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Media Release

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Best Job in the World campaign makes history at Cannes

Tourism Queensland's Best Job in the World campaign for the Islands of the Great Barrier Reef has picked up a third prestigious Grand Prix award overnight at the Cannes Lions International Advertising Festival - the advertising industry's equivalent to the Oscars.

Tourism Queensland Chairman Don Morris said last night's win of a Grand Prix in the cyber website/interactive category brought the Best Job in the World campaign's total award pool to eight, including an unprecedented three Grand Prix awards.

"Tourism Queensland's Best Job in the World campaign has now won three of the Festival's eleven Grand Prix awards, including the Cyber, PR and Direct Grand Prix and it is still in the running to pick up more including the overall Titanium Lion award," Mr Morris said.

"I understand this means Tourism Queensland's Best Job in the World campaign has now won more Grand Prix awards than any other campaign in the 55 year history of the festival - an amazing achievement."

Mr Morris said the success of the Best Job in the World campaign focused the world's attention on 'the best tourism destination in the world' - Queensland.

"It's a tribute to the creative talent we have at our finger tips in Queensland and I congratulate creative agency CumminsNitro and Tourism Queensland for their ground-breaking work on this campaign," he said.

"The Best Job campaign has set the bar for the rest of the world and firmly positioned Tourism Queensland and CumminsNitro as among the world's best creative talents."

Tourism Queensland Executive Director of Marketing, Steve McRoberts, who is currently in Cannes, said the Best Job in the World campaign had beaten the world's stiffest competition in the Cyber category including Fiat's EcoDrive campaign and Warner Bros' digital campaign 'Why So Serious?' for the movie the Dark Knight.





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"Winning three of the eleven coveted Grand Prix awards at Cannes is unprecedented, and is the equivalent of taking home the most Oscars; it is an absolute triumph for Queensland," Mr McRoberts said.

"There are still three days of the festival to go and Tourism Queensland's amazing success so far at the Festival gives us every chance of snaring the overall Titanium Lion category, to be announced on Saturday night in Cannes."

Mr McRoberts said Tourism Queensland had entered an unprecedented technological phase, engaging in modern digital technology such as YouTube, iTunes, Facebook, Twitter and more recently an iPhone application.

"Tourism Queensland uses digital technologies to promote Queensland's tourism products and destinations, both domestically and internationally and makes our content more accessible," he said.

"The digital elements of the Best Job in the World campaign were crucial to its success and it was the multi-platform digital effort that tied everything together and impressed the judges so much.

"Engaging with consumers and reaching out into the digital environment means we're communicating with both today's and tomorrow's visitors to Queensland through these popular platforms."

Mr McRoberts said one of the amazing things about the campaign had been watching the way in which it developed a loyal, global community and created a real desire for people to want to come and visit Queensland.

"The cream of the advertising world is here in Cannes and it seems everywhere we go people are talking about Tourism Queensland's Best Job in the World campaign," he said.

"No one has ever done anything like this before and we have been simultaneously amazed and delighted by the response."

The Best Job in the World campaign, a global search for a 'Caretaker of the Islands of the Great Barrier Reef' six month, \$AUD150,000 contract was launched in January and became an overnight success.

More than 34,000 applications from almost 200 countries were received with the UK's Ben Southall announced as the Island Caretaker in early May.

Ben will begin his six-month contract on July 1 and will spend his time exploring the Islands of the Great Barrier Reef and reporting back on his experiences.





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The campaign has so far generated more than \$AUD200 million in global publicity value for Queensland.

For further information, including biographies and photos visit www.islandreefjob.com.

