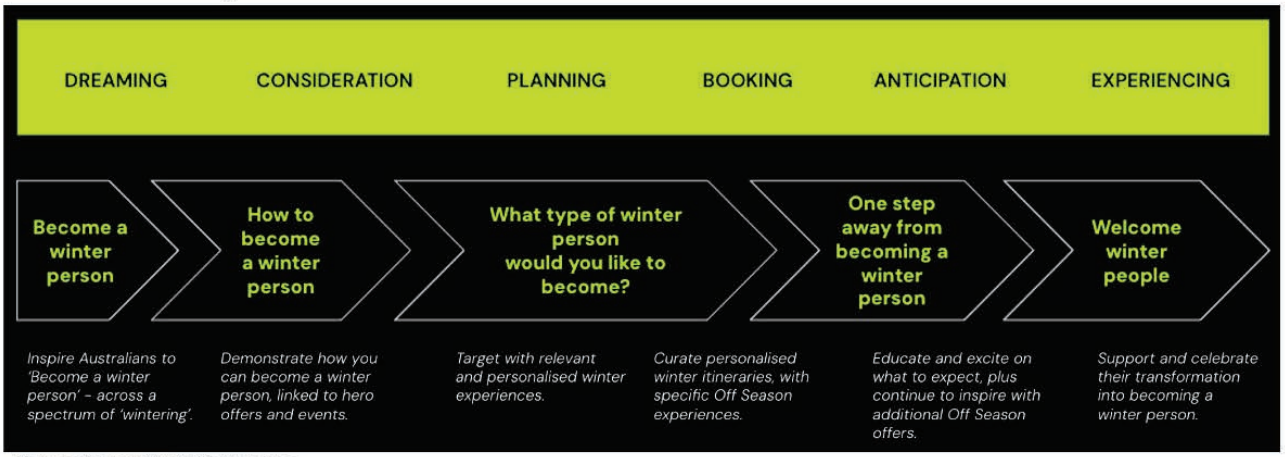


Source: Agency Creative Response

The journey to 'Becoming a Winter person'

The campaign evolved to take the idea of 'Become a Winter Person' across the entire visitor journey, optimising creative messaging by showing people how to become a winter person as well as why they should - every step of the way (IMAGE). Continuing to challenge and actively subvert every sun-drenched technicolour trope of the tourism category, the campaign deployed its distinctive monochrome style across all touchpoints.

Traveller Journey



Source: Agency Strategic Response

© 2026 Advertising Council Australia

1. Inspiring the visit

Media strategy focused on driving awareness and consideration for Tasmania as a winter destination, with conversion via search, display and social.

The anchor film ‘Dip’ inspired visitors to become a winter person - showing a transformation from average mainlander to Off Season enthusiast. We celebrated winter people from all corners of the island and even celebrated the moment when winter people are born via radio.

First-to-market placements boosted awareness, including station takeover at Sydney’s refurbished Martin Place and premium black-and-white design takeover of Nine’s Traveller cover + solus EDM conveyed the immersive feeling of a winter Tasmanian trip (IMAGE).

Sponsoring ALONE Australia (set in Tassie’s west coast) made our brand promise tangible - 10 contestants dropped into Tasmania's winter wilderness, discovering their true winter selves.

Immersive activations & partnerships



Source: Creative Response

© 2026 Advertising Council Australia

2: Bolstering conversion of that demand - showing people HOW to become a winter person.

Portraits of winter people illustrated Tasmania's version of seasonal relaxation and family travel. A bold range of creative, subverting retail tropes and showing enticing operator experiences with a sense of HOW to Off Season. New executions (IMAGE) showed relaxing and family friendly activities - but with a very Tassie-take on those core category needs.

Winter portraiture in OOH shifted the lens from destination to person — not "look where you could go" but "look who you could become." People in a winter state of mind. Bringing sensory immersion not seasonal distraction while showcasing things you could actually do.

3: The 'Feel-tail' layer - Drive traffic to bookable experiences.

[redacted]. Tone was the key to success here - more tell, less show, but never shouty. We demonstrated the value the offer would add to the traveller's Tasmanian holiday and journey to becoming a winter person, rather than focusing on discounts or price.

OOH and social assets profiled real 'winter people' and promoted ready-to-book experiences, from mushroom picking in abandoned railway tunnels to floating on iconic lakes in century old timber kayaks, all without losing The Off Season's irreverence and humour.

A clear call-to-action via a QR code to show experiences were bookable and educate that this is *how* to participate.

Feel-tail Layer – bookable experiences



Source: Creative Response

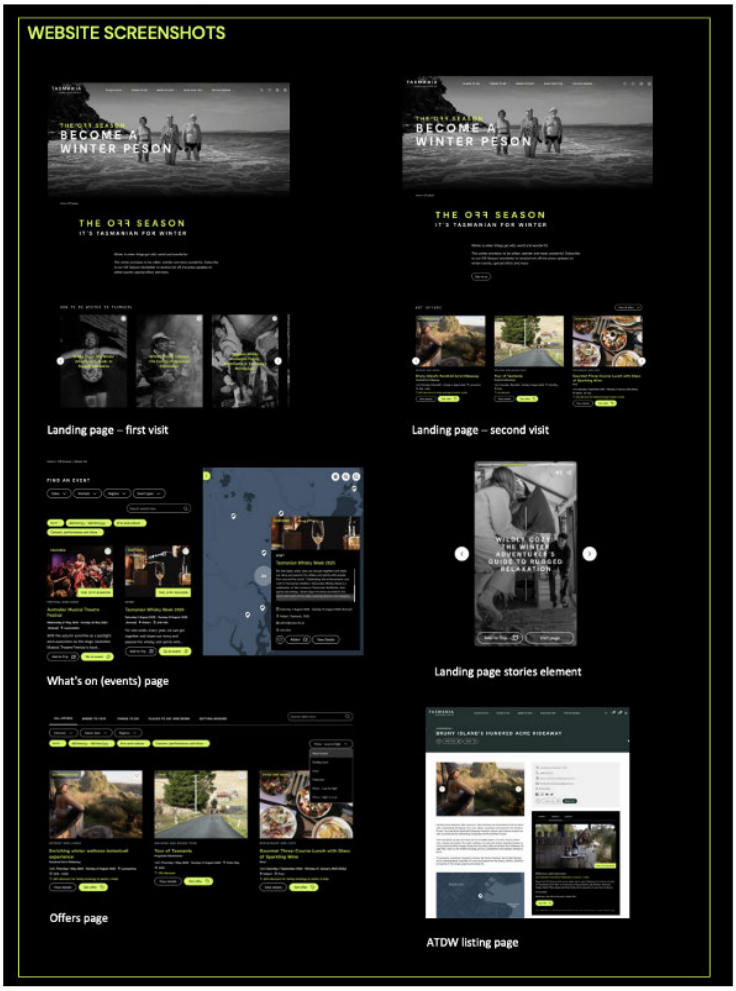
4: Optimise the digital experience to connect and ignite the offers

Within the Discover Tasmania website, operator offers are housed in a searchable database acting as the campaign landing destination and connecting visitors directly to operator booking pages. In 2025 the UX was overhauled to enhance visibility and clarity and to create a sense of urgency.

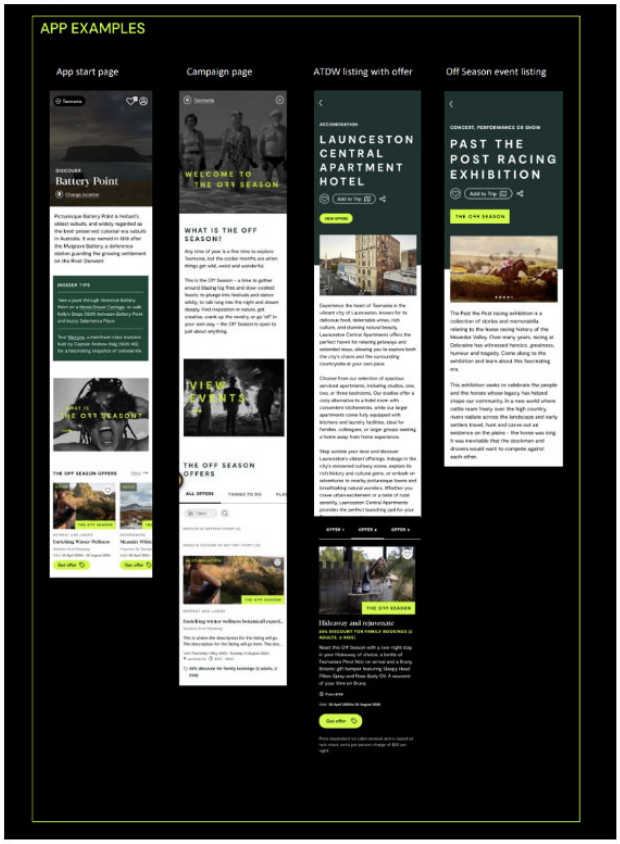
The app and EDMs played a supporting role, mirroring refinements to better showcase events and offers.

© 2026 Advertising Council Australia

Website Improvements



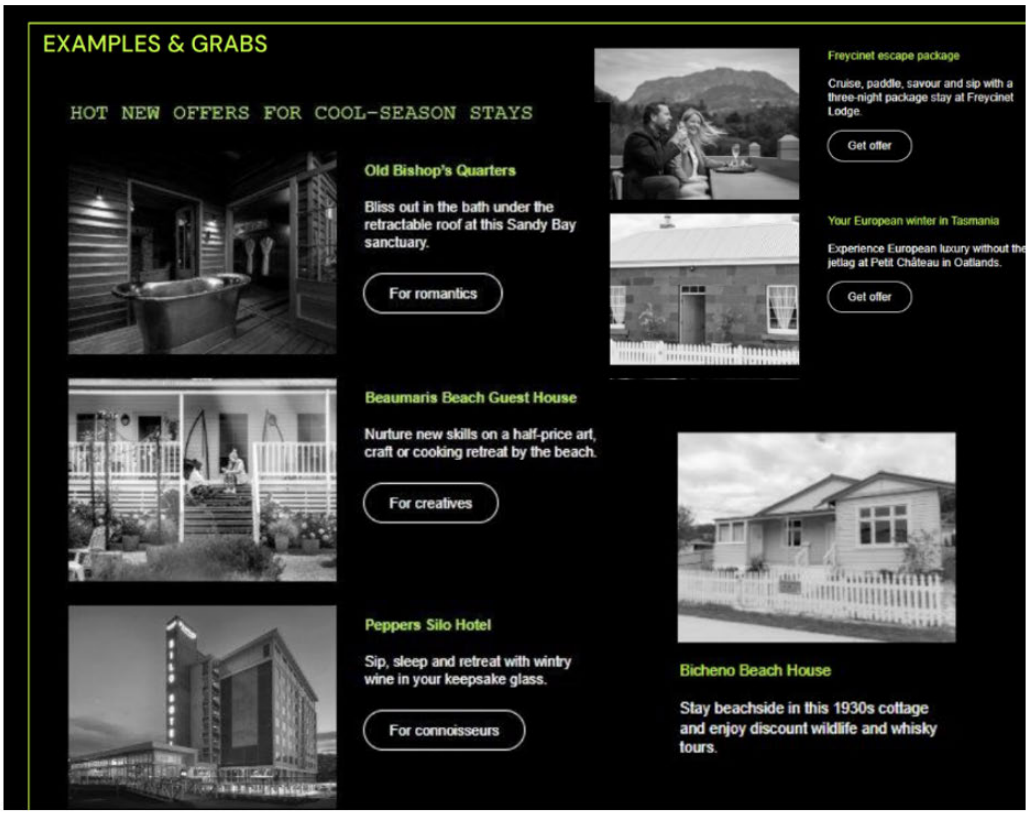
App UX



Source: Agency Creative Response

© 2026 Advertising Council Australia

EDM Extract



Source: Creative Response

© 2026 Advertising Council Australia

Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

[redacted]

Winter Visitation

1. **Maintain** visitation of at least [redacted]
   - [redacted]tain, 2025 drove record results for visitation. May-August welcomed more Off Season visitors than ever before [redacted][17](17)
2. **Increase** total visitor expenditure [redacted]
   - **RESULT:** 2025 exceeded expectations to grow [redacted] incremental spend, [redacted]

This ratio of value to volume confirmed that we were attracting visitors able to invest in the local economy and drive sustainable long-term growth.

[redacted]

[redacted]

[redacted]

© 2026 Advertising Council Australia

Campaign Cut-through & Brand Evolution

Engaging creative exceeded targets to reach [redacted] of our interstate audience[23] (23) ensuring Aussies were seeing and hearing about Tasmania, attracting attention towards a different sort of winter trip:

6. Off Season assets that out-perform industry norms for brand attribution and uniqueness, while balancing the communication of Tasmania's difference with category drivers to heighten visitation intent

   RESULTS[24](24):

   - Brand attribution [redacted]
   - Message take-out walked the tight-rope of conveying a 'winter experience with a difference' [redacted]

   In their own words, potential visitors saw the appeal of a Tasmanian winter[25] (25)(IMAGE):



7. Increase **Communication Awareness** [redacted] and **Positive Buzz** [redacted]
   - **RESULT:** The campaign, plus 151 pieces of earned editorial and social which reached over 28million potential visitors[26](26), ensured Communication awareness reached [redacted], and Positive Buzz reached [redacted]
8. Increase endorsement for Tasmania across relevant brand image statements, in line with communication goals.

   RESULT: Builds were observed across each target perception[28](28)(IMAGE)



Perception of 'Offers a winter experience with a difference' reached a record high [redacted] anchoring this as a core differentiator of the Tasmanian brand.[29](29)(IMAGE X2)

Tasmania's Meaning score, a long-term signal of brand strength, delivered an all-time-high by Q42025 [redacted]

Crucially, these gains didn't come at the cost of Tasmania's uniqueness. The brand's overall score for Difference grew beyond a target [redacted]

SOURCES:

(17) *Tourism Tasmania,Tasmanian Visitor Survey, May-Aug 2025*
(18) *Tourism Tasmania,Tasmanian Visitor Survey, May-Aug 2025*
(19) *Tourism Tasmania, Campaign Closure Report, 2025*
(20) Tourism Tasmania, Campaign Closure Report, 2025
(21) Tourism Tasmania, Campaign Closure Report, 2025
(22) Tourism Tasmania, Campaign Closure Report, 2025
(23) Media Agency Supplied Reach Figures, 2025
(24) Kantar, The Off Season 2025 Brand Campaign, July 2025
(25) Kantar, The Off Season 2025 Brand Campaign, July 2025
(26) Media & PR Agency Supplied
(27) Kantar, Tourism Information Monitor, Q3 2025
(28) Kantar, Tourism Information Monitor, Q3 2025
(29) Kantar, Tourism Information Monitor, Q3 2025
(30) Kantar, Tourism Information Monitor, Q4 2025
(31) Kantar, Tourism Information Monitor, Q3 2025

© 2026 Advertising Council Australia





© 2026 Advertising Council Australia



© 2026 Advertising Council Australia

Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

[redacted]

184

SOURCES:
(32) Visitor Spend, Tasmanian Visitor Survey, May-August 2025 vs 2024
(33) ABS inflation rate Year ending September 2025
(34) Media Agency & Creative agency spend tracking, 2025
(35) Tourism forecasts for Australia: 2025 to 2030, Tourism Research Australia, Austrade, Canberra.





© 2026 Advertising Council Australia

[redacted]

Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

INFLATION
Inflation played a role in driving up the cost of travel and associated spending, but acted as a significant barrier to overcome. CPI has been accounted for in ROI calculations.

MEDIA SPEND
Overall campaign spend was lower than 2024[36](36)

CATEGORY GROWTH
The highest levels of growth are in international recovery and day trips, so category trends were working against Tasmania.

OTHER ACTIVITY
Off Season constituted the bulk of activity and all baselines were also subject to equivalent activity in-market.

[redacted]

AIRLINE PROMOTIONS
Airline partnership activity drove strong conversion but results are equally a function of building demand for the destination.

WEATHER
2025 was a little warmer than average, but average daily temperatures under 10C, so still substantially colder than the rest of Australia

SOURCES:
(36) *Media Agency supplied spend*
(37) *ABC News, November 2025*

© 2026 Advertising Council Australia

Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Though Tasmania's capitalises on the quieter spend period of winter, for much of the year, the brand is out-spent [redacted]

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

[redacted]

Q11. MEDIA BUDGET ELABORATION

Overall the Off Season 2025 budget was [redacted] lower than 2024. Mix of interstate and intrastate with a mix of owned media, paid media and earned media via the Winternships PR campaign. Overall campaign reach exceeded planned [redacted], with TV being a strong contributor supported by Social, BVOD, OLV and Cinema.

Q12. DESCRIBE OWNED MEDIA ACTIVITY

Discover Tasmania Website and App are primary channels for visitors travelling to Tasmania.
Owned social channels and EDM are always on communication channels.

Q13. OUTLINE ANY SPONSORSHIPS

Partnership with Qantas - digital display, print placements in the Qantas magazine and in-lounge activation.
Nine digital via nine.com.au, Traveller and Good Weekend. This included digital display, eDMs, press and advertorials.
Season 3 of Alone on SBS - included TV media placements within programme, TV billboards and digital display across screens.
Content partnership - host reads by Hamish & Andy as part of the SCA digital audio buy., [redacted]

SOURCES: *Media Agency Supplied, 2025 PCA*

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

TV
BVOD
SVOD
Social
Display
Content partnership
Radio
OLV
OOH
Print
Cinema
Website
App
PR
LinkedIn
SEO

© 2026 Advertising Council Australia