

Why Not?

DDB^o
Group

Client Tourism Australia

Brand No Leave No Life

Job Title Employees

Job No

What is the business problem we are trying to solve?

Aussies have accumulated a total of 121 million days of annual leave - that's equivalent to \$31 billion in wages. There are massive consequences when employees choose to stay at work rather than go on holiday especially in this tough economic climate. Their health and quality of work output suffers. Businesses will increase their financial liabilities (such as having to pay tax and paying off their leave in tomorrow's dollars). Broader industries such as hospitality and domestic tourism (which gives livelihoods to over 500,000 Australians) will begin to suffer.

Domestic tourism has been at a standstill compared to outbound tourism and yet 70% of Australia's tourism revenue comes from local holiday goers. Converting stockpiled leave in to a domestic holiday would provide a significant boost to domestic tourism.

The 'No Leave, No Life' program will encourage employers and employees to change their attitudes towards using accrued leave and seek to convert this into more holidays within Australia, boosting the domestic tourism and hospitality industries.

Employees need to realise they have an urgent need to take a holiday. We need to give them ideas about where to go and make it easier for them to book.

Who are we talking to and what is our key insight?

We're talking to annual leave stockpilers - they're mostly male, managerial, very career-focussed and many have families. They earn relatively high incomes and have worked late nights and weekends to be where they are now. They're quite competitive and pride themselves on being indispensable to the company. They're a bit worried about their employment prospects and financial security in the coming recession. They're quite surprised at how quickly time has passed since their last holiday.

Planning a holiday is seen as a time consuming exercise and the benefits of taking a holiday aren't currently outweighing the desire to stay at work and the hassle of booking.

What and who influences their choices?

Recession
Their bosses
Their colleagues at work
The corporate culture
Family/partners

A holiday in Australia transforms your perspective
In a word: Transformation

How can we back this up?

Taking a holiday is not just a "nice to have" It is actually crucial for one's work/life balance and career. When one goes on holiday, the benefits directly input on quality of work.

- Productivity - most jobs now require employees to analyse, think quickly or creatively. If the brain is over worked/ burnt out, they may physically be there clocking up the hours but not actually getting anything done
- Attitude- excessive work leads to negativity, mental fatigue making employees look like they aren't passionate or a team player
- Performance- getting a new perspective often makes employees think of new and more efficient ways to solve problems or go about their routine, an Australian holiday offers a rejuvenating and refreshing experience that will make employees perform better when they return.
- Health and Safety- when employees are less stressed and tired, they are less likely to get sick and have accidents because of lack of concentration (this has implications on mental health, stress levels, even cardiovascular diseases)

What is our personality and how should we behave?

Original, genuine, inclusive
- Supportive and empathetic
- Sense of urgency

How we should behave- appear in moments when thinking about work and feeling stressed

What does success look like?

- Stockpilers to have a desire to take holidays (increased awareness and measure attitudes and intent towards Australian holidays (pre and post))
- Visit the No Leave No Life website (page visits, length of time stayed at website, many pages visited)
- Book an Australian holiday (urgently)
- and tell their friends about it (pass on rate and number)
- Register for information/offers (data capture, database)
- No Leave, No Life to be part of office vernacular

Mandatories or considerations

Use of No Leave, No Life line (design can be changed/optimised)
 Art direction synergy with transformation campaign
 Strong call to action to visit website

Consider the "Billabong" TVC. Though we are unlikely to afford TV, can this idea be executed in the channels we have?

Channel selection

| | | | | | | | | | | | | | | |
|--|---|--|-------------------------------------|--------------------------|---|-----------|-----------|--------------------------|--------------------------|---|-----------|-----------|--------------------------|--------------------------|
| <table border="0"> <tr><td>Mandatory</td><td>Suggested</td></tr> <tr><td><input checked="" type="checkbox"/></td><td><input type="checkbox"/></td></tr> </table> | Mandatory | Suggested | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <table border="0"> <tr><td>Mandatory</td><td>Suggested</td></tr> <tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr> </table> | Mandatory | Suggested | <input type="checkbox"/> | <input type="checkbox"/> | <table border="0"> <tr><td>Mandatory</td><td>Suggested</td></tr> <tr><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr> </table> | Mandatory | Suggested | <input type="checkbox"/> | <input type="checkbox"/> |
| Mandatory | Suggested | | | | | | | | | | | | | |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | |
| Mandatory | Suggested | | | | | | | | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | |
| Mandatory | Suggested | | | | | | | | | | | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | |
| <input checked="" type="checkbox"/> Website | <input type="checkbox"/> Cinema | <input type="checkbox"/> Strategic retail alliances | | | | | | | | | | | | |
| <input type="checkbox"/> Direct mail | <input type="checkbox"/> Sponsorship | <input type="checkbox"/> Cause-related marketing | | | | | | | | | | | | |
| <input type="checkbox"/> Point-of-sale | <input type="checkbox"/> Outdoor posters | <input checked="" type="checkbox"/> Online banner | | | | | | | | | | | | |
| <input type="checkbox"/> Live media/theatre | <input type="checkbox"/> Radio | <input checked="" type="checkbox"/> Mobile – SMS or MMS | | | | | | | | | | | | |
| <input type="checkbox"/> Grassroots | <input checked="" type="checkbox"/> Print ads | <input type="checkbox"/> CD-ROM/DVD | | | | | | | | | | | | |
| <input checked="" type="checkbox"/> Word-of-mouth | <input checked="" type="checkbox"/> Online | <input type="checkbox"/> Podcast | | | | | | | | | | | | |
| <input type="checkbox"/> Public relations | <input type="checkbox"/> Audio CD | <input type="checkbox"/> Digital TV | | | | | | | | | | | | |
| <input type="checkbox"/> Book publishing | <input type="checkbox"/> Publicity | <input type="checkbox"/> Digital outdoor | | | | | | | | | | | | |
| <input type="checkbox"/> TV content | <input type="checkbox"/> Events | <input checked="" type="checkbox"/> Email, eDM, eNewsletter | | | | | | | | | | | | |
| <input type="checkbox"/> Digital content | <input checked="" type="checkbox"/> Ambient | <input checked="" type="checkbox"/> Viral | | | | | | | | | | | | |
| <input type="checkbox"/> Video game | <input type="checkbox"/> Experiential | <input type="checkbox"/> Direct Response TV | | | | | | | | | | | | |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Stunts | <input type="checkbox"/> Search engine marketing | | | | | | | | | | | | |
| <input type="checkbox"/> Broadcast TV | <input type="checkbox"/> Sampling | <input checked="" type="checkbox"/> Sales promotion | | | | | | | | | | | | |
| <input type="checkbox"/> Outdoor | <input type="checkbox"/> Media promotions | <input checked="" type="checkbox"/> Intra office media- eg bathroom poster, intranet | | | | | | | | | | | | |

Why not?

No leave, No life ideas:

Why not have office nominations on who deserves a holiday away the most?

Why not pass around a ball and chain in the office for people who work too hard? Once they've gone on holiday they can pass it on to someone else.

Why not create a website that lets you compare and book holidays really quickly and easily - a one stop shop.

| | | |
|-------------------------|---|-----------------|
| Date | Budget | Quantity |
| Account Team | Creative Team | |
| Project Timings | Briefing Interim Final Presented | |
| Approval | | |
| Group Business Director | Planner | Client |
| Head of Planning | Creative Director | |

Why Not?

DDB[®]
Group

Client Tourism Australia

Brand No Leave No Life

Job Title Employers/HR

Job No

What is the business problem we are trying to solve?

Aussies have accumulated a total of 121 million days of annual leaves. That's equivalent to \$31 billion in wages. Though not all businesses are aware of it, there are huge consequences when their employees choose to stay at work instead of taking their hard earned leave. There can be dire financial effects e.g. being taxed on their staff's leave. Studies have also proven that well rested staff leads to greater productivity because increasingly businesses rely on people for creative ways to solve problems and on intellectual capital. There are also occupational health and safety issues involved. The bottom line, is if they don't encourage their staff to go on leave, they are increasing their cost of doing business in the long term.

The 'No Leave, No Life' program will encourage employers and employees to change their attitudes towards using accrued leave and seek to convert this into more holidays within Australia, boosting the domestic tourism and hospitality industries.

Many employees cite that work place issues are the most significant barriers for not taking leaves. We therefore need to help cultivate a culture that supports taking leaves. To do that, we need the commitment and support of senior management, HR and trade organisations. Unfortunately, not many companies are aware of the No Leave No Life program.

Who are we talking to and what is our key insight?

Decision makers (CEO's, GMs) and influencers (HR) in organisations both public and private. These people are in charge of the bottom line (ie profit) and staff recruitment/retention.

They recognise the importance of their staff taking leave but the pressures of managing a business in tough economic times mean that work/life balance might take a lower priority. They don't fully understand the benefits of having their staff go on vacation. While they want their employees to be happy and productive, they want to know what is in it for them and that hopefully whatever it is requires little effort on their part

What and who influences their choices?

Economy
Opinion leaders
Industry bodies – ACCI, APS and Associations Bodies
Media- hot topics in news

**Transform the performance of your organisation
In a word: Efficiency**

How can we back this up?

Tax Liability: Employers who allow staff to stockpile leave face a tax disadvantage. Accrued leave appears as a liability on employer's balance sheets, but cannot be claimed as a tax deduction until it is actually paid out. Employers also end up paying today's annual leave in tomorrow's dollars, at tomorrow's salary levels.

Risk Management: Employee fraud is more likely to be detected when people are on leave.

OH&S: A well-rested workforce is likely to have fewer accidents because of renewed focus and sick leave because of stress. Mistakes are much less costly to prevent than to discover and correct.

Productivity: Healthy, well rested people are more productive and creative. The simple equation $hours\ worked = work\ output$ isn't really that relevant anymore for organisations that rely on intellectual capacity and thinking on their feet.

Staff Retention/Employer of Choice: Organisations which have a positive work/life balance and leave culture are more likely to have a higher staff retention rate and are likely to see recruitment benefits as an employer of choice. And with the ageing population of Australia and the new generation with a different mindset and needs, companies will have to evolve to keep the freshest, brightest and best talents.

What is our personality and how should we behave?

Direct, personal and professional

What does success look like?

We want our target to realise the importance of staff leave

Trade bodies and companies will commit to the No Leave, No Life program and pass the message on internally to encourage employees to go on holiday.

2-3 years down the line, they would have created a culture that makes employees feel that it's ok to take a holiday

Measurements:

Awareness of program- pre and post

Change in attitudes of decision makers – pre and post

Web visits (employer pages)

Downloads of toolkit

Marketing Collateral orders

Mandatories or considerations

Use of No Leave, No Life logo
 Strong call to action- pass this message onto your staff
 Art directional synergy with destination campaign

Channel selection

| | | |
|--|---|---|
| <p>Mandatory Suggested</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Website</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Direct mail</p> <p><input type="checkbox"/> <input type="checkbox"/> Point-of-sale</p> <p><input type="checkbox"/> <input type="checkbox"/> Live media/theatre</p> <p><input type="checkbox"/> <input type="checkbox"/> Grassroots</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Word-of-mouth</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Public relations</p> <p><input type="checkbox"/> <input type="checkbox"/> Book publishing</p> <p><input type="checkbox"/> <input type="checkbox"/> TV content</p> <p><input type="checkbox"/> <input type="checkbox"/> Digital content</p> <p><input type="checkbox"/> <input type="checkbox"/> Video game</p> <p><input type="checkbox"/> <input type="checkbox"/> Packaging</p> <p><input type="checkbox"/> <input type="checkbox"/> Broadcast TV</p> <p><input type="checkbox"/> <input type="checkbox"/> Outdoor</p> | <p>Mandatory Suggested</p> <p><input type="checkbox"/> <input type="checkbox"/> Cinema</p> <p><input type="checkbox"/> <input type="checkbox"/> Sponsorship</p> <p><input type="checkbox"/> <input type="checkbox"/> Outdoor posters</p> <p><input type="checkbox"/> <input type="checkbox"/> Radio</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Print ads</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Online</p> <p><input type="checkbox"/> <input type="checkbox"/> Audio CD</p> <p><input type="checkbox"/> <input type="checkbox"/> Publicity</p> <p><input type="checkbox"/> <input type="checkbox"/> Events</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Ambient</p> <p><input type="checkbox"/> <input type="checkbox"/> Experiential</p> <p><input type="checkbox"/> <input type="checkbox"/> Stunts</p> <p><input type="checkbox"/> <input type="checkbox"/> Sampling</p> <p><input type="checkbox"/> <input type="checkbox"/> Media promotions</p> | <p>Mandatory Suggested</p> <p><input type="checkbox"/> <input type="checkbox"/> Strategic retail alliances</p> <p><input type="checkbox"/> <input type="checkbox"/> Cause-related marketing</p> <p><input type="checkbox"/> <input type="checkbox"/> Online banner</p> <p><input type="checkbox"/> <input type="checkbox"/> Mobile – SMS or MMS</p> <p><input type="checkbox"/> <input type="checkbox"/> CD-ROM/DVD</p> <p><input type="checkbox"/> <input type="checkbox"/> Podcast</p> <p><input type="checkbox"/> <input type="checkbox"/> Digital TV</p> <p><input type="checkbox"/> <input type="checkbox"/> Digital outdoor</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Email, eDM, eNewsletter</p> <p><input type="checkbox"/> <input type="checkbox"/> Viral</p> <p><input type="checkbox"/> <input type="checkbox"/> Direct Response TV</p> <p><input type="checkbox"/> <input type="checkbox"/> Search engine marketing</p> <p><input type="checkbox"/> <input type="checkbox"/> Sales promotion</p> <p><input type="checkbox"/> <input type="checkbox"/> _____</p> |
|--|---|---|

Why not?

| | | |
|-------------------------|---|-----------------|
| Date | Budget | Quantity |
| Account Team | Creative Team | |
| Project Timings | Briefing Interim Final Presented | |
| Approval | | |
| Group Business Director | Planner | Client |
| Head of Planning | Creative Director | |