

A vibrant night scene at the Vivid Sydney event in Chatswood. The image shows a large crowd of people walking through a series of colorful, illuminated arches. The arches are made of thick, glowing tubes in shades of pink, purple, and blue. The background is dark, with some lights from the event visible. The overall atmosphere is festive and colorful.

Vivid Sydney at Chatswood

DIGITAL MARKETING CAMPAIGN REPORT

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OVERVIEW

Vivid Sydney at Chatswood ran from 25 May to 16 June 2018. Online marketing via social media channels and online advertising were key tools in raising awareness and driving visitors to the event. The online marketing campaign ran from 17 April until 17 June 2018.

A budget of \$10k was divided between social media promotions and other online advertising including search engine marketing.

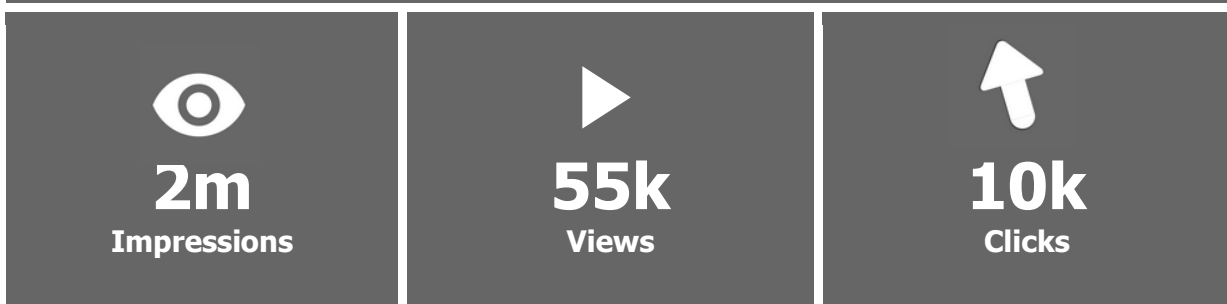
HIGHLIGHTS

During the campaign we received more than 3,000,000 impressions, 14,000 engagements, 114,000 video views, 15,000 link clicks, and 2,500 new followers or fans.

Social Media Results



Online Advertising Results



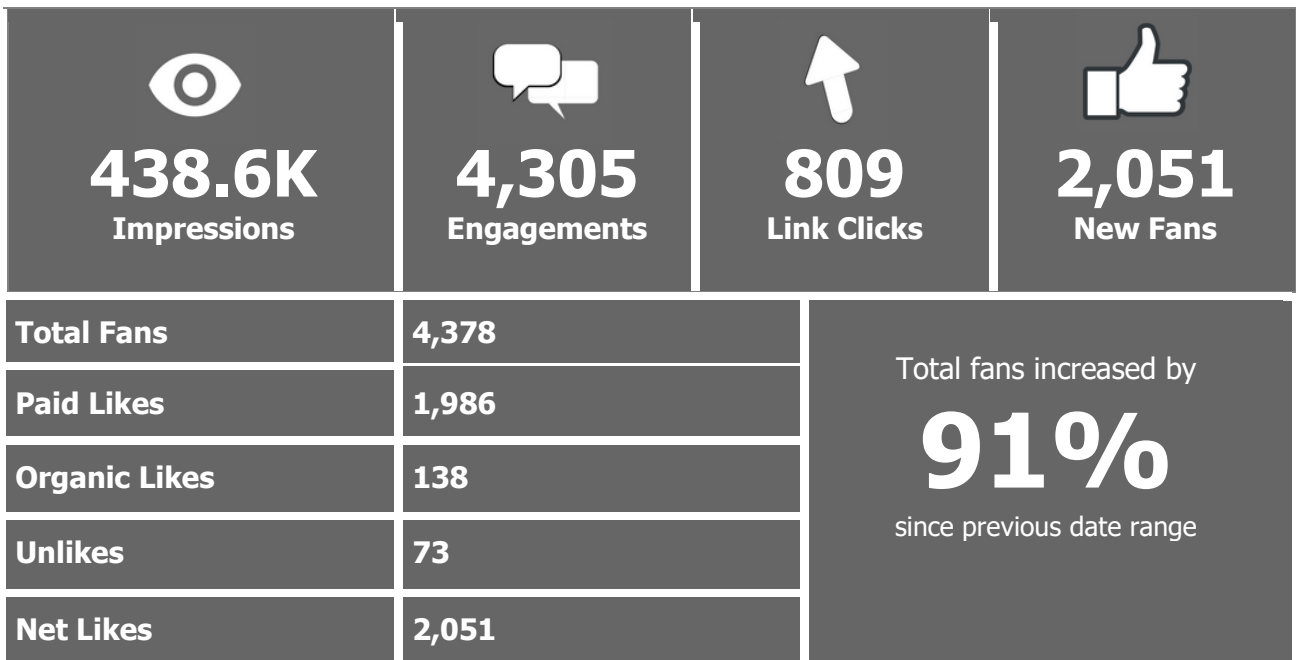
SOCIAL

The Chatswood NSW Facebook Page and Willoughby City Council Instagram account were the primary social channels used during the campaign, with 3-5 posts going out on each channel every week. The Willoughby City Council Facebook Page and Twitter account were secondary channels, with 1-2 posts sent each week.

A total of \$6,000 was spent on social media advertising across Facebook and Instagram.

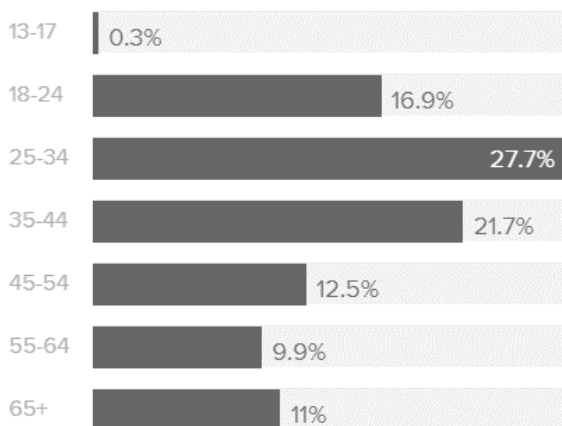
Facebook: Chatswood NSW

The most engaged group throughout this campaign were women between the ages of 25-34.



Demographics: People Engaged

BY AGE



27%

MALE

73%

FEMALE

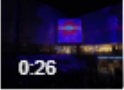





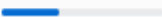









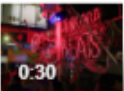



Top 5 Posts

Post	Reactions	Comments	Engagements	Reach
 <p>👁️👉 Chatswood already glows in a spectacular brightness by day but Vivid Sydney at Chatswood will light up our precinct like never before. 👁️👉 From 25 May - 16 June Chatswood shines 24 hours a day. Brought to you by Willoughby City Council and supported by Precinct Contributors Chatswood Interchange, Chatswood Chase Sydney and Westfield Chatswood. #VividSydney http://ow.ly/dnQX30jHN2m (Post) April 29, 2018 10:00 am</p>	313	29	4.7%	9,972
 <p>One of six incredible garments on display during Vivid Sydney at Chatswood, this colourful creation draws inspiration from the kaleidoscope itself. The beauty of this garment is truly revealed when under UV light - projecting an ever-changing display of pattern and colour. Created by Tess Tavener Hanks, Kaleidoscope is on display at Chatswood Chase from 25 May. http://ow.ly/40Ts30jZ1Nh (Post) May 15, 2018 8:00 am</p>	304	17	8.3%	4,839
 <p>'Light Market' pops up from this Friday night, hosting some of Sydney's most popular bites, including Mary's Burgers, Black Star Pastry and Pimp My Chimney to name just a few. Yum! Once you've had your fill, you can relax next door at The Orchard 🍷🍹🍺🍻 #VividSydney#VividSydneyatChatswood Mary's Newtown (Post) May 22, 2018 12:00 pm</p>	269	36	6.3%	7,269
 <p>Just announced! We're pleased to announce that Crank Zappa jellyfish will join the nine other installations as part of Vivid Sydney at Chatswood. Designed to raise awareness about plastic pollution in the ocean, Crank Zappa is completely constructed from single use plastic items including plastic bags, coffee cups, straws, and plastic bottles. As you gather under Crank, he electrifies and animates in response to human touch. Visit Crank from 25 May. http://ow.ly/Vp7v30jPk5r #VividSydney (Post) May 04, 2018 2:02 pm</p>	256	20	6.7%	5,794
 <p>Only 1 week to go! Vivid Sydney returns to Chatswood next Friday 25 May. Proudly brought to you by Willoughby City Council and supported by Precinct Contributors Chatswood Interchange, Chatswood Chase and Westfield Chatswood 👁️👉👉 #VividSydney http://ow.ly/AZb730jZ4bk (Post) May 18, 2018 12:00 pm</p>	148	25	8.5%	12.9k

Facebook Video Performance

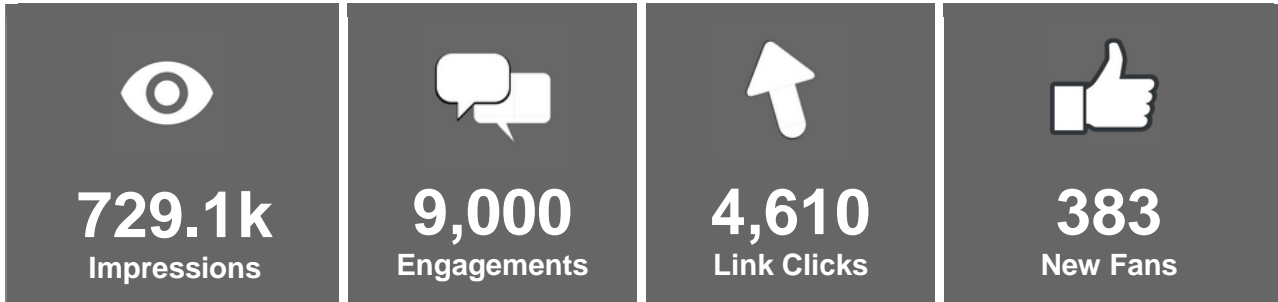
Full View: Organic	1,700	Total Views 18.7k
Full View: Paid	4,500	
Partial View: Organic	4,600	
Partial View: Paid	8,000	

Top 5 Videos

Video	Published	Minutes vie... ↓	Video views
 <p>Vivid Sydney at Chatswood</p>	 30/05/2018 20:39	1.7K 	5.1K 
 <p>Vivid Sydney at Chatswood 2018</p>	 20/05/2018 14:21	606 	3.2K 
 <p>A festival favourite, 'Crank Zappa Jellyfish', lights up Chatswood with his message...</p>	 10/06/2018 16:00	405 	1.8K 
 <p>Artist Elaine Chu for Vivid Sydney at Chatswood 2018</p>	 10/06/2018 01:55	328 	1.2K 
 <p>Vivid Sydney at Chatswood - 2 nights to go!</p>	 14/06/2018 15:00	304 	1.2K 

Facebook: Willoughby City Council

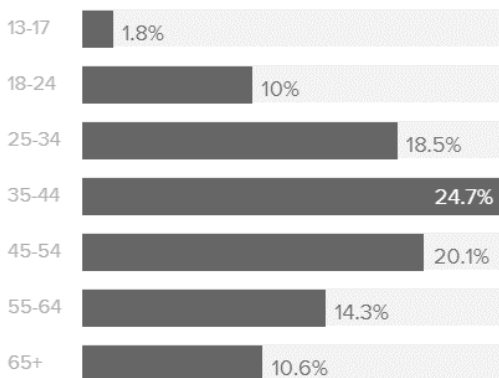
Women between the ages of 35-44 were the leading force among fans and were the most likely to engage with the Vivid content.



Total Fans	5,203	Total fans increased by 8% since previous date range
Paid Likes	152	
Organic Likes	276	
Unlikes	45	
Net Likes	383	

Demographics: People Engaged

BY AGE





22%

MALE

78%

FEMALE







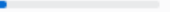
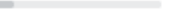










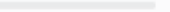
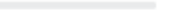
Top 5 Posts

Post	Reactions	Comments	Engagements	Reach
 <p>We're pleased to announce that Crank Zappa jellyfish will join our nine other installations as part of Vivid Sydney at Chatswood. Designed to raise awareness about plastic pollution in the ocean, Crank Zappa is completely constructed from single use plastic including 1000 plastic bags and 800 plastic bottles that were salvaged from Scotts Creek. As you gather under Crank, he electrifies and animates in response to human touch. Visit Crank to learn more about the effects of plastic pollution on our environment from 25 May to 16 June. http://ow.ly/cY1N30iUI7K #VividSydney #VividSydneyatChatswood (Post) May 10, 2018 8:10 am</p>	330	12	5.7%	9,543
 <p>Did you know that this year's Vivid Sydney at Chatswood is 100% green powered? We've achieved this thanks to our solar farm at the Albert Avenue car park and the purchase of 14MWh of green power. The sustainable theme continues with the festival installations themselves. For 'Light Market', a pop up international food market, artists and volunteers have been turning everything from industrial waste, chairs and even microwaves into unique art. 🌱🌍💡💡 World Environment Day http://ow.ly/7OB930kqpaF (Post) May 31, 2018 4:00 pm</p>	281	16	4.4%	10.7k
 <p>Lights on! Vivid Sydney at Chatswood has returned for another year until 16 June: http://ow.ly/NF6930kaOAo #VividSydney#VividSydneyatChatswood (Post) May 25, 2018 6:56 pm</p>	227	10	4%	9,309
 <p>Vivid Sydney returns to light up Chatswood this Friday. Join our mailing list to stay up to date on the latest event news and announcements. http://ow.ly/G5pv30k4YMs (Post) May 20, 2018 8:00 am</p>	88	5	4%	3,783
 <p>Vivid Ideas 🌐 comes to Chatswood for the first time with Techshift Exponential, lifting the lid on how sustainability challenges are being solved through inventive ideas. Hosted by ABC science writer and presenter Bernie Hobbs, the fast-paced flow of ideas will set The Concourse abuzz this Friday 15 June, 1pm – 4pm.</p> <p>The event will feature presentations from thought leaders and entrepreneurs, including City of Sydney Deputy Lord Mayor Jess Miller; CEO and co-founder of Take 3 for the Sea, Tim Silverwood; and scientist, Louise Hardman, focusing on innovations in three different areas: Energy, Resource, and Humans. Register now. http://ow.ly/xasm30kqmd2 Techshift Exponential and the Better Business Awards Vivid Sydney (Post) June 11, 2018 8:00 am</p>	79	3	2	8,918

Facebook Video Performance*

Full View: Organic	3,100	Total Views 40.4k
Full View: Paid	7,000	
Partial View: Organic	7,800	
Partial View: Paid	22,500	

Top 5 Videos

Video	Published	Minutes vie... ↓	Video views
 <p>There's only one week left to experience Vivid Sydney at Chatswood. Discover...</p>	 08/06/2018 15:00	492 	2.2K 
 <p>A Vivid Sydney favourite, 'Crank Zappa Jellyfish', lights up Chatswood with his...</p>	 12/06/2018 15:00	251 	1.2K 
 <p>Vivid Sydney at Chatswood 2018</p>	 15/06/2018 20:11	145 	675 
 <p>If you haven't visited Octopoda yet, you still have 3 more nights! Octopoda is a Vivid...</p>	 14/06/2018 03:49	143 	769 
 <p>Thank you - Vivid Sydney at Chatswood 2018</p>	 16/06/2018 19:00	106 	455 

*Includes all WCC videos posted during this period – not just Vivid content.

Instagram: Willoughby City Council

The most engaged group on Instagram during the campaign were women aged 25-35.

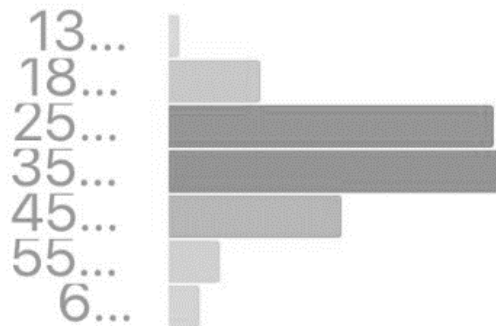


Most Engaged

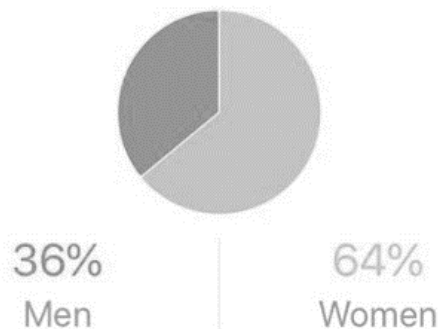
#chatswood	807
#willoughby	778
#sydney	689
#vivid Sydney at chatswood	555
#vivid Sydney	542
#whatson Sydney	475
#art	444
#sydney local	427
#chatswood interchange	411
#chatswood food	322

Demographics






Age range



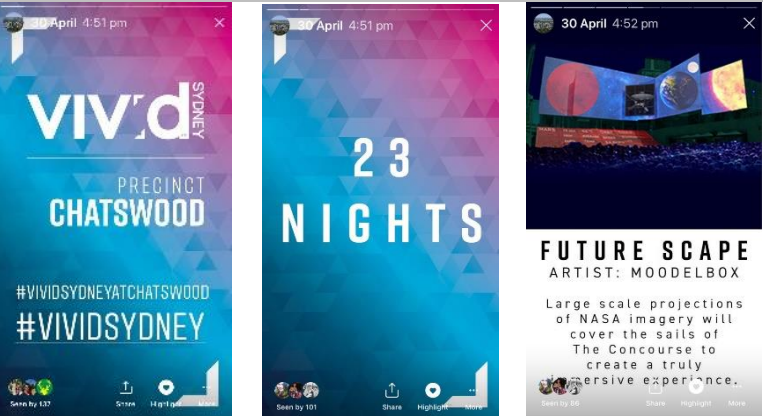
Gender



Top 5 Posts

Post	Likes	Comments	Engagements
 <p>Have you heard? 🎧👉 Vivid Sydney at Chatswood features 10 light installations, a pop up food market with some of Sydney's best culinary treats, live entertainment, fashion, art and more. Nightly from 5.30pm. (Video) May 31, 2018 2:59 pm</p>	127	11	138
 <p>👀👉 Just announced! Crank Zappa jellyfish will join our nine other installations as part of #VividSydney at Chatswood. Designed to raise awareness about plastic pollution in the ocean, Crank Zappa is made from single use recycled plastic including plastic bags, coffee cups, straws, and plastic bottles. As you gather under Crank, he electrifies and animates in response to human touch. Visit Crank Zappa from 25 May. (Image) May 03, 2018 8:00 am</p>	124	10	134
 <p>2 more sleeps! #Repost @twinsandablog ✨ LIGHTS! (a walking journey with many colourful and artistic light displays!) 📷 CAMERA! (get your cameras out and get some awesome shots!) 🎭 ACTION! (get interactive with fun filled action packed displays for the whole family!) (Image) May 23, 2018 8:51 am</p>	106	6	112
 <p>👉 Vivid Sydney at Chatswood opens tonight at 5.30pm with special performances by the Willoughby Symphony Orchestra, the NSW Police Band, Japanese dancers and Shirina Holmatova. See you at the The Concourse from 5.30pm. 🎭👉</p>	95	7	102
 <p>Vivid Sydney at Chatswood launched last night but the fun has just begun!</p>	72	3	75

Instagram Stories

Instagram Stories	Date	Seen by
	30 April 2018	138

			<p>28 May 2018</p>	<p>111</p>
			<p>31 May 2018</p>	<p>109</p>
			<p>9 June 2018</p>	<p>103</p>
			<p>22 May 2018</p>	<p>99</p>






	<p>25 May 2018</p>	<p>92</p>
<p>TECH SHIFT^x IDEAS FOR A BETTER FUTURE 1PM FRIDAY 15 JUNE THE CONCOURSE CHATSWOOD TICKETS VIA LINKIN BIO</p> <p>BERNIE HOBBS Join ABC radio presenter and journalist Bernie Hobbs and hear from some of Australia's leading pioneers of positive environmental change.</p> <p>DEPUTY LORD MAYOR JESS MILLER Get the inside story on how the city is tracking to its Renewable Energy Master Plan to have 100% of the city's electricity, heating and cooling from renewable energy sources, such as solar, wind and energy from waste, by 2030.</p>	<p>15 May 2018</p>	<p>86</p>
	<p>23 May 2018</p>	<p>71</p>
	<p>1 June 2018</p>	<p>71</p>

Twitter: Willoughby City Council

On average during the campaign period, you earned 1 Retweet per day, 1 Like per day, and 54% of your Twitter followers were male.



Top 5 Posts

Post	Impressions	Engagements	Engagement Rate
 <p>RT @VividSydney: Swim in the Barrier Reef, wander among icebergs, walk along a dry river bed or negotiate a wetland in 'Sky Portal' at #ChatswoodInterchange. Lights on 5.30pm-11pm, 25 May - 16 June. #vividSydney 📷 Artist Impression by @WilloughbyCity</p>	1,552	45	2.9%
 <p>Lights on! Vivid Sydney at Chatswood is back until 16 June: http://ow.ly/NF6930kaQAo #VividSydney #VividSydneyatChatswood</p>	1,258	51	4.1%
 <p>Did you know that this year's @VividSydney at #Chatswood is 100% green powered? Thanks to our solar farm and the purchase of 14MWh of green power 🌱🌞🌿 #vividSydney #vividSydneyatChatswood #willoughby #chatswood #solar #worldenvironmentday</p>	1,242	25	2%
 <p>Join our mailing list to stay up to date on the latest Vivid Sydney at Chatswood event news and announcements 🌱📧 http://ow.ly/G5pv30k4YMs #VividSydney #VividSydneyatChatswood</p>	1,185	26	2.2%
 <p>Follow the light to #vividSydneyatChatswood! Lights on 25 May - 16 June. #VividSydney #Chatswood #Willoughby pic.twitter.com/6jQbYQMbPz</p>	1,131	16	1.4%

COMMENTS AND SENTIMENT

Sentiment was overwhelmingly positive throughout the campaign across all social media channels.

Katrina Smit Was there last weekend! Urban beats was a firm favourite.

jess.sustainable Thanks for the repost guys!

take3forthesea Yes @willoughbycity thanks for sharing!! 🌊💙🙏 #take3forthesea

rydedistrictmums Such a pretty part of vivid Chatswood this year!! Reminds me of those trees in Avatar

first.earth ❤️❤️❤️

emmanaddy Looks great. Saw some of it on the way home from work tonight. Cant wait to take my little girl to see it!

pets4lifeau Wow looks amazing!

jamieazzopardi ❤️❤️❤️

ekoandlux 😊🔥 @tarynwilliams @jamieazzopardi

junkyard_beats Can't wait!!!

dandanstar Awesome!

shabstochic ❤️❤️❤️

cewhitby Looks really good

crawmonkeycom 😊 Super

Lindsay Sanchez Harrison Chrysostomou can we go please?

Like · Reply · Message · 6w



1

Samantha Wight Suzanne the boys will love this and we're there for flash mob!

we.akasha 🌍💚👏

dandanstar So exciting!!

maxpugh1 😊

wwong001 @jandrew1282 @jill_f_brett dinner date?

jandrew1282 @wwong001 OMG yes

holly_cowdery @carmenleep

jill_f_brett @wwong001 most definately

yukanavarrete @vikicasaroli

nicfin34 @ian.williamc wondering if one Friday night we could maybe take Abigail in for an ice cream and see these?

ian.williamc @nicfin34 absolutely! looks awesome babe

Harrison Chrysostomou Yes we can 🙏🙏🙏 1

Like · Reply · Message · 6w

arrobadrika WOW!!! 🙌🙌🙌

seventy5miles 👍

4all_socialitepromo Best part

travel_with_sol This is so beautiful!

teamchauncy Looks amazing 🙌

jha Lokesh Yeah I heard its really cool 😎👍

ssalgueirodiass 🙌👍

irunstem Cool! 🌟

solspectra 😊🌈👏

cewhitby Looks really good

crawmonkeycom 😊 Super

Negative Comments

Some of the negative comments are included below. It's possible the messaging around the 'shanty town' and 'recycling' themes weren't received by all the visitors as they commented on the installations looking like trash.

Mariner Hain Omg u call this vivid. What a wast of time. A complete fail. Total crap

Like · Reply · Message · 6w



Marcus McKebery The Districts ceiling tanks and the octopuss installation with drums in the mall were interactive and made people smile. I like the idea of recycling but it was like a big verge collection selling overpriced street food. The interactive bits are the highlight and it's nice to have Vivid in the Chat.

Cn Yong Went there on the first night, the atmosphere is very subdue... Does not feel like a festival, just a couple of installations dotted here and there. Not very exciting.

Like · Reply · Message · 6w



Amber Kuhn And this photo is all of Chatswood Vivid, so you may aswell stay home, you've seen it all now. 😞

Like · Reply · Message · 6w



Janine Edwards It's a trash mess, Seriously we could've done better

Isabelle Piai Little disappointed but happy to see that our city council is doing something!

Like · Reply · Message · 6w






Alison Guthrie We went last night. Sadly it was extremely underwhelming. Seeing the installation in the concourse first, I had great expectations. But it was all downhill from there. On the upside, with it like that - there's no problems with crowds 😊

Like · Reply · Message · 5w



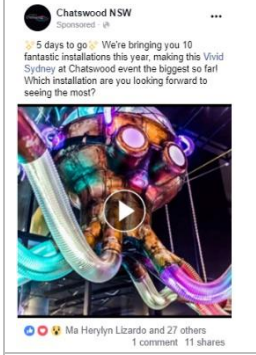
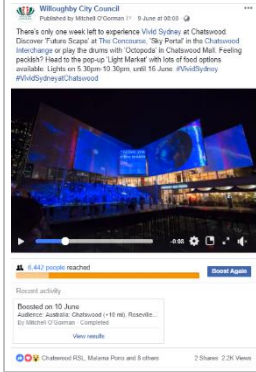

SOCIAL ADVERTISING

A budget of \$6,000 was spent during the campaign on Facebook and Instagram ads, including Boosted Posts and Page Promotion. Four out of the top five ads were video ads.

 568k Impressions	 42k Post Engagements	 248k Reach
 1,377 Link Clicks	 1,984 Page Likes	Total spent \$6k

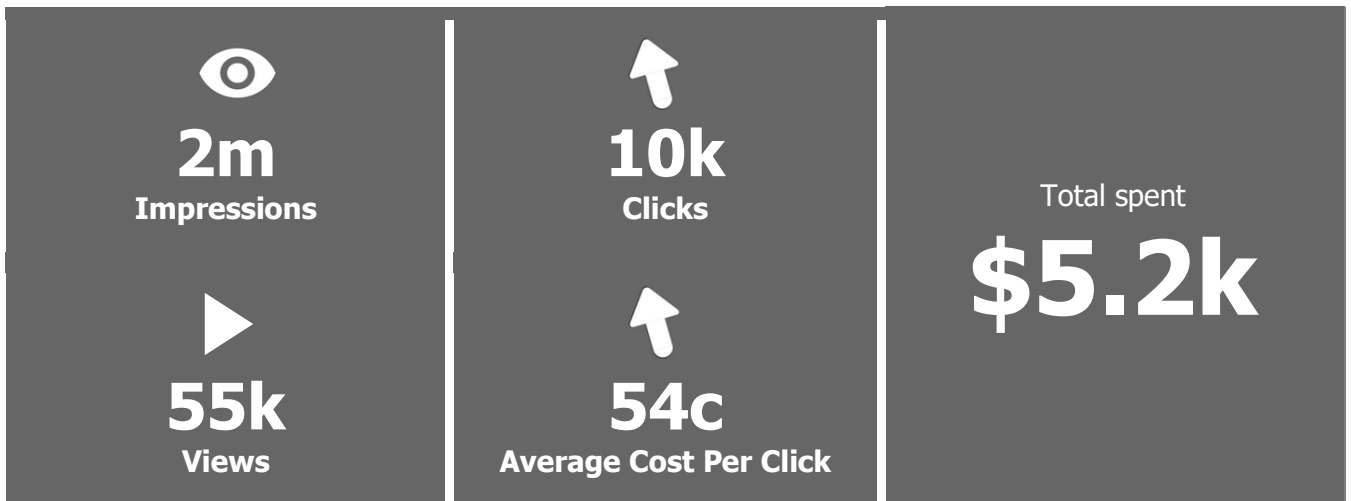
Top 5 Ads (by engagement)




Ad	Page Likes	People Reached	Engagements	Amount Spent	Cost Per Result
Instagram: Video ad 	-	56,768	11,641	\$240	\$0.05
Facebook: Video ad 	4	7,856	4,623	\$88.72	\$0.05


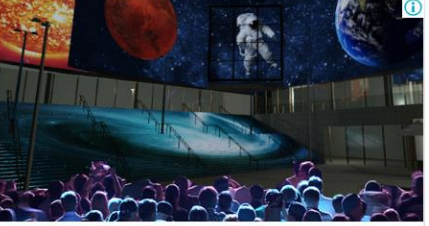
<p>Facebook: Boosted Post - Video (mobile)</p> 	-	2,830	2,456	\$67.00	\$0.03
<p>Facebook: Boosted Post - Video</p> 	-	5,350	1,808	\$33.61	\$0.06
<p>Facebook: Boosted Post</p> 	10	19,206	2,948	1,108	\$130.00

GOOGLE ADVERTISING

A budget of \$5,266 was spent during the campaign on Google ads, including Display advertising and Video ads.

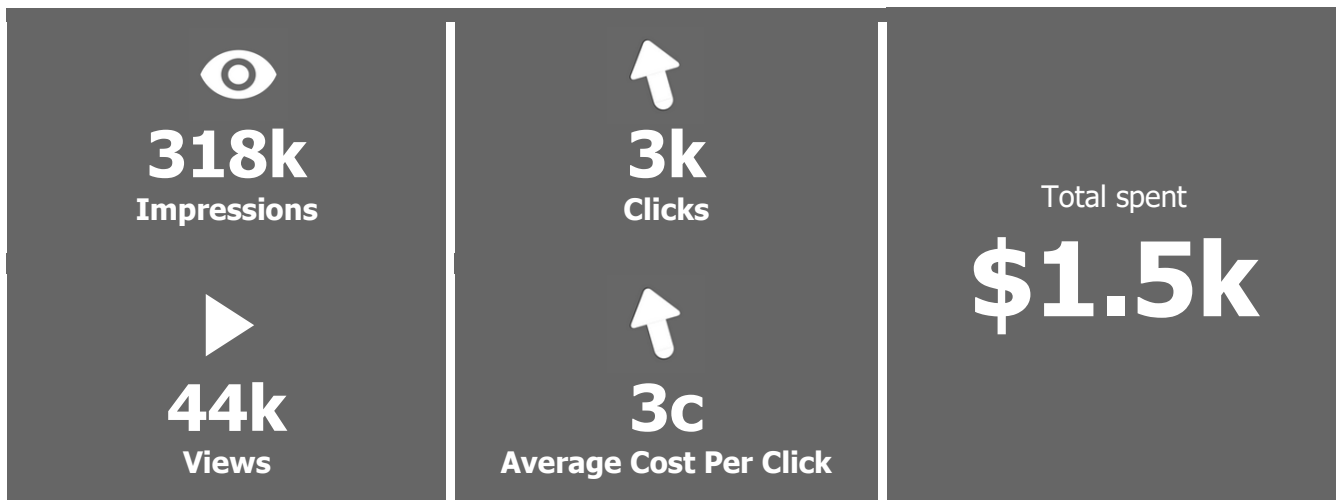


Ad	Clicks	Impressions	Cost Per Click	Total Cost
 <p>Discover Vivid Chatswood vivid Vivid Sydney at Chatswood 25 May - 16 June.</p>	3,480	272,720	A\$0.32	\$1,102.78
 <p>Tech Shift Exponential vivid Fast Paced Ideas Festival 6 Thought Leaders Solve Intractable Sustainability Challenges</p>	3,288	595,071	A\$0.48	\$1,587.37
 <p>TechShift x Vivid Ideas Fast-paced festival of ideas 6 thought leaders present their ideas for a better future. Vivid Sydney at Chatswood</p>	1,282	236,14	A\$0.47	\$607.55

 <p>Visit Vivid At Chatswood</p> <p>vivid PRECINCT CHATSWOOD Vivid's most family friendly precinct returns—better, bolder & more beautiful than before</p>	466	42,570	\$0.30	\$138.67
 <p>Discover Vivid Chatswood</p> <p>vivid PRECINCT CHATSWOOD Plan Your Trip to Vivid Sydney at Chatswood 25 May - 16 June.</p>	464	46,948	\$0.34	\$158.38

YOUTUBE ADVERTISING

A budget of \$1,500 was spent during the campaign on YouTube ads, including In-Stream and In-Display advertising. The In-Display advertising received a higher number of views. Bumper ads (6 second ads) ran in the final week of the campaign and received a total of 408 impressions.



In-Stream Ads run as pre-roll (that is, before other videos) on other YouTube videos. In-Display will be served next to content on YouTube and through the Google Display Network.

Most viewed YouTube ads	Type	Views
 <p>Discover Vivid At Chatswood The Family Friendly Precinct Visit Until 16 June</p>	In-Display	15,083
 <p>Discover Vivid Chatswood Art, Light, Food & Fashion 25 May - 16 June</p>	In-Stream	5,632
 <p>Discover Vivid Chatswood Art, Light, Food & Fashion 25 May - 16 June</p>	In-Display	5,452

Top 20 Keywords	Impressions	Clicks
activities and games for kids	100,879	2,112
family activities	108,312	846
fun activities for the family	35,486	638
sydney	58,968	265
activity games for kids	15,284	261
games and activities	4,872	56
renewable energy	4,902	22
family fun attractions	1,028	20
australia and sydney	3,106	16
sydney entertainment	1,652	13
plastic recycle	3,960	12
sydney nsw	1,260	10
ocean trash	1,458	7
event sydney	1,673	4
rubbish	1,047	4
green sustainability	825	4
sydney guide	421	4
waste plastic	1,876	3
plastic packaging	916	3
alternative energy	692	3

LEARNINGS AND RECOMMENDATIONS

1. Video content worked best in social advertising, followed by boosted or promoted posts with multiple images
2. Encouraging sign ups to the e-newsletter could have begun earlier via social media posts and Facebook advertising lead forms
3. Stronger promotion of key messages could have helped avoid some negative comments. For example, more promotion and education of the 'recycling' and 'shanty town' theme. This was possibly lost a little bit in the 'FutureScape' and 'Space' messaging.
4. Competitions on social media could be used to promote the event. Some ideas are:
 - I. Tag a friend, or check in at Vivid to win dinner for two at the Lightmarket, or dinner or at a local restaurant
 - II. Have sponsors, such as Westfield provide shopping or dining vouchers
 - III. Post a picture of yourself at each installation to win xx
 - IV. Vivid Treasure Hunt – follow the clues and post photos as you solve each one

Suggestions for Social Media Tone of Voice

The Facebook pages of the below city councils are suggested as guides when creating the Willoughby City Council social media style guide / tone of voice:

- [Liverpool City Council](#)
- [Cumberland City Council](#)
- [North Sydney Council](#)
- [City of Sydney](#)
- [Moreland City Council](#)
- [City of Melbourne](#)

Key tools used throughout campaign

- Sprout (reporting)
- Plann (Instagram hashtag planning)
- Facebook Slideshow, Adobe Spark, Fliptastic, Adobe Premiere Clip (Video creation)