

# Tourism Australia 'Dundee'

## CASE STUDY SNEAK PEEK



'The 2018 Superbowl saw a brilliant game play out between the Philadelphia Eagles and the New England Patriots. However, off the field, the battle between the big brands was just as intense. With 30 second slots costing upwards of US\$5 million, how did brands cut through to capture the hearts and minds of consumers?'

## Background

Tourism Australia attempted to breakthrough to American audiences and attract them to visit Australia with a Crocodile Dundee-themed Super Bowl ad. Using a host of household Australian celebrities, 'Dundee' was designed to increase awareness and promote consideration of Australia as a travel destination.

## The Solution

Evaluate whether 'Dundee' was able to effectively cut through and communicate its message, whilst improving brand feelings towards Tourism Australia.

Check out the ad [here!](#)

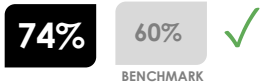


# The Results

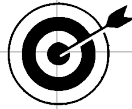
## KEY PREDICTOR MEASURES



**ATTENTION**  
Will the ad get noticed?



**MESSAGE TAKEOUT**  
What messages are communicated?



**BONDING**

Does it strengthen brand feelings?

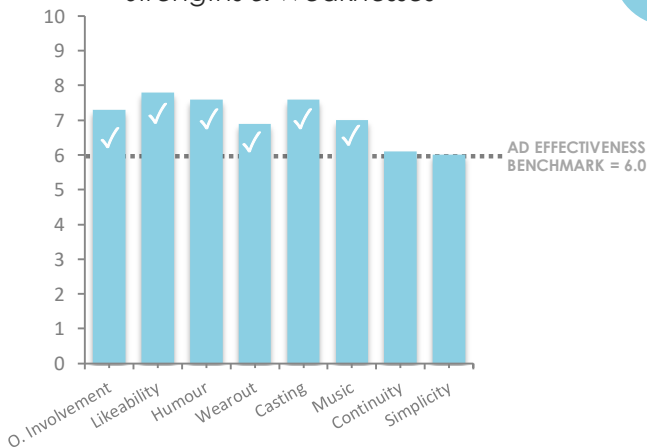


**BRANDING**

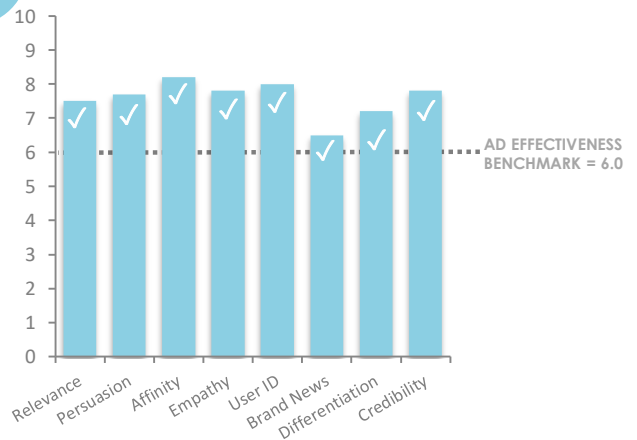
Is the brand the hero?

## DIAGNOSTICS

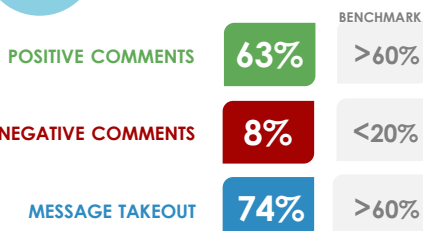
### Creative Diagnostics Strengths & Weaknesses



### Brand Diagnostics What is driving Brand Feelings?



**Qualitative Analysis**  
What are they saying?



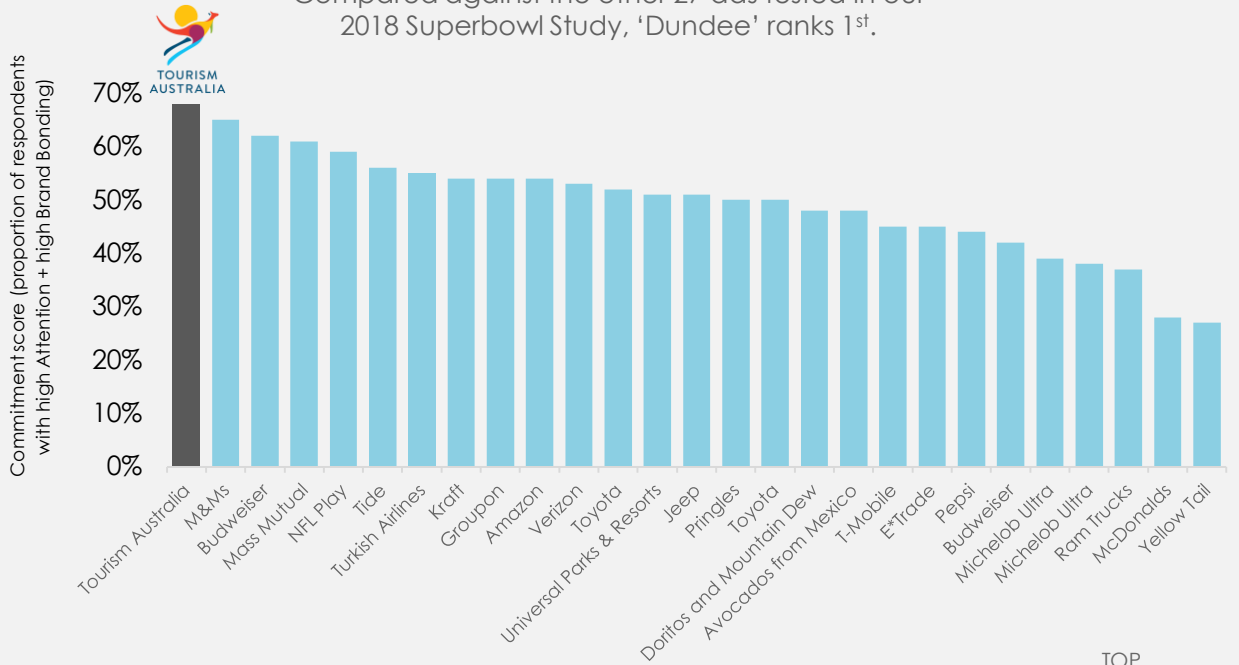
"Visit Australia, it is a beautiful diverse country with beaches, wineries, food and wildlife."

"Funny and creative. That segment where he shaves with the machete is hilarious!"

"Australia has fine culture and cuisine, superb pristine beaches and fantastic wildlife."

"Kind of silly but kept my attention and made me think about going to Australia."

Compared against the other 27 ads tested in our 2018 Superbowl Study, 'Dundee' ranks 1<sup>st</sup>.



The ad ranks in the **top 1%** of all Superbowl ads tested, and the **top 1%** of all ads tested in the USA

Superbowl ads 2014-2018 (136 ads)

USA ads (470 ads)



## Overall Findings and Implications



- 'Dundee' achieves exceptional attention (7.0) due to the great humour (7.6) and strong casting (7.6) and employed throughout.
- The ad is viewed positively by 63% of viewers, resulting in over half considering talking about the ad with friends or family.
- The ad is effective at conveying a strong message, with three quarters of viewers understanding the themes.
- This helps the ad achieve the highest bonding (7.6) score out of all the ads we tested in this year's Superbowl.
- Despite this, there is still significant progress to be made linking the brand to the creative.



This was just a glimpse at what insights we can uncover! Talk to us about some of the exciting new tech we're using, including real-time reactions and eye tracking