



Blending a better busi-mix

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MEREDITH BOOTH

SOUTH Australia's Brilliant Blend marketing campaign aimed its sights at business people this financial year.

Created by local advertising agency kwp! and "softly" launched in January through the SA Tourism Commission, the over-arching consumer brand also has been used to support the Department of Trade and Economic Development's trade missions.

DTED chief executive Ray Garrand said Brilliant Blend and its ongoing Make the Move campaign are reaping rewards.

The state overshot its 8000 target, taking in 11,000 overseas migrants this financial year – up to 70 per cent of them skilled workers sponsored by the State

Government or industry.

While there was still a net outflow of 2500 people leaving SA, it had stemmed to 25 per cent less than previous years.

Highlights of the department's marketing was a trade mission to India at the end of 2006 using SA cricketer Darren Lehmann as an ambassador.

He featured on a billboard campaign across Mumbai, flying the Brilliant Blend flag.

A quieter army of 230 business ambassadors – a network of business people, academics, public servants and community leaders – have been spruiking SA's qualities as a business destination and place to invest.

Meanwhile, Make the Move was being run in other capital cities and was a factor in attracting business people to SA,

Mr Garrand said.

The controversial billboards at Sydney and Melbourne airports in 2004 – touting SA as the most competitive place in Australia to do business – had been replaced by print ads and an imminent online campaign .

The campaign highlights SA's top-three ranking in the latest KPMG survey which rated 25 cities around the world of similar population as competitive places to do business.

Business SA is also working with DTED, launching its Migration for Business Growth scheme in November, 2006, that has established links between SA business owners and potential financial business partners wanting to set up in the state.