

**BRIEF:**

In support of the ATL campaign, help XXXX create a heightened sense of “state pride” amongst Queenslanders and reinforce that there is only one beer Queenslanders should be drinking come Origin season - XXXX

**INSIGHT:**

State of Origin is about more than a few games of footy. It's a chance for Queenslanders to show the rest of the country who they are and what they're made of...

**STRATEGIC APPROACH:**

Awaken and celebrate Queensland’s pride for their state, by encouraging them to share and send in photos of how they demonstrate state pride come State of Origin season.

**CREATIVE:**

To kick start the activity we created an emotive hero film which acted as a call-to-arms to get Queenslanders rallied together for the imminent Origin series by celebrating the inherent values of a Queenslanders: Resilient, Neighbourly, Grounded and proud. The piece was entitled #iamqueenslander.



**ASSETS:**

- Hero Film (across digital, live and Broadcast).
- A series of short docos specifically profiling some characters of Queensland and showcasing their inherent Queenslander spirit and how they and their community celebrate come origin season.
- A series of social content portraits of proud Queenslanders and their story.
- An opportunity to be featured in the hero film which was to be re-cut & played at the final game in Queensland.

**RESULTS:**

The Evolution of XXXX video performed so well organically on Facebook, it was supported by a larger media spend. In turn, we re-purposed it for TV in QLD to run live during the State of Origin.