



Press Release

SA Tourism pushes its own backyard

Real holiday stories and images from real South Australians became the basis for the latest campaign by KWP! to entice local to holiday in their own backyard.

Several months before, a campaign encouraged South Australians to share their memories and special holiday moments online. Hundreds and hundreds of wonderful stories, pictures and videos came pouring in. The striking aspect of all the content was the authenticity and genuine humanity of each of them. And it really did prove what a special place our own backyard is; all we needed to do was remind people.

Featuring The Piper's Song by Gypsy & The Cat, a 60-second brand ad launches the campaign and will be followed up with 30-second ads focusing on specific experiences such as Coast, Food & Wine, River and Outback. All of these themed messages will be heavily supported by a raft of 15-second retail spots and an integrated online and newspaper campaign.

Creative Director:	James Rickard
Creative Team:	Corey Swaffer, George Vargas
Media Team:	Lucy McFarlane
Account Team:	John Baker, Lucy Noblet
Production:	Di Willson
Art:	Jodie Kunze
Client Team:	David O'Loughlin, Emma Fletcher
Director:	Robi Watt
Post Production:	Kojo
Agency Producer	Di Willson
Director:	Robi Watt
Production Company:	Nylon
Producer:	Vickie Niehus
Editor:	Marty Pepper
VFX:	David Smith/Marty Pepper

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