

A brand new noosa pitch

13th October 2009

Tourism Noosa has appointed George Patterson Y&R Brisbane as its new creative agency after launching a tender to lead a re-invigoration of the brand and its marketing activities.

Tourism Noosa CEO Steve Cooper said current branding was created in 2004 and it was “time to rethink who we are, what we are and the markets we aim to attract”.

“The current branding has served us well,” he said.

“It's been great for the baby boomers, but it's only relevant to our present market.

“We have a new breed of consumers - Gen X and Y - who source things differently and who are looking for a new range of leisure activities.”

The new branding will create fresh opportunities and put Noosa in front of a competitive market that Mr Cooper said “often has ten times the budget” of Noosa.

He said Tourism Noosa would be taking a “new look at what will influence prospective visitors”.

And while the brand would continue to invest in television and print, promotions would also be exploring new media channels and investing more in digital.

The annual tourism industry in Noosa is valued at more than \$780 million, a figure that is expected to grow to more than one billion by the year 2020.

The contract is expected to be completed in 60 days and the new look rolled out in February 2010.