

Media wins and social engagement highlight Visit California's brand launch in Australia

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Media, industry and travel trade partners down under marked Visit California's latest brand launch in typical California fashion — with a peaceful assortment of mountain, downward dog and warrior poses.

To generate buzz for the January launch of Visit California's "[Living the Dream](#)" and "[Kidifornia](#)" television spots, 20 Australian consumer and trade publications joined industry partners at what is arguably Sydney's most picturesque waterside venue for the chance to indulge in poolside yoga and learn the latest regarding Visit California's newest brand launch — a \$5.6 million investment in the Australian market.

Media from Fairfax Traveller, Huffington Post and Escape, among others, had the chance to experience the event, which generated numerous articles from leading Australian travel publications, including KarryOn and Travel Daily. Additional positive media coverage came from some of the country's biggest outlets — including Mumbrella, AdNews and B&T — for a total of over \$100,000 EAV in media exposure.

The California's outdoor offerings are a key point of emphasis for Australian travelers. This aspect of the Golden State experience, which is so prominently featured in the broadcast spots, was the theme of the event.

Guests at Andrew Boy Charlton Pool and were treated to a glimpse into the healthy lifestyle philosophies of the Golden State as illustrated through yoga classes and healthy California cuisine. Representatives from Disney, Beverley Hills and the Los Angeles Tourism & Convention Board helped Visit California present the two new TVC spots.

Attendees — including former "The Bachelor Australia" star Tim Robards — showed off their new yoga skills on social media by posing in front of a California backdrop and utilizing the hashtag #livingthedream.

The engagement on social was off the charts for an average brand launch: Total reach exceeded 320,000 on social channels owned by the influencers who were present immediately following the event.

This, of course, was no average launch, and investments in the market down under continue to further galvanize visitors who were responsible for more than \$1 billion in visitor spending in 2016. And if California's most recent activation in Australia is any indication, a little zen goes a long way.