

**goa**  
2023  
Community  
Partnerships  
Program



# Overview

## About us

goa was established in 1983 with industry experience extending back to 1959. We are a small family owned and operated company that achieves big things in the outdoor advertising industry. We're Brisbane born and bred and we have executed a series of industry firsts, shaping the way our industry operates in Australia.

We have a strong commitment to our community and using our available resources for the benefit of others where we can. We have formalised that commitment by way of our annual Community Partnerships Program in which we donate over \$1 million worth of advertising to community organisations and charities. This is our opportunity to create meaningful partnerships that give those organisations access to our technology and audience to create campaigns that truly drive community awareness and engagement in a big way.



## Directors' Message

Being a family owned organisation, it has been our long held belief that we each have an obligation to make the world a better place. As such, we use the flexibility afforded to us by our technology to support several community groups, arts organisations and charities. It helps us to build relationships within the community that we truly treasure.

We open our doors each year and invite community organisations to answer this creative brief. We invite you to take part in this process in 2023 as an opportunity for us to become partners and bring a truly engaging campaign to life.

We wish you all the best and look forward to hearing from you.



A handwritten signature in white ink on a dark background, reading "Chris Tyquin".

**Chris Tyquin**  
Joint Managing Director



A handwritten signature in white ink on a dark background, reading "John Tyquin".

**John Tyquin**  
Joint Managing Director

# About the Partnerships

Each year, we offer two tiers of community partnerships:

## TIER 1: Full Support

This campaign is for a period of up to 6 weeks within the financial year on a fully supported basis. We will be looking for community organisations to pitch to us their key “campaign concept” that will drive significant audience engagement through an integrated marketing strategy. We are looking to you to propose a creative execution for your campaign and how the goa outdoor component fits with your overall marketing strategy to support your event, fundraiser or general awareness of your brand.

On offer is access to our digital networks THE goa GRID™ and THE ICONIC SERIES™, which reach an audience of over 2 million eyeballs in the Brisbane metro and greater region each day.

It doesn't matter if you're a large organisation or a small group of passionate individuals - what matters to us is your creative idea and how it will come to life in our medium and ultimately, how we can

work together to drive measurable outcomes for your business.

## TIER 2: Dollar-for-Dollar

This is suited to community organisations that have an allocated budget for their marketing in 2023. In recent years, we have created this partnership to amplify community organisations' bang for buck with goa so they can double their exposure for their event, fundraiser or key marketing period.

## Length of Partnerships

The goa community partnerships are available for a period of up to 6 weeks within the financial year (however time periods outside of this can be negotiated). We would like you to consider when you would like to run your campaign and how this coincides with your marketing plan.

## Inclusions

Our community partners will have access to the digital inventory of THE goa GRID™ and THE ICONIC SERIES™. These networks consist of over 60 digital billboards in key locations



throughout Brisbane Metro, the Greater Brisbane Region and on the Gold Coast. Our networks operate from 5am to 10pm on a 10 second rotation and have an audience of over 1 million people every day.

Our Tier 1 partners will also have access to goaConnect, our online platform that allows clients to remotely manage the artwork on their billboards from their computer. It allows them to upload, create, change and schedule their artwork with ease. Within this platform there is the capability for:

- RSS feed integration
- Multiple messaging
- Countdown creative
- Day part messaging
- Dynamic text and imagery
- Geo-targeted messaging
- Weather feed integration!

# Previous goa Community Partners

## Foodbank

In 2020, during unprecedented times goa partnered with Foodbank to tackle the issue of food security in the midst of a global pandemic. This timely campaign employed education and emotion to create a campaign that would increase donations and help Foodbank meet the growing needs of Queenslanders during uncertain times.



## QMF Keys to the City

As part of a promotion for the Queensland Music Festival's Keys to the City campaign, we built a one-off stage underneath one of our popular ICONIC sites for a very special performance. James Morrison got up close and personal with pedestrians delivering an impromptu concert and snapshots were broadcast to the screen for motorists to enjoy while also raising awareness of the campaign.



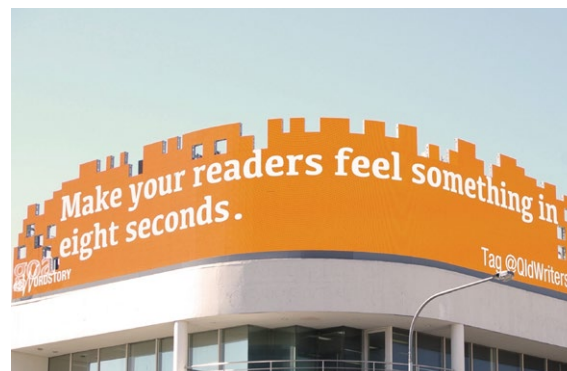
## Anglicare Southern Queensland

This was the first live art auction held via digital billboards. Using a microsite, Facebook live and goaConnect, eight local artists living with mental health challenges each created a piece of art in eight hours which was streamed live to Facebook, with snapshots published to our billboards. The pieces then went live for auction with a dynamic bid ticker and bidder details pushed to the network until the pieces were sold.



## Queensland Writers Centre

This awareness campaign encouraged the public to play along with the Queensland Writers Centre and put pen to billboard to create an 8-word story. They took entries from Twitter and their microsite and then published over 10,000 short stories using goaConnect.



# Submission Information

## Submission Criteria

Fill out the application on the next page to include as the cover page in your submission.

- Tell us who you are, what you do and any other background info
- Who is your target market?
- What are you trying to achieve for your business with this campaign?
- What is your creative campaign concept, and how will you utilise our billboards in your campaign?
- What are the proposed timings of your overall campaign, and your billboard campaign?
- How will you drive audience engagement with your campaign and amplify reach?
- Do you have any advertising budget for this campaign and if so, what is it?
- How will you measure results?

### Planning your campaign concept

We are looking for campaigns that are multi-faceted, as billboards work best in operation with other media and online. We would like you to consider the following:

- What will your billboards look like, and how are you going to tell your story? It doesn't need to be finalised artwork but having a clear visual strategy will help gain cut-through and impact. Remember to keep it short, simple and uncomplicated – billboards are a glance medium and the best creative employs an emotional connection with the audience (humour, intrigue, aesthetics or shock factor). For more tips and information on our billboards, download our artwork guidelines [here](#)
- How can you utilise your existing resources to amplify your goa campaign and increase your engagement and reach? For example, how and when can you activate existing databases, affiliates and social media followings



through targeted PR, ambassadors or online strategies?

- How are you going to measure the success of your campaign? For example it could be donations, website statistics, social media impact, event attendance, database growth or a combination of all.

## Key Dates:

Thursday 1 June 2023

Community Partnerships Applications Open

Wednesday 14 June 2023

Q+A Information Session

Friday 23 June 2023

Submissions Close

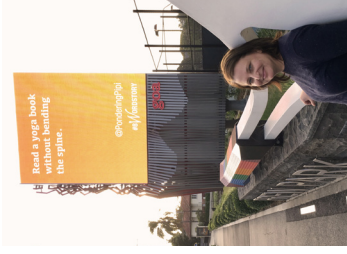
Week of 26–30 June 2023

Potential Partner Shortlist Interviews

Friday 7 July 2023

Community Partners Announced

**All submissions are to be emailed to [marketing@goa.com.au](mailto:marketing@goa.com.au)**



**goa**

# Community Partnerships Application Form

Company Name \_\_\_\_\_

Applying for (Tier 1 or 2) \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Preferred timing for campaign \_\_\_\_\_

Advertising budget (if available) \_\_\_\_\_