

# CAMPAIGN: #GOFORGOLD WITH THE QUEENSLAND GAMES CLIENT: TOURISM & EVENTS QUEENSLAND



## AWARDS

### 2019 Travel Marketing Awards



Award: Winner - Gold Standard  
Category: Website or Microsite



Award: Winner - 2nd Place  
Category: Innovative Marketing

### 2019 International and Travel Tourism Awards



Award: Silver  
Category: Best Digital Campaign

## OVERVIEW

We created a series of web-based games in tandem with an educational learning portal. Each 'game' had an iconic backdrop that related to a destination within Queensland. The user received a certain level of points based on how well they completed the game and also by how many learning modules they had completed. Players competed against their industry colleagues to reach the final and medal positions. An athletic style leader-board was sponsored by our airline partner, Etihad, to track the player's progress.



## RESULTS



**1,628**

Total Users



**28,998**

Total Game  
Plays



**990K +**

Total Media  
Impressions



**378**

Total  
Registrations



**85,034**

Total Page  
Views



**14:01**

Avg. Session  
Duration



