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Tourism Noosa's "The Sweet Life" Campaign Recognised for Creative Excellence

Tourism Noosa is proud to announce that its winter marketing campaign, "The Sweet Life," has received significant recognition at the recent Brisbane Advertising and Design Club (BADC) Awards. The campaign, designed to reimagine Noosa as a must-visit Australian holiday destination, won Film Craft Bronze Awards for Direction in Branded Content and Direction in Social-led categories, and was a finalist in Editing in Branded Content and Cinematography in Branded Content.

In today's economic climate, where travellers are increasingly weighing value against cost, "The Sweet Life" aimed to connect with domestic holidaymakers who are scrutinising their travel choices. Research indicated that while Noosa is well-loved, it lacked a distinctive personality that would set it apart in a competitive market. The campaign successfully addressed this gap, boosting awareness, sharpening perceptions, and enhancing the overall appeal of Noosa.

Tourism Noosa CEO Sharon Raguse remarked, "We are thrilled to receive this recognition for 'The Sweet Life' campaign. It demonstrates our commitment to showcasing Noosa not just as a beautiful destination, but as a place with a unique charm that invites visitors to stay longer and experience more. The results speak volumes: our conversion partner, Webjet, reported a remarkable 24% increase in incoming travellers to Noosa, with visitors enjoying an impressive average stay of six nights. This reflects the effectiveness of our strategy in positioning Noosa as a top choice for holidaymakers."

"The centrepiece of "The Sweet Life" is a captivating 60-second mini-film set against Noosa's iconic landscapes, brought to life through a partnership with Korace Films. As part of our ongoing efforts, we are excited to extend the campaign for our current summer deals, creating more opportunities for our members to engage with travellers" said Ms Raguse.

Steph Manning from Korace Films added, "This was our first campaign with Tourism Noosa, and it was an incredible experience to collaborate on their off-season initiative... By reimagining Noosa as a destination where relaxation meets adventure, the campaign moves beyond traditional tourism advertising to showcase the unique moments and connections that make Noosa special. The recognition it has received reflects the strength of this collaboration, and we're proud to have created work that inspires travellers and supports the region's growth."

About the awards: The BADC Awards are Queensland's premier showcase of advertising and design excellence. The Sweet Life assets can be accessed [here](#)

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For more inspiration and to book and plan a Noosa holiday visit www.visitnoosa.com.au

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