“There’s nothing like Australia”-Austrians’ and Australians’ views on a tourism campaign

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Graz, 2015
Für meine Mutter
Statutory Declaration

I, Sara Brunner, hereby declare that this thesis has been written independently and without assistance from third parties. Furthermore, I confirm that no sources have been used in the preparation of this thesis other than those indicated in the thesis itself.

Graz,

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Sara Brunner
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1. Introduction

Advertising is not only a phenomenon with a long history, but it is also omnipresent and is one of the most influential forms of communication in today’s world. Because of several reasons, such as the recent advances in technology and media, growing competition and the necessity of promotion, the global spread of advertising is thriving. Advertisements are spread by various media, and people are exposed to them in public as well as private spaces.

Companies and other organizations have noticed the significance of advertising and spend billions of dollars on the promotion of their products. Advertising is not only hugely important to business, but it is also very costly, which is why it should be effective and pay off. Consequently, advertisements must gain the audience’s attention immediately, persuade them and affect their behavior and stimulate consumption.

Since bombardment by advertising is ever-present, people have learnt how to deal with advertisements, such as perceiving them actively or passively, or even ignoring them. That is why advertisers want to appeal to the audience, engage it, influence it and use it for their own particular ends.

Advertising has proven to be a very interesting research field for scientists from different research areas, and this thesis focuses on exploring and analyzing advertising from a linguistic perspective. The first part of it aims at providing a theoretical background for the two empirical studies following. Chapter 2 elaborates advertising at great length, and provides an insight into its history, spread and structure. This part of the thesis is not only intended to review different advertising types, situations, its creation process and target audiences, but it is also supposed to discuss tourism advertising and online advertising in particular. The last section of the theoretical part investigates the multimodal approach, which is used to analyze the data. This method suggests that numerous modes of communication contribute to the meaning of a communication situation, in this case advertisements.

In the course of the preparations for a journey to Australia in summer 2014, I came across the There’s nothing like Australia website, which immediately called my attention. This why I have decided to deal with it in greater detail as part of my thesis. The empirical part of this thesis is
divided into four chapters (Chapters 3-6), discussing the *There’s nothing like Australia* tourism campaign. Chapter 3 is intended to offer a general insight into the Australian tourism campaign, and Chapter 4 provides a multimodal analysis of the print advertisements of the campaign. The last two sections deal with the Australians’ as well as Austrians’ views on the *There’s nothing like Australia* campaign. 42 Australians were surveyed and asked what they thought about the campaign which was supposed to represent their home country. What is more, in order to examine whether the campaign is able to catch potential tourists or not, 70 Austrians were asked for their opinions on it. The findings of the surveys are outlined in several subchapters and visualised in the form of graphs.

The last part of this thesis summarizes and concludes the ideas on the campaign and the findings of the two surveys.
2. Theoretical background

2.1. The Basics of Advertising

There is no doubt that advertising is an omnipresent and very influential form of communication in today’s world. Due to the fact that almost all people are exposed to advertising, companies as well as other organizations make use of this means of communication in order to promote something to a larger number of people. The promotion is supposed to increase the sales of products, services, ideas, or experiences.

To begin with, the term advertising is derived from the Latin verb *advertere* which stands for “to turn”. Therefore, one can conclude that advertising is supposed to turn somebody’s attention to something. Thus, there is no doubt that advertising can be considered as a medium which is used to facilitate the sales of products, services and ideas (cf. Bootwala et al. 2007: 1).

As early as the sixteenth century, in 1582, the *Oxford English Dictionary* defined advertising as “a paid announcement in a newspaper” (Myers 1999:216). Cook (1992:xiii) quoted another rather early definition from the *Concise Collins Dictionary Plus* which stated that advertising “is the promotion of goods or services for sale through impersonal media.” In the early 1960s Harris and Seldon (1962:40) also provided a famous and still widespread definition of advertising, saying that “advertising is public notice designed to spread information with a view to promoting the sales of marketable goods and services.” Kotler and Armstrong (2007:426) defined advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.” Dyer (2005:2) reverted to the meaning of the Latin word *advertere*, and simply stated that advertising is “drawing attention to something”. However, he also added that advertising can be used to notify and inform somebody of something. The *Merriam Webster Online Dictionary’s* definition is very similar to Dyer’s (2005:2) definition, stating that advertising is “the action of calling something to the attention of the public especially by paid announcements” (Merriam Webster 2014a, online).

Remarkably, there are countless definitions of advertising, older and newer ones, and most of them have some things in common. The very first definition of the *Oxford English Dictionary* is still valid because in most cases an advertisement has to be paid. However, in those days
advertising was restricted to the only medium of communication available, namely the printed newspaper. In contrast, in today’s world there are several media in which advertisements are circulated. The definition of the Concise Collins Dictionary is also still valid because it stated that opposed to the personal medium of advertising, specifically salespeople, promotion is mainly achieved through “impersonal media”, such as newspapers or television. Harris and Seldon’s definition highlighted the public character of advertising, which is very striking. Besides, they even stated that advertisements provide some information on the products advertised, rather than solely focusing on persuasive slogans. In contrast to the earlier definitions, Kotler and Armstrong (2007:426) mentioned that not only products and services can be advertised, but also ideas, which is a rather essential addendum. However, neither of the definitions, including Kotler and Armstrong’s, mentioned the promotion of places, experiences, or particular pieces of information, which can be classed as advertising too. However, it can be argued that Dyer (2005:2) as well as the Merriam Webster Online Dictionary included the promotion of ideas, places, experiences, and pieces of information because their definitions are rather open by saying that “something” has to be made known rather than specifying it.

It has to be mentioned that in the following thesis the term ‘product’ is used to refer to anything that can be sold and advertised, it does not only include physical products, but also services, experiences, ideas, information etc.

Aside from the multitude of definitions, the aims of advertising are also worthy of being discussed. Middleton (1993:152), for example, addressed the purpose of advertisements and stated that

Their principal purpose is to enable producers to reach people in their homes or other places away from where products are sold, and communicate to them messages intended to influence their purchasing behavior.

(Middleton 1993:152)

Interestingly, Middleton (ibid.) focused on the entrepreneur’s view by saying that advertising is supposed to reach consumers, communicate the intended message, and persuade them into buying something. Thus, it could be argued that advertising almost always comprises the persuasion of people and the changing of their purchasing behavior in favor of the respective brand.
It can be argued that the goal of advertising is always to get the most out of it, which means gaining the consumers’ attention and interest and finally their money. That is why not only single advertisements are published, but also entire advertising campaigns. The *Business Dictionary* (2014, online) defined the term advertising campaign as follows:

A coordinated series of linked advertisements with a single idea or theme. An advertising campaign is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years.

(Business Dictionary 2014, online)

To put it simple, an advertising campaign is comprised of a series of single advertisements, which can stand on their own, but are also supposed to work as a series. Campaigns are meant to become well-known, create a strong focus on a certain product for as long as possible, and to communicate the message behind the single advertisements and the theme of the entire campaign. Thus, the launch of a new campaign and its success are very essential for the success of a company.

### 2.2. History of Advertising

According to Myers (1999:216) the term advertising was first recorded in the *Oxford English Dictionary* in 1582. It may then be argued that the concept of advertising emerged in this very century, but this is certainly not the case. Advertising has a very long history, Kotler and Armstrong (2007:426) stated that “advertising can be traced back to the very beginnings of recorded history.” Archaeologists have found early forms of advertising by the Romans as well as the Phoenicians, who announced special fights or salable goods on walls or big rocks. It was also shown that during the Golden Age in Greece public criers were hired to announce and promote the sale of cattle or crafted items (ibid.).

Advertising as it is known nowadays first appeared in the seventeenth century. At this time newspapers, so called mercuries, began to appear in Great Britain. These mercuries already contained numerous announcements of local stores and merchants and also “patent cures and
miracles, which can be categorized as advertising (Dyer 2005:16). In the course of the seventeenth century the rhetoric of advertising also developed from a rather “conventional recommendation” to “contemporary examples of persuasion and propaganda” (Dyer 2005:17). It could therefore be argued that the main function of today’s advertising, namely persuasion, was established in these days.

Despite an advertising tax being introduced in 1712, the number of advertisements increased in the eighteenth century due to the growing literacy rate as well as the increasing leisure time of the population. At this time advertisements were mainly designed for literate and rich people and thus luxury goods such as wigs, books, theater tickets, coffee, tea and wine were promoted.

In the nineteenth century the volume of advertising also increased massively for two main reasons. Firstly, the importance of promotion grew because the network of trade was expanded and manufacturing increased. Secondly, the advertisement tax was eliminated which largely contributed to the growth in advertising. As early as this, the design and layout of the advertisements were considered important and therefore advertisers replaced long-winded, old-fashioned sentences with words organized in blocks. In this century the importance of advertising grew dramatically, primarily in Great Britain and in the USA (cf. Dyer 2005:29).

In the middle of the twentieth century advertising activity increased even more due to the economic boom of post World War II and the invention of the new and most effective advertising medium, the television (cf. Vestergaard and Schrøder 1985:4). In the twenty-first century the significance of advertising was undisputed. Dyer (2005:15) stated that in the twenty-first century advertising was considered as an “enormous and highly organized institution controlling vast sums of money, highly profitable in its own terms as well as a vital component of capitalist economies”. This statement clearly underlines the importance and power of advertising in today’s world. What is more, advertising is closely related to capitalism, simply because mass-produced goods have to be promoted in order to be sold to the public.

This historical review aimed to demonstrate that advertising is not a recent phenomenon, but a rather old one. It has proven to be a very effective as well as efficient way to promote particular products. Over the course of time, not just the products advertised, but also the structure, style
and content of adverts have changed and adapted to the respective standards. It could even be argued that advertising is subject to change every day.

2.3. **Types of Advertising**

Vestergaard and Schrøder (1985:1) have a broad understanding of advertising as they do not only focus on the promotion of tangible objects. Rather, they differentiate between two main types of advertising, non-commercial and commercial advertising. Organizations, government agencies, associations etc. use the former type of advertising in order to transmit certain ideas to the audience, for example governments may publish informative campaigns such as anti-smoking campaigns. This kind of advertisements is not meant to promote certain products or services, but it is intended to provide as many people as possible with information on a certain topic (cf. ibid.). According to Dyer (2005:5) non-commercial advertisements also apply persuasive strategies, but they are mainly supposed to help the audience and are usually not for profit. In contrast, commercial advertising, which consists of good-will advertising, industrial advertising and consumer advertising, focuses on the promotion and sale of certain products. Good-will advertising is used to promote a brand name, an image of a company or product in order to create long-term goodwill with the public, which is further supposed to increase their sales in the long run. Industrial advertising, on the other hand, is supposed to advertise goods and services of companies to other companies. Consumer advertising, as its name implies, addresses individual consumers and tries to persuade them to buy something (cf. Vestergaard and Schrøder 1985:1f.).

Leech (1972:25) defined consumer advertising as “advertising directed towards a mass audience with the aim of promoting sales of a commercial product or service.” Thus, consumer advertising does not simply provide information on a selected product, but also applies persuasive strategies in order to sell. Furthermore, he stated that consumer advertising is the most important type of advertising and consequently the one which “uses most money, professional skill, and advertising space in the country” (ibid.). It has to be added that it is also the “most visible advertising in our society” (Dyer 2005:4).

In general, it can be said that both non-commercial as well as commercial advertising aim to reach as many people as possible and change their lives or purchasing behavior. While the
former is meant to provide people with important information and possibly change the consumers’ lives for the better, the latter supposedly also makes the consumers’ lives better and easier. However, commercial advertising, as its name implies, primarily aims at earning money, independent of consumers’ well-being.

The existence and influence of advertising in today’s society is indisputable, and this is mainly because of current social conditions. Advertisers do not only inform the consumers of the price, availability and characteristics of the products, but usually they make people want a certain object or experience they do not actually need. According to Vestergaard and Schrøder (1985:3) the wealth of the population is essential because advertising does not exist if the “barest material needs” of the population are not satisfied. However, as soon as the majority of people in a country live above the subsistence level, producers try to create a desire for “unnecessary” goods (Vestergaard and Schrøder 1985:4). Thus, it can be concluded that commercial advertising mainly promotes nonessentials that go beyond the bare necessities of life.

2.4. Advertising situation

There is no doubt that advertising can be classified as a form of linguistic communication. In order to analyze the communication situation of an advertisement, Leech’s (1972:32) four questions which can be used to analyze any linguistic situation, including advertising, are discussed.

1. Who are the participants?

The people involved in any situation of linguistic communication are the first person (speaker/writer), the second person (listener/reader) and a potential third person (for instance, an audience in a debate). When it comes to the participants of an advertising situation, the first person (sender) could be the speaker if the advertisement is published in spoken form or the originator who communicates through the written text if the advertisement is in print. The only task of the first person is to act as a spokesperson for the producer of the advertised object and to tell the audience why they should buy something. In an oral advertising situation, the second person can either be a person who is listening to or speaking to the first
person. In this case, the audience of the advertising, the consumers, would be the third person. However, in print advertising the second person of the communication situation is the consumer who is reading the advertisement (receiver).

2. What objects are relevant to the communication?

Objects relevant to the communication are either mentioned in the communication, are physically or sensibly present or involved in the purpose or effect of the communication. This means that the relevant object in advertising is usually the product that is advertised. It can be physically and/or sensibly present or it can simply be represented by a photo of the real world object or place, which is often the case in print advertisements.

3. What is the medium of communication?

When it comes to advertising, there is an abundance of media channels which can be used to convey the message. There is a distinction between auditory (speech) and visual (writing) communication and depending on the respective medium and the message, advertisers can use both auditory and visual forms of communication.

4. What is the purpose or effect of communication?

It can be stated that there is a purpose of communication, an effect or both. While the purpose of an advertisement is to promote and sell products, the effect of an advertisement would be that its release leads to an increased sale of the product. Ideally, an advertisement fulfills its purpose and also leads to higher sales figures (cf. Leech 1972:32-33).

2.5. The Creation of an Advertisement

One might assume that people are easily led by media and especially advertising, but this is not always the case. Leech (1972:27) examined how advertisements are perceived by the audience and found four points which potentially lead to the success of an advertisement:

1. It (=advertisement) must draw attention to itself.
2. It must sustain the interest it has attracted.
3. It must be remembered, or at any rate be recognized as familiar.
4. It must prompt the right kind of action.

One of the first and most important functions of an advertisement is to catch the audience’s attention. In order to be successful, it must gain attention in some way and make the consumers take notice of it. The audience’s attention could be caught by numerous factors, such as striking images, the choice of the right color, size, medium of communication etc. The advertisement and its message must be convincing in order to awaken interest in the product itself and not solely the advertisement. It should stick in people’s minds, which is why it should be designed in such a way that people remember the advertisement for a long time. Finally, after seeing the advertisement, consumers should take the right action, that is buying the product or at least wanting to buy it (cf. ibid.).

Leech’s (1972:27) ideas of effective advertising are very similar to the famous AIDA formula. According to Applegate (2005:39) the AIDA formula was developed in the 1920s and since then it has been used and discussed by almost all advertisers and advertising researchers. The acronym AIDA stands for the four main points of successful advertising, namely attention, interest, desire and action. Once more, it has to be mentioned that advertising is supposed to attract people’s attention, awaken their interest, stimulate their desire and provoke action.

Most advertisements consist of three key elements which fulfill a certain task of the AIDA formula. The headline, for example, has to catch the consumers’ attention, while the body copy is supposed to provide some information on the product and sustain interest. Finally, the slogan is supposed to summarize the message of the advertisement in a few words and it is meant to be remembered. Each of the three elements is supposed to be convincing alone, but they also have to complement each other (cf. Applegate 2005:39).

The headline is usually the element the consumer sees at first, and thus it is essential that it is convincing. According to Applegate (2005: 47) a headline is successful if it

1. appeals to the readers’ interests,
2. arouses the readers’ curiosity,
3. is specific and believable,
4. identifies the target market, the product or service, or the advertiser,
5. provides a benefit or promise to the reader and
6. provides news or an easy solution to a problem.

These criteria are supposed to catch the consumers’ attention and create an interest in the advertisement and the product. The benefits of the product should also be mentioned in the headline in order to gain the audiences’ attention and interest. Applegate (2005:48) also provides several formulas how to create a successful headline. One reads as follows: “Include the unique selling proposition or the major benefit and try using one or more of the words listed.”

Applegate (2005:48) examined the structure of headlines and found forty words which are frequently used in advertising. Interestingly, most of them highlight the usefulness and innovation of a product as well as the happiness it brings to the people. Some of the most frequently used words are

[…] at last, authentic, bargain, children, discover, easy, family, fast, finally, free, genuine, guaranteed, health, easy, imagine, increase, incredible, love, money, new, now, protect, proven, safety, secrets of, simple, unique, wanted, yes, you […]

(Applegate 2005:48)

It is striking that almost all these words connote positivity. The words do not only elicit positive thoughts or memories, but they also tend to promise happier, easier and better times. What is more, there are also many words which represent important factors of life, such as health, love, money or safety.

The body copy is the next essential element of an advertisement since it provides the target audience with information on the product. According to Applegate (2005:55) it should tell the consumers why the product or service is of value for them. He recommends claiming that the product makes the purchaser more likeable, attractive, confident, healthier or even sexier. This recommendation ties in with Leech’s idea (1972:58) that a body copy describes the qualities of a product in a very emotional way rather than in an explanatory manner. Bignell (1997:66) also argued that an “ad is also selling us a future image of ourselves as happier, more desirable, or whatever.” These three researchers implied that the primary aim of a body copy is that the consumer establishes an emotional relationship with the product. The idea that the product or
service can improve oneself is supposed to catch and sustain the consumers’ interest, and finally it should prompt the right action, namely the purchase of the product.

In order to remember a product, the slogan has to be unforgettable. According to Applegate (2005:52) a slogan should be memorable and consequently be used for years or even decades. That is why some companies have been using the same slogan for years, which makes it memorable, famous, and successful. A good slogan should be quite short (if possible fewer than eight words) but it should still communicate the product’s or the company’s major features and benefits. It has proven successful to include the product’s or company’s name, use words the target audience understands and avoid ambiguity or complicated word games (cf. ibid.). By publishing advertising campaigns that are structured in this way, it is more likely that the audience will buy a product of a certain company and identify with their brand.

Put simply, the structure of most advertisements is rather similar, and they usually consist of three key elements. These elements must not only be seen as separate parts, though they should be catching and convincing on their own, must complement each other and establish a convincing advertisement.

### 2.5.1. The Language of Advertising

It is evident that advertising is a form of communication and thus, its text has to transmit a certain message. Language is not only the most important form of communication in personal interaction, but it is also important in advertising. In order to persuade consumers to buy something, language has to be used effectively. The question arises as to how advertising language is different from normal language.

Most advertising language comes under the broader heading of ‘loaded language’; that is, it aims to change the will, opinions, or attitudes of its audience (whether in the interests of the audience or not is a separate matter).

(Leech 1972:25)

Usually language is used to communicate a message, but when it comes to advertising the only purpose of language is to manipulate the consumer in some way in order to sell something.
Leech (1972:25) highlighted that the key function of advertising language is not to provide the consumer with information on the object, but rather to influence people and persuade them to buy something. Dyer (2005:139) also supported Leech’s (1972:25) idea and stated that the main aim of advertising language is “to attract our attention and dispose us favorably towards the product or service on offer.” And in order to attract attention to the advertisement and the product, advertising language should be “colorful and imaginative.” Besides, language is not only a means of communication, but it is also used to catch the audience’s interest. That is why some language rules, such as grammar rules, are frequently broken in order to catch the audience’s attention and interest (cf. Dyer 2005:151-152).

Due to the small size of advertisements and the limited time people spend looking at them, the language of advertisements must be very efficient and short. According to Leech (1972:39) “very few words can effectively appear (on the screen) at one time.” Although this statement refers to television advertising, this is also true for print advertising. It suggests that keeping advertising language short and elementary is not only efficient, but it also makes it easier for the audience to grasp the message. Blythe (2009:197) also supported this idea and stated that the text of an advertisement must be easy, because the shorter and simpler the text, the more people will read it. Apart from that, simple and straightforward language can also put the focus on the visual element of the advertisement.

However, it could also be argued that advertising language does not necessarily need to be short and easy, because especially complicated sentences and messages can increase the engagement of the audience with the advertisement and potentially lead to its success. Dyer (2005:139) stated that both ways, namely using simple and straightforward language or “bizarre and controversial statements in unusual ways” have proven to be very successful. Especially creative sentences tend to catch the audience’s attention and imagination and thus tend to be remembered. That is why he emphasizes numerous ways how the text of advertising can be established and contribute to the success of an advertisement.

Catching our attention and imagination and aiding memory are perhaps the primary functions of advertising language: unusual or stylish words and short, crisp sentences are easy to repeat and remember. And our memories are also served by brand names, slogans and catch-phrases, rhythm and rhyme, alliteration, snatches of song or verse and of course endless repletion. (Dyer 2005:139-140)
This quotation demonstrates the significance of creative and unique advertising language which aims at involving the audience. Depending on the aim and the target group, the language of an advertisement can also be complicated and controversial which leads to higher engagement of the audience and increased publicity.

When it comes to the promotion of products, it is certainly true that every product requires a different advertising strategy and also a different language style and further a different choice of vocabulary (cf. Leech 1972:57). The choice of the right language does not refer to foreign languages, but rather the choice of different language styles of one and the same language. The usage of a certain linguistic style does not only depend on the product, but also on the audience and the aim of the advertising campaign. This also implies that the usage of appropriate language can significantly influence the perception and reaction of the audience.

Williamson (2002:85-86) examined advertising language and stated that it can be close to everyday language or very different, depending on the effect advertisers want to create. The usage of colloquial language, for example, implies that a product “is linked to everyday life” while unfamiliar and complex language is supposed to refer to something “special” (cf. ibid.). Leech (1972:75) also highlighted the ‘specialty’ of formal English when he stated that it has “overtones of dignity and authority”. However, he also mentioned that formal English is not always useful in advertising because it “has to be acquired after colloquial English, largely through former education”. That is why the public-colloquial style, which is a “popular style of communication” (Leech 1972:76), is preferred when it comes to advertising. This “popular style of communication” is supposed to be understood by everyone and appropriate for almost all forms of advertising (Leech 1972:76).

Not only is the choice of the language essential, but also the choice of sentence types. In general, languages consist of four different types of sentences; statements, commands, questions and exclamations, and all of them have different functions. While statements are used to state facts about the world, and are the most often used sentence type in written language, commands, questions and exclamations are related to direct interaction between people. Commands are very typical for advertising language, because “all ads are urging us to some action” (Myers 1995:47). The aim of using imperatives and commands is not only to make the audience do what the advertisers want them to do, but commands also “create a personal effect” (Myers 1995:47)
which gives the audience the feeling that somebody is talking to them (cf. Myers 1995:47). Remarkably, in personal communication commands are usually accompanied by the word *please*, while *please* is not added in advertising. Myers (1995:48) stated that the reason for this rudeness is that “in our culture we cut out the politeness devices if we are asking somebody to do something that benefits the hearer, not the speaker”. In the case of advertising, advertisers believe that they are doing good and do not use the word *please*. Similar to commands, questions also “imply a direct address to the reader” and they make the audience think about the answer. However, in advertising most of the questions are rhetorical, which means that the advertisers provide the audience with one possible (and obvious) answer which is usually related to the product. The last type of sentence is the exclamation which is also frequently used in advertisements. Interestingly, the use of the exclamation mark is also very common in personal letters or e-mails because they “suggest personal, face to face contact” (Myers 1995:50) and put emphasis on emotions which is why it is also used in advertising.

Advertising language is not only characterized by the preference of certain sentence structures, but also by the preference of certain words. Adjectives, for example, are hugely important for describing the advantages and benefits of advertised products, and that is why almost all of the adjectives used in advertising connote positivity. As early as the 1970s, Leech (1972:151-152) examined and found the twenty most used adjectives in advertising, for example ‘new’, ‘good’/‘better’/‘best’, ‘special’, ‘fine’, ‘big’, ‘great’, ‘real’, ‘easy’, ‘extra’, ‘safe’ and ‘rich’. It might be argued that one reason for their frequent usage is that they can refer “to a wide range of products and product accessories”. Dyer (2005:149) provided another reason why adjectives are essential features of advertising language, namely that they can “stimulate envy, dreams and desires by evoking looks, touch, taste, smell and sounds.” This is certainly true, because people have positive pictures in mind when they perceive certain adjectives. As already mentioned, Applegate (2005:48) also elaborated on the usage of adjectives in headlines. Interestingly, the adjectives he listed are very similar to the ones Leech collected in the 1970s. This demonstrates that the significance and the choice of words in advertising have not changed dramatically in the last four decades.

Apart from the dominance of positive adjectives, advertisers also tend to use *ambiguous* and *vague* adjectives and nouns. If a word has more than one clear meaning it can be called
ambiguous, and if it does not have a clear and definable meaning at all it can be described as vague (cf. Myers 1995:67-68). One reason why ambiguity is frequently used might be because people have different ideas, associations and meanings. Thus, advertisers like using ambiguous words because by doing so they can reach and stimulate many people’s thoughts. It might be argued that in many cases vagueness is better than specification, because it triggers the audience’s imagination and interest. Dyer (2005:140) also emphasized the power of words because they cannot only “affect the beliefs and attitudes” of the audience, but they can also “convey feelings” and make people think about the advertisement. Dyer (2005:149) also argued that vague words are frequently used because they “cannot easily be checked upon and are often a matter of opinion rather than of fact” (Dyer 2005:149). However, this ‘richness’ and vagueness in communication could also cause problems, because consumers might feel cheated when the product is different from what they expected (cf. Dyer 2005:147).

Apart from vague and ambiguous words, unfamiliar, new or misspelled words can also be found in advertising language. While some words are created for a specific advertisement, other words are simply misspelled on purpose. One reason for doing so is that these words tend to catch more attention than normal words do. Besides, newly coined words contribute to the uniqueness of the advertisement and product (cf. Dyer 2005:149-150). What is more, people might use these newly coined words in different contexts, promoting the word itself as well as the advertisement and the product.

Due to the fact that time and space of advertisements are limited, advertisers tend to cut words or even break the rules of grammar in order to keep them short. However, the limitation and abbreviation of words does not necessarily mean that the communication of the message is interfered because in this case the language is usually combined with striking visual elements which support the transmission of the message (cf. Dyer 2005:144). Leech (1972:39) also emphasized that language must always “be considered in conjunction with the other available means of communicating, the pictorial material […]”. Thus it is also worth discussing the significance of images in advertising.
2.5.2. Images in Advertising

There is no doubt that the outward appearance of people, objects and also advertising is hugely important. That is why striking and appropriate images are used in almost all advertising campaigns.

Kroeber-Riel (1993:35) defined an image as an “illustration of a real or fictive object which resembles the real object, and thus could be perceived as the object itself.” While this definition highlights the similarity between the image and the respective object, there are also pictures which do not represent the real world but are abstract.

When it comes to the usage of images in advertising, Blythe (2009:198) stated that

Artwork should be eye-catching and relevant to the purpose. It is usually a good idea to include a picture of the product where this is possible, since it aids recognition when the consumer sees the product on the supermarket shelf.

(Blythe 2009:198)

The strategy of using eye-catching and supporting images in advertising does not only apply to products which can be found on a supermarket shelf, but to any product, service or place. People are hugely influenced by advertising, and it might be argued that they tend to buy products simply because they seem familiar.

Myers (1995:135-136) stated that advertisers spend at least as much time on the selection of the images as on the creation of the advertising text because images are a “way of illustrating and clarifying the words” (Myers 1995:135) and they appear to be superior to words. Some advertisers even claimed that they like using pictures and photographs because the audience tends to believe what it sees because ‘pictures do not lie’. However, there is no doubt that pictures and photographs, especially in advertisements, can indeed lie (Myers 1995:135). Although Barthes (1992:17) stated that an “image is not the reality but at least it is its perfect analogon”, it does not necessarily mean that the picture always portrays reality correctly. While people simply see language as a sign system out of touch with reality, concrete pictures can be perceived as the real objects. That is why Kroeber-Riel (1993:36) highlighted the massive influence of images and their importance in advertising. Schuster and Woschek (1989:14) also supported this idea and even called the relationship between images and reality “magic”. This
shows that the representation of real objects in the form of images is important in advertising because some people might take the picture as the real object.

Interestingly, it is assumed that consumers from all around the world can “read” the image of an advertisement, while the words need to be translated. Despite the fact that sometimes the same pictures are used in different countries, the idea of the universal picture can also be rather problematic. People from various cultures do have differing mindsets and ideas and thus might perceive and understand certain pictures differently (cf. De Mooij 2010:181-182). Because of the different perceptions and reactions, different pictures might be used in different cultures.

In contrast to verbal texts, which have a beginning and an end, images cannot be perceived from the beginning to the end, but rather the entire picture can be surveyed at once. What is more, people tend to look at pictures similar to the way they read, that is from the upper left corner to the lower right corner. That is why “the upper left-lower right diagonal is an extremely important dimension in many artworks, as well as in advertising layout” (Vestergaard and Schröder 1985:44). It can be observed that advertisers tend to follow this structure and place the most important part of the advertisement and/or the logo of the brand in the lower right corner. Clearly, this concept is not globally applicable, because the reading direction from left to right does not work in all cultures; it is primarily used in the Western world. Kress and van Leeuwen (2008:192) stated that advertisers in all cultures work with margin and centre, left and right, top and bottom, but they do not “accord the same meanings and values to these spatial dimensions”.

According to Kroeber-Riel (1993:53-54) people perceive images automatically and passively and that is why visual advertisements can reach people easily. Surprisingly, by looking at an advertisement people can guess the topic of an image within 1/100 seconds while it is harder to get the message of the words. Usually it takes people about one to two seconds to perceive an average image, and remember it afterwards. Depending on the reading speed, only five to ten words of a rather easy sentence can be read in the same time. Thus, perceiving an image and getting its meaning is quicker than reading all the words and understanding them. Given the fact that images can be perceived in a very short time, most advertisers use them in order to draw the attention to the advertisements.
Schuster and Woschek (1989:16) mentioned that pictures and texts complement each other. Usually the image is perceived first and the language second, which leads to holistic comprehension of an advertisement. They also elaborated three main functions of images when they accompany texts. Firstly, pictures are used to prove statements and assertions communicated through the text. Secondly, images are able to show things that are beyond words and give people an idea what they look like. Finally, images are supposed to motivate the readers and make them keep on reading. These general functions of images can be applied to images in advertising because they also have to fulfil the same tasks, namely showing the indescribable product in a truthful way, and making the audience engage with the advertisement (ibid.).

Kroeber-Riel and Esch (2004:243) also discussed the perception of an advertisement which is determined by three main elements; dominant images, dominant texts (especially headlines) and the interaction between image and text. This shows that not only the advertising language and the image have to be convincing on their own, but they also must complement each other and facilitate the transmission of the message.

In tourism advertising, images are particularly important, and also varied. According to Middleton (1993:152) images in tourism advertising largely contribute to the communication of the message.

The messages may range from subtly attractive visual images and symbols designed to appeal and stimulate travel desires and needs, to simple sales announcements drawing attention to specific product offers.

(Middleton 1993:152)

This statement highlights that advertisers have numerous possibilities when it comes to the design of the advertisement. Visuals, such as images or symbols, do not only influence the appearance of the advertisement, but they also have an impact on people’s wishes. Particularly beautiful and expressive images can arouse people’s interest and desire and inspire them to go somewhere.

The use of the right images is vital in tourism advertising and thus the selection of pictures is very difficult. People have images in mind when they think of certain places and destinations and that is why advertisers might want to stick to these common mental images. However, they still
want to surprise the audience and change their expectations and images. Middleton (1993:80) stated that

> All destinations have images, often based more on historic rather than current events, and it is an essential objective of destination marketing to sustain, alter or develop images in order to influence prospective buyers’ expectations.

(Middleton 1993:80)

### 2.6. Target audience

According to Bignell (1997:29) advertising is a very widespread and diverse phenomenon and therefore, it can be argued that every single person belongs to the audience of advertising. Due to the fact that advertising is a very expensive and important commercial activity, the advertisement (campaign) must be successful and fulfill its task of selling something. Bignell (1997:29) also stated that advertising is a “highly professionalized and competitive” field, which is why most advertisers are “highly creative and well-educated”. Apart from that, most of the advertisers even have studied semiotics in order to create better and more convincing advertisements.

It might seem useful to reach as many people as possible, but there is no doubt that certain products as well as certain advertising strategies do not appeal to all people. Thus, advertising is usually created for a selected target group and not the entire public. According to Myers (1999:170) the target audience is

> that part of the potential audience who are intended to act on the ad’s message. It does not include all the people who encountered the ad but were not intended to act on it, but it does include all the people the advertisers intended to reach who did not happen to encounter the ad, as well as those who did.

(Myers 1999:170)

This means that advertisers select a certain target group, for example teenagers, and try to reach as many of them as possible. Interestingly, they solely focus on this group of people, no matter whether they can reach all of them or not. Surprisingly, they are not interested in people who do not belong to the specified target group. Thus, it can be stated that advertisers simply focus on the target group who is supposed to react to the advertisement.
Before launching an advertising campaign, advertisers define the audience and take their ideas, background, financial situation etc. into account and plan the advertisements according to the target audience’s ideas. If the advertisement meets the people’s expectations and wants, the target audience might feel a strong desire to purchase the product. Myers (1999:170f.) defined audiences in terms of:

1. demographic categories based on employment,
2. demographic categories of age and gender,
3. region,
4. lifestyle,
5. product and
6. medium.

It is plausible that factors such as the job, age, gender, or lifestyle of people influence their wishes as well as purchasing behavior. Depending on the advertised product and its costs, the job (employment) of the consumer is essential. The job does not only determine the budget of a person, but also their needs and wants. Another important factor for defining the audience of an advertisement is the age and gender of the consumers. There is no doubt that women and men have a different shopping behavior and often different wishes and ideas. Thus, a certain product might primarily appeal to a certain age group or a specific gender, while another may awake other people’s interest. When it comes to the identity and ideas of consumers, the region where they come from is very important, since their identity and their moral values influence their shopping patterns and desires. What is more, the way people live (lifestyle) and the products they prefer also show them what other products they might need or want. Finally, depending on the advertising medium, e.g. newspapers, TV or the internet, a specific limited group of people can be targeted over others. Thus, it makes sense considering Myers’ (1999:170f.) categories, categorizing people and selecting a target group.

Blythe (2009:82) argued that companies and advertisers must choose the best target group for their advertising campaign, which is either the most profitable group or the most neglected group by the competitors. This statement clearly shows that companies and advertisers do research on their customers and the entire population in order to find out everybody’s desires. It is also rather
common to focus on target groups which are not courted by all competitors, because the presence of competitors limits the success of the respective company and their advertisements.

When it comes to tourism advertising, Page (2011:69) stated that “age, sex, marital status, educational background, amount of disposable income, where they live and other factors such as their interest in travel directly” affect people’s desires and decisions. That is why advertisers, who design tourism advertisements, divide all tourists in sub-groups and solely focus on one rather than all of them. By doing so, it is easier to create advertisements according to the target group’s ideas, which is why they are more effective and efficient.

According to Morgan and Pritchard (2001:14) an advertisement may have an “immediate effect, but more likely, it may influence behavior some time later”. This means that an advertisement does not only have to have a short-term effect, but it should also have a long-term effect. This is particularly true for tourism advertising because people do not book a holiday instantly, but they tend to take some time to choose a destination. To sum up, it might take some time to detect the effects of tourism advertising, such as the growth of the number of visitors.

2.7. **Persuasion vs. Manipulation**

There is no doubt that the main aim of advertising is to influence consumers, persuade them to desire something and make them buy it. In order to buy a product, consumers usually want to be sure that they really need it. That is why advertisers try to sell products by persuading or even manipulating people’s thoughts and desires. Stöckl (1997:84) stated that persuasion and manipulation are similar to some extent, but there is one crucial difference. Both speech acts are characterized by a one-way, asymmetrical relationship, because the speaker/writer aims at influencing the recipients and changing their opinion. Persuasion does not only include the speaker’s/advertiser’s interest and prosperity, but it also includes the recipient’s well-being. Manipulation, however, aims at influencing the recipients’ opinion and action at their own cost (cf. ibid.). That is why it can be argued that at least some advertisers, who try to persuade the audience, believe that they are doing the consumers a favor. However, there are also some advertisers who simply want to sell their products, and they make essential use of manipulation in order to make the audience buy things they do not really need.
Middleton (1993:152) even stated that advertising is the “communication process between producers and prospective consumers” and its aim is not only to influence people’s shopping behavior, but also to “manipulate demand”. Hence, advertisers do not only persuade consumers, but they also manipulate people, which could lead to increased demand.

2.8. Criticism of Advertising

It is generally known that advertising is an inevitable phenomenon in today’s society and naturally, people take different stances on it. Dyer (2005:3-4) discussed several arguments in support of as well as against advertising.

People who criticize advertising in its current form argue that advertisements create false wants and encourage the production and consumption of things that are incompatible with the fulfilment of genuine and urgent human needs.

(Dyer 2005:3)

In other words, some people claim that advertising mainly promotes products that are non-essential. While this is true to some extent, other people state that advertising is “economically necessary” as it “contributes to society’s well-being” (Dyer 2005:4) by increasing the sales of mass-produced goods which further leads to the growth of production and eventually to the creation of jobs. Eventually, it can be said that advertising is a disputable, but omnipresent phenomenon in the industrialized world which has positive as well as negative consequences.

2.9. Online advertising

In order to meet the advertising objectives, companies as well as advertisers have to create an advertising strategy. This strategy consists of two key factors; the creation of the advertising message and the choice of the advertising medium (cf. Kotler and Armstrong 2007:428). It is worth noting that not only should the message of an advertisement be well-prepared, but also the selection of the advertising medium is essential. In recent years advertisers have increasingly been relying on the internet, which has become one of the most important advertising media.
In the last fifteen years the importance of the internet in general and its function as an advertising medium has risen dramatically. Perez-Latre (2009:34) stated that due to changes in technology, markets and audiences, the media and entertainment industries, including advertising, have undergone a serious transformation, which also includes the growth of online advertising. Undoubtedly, there has been a “digital extension of traditional media” which means that an increasing number of people prefer the internet as a source of information and entertainment rather than traditional media such as newspapers or TV. Besides, people in developed countries spend an increasing amount of money on online platforms every year, which is why the advertising business follows the audience and focuses on online advertising. That is why some people even claim that the internet has already replaced the newspaper as the most important advertising medium (cf. ibid.).

De Mooij (2010:201) highlighted the significance of the internet as a “global communication channel, with the potential to reach consumers anywhere in the world”. Due to the fact that the internet can reach masses around the globe, its influence is growing year by year. It has been estimated that in 2014 (estimate for July 1) there were about 2.9 billion internet users worldwide. Interestingly, the definition of internet users even excludes people who only have internet access at work. The definition of internet users applies to 2.9 billion people, who represent 40.4% of the world population. Due to the fact that Asia is the most heavily populated continent in the world, almost half (48.8%) of the worldwide internet users are Asian. While 19% of the internet users are European, only 0.9% are people from Oceania, including Australia. Surprisingly, Bermuda, Qatar and Bahrain are the countries with the highest percentage of internet users, namely more than 96% of the population have access to the internet at home, followed by Northern European countries (cf. Internet Live Stats 2014, online). This strong prevalence of the internet and its wide reach proves the importance and potential influence of online advertising.

According to De Mooij (2010:205) online advertising is also very popular because it offers a variety of possibilities to the advertisers, such as targeted and personalized campaigns. These campaigns can be tailored to the audience’s wishes, influence them and make them visit certain websites. Compared to print advertising, online advertisements have a considerable advantage because they can deliver words, images, videos or audios, and if necessary everything at the
same time. Nevertheless, simple advertisements like in traditional media, e.g. advertising posters, can also be found on the internet.

Kotler and Armstrong (2007:436) also highlighted the three most striking advantages of the internet as advertising medium, namely the “low costs, immediacy and interactive capabilities”. The immediacy as well as the interactive capability of online advertisements are rather important because they enable people to thoroughly examine the advertisements, which further might lead to an identification with the product and the desire to purchase it. However, Kotler and Armstrong (ibid.) criticized the “demographically skewed audience” of online advertising, the relative low impact and the audience’s control over their exposure to advertising. Concerning the demography of internet users, Kotler and Armstrong were right because not every age group is represented on the internet equally. Seybert and Reinecke (2013, online) proved that in the EU-28 region more than 70% of the people use the internet at least once a week. While 94% of the 16-24 year olds use the internet regularly, only 46% of the 55-74 year old people do so. This might be problematic when it comes to advertising, because younger people are exposed to internet advertising more often, but they are not as financially powerful as elderly people. Apart from that, internet usage also depends on the level of education. It is noteworthy that people with a high level of formal education use the internet almost twice as often (93%) as people with a low level of education (48%) (cf. ibid.). Even though these statistics only apply to the EU-28 countries, it can be argued that Kotler and Armstrong’s (2007:436) idea of the “demographically skewed audience” is right. Besides, they also mentioned the rather low impact of online advertising on people and their control over the exposure to advertising. In contrast to traditional media, such as newspapers and TV, people can control their exposure to online advertising by banning or deleting all advertisements, limiting the potential exposure and power of online advertising.

Apart from advertisements on websites, social networking sites also provide space for advertising. Perez-Latre (2009:41) emphasized the prominence of these sites when it comes to advertising because they “enjoy massive increases in participation, audience and time”. Due to the popularity of social networks, advertisements placed on these sites tend to be really efficient. Apart from that, people on social networking sites like sharing their experiences with products, services etc. Thus, they might recommend (against) something which further can have a huge
influence on their friends’ decisions. Due to the fact that people trust their friends’ recommendation rather than impersonal advertisements, online word-of-mouth advertising is an essential form of advertising. That is why Dye (2000, online) stated that word-of-mouth promotion has become an “increasingly potent force, capable of catapulting products from obscurity into runaway commercial success”.

Perez-Latre (2009:37) also stated that companies have realized the significance of social networks and got themselves involved in social media.

Brands experiment with the brave new world of the Web 2.0 and user-generated content, using blogs and social networking sites such as MySpace, Facebook or Twitter. Virtual reality outlets such as Second Life and the video game industry have proved increasingly attractive destination for marketers.

(Perez-Latre 2009:37)

It could be argued that advertising has hugely benefited from the development of social networking sites, because people enjoy discussing and recommending certain products, services, experiences and also places online. By doing so, they (deliberately) contribute to the success or failure of products to a large extent.

In the last few years word-of-mouth advertising has become increasingly common on internet platforms, communities and social media sites. It must be remembered that the internet has enabled people to discuss, recommend and criticize certain products, which has a huge influence on consumers and their purchasing behavior because they tend to believe other people’s recommendations rather than companies’. Thus, it can be argued that online recommendations can be considered as the counterpart of traditional word-of-mouth advertising. That is why the term ‘electronic word-of-mouth’ (e-WOM) has been coined. Henning-Thurau et al. (2004:39) defined e-WOM as

[…] any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to a multitude of the people and institutes via the Internet.

(Henning-Thurau et al. 2004:39)
This definition suggests that any online statement connected to a certain product is part of electronic word-of-mouth, which further can be considered as promotion or advertising of the product. What is more, there is no doubt that online word-of-mouth advertising is more effective than offline word-of-mouth advertising, because of the high reach of online platforms and sources.

When it comes to the originator of advertising, there is a huge difference between usual advertising and online word-of-mouth marketing, because the latter is usually completely independent from the producer.

The essential element is that they are from or among people who are perceived to have little commercial vested interest in persuading someone else to use the product—and therefore no particular incentive to distort the truth in favor of the product or service.

(Silverman 2011:52)

Silverman’s definition suggests that people recommend and advertise certain products online because they want to help other people rather than the producer. Besides, he stated that participating in social networks is rather easy and therefore an increasing number of people take part in online word-of-mouth advertising unknowingly (Silverman 2011:150).

One form of online word-of-mouth marketing is viral marketing, which is a fairly recent term. Kotler and Armstrong (2007:514-515) defined viral marketing as the “internet version of word-of-mouth marketing“. Plangger and Mills (2013:143) further stated that viral marketing includes all “marketing strategies, tactics and processes aimed at encouraging the spread of branded content through consumers’ social networks”. These definitions show that internet users are highly important when it comes to the spread and promotion of certain advertising messages. However, it is essential to mention that in contrast to normal e-WoM, viral marketing is originated by the companies and not customers. According to Kotler and Armstrong (2007:514-515) websites, videos, e-mails and other forms of online advertising have to be “so infectious that customers will want to pass them along to friends“. So, if companies manage to cause people to pass on advertising material to their friends, they will be more likely to view or read it. Hence, viral marketing is a rather inexpensive and effective means of advertising. However, it might be
the case that advertisers and marketers lose the control over their viral messages, which could be a threat to the company’s image.

To sum up, online advertising is a rather new, but also an extremely successful way to advertise something. That is why Applegate (2005:174) collected some advantages of the internet as an advertising medium, and some of these are:

1. The internet has an extremely large audience.
2. The internet is an interactive medium. It allows users to actually interact with the advertisers. Other media do not.
3. The internet allows for an immediate response.
4. The internet allows advertisers to reach educated affluent users who can immediately order the merchandise that is advertised.
5. The internet is a flexible medium. It allows advertisers the opportunity to change their advertising message often.
6. The internet can be used to target specific users. It allows advertisers to target specific users by placing advertisements on certain websites that appeal to these users.
7. The internet may be a cost-effective medium, depending on how many intended users actually see and respond to an advertiser’s advertisement.

(Applegate 2005:174)

These advantages are similar to what other researchers have published on online advertising (De Mooij 2010; Kotler and Armstrong 2007; Perez-Latre 2009) and demonstrate consensus concerning the advantages of internet advertising.

Applegate (2005:174) also listed some weaknesses of online advertising, for example that some people are skeptical when it comes to online shopping or that they might be annoyed by online advertising because they have to pay for the internet access or that the internet takes too much time. However, these arguments are not really relevant anymore, because technology has changed and improved the quality and speed of the internet as well as limited the costs.

2.10. Tourism advertising

In the course of the twentieth century, tourism has evolved into one of the world’s most important industries. Several reasons, such as growing wealth and leisure time, improvements in technology, and a “much greater awareness of our entire world”, have led to an increased desire
to travel (McIntosh, Goeldner and Ritchie 1995:3). Apart from that, modern forms of media, such as television or internet, highly influence people, awake their interest in various destinations and further encourage them to travel.

It appears obvious that tourism advertising is classified as commercial advertising, because its prime focus lies on the promotion of a certain place. Besides, tourism advertising belongs to the category of consumer advertising, which aims at influencing recipients’ buying behavior. In the case of tourism advertising, the advertised product can be the destination itself, experiences or services connected or offered at the destination. However, the product of a destination usually includes everything. According to Middleton (1993:79) the product of tourism can be defined as a “bundle or package of tangible and intangible components, based on activity at a destination. The package is perceived by the tourist as an experience, available at a price”. This definition suggests that tourism advertising focuses on the communication of the destination’s characteristics and the entire experience it offers to tourists.

According to Middleton (1993:79) the tourism product consists of five key components; destination attractions, destination facilities and services, accessibility of the destination, images of the destination and the price to the consumer. This means that the promotion and advertising of a tourism destination are largely influenced by the characteristics of the place. Given the fact that destinations have varied attractions, such as natural, built, cultural or social attractions, advertisers tend to focus on unique attractions which raise consumers’ interest and desire to go to one destination rather than to another. What is more, the images that people have in mind when thinking of certain places are also crucial. Depending on experiences, stereotypes or ideas, people tend to prefer or avoid some destinations, which could be influenced by appropriate tourism advertising (cf. ibid.).

It could be argued that tourism advertisements tend to provide slightly more information on the product, namely the destination, than other forms of consumer advertising. The reason for doing so might be that tourists expect more information on potential holiday destinations because they have to be willing to spend much money on going there.

Due to the fact that advertisers always try to present their products in the most favorable light, they spend much time on creating the right advertisement which portrays the place in a unique
and special way. In order to do so, the text is almost always accompanied by beautiful, striking and memorable pictures. The use of pictures in tourism advertising is crucial, because in contrast to other products that are advertised, people want to see what a certain destination looks like and what it offers. It is rather obvious that holiday destinations must be unique and worth visiting and hence, the significance of images in tourism advertising is even higher than in other forms of advertising.

When it comes to the originator of a tourism campaign, there are several people and organizations that are pushing the promotion of the destination. Firstly, travel agencies are interested in providing attractive destination advertising because they derive profit from tourists’ expenses. However, they do not focus on promoting one destination and its characteristics, but they promote many places, simply because they are not responsible for one destination, but for their success as tour providers. In contrast to travel agencies, local businesses, tourism boards and offices, National Tourism Organizations or even governments take a great interest in promoting their destination of concern. In most cases, all organizations and people involved in the local tourism cooperate and aim to provide convincing advertising campaigns which present their location as an incredibly beautiful tourist destination. There are two main reasons for doing so. First of all, they want to boost local businesses and create additional income. Secondly, they also work towards becoming a popular place, which eventually leads to a high standing in international tourism and further increase in income. Thus, National Tourism Organizations and the involvement of several other tourism organizations and their common goal of promoting one place are very essential in tourism advertising.

[...] NTOs (=National Tourism Organizations) always have a vital function to perform for their destination in choosing the unique, single minded communication propositions (message and symbols), which may serve to identify and position their countries in the minds of prospective visitors, and differentiate them from all others.

(Middleton 1993:215)

Middleton’s statement underlines the significance and responsibility of National Tourism Organizations in creating tourism campaigns which are supposed to attract people. NTOs do not only have to create visually appealing advertising campaigns, but they also have to make the advertising unforgettable and stimulate people’s desire to visit the location.
Burkart and Medlik (1981:256) mentioned that apart from developing advertising campaigns, tourism organizations must also promote their destination in “appropriate markets”. In order to so, a tourist organization must

[…] base its approach to development and promotion on market research and thus achieve a close match between the products and the markets. In doing this the tourist organization is acting on behalf of all interests in tourism and on behalf of the whole destination and is complementary to the development and promotion activities of individual providers of tourist services […]

(Burkart and Medlik 1981:256)

This statement demonstrates very well that market research is a vital component of advertising in general, but especially of tourism advertising because it provides advertisers with essential information on the potential audience and their desires. That is why tourism campaigns tend to be organized according to market research findings.

Morgan and Pritchard (2001:14) mentioned one advantage of tourism advertising over other forms of advertising, namely that in contrast to inexpensive goods, tourism-related purchases are considered as “items of expenditure” and hence, “deserve significant consumer attention and effort”. This statement suggests that due to the fact that travelling is considered as expensive and a special treat for most of the people, they engage with tourism advertisements more profoundly and they probably do some research on the destination. Hence, they engage with the product thoroughly and check whether they want to spend money on going to the destination or not.

Similar to other forms of advertising, creators of tourism advertisements also apply the AIDA formula. First of all, the tourism campaign must draw attention to itself, which is mostly done by expressive and unique pictures. Then the text of the advertisements is supposed to raise the audience’s interest in the destination and to stimulate their desire to see the advertised place rather than others. Eventually, the campaign persuades the target group to visit the destination, either immediately or some time later.

Given the fact that each destination is different concerning its location, offers, characteristics etc., it appeals to a certain group of people. When it comes to the audience of tourism advertising, most companies and advertisers divide the total market into several “sub-groups” or segments. By doing so, they can “satisfy the identified needs of target groups” and achieve
greater efficiency. Especially the age (e.g. young people vs. retired citizens), the marital status (singles vs. families with children) and the interests of tourists (e.g. cultural vs. adventurous interests) are essential in the selection of specific target groups (Middleton 1993:66-67).

In the last decade it has been proven that the internet has had a huge impact on tourism and destination advertising. Page (2011:10) used the term e-tourism, and stated that there have been two waves of technology which have had a significant influence on the tourism business. While the first wave of internet technology made it possible to establish online travel communities, “where tourism businesses were able to market and communicate with consumers through electronic media”, the second wave generated web-based communities (computer-generated media or social media), “where the online content is created by online users and made available to other users via the Web 2.0 interactive technology”. Even though the first wave was a huge step in the evolution of e-tourism, the second wave can be considered as the more important one. The possibility to discuss and communicate tourism-related topics in social media has a huge impact on the destination choosing process and the ideas and expectations that people have in mind when choosing a place.

What is more, the internet also enables consumers to book and rate their touristic experiences online. According to Page (2011:10) the “advice and knowledge of travel agents” when choosing a holiday destination has been replaced by the internet. Due to the omnipresent access to the internet today, numerous people prefer using the internet for searching and pursuing travel options as well as booking, rather than going to a travel agency. Page (2011:196) also highlighted the permanent availability of online brochures, advertising, websites and virtual tours of destinations which “make the places accessible to the potential visitors”. Tourists usually inform themselves before going on a holiday, and that is why they enjoy looking at tourism advertisements and doing research online. Thus, it can be argued that tourism advertising on the internet is a vital component of destination marketing.
2.11. Effectiveness of Advertising

The statement “I know that half of my advertising is wasted, but I don’t know which half” by John Wanamaker, an American merchant, shows very well that measuring the effectiveness of advertising is rather difficult.

Apart from John Wanamaker, numerous other experts claimed that it is almost impossible to measure the effectiveness of an advertisement. McWilliams and Crompton (1997:127) stated that “there is a widespread acknowledgement of the difficulty associated with establishing a causal relationship between advertising and sales.” It can be argued that the measurement of the effectiveness of advertising is particularly difficult because the consumers’ behavior as well as their reasons for purchase can never be understood completely. Myers (1999:4) supports this idea by saying that “advertising does have effects on sales, but only in combination with other social, economic, and cultural factors.” Furthermore, it is difficult to say whether advertising works because effects of advertisements are not predictable at all. Thus, advertisers must attempt to limit the unpredictability of an advertising campaign in order to make it as successful as possible (cf. ibid.).

When it comes to measuring the effectiveness of destination marketing, McWilliams and Crompton (1997:127) stated that it is even more difficult. Tourists usually must travel a long way to the destination and “these logistics make it more difficult to undertake studies to evaluate the impact of advertising, than it is for consumer goods where advertising and consumption typically occur in the same geographic locale”.

However, there are also several researchers who worked on the topic of effectiveness and provided some possibilities for its measurement. De Mooij (2010:178), for example, stated that the effectiveness of advertising can be measured by examining five key aspects of advertising, being “attitude towards the advertisement, brand attitude, purchase intention, memory, and market performance.” One of the most important aspects of people’s purchasing behavior is their purchase intention, which is not necessarily connected to an urgent necessity. People with a purchase intention might tend to perceive advertisements consciously and remember them for a long time. Hence, the effectiveness of an advertisement may increase. What is more, a positive attitude towards the advertisement, the brand itself as well as towards its market performance is
essential in the persuasion of the consumer. Blythe (2009:200) also discussed the main factors contributing to the effectiveness of advertising. He summarized the findings of several surveys and drew the conclusion that awareness, liking, interest and enjoyment are the four key elements of success. However, similar to De Mooij’s ideas (2010:178), these attitudes towards the respective advertisements are rather subjective and personal. Thus, measuring the effectiveness by examining the consumers’ attitudes could be rather difficult and not scientific.

Dyer (2005:78) stated that it is almost impossible to measure the effectiveness of advertisements. He criticized that even though intensive market research is done, most of it “is devoted to ‘pre-sell’ research” and not to ‘post-sell’ research (Dyer 2005:78). Thus, it is hard to prove that there is a direct relationship between advertising and the success of the advertised product.

2.12. Multimodality

Many studies of advertising do separate out components of ads, concentrate on one or a few, and ignore the others. Thus there are studies of the language of advertising which have little or nothing to say about its pictures and music or the people who create it, but there are also studies which describe the pictures of advertising without paying any attention to language.

(Cook 2006:5)

The quotation above shows that Cook criticizes the way that advertising was previously analyzed. He highlights that components of advertising were analyzed separately rather than as a whole. Due to the fact that advertising consists of several components, it was necessary to develop a new approach for the analysis of advertising, the multimodal approach.

It is obvious that in recent years advertisers have not only focused on language as a way of communication, but they also made use of several other forms of communication. Coomber (2012:102) supported this thesis by stating that “traditionally discourse analysis has focused on the written word and has paid little, if any, attention to the role of accompanying images in constructing meaning”. However, in the past decades almost all texts, especially advertising texts have been combined with visuals in order to create a “semiotic whole”. Thus, there is no doubt that advertisers engage visuals and texts that interact with each other and lead to the transmission of the message.
Given the fact that consumers usually do not spend too much time on viewing advertisements, advertisers combine images, texts and other features in order to gain the audience’s attention immediately and convey the message in a rather short time. Kress (2010:1) also emphasized the importance of the utilization and interaction of language and pictures, when he said that the “image shows what takes too long to read and writing names what would be too difficult to show”.

Even though language is considered as one of the most important means of communication, the use of other verbal as well as non-verbal means of communication is increasing, which is why the multimodal approach has taken on greater significance in recent years. Jewitt (2009a:3) stated that the analysis of speech or writing in advertising is no longer sufficient, but that the “complex ways in which speech and writing interact with non-verbal modes” must be taken into account. Simply put, multimodality is a way to analyze the several elements and their interaction in any communication situation, including advertising situations. Jewitt (2009c:18) also mentioned that the increasing interest in multimodality as a field of research is strongly connected to the advent of new technologies which has led to the evolution of new modes of communication.

Jewitt (2009a:2) pointed out that multimodal research “looks beyond language” and explores “a wide range of modes and communicational contexts” and provided the following definition of multimodality.

Multimodality describes approaches that understand communication and representation to be more than about language, and which attend to the full range of communicational forms people use- image, gesture, gaze, posture, and so on- and the relationship between them.

(Jewitt 2009c:14)

This definition suggests that multimodality aims to analyze any communication situation in which various means of communications, so called modes, are used. Kress (2009:54) stated that a mode is a “socially shaped and culturally given resource for making meaning.” Thus, modes can be characterized as verbal as well as non-verbal means of communication such as writing, speech, layout, (moving) images, music, gestures or soundtracks, which co-exist and complement each other and further contribute to the meaning of a text. It is also worth
emphasizing that the social as well as the cultural background contribute to the meaning of a mode. Jewitt (2009b:13) added that modes “are highly contingent and continuous” because they can change in the course of the time and new ones keep appearing. Clearly, especially the advent of modern technologies has contributed to the increase of multimodal texts.

What is more, multimodality does not only deal with the selection of different modes, but also with their interaction. Jewitt (2009:301) defined the “interrelationships between co-present modes” as ‘multimodal ensemble’. Hence, there is no doubt that the existence of different forms of communication, the so called modes, and their interdependence is the main task of multimodal analysis.

Jewitt (2009c:14) established four interrelated assumptions that reinforce multimodal theory.

1. Language is solely one part of a multimodal ensemble.
   In multimodality, language is not considered as the primary mode of a communication situation, but solely as one of many. It should be mentioned that any communication usually consists of numerous modes, and all contribute equally to the meaning.

2. Each mode in a multimodal ensemble is understood as realizing different communicative work.
   It can be stated that each mode has been shaped through its cultural, historical and social uses, and thus it is supposed to realize social functions. This means that each mode has a specific function, and this function can change according to respective situations, contexts or time.

3. People orchestrate meaning through their selection and configuration of modes.
   The selection and interaction of modes is hugely important when it comes to the creation of meaning. Thus, the combination and the interdependence of various modes contribute to the meaning or even create the meaning.

4. Meanings of signs produced by multimodal semiotic resources are social.
   This means that, like in speech, the selection of the signs is shaped by social circumstances, such as rules, motivations, interests and the social context of the sign-maker. Thus, the sign-makers, such as advertisers, select, adapt and refashion the signs in order to create meaning.
These four main principles demonstrate that multimodality does not only address the selection of modes and their relationship, but it also deals with their social functions as well as the meaning the creator wants to convey. Hence, multimodality is an elaborate approach which can be used for any communication situation. However, it can be argued that multimodal research also has its limitations because some critics state that it seems “rather impressionistic in its analysis” (Jewitt 2009c:26). The reason for this criticism might be that the meaning of modes such as images, gestures, colors etc. are often ambiguous and not clear. That is why the interpretation of communication situations is very complex (cf. Jewitt 2009c:26).

When it comes to advertising, Stöckl (2010:167) stated that the importance of language has decreased and the significance of the image as a mode has increased. Especially advertisers utilize different modes, such as language, image or layout, in order to communicate complex messages. Thus, there is no doubt that recent advertising is one of the prime examples of multimodal communication, because it “consists of various modes, such as images, language, typography and layout” (cf. Stöckl 2010: 163).

2.12.1. Modes

According to Kress (2009:54) modes “offer different potentials for making meaning” and thus, have a fundamental influence on the communication situation. Advertisers do have the choice of modes and that is why they have to decide which modes contribute best to the communication of the message. While there is no doubt that language and images are modes, it is not always clear whether layout or color can also be classified as modes. Kress (2009:59) worked on the definition of modes and stated that questionable forms of communication must fulfill certain criteria in order to be viewed as modes. For example, they must “represent what goes on” in the world (states, actions, events) or “represent the social relations of those engaged in communication”. If the respective form of communication, such as color or layout, meets all these criteria, it can be defined as a mode. However, it is obvious that certain means of communication cannot always be considered as modes, but it rather depends on the context. Thus, it can be argued that the essential components of most advertisements, namely writing, images, frames, layout and color, usually can be considered as modes.
Kress (2009:54) argued that the selection and adjustment of modes has a huge impact on the message of a communicative event. He stated that the mode language is essential when it comes to the transmission of meaning, e.g. writing is organized in grammar and syntax and certain words, clauses and sentences are selected. Furthermore, in written communication such as advertising, graphic resources are also used effectively. The use of graphic means, such as font, size, bolding or spacing has similar semiotic effects to spoken communication because these graphic resources are supposed to put emphasis on certain words or clauses. Moreover, graphic resources, layout and color are also used to frame certain units and communicate the message of an advertisement.

Color is a very powerful means of communication and thus, another crucial mode. Due to the fact that people associate various things with different colors and even attach meanings to them, colors and their meanings are essential in advertising. Favre and November (1979:98) highlighted the importance of color by saying that “from the moment we know how man experiences a message in color and how he reacts on the base of these situations, it is possible to influence him in a buying situation by selecting adequate colors”.

It is noteworthy that every person perceives colors individually, and the way how they do it depends on their values, moods or subconscious ideas (cf. Favre and November 1979:20-21). Moreover, there are two different examples of the subconscious, namely collective and individual subconscious. It has been proven that people with the same cultural background associate similar things with colors, which can be described as collective subconscious. In most cultures one can find deep-rooted associations with colors, for example, in our culture red is associated with love and green is the color of hope. Apart from the collective subconscious, individuals also tend to associate colors with personal experiences, which means that the individual subconscious influences whether they like or dislike a certain color. Thus, it can be concluded that the perception of color is rather personal, since it depends on people’s values, feelings or experiences (cf. ibid.). Eventually, it might be argued that most people are not aware of the influence color has on them, which is why they do not realize that advertisers use colors deliberately in order to persuade them.

Kress (2009:66) also highlighted the impact of frames and framing devices on meaning and even stressed that “frames hold together and they segment”. It can be stated that not only graphics or
images have frames, but also texts. Paragraphing or punctuation provide “unity and coherence to what is framed” in writing and further create meaning. Apart from that, color is another framing device which demonstrates what is connected and what not.

Kress and van Leeuwen (2008:177-178) discussed the analysis of composite visuals, which are visuals such as advertisements in which texts and images are combined. They emphasized the importance of the “composition of the whole”, the way how the various elements are related to each other and made to a “meaningful whole”. Furthermore, they listed three principles of composition which can be applied to every single image as well as multimodal text.

1. Information value. The placement of the elements provides them with specific informational values attached to the different “zones” of the image. Images are arranged in left and right, top and bottom, center and margin.

2. Salience. The elements are supposed to attract the viewer’s attention to different degrees, depending on the placement in the foreground or background, size, contrasts in tonal value or color, sharpness, etc.

3. Framing. Framing devices, realized by elements which create dividing lines, connect or disconnect elements of the multimodal text, showing that they belong together or not.

(cf. Kress and van Leeuwen 2008:177)

In reference to the information value of an element in an advertisement, it can be stated that the placement is essential. Depending on which side an element is placed, the informational value can be detected. According to Kress and van Leeuwen (2008:181) “elements placed on the left are presented as ‘Given’, elements placed on the right as ‘New’”. ‘Given’ would mean that the text or image presented is already familiar or known to the audience, “commonsensical or self-evident”. In contrast, the information shown in the ‘New’ section is usually unfamiliar and unknown to the viewer. Similar to the left and right distinction, there is also a difference between placing something in the upper or lower section of a multimodal text such as an advertisement. Kress and van Leeuwen (2008:186) explained that the “upper section tends to make some kind of emotive appeal and it shows us “what might be”, while the lower section tends to be more informative and practical, showing us “what is”’. That is why the top section is said to represent the “ideal” and the bottom section the “real”. Thus, it could be stated that the element in the top
section is essential for the advertisement and the element in the bottom section is supposed to support the upper section. Apart from that, elements placed in the center of an advertisement can be considered “the nucleus of information”, and elements on the margins are “subservient” (Kress and van Leeuwen 2008:196). Although it can be stated that most of the advertisements published in the Western world are structured this way, these rules are not always applicable in all cultures.
3. Analysis

3.1. Data and Methodology

The following sections of this thesis consist of a detailed analysis of the case study, the *There’s nothing like Australia* campaign. The study consists of two core components, namely the qualitative examination of the advertisements and the quantitative analysis of the Australians’ as well as Austrians’ views on it.

First of all, the print advertisements published by the Tourism Australia organization served as data and were analyzed in greater detail. Due to the fact that an advertisement consists of several components which interact and finally create a whole, the multimodal approach was found to be a suitable method to analyze them.

In order to find out what Australian people think about the *There’s nothing like Australia* campaign, a questionnaire survey was conducted. The questionnaire consisted of three general questions asking for the participants’ age, gender and nationality and 25 questions on the campaign itself. Two of these 25 questions were closed-ended, seven open-ended and fourteen of them offered a range of possible answers (multiple choice questions). Besides, an optional comment box was provided to give the respondents the opportunity to leave comments on the campaign. The lack of closed-ended questions and the prevalence of open-ended and multiple choice questions were supposed to make the participants think about the answer options, engage with the campaign thoroughly, and voice their ideas on it.

I distributed the questionnaires on a trip around Australia in September 2014. Depending on the intensity of the engagement it took the respondents 15-30 minutes to answer all the questions, which was one reason why only a few Australians were willing to fill in the questionnaire. In Australia, 20 Australians were willing to fill in the questionnaire and another 22 Australians filled in the online questionnaire. The latter consisted of the same questions and was created at the LimeSurvey Uni Graz platform. The link to the online survey was randomly sent to 70 Australians of all ages registered on couchsurfing.com, which is a hospitality exchange organization and social networking site. 22 out of those 70 people filled in the questionnaire, which represent almost one third (31.4%) of those contacted. It has to be mentioned that this
survey is not representative and valid for all Australians, but it was used to collect and understand some Australians’ views on the *There’s nothing like Australia* campaign, which was supposed to represent their home county.

Due to the fact that it is rather difficult to measure the effectiveness of a campaign, I decided to simplify it and solely ask potential tourists what they think about the tourism campaign. In order to do so, another questionnaire was created and distributed to Austrians, who were considered as potential tourists. Similar to the first questionnaire, the second one comprised 26 questions and an optional comment box. There were only two closed-ended questions, but nine open-ended questions and fifteen questions with multiple answers. The survey was mainly handed out to students at the campus of the University of Graz, but also to other people of all ages. 70 Austrians between the ages of 18 and 77 took some time to answer all the questions. Due to the fact that the people have not been chosen in accordance with the rules of statistics, the validity of the survey is limited and not representative for all Austrians. The answers of the questionnaires have been entered into Excel files, processed with Excel and converted into tables.

It also has to be mentioned that only nine out of ten of the print advertisements will be discussed in this thesis because of a human error. I forgot to copy the last print advertisement (featuring Freycinet, Tasmania) and include it in the questionnaire survey, which is why this advertisement was also omitted in the qualitative analysis of the thesis.

### 3.2. General information on the campaign

The *There’s nothing like Australia* campaign served as the case study for this thesis and will be analyzed according to the aforementioned theoretical concepts and ideas. First of all, the campaign, its advertising situation, online appearance and target audience will be discussed. Secondly, the campaign will be analyzed qualitatively; the structure, zoning and various modes of the nine print advertisements will be examined. Finally, the acceptance of the campaign will be identified in the quantitative analysis.
This Australian tourism campaign was discovered randomly and selected because of its considerable potential for discussion. It appeared particularly interesting since it is a rather recent and very innovative example of advertising.

To begin with, the originator of the *There’s nothing like Australia* campaign is the Tourism Australia organization, an Australian Government agency which is “responsible for attracting international visitors to Australia”. Its main tasks include the promotion of Australia as a destination, online communications as well as consumer research (*Tourism Australia* 2014a, online).

In the last decades, Tourism Australia has launched numerous campaigns to promote Australia as a tourism destination, one of which was the *There’s nothing like Australia* campaign. The latter was launched in May 2010 and was rather innovative as it invited Australians to share their favorite domestic holiday destinations with the world. Tens of thousands Australians contributed to the success of the campaign and uploaded more than 60 000 photos and stories to the homepage (www.nothinglikeaustralia.com) provided for this project. The best stories and images were selected by Tourism Australia and used in online and print advertising. Thus, the *There’s nothing like Australia* campaign can be considered as one of the “country’s biggest consumer-generated promotions” (*Tourism Australia* 2014b, online). Gaskin (2001:39) highlighted the ‘adaptability’ of Australian advertisers in “the emerging advertising world” at an earlier point of time and mentioned that Australian advertising is highly creative and that it will master “the technological challenges of the future”, by adapting the structures and processes to the changes. This adaptability of Australian advertisers can also be detected in the *There’s nothing like Australia campaign* with its strong focus on online advertising and social networking sites.

Tourism Australia’s managing director at that time, Andrew McEvoy, argued that Australians are “experts” on what is unique about their country and that according to a study “81 per cent of Australians agree that every Australian can help promote their tourism industry”. That is why Australians were involved in the creation of the campaign as well as in the online viral marketing, which was supposed to encourage others to travel to Australia. Apart from broadcast, print and online advertising, online word-of-mouth marketing was a huge part of the campaign. The *There’s nothing like Australia* facebook page, which was essential in the spread of the
campaign, was also the “most successful destination site in the world” (*Campaign Brief* 2010, online).

Schweiger and Schrattenecker (2005:226) as well as Belch and Belch (2004:168-169) examined the benefits of involving so-called experts in advertising. Australians were considered as experts on their home country, which is why they were seen as credible and reliable sources by the potential tourists. Belch and Belch (2004:168) specified that especially people who have “relevant knowledge, skills, or experience” with the advertised product, are more persuasive than professional testimonials. This might also be applied for the *There’s nothing like Australia* campaign; Australians are said to have relevant knowledge on and experience with their country, which made them to reliable sources. However, if the source is not “honest, ethical and believable” or even “biased or has underlying personal motives for advocating a position (such as being paid to endorse a product)”, it cannot be considered as trustworthy (Belch and Belch 2004:169). Due to the fact that all Australians uploaded their stories voluntarily and without any remuneration, the Australians can be considered as trustworthy sources.

McEvoy praised the overwhelming engagement of the Australians and highlighted “the value of social networking to gather authentic travel stories and powerful word of mouth endorsement of Australia from everyday Australians” (*Tourism Australia* 2014d, online). The involvement of social media was highly successful, since tens of thousands of Australians uploaded more than 30 000 personal stories and pictures to the *There’s nothing like Australia* homepage within a period of 28 days, which exceeded the creators’ expectations by far. Another 140 000 people visited the website in the first weeks and spent an average of 10 minutes on the site perusing the uploaded stories and pictures (*Tourism Australia* 2014d, online). The average time people spent on the *There’s nothing like Australia* homepage can be considered as very long, since according to Nielsen (2011, online) an “average page visit lasts a little less than a minute”

The Tourism Australia organization made use of the Australians’ stories and created an “interactive, digital map of Australia, giving travelers around the world ideas and inspiration for their Australian holiday” (*Tourism Australia* 2014 b, online). The creation of this map was not only a creative way of promotion, but it was also a very efficient one, since www.nothinglikeaustralia.com and on www.australia.com, drew more than a million visitors
each month. It is noteworthy that the Tourism Australia organization mainly decided to “focus strongly on the digital, social media and advocacy channels” because they have become crucial to holiday planning.

Due to the fact that the *There’s nothing like Australia* campaign focused on positive stories and comments by the Australian customers (tourists) and experts, who published them online and made them accessible to millions of people, Henning-Thurau et al.’s (2004:39) definition of electronic word-of-mouth marketing can be applied. Nick Baker, executive general manager of consumer marketing, also emphasized the focus on word-of-mouth marketing on social networking sites.

Part of our focus is to use word of mouth and digital advocacy to sell Australia. We know that stories bring people together and a large focus for this campaign is to use social and digital channels to allow people to share their experiences of our country.

*(Tourism Australia 2012a, online)*

There is no doubt that the strong focus on online advertising was a clever move. Kotler and Armstrong (2007:436) mentioned three main advantages of the internet as advertising medium, which were also relevant in the case of the *There’s nothing like Australia* campaign. Online advertising is not only rather cheap compared to other media channels, but it is also very immediate. This immediacy was essential for the *There’s nothing like Australia* campaign as it could trigger immediate reactions by the consumer, such as doing some research on Australia or even booking a flight to Australia. Finally, online advertising is interactive, which meant in this case that it was not only possible to involve Australians in the creation of the campaign, but it was also possible to provide millions of potential tourists with an interactive map of Australia. Thus, it can be stated that the creator of the campaign made use of these three key advantages of the internet.

Within the first few days millions of people visited the *There’s nothing like Australia* homepage and explored the interactive map, which made it the tourism organization’s most successful campaign. Within two weeks more than eight million people globally had viewed the campaign; the short videos posted on the YouTube platform were viewed more than 175 000 times, and
another 240 000 people visited Tourism Australia’s website, www.australia.com, within 14 days (cf. Tourism Australia 2012b, online).

Because of the huge success of the campaign, Tourism Australia cooperated with various partners. These partners, such as airlines, State Tourism Organizations, travel distributors or the Australian industry, have also spread the campaign. In total, the There’s nothing like Australia campaign has so far been published in 25 countries and translated into 17 languages (cf. Tourism Australia 2014e, online).

3.2.1. Target audience of the campaign

Like in many other countries, Australia’s tourism industry is a major part of its economy. Due to the relatively low population, the growth and profits of domestic tourism are limited. That is why Australia “heavily relies on visitors from other countries” (Belch and Belch 2004:659). Therefore, the Tourism Australia Organization mainly aims at attracting foreigners.

According to Vestergaard and Schröder (1985:110) the most profitable group of people should be taken into account. Certain products, services and experiences, such as a journey to Australia, are only affordable for a certain group of people and thus, the audience of this campaign is segmented.

When it comes to the target audience of the There’s nothing like Australia campaign, Tourism Australia’s campaign strategy stated that “leisure travelers who are highly predisposed to visiting Australia“ are considered as the potential target group (Tourism Australia 2014c, online).

First of all, it has to be mentioned that there is no such thing as a predisposition to visit Australia. However, it could be argued that some people are more likely to travel to Australia than others. The individual reasons for traveling might be rather personal and private, but the desire to travel is also connected to some factors, such as people’s interests, income, distance to the destination, price etc. Tourism Australia further stated that “the consumer who holidays in Australia is predominantly a well-travelled and sophisticated consumer” (Tourism Australia 2014c, online). Again, this characterization of an average visitor to Australia might not be valid, particularly
because the market research has been ordered and published by the Tourism Australia organization, which is why it cannot be considered as an independent scientific work.

Due to the fact that Australia Tourism wanted to appeal to tourists who are willing to spend some time and money in Australia, a research project on potential tourists has been done. There is no doubt that the second phase of the campaign focused on rather exclusive and glamorous experiences and natural wonders, which was supposed to “resonate particularly well with Asia’s growing, affluent middle class, especially in key markets such as China, across South East Asia and the fast emerging markets of India and Indonesia” \(\text{Tourism Australia} \text{ 2014c, online}\). Therefore, the campaign’s main aim is to “encourage these visitors to travel further and spend more on an Australian holiday” which makes Asian populations one of the prime target groups of the campaign \(\text{Tourism Australia} \text{ 2014c, online}\).

Given the fact that China is “Australia’s fastest growing and most valuable overseas tourism market”, the campaign was launched in China at the very beginning. Besides, the campaign was published in the UK, the US, Australia and Australia’s 18 key markets \(\text{Tourism Australia} \text{ 2012c, online}\). By looking at Tourism Australia’s global market strategy, one can state that there is a huge emphasis on Asian markets. Apart from North America and the United Kingdom, which are essential markets, there are mainly Asian nations listed. Europe as a whole is neglected, solely Germany is listed as a growing market and Italy and France are categorized as “high priority” markets \(\text{Tourism Australia} \text{ 2014k, online}\). Belch and Belch (2004:659) also discussed the increasing importance of Asian markets, especially the Chinese. Due to “economic, social, and political changes in recent years” the Chinese market has become a promising opportunity for marketers because they could reach “1.2 billion potential consumers”. This is what Tourism Australia did.

Apart from Asian people, the researchers also identified tourists “across different cultures that would be receptive to the Australian experience”, whom they called “Experience Seekers”. They are said to be very interested in different places and destinations and “less affected by the traditional barriers”, such as long distances, lack of time and high costs”. Although experience seekers can be found “among all age groups, income levels and geographic locations”, they do
have several features in common, most importantly their desire for “unique, involving and personal experiences” (Tourism Australia 2014j, online).

Tourism Australia investigated experience seekers’ ideas and took their desires and wishes into account. It has to be mentioned that experience seekers prefer authentic, personal experiences to staged and superficial experiences. Apart from interacting with the locals, experiencing different lifestyles and cultures, they also want to challenge themselves in some way. Interestingly, they usually travel ‘off the beaten track’ and want to see unique places and experiences. Furthermore, experience seekers are usually “open-minded, experienced international travelers” who consider travelling as a major part of their lives. What is more, they are “well educated and informed”, which leads to a “higher than average household income” and thus, they usually “stay longer and spend more” (Tourism Australia 2014e, online). Having said that, it makes sense that the There’s nothing like Australia campaign mainly shows “distinctive and high quality Australian tourism products and experiences”. The print advertisements are supposed to represent a “more contemporary, sophisticated, energetic and inspiring Australia” which primarily shows “quality experiences available to consumers” in Australia (ibid.). However, this focus on so-called experience seekers and their longing for pure and authentic experiences is not visible in the campaign, since most of the portrayed places and experiences focus on more glamorous tourist attractions.

Interestingly, Tourism Australia also stated that the There’s nothing like Australia campaign does not only aim at “more affluent segments”, but also at youth travelers (Tourism Australia 2014i, online). Given the fact that there are millions of young backpackers in Australia, they want to increasingly focus on this segment. However, the campaign’s focus on young people cannot be detected instantly, as there are solely exclusive and expensive places advertised rather than adventurous experiences.

It is noticeable that European tourists are not considered in the There’s nothing like Australia campaign. The reasons for doing so might be diverse. First of all, Asia is closer to Australia than Europe. Therefore, the flights to Australia are not only considerably shorter from Asia, but also cheaper. What is more, the Asian population is by far higher and growing faster than the
European population. Although there are still many poor people in Asia, the middle class in most Asian countries is rising rapidly. Thus, not only the national elites can afford to go to Australia, but also middle class people whose wealth and desire for travelling is growing.

When it comes to the costs of the campaign, the budget was not completely transparent. However, Tourism Australia mentioned that “the AUS$250 million campaign” was co-funded by the Australian tourism industry. While the industry partners funded AUS$70 million, Tourism Australia invested the rest of AUS$180 million (Tourism Australia g 2012, online).

3.2.2. Description of the Websites

As a precursor, it should be mentioned that in the course of the writing of this thesis, the There’s nothing like Australia homepage (http://www.nothinglikeaustralia.com/) has disappeared. On November 2, 2014, the aforementioned webpage has been visited and there was no notice on a forthcoming deletion of the respective webpage. On this day the screenshot of the http://www.nothinglikeaustralia.com/ site was taken randomly (see figure 1). Surprisingly, on the next time of visit, December 30, 2014, the webpage could not be found anymore. However, whenever http://www.nothinglikeaustralia.com/ was typed in, one was immediately redirected to http://www.australia.com/.
Figure 1: Screenshot of the deleted http://www.nothinglikeaustralia.com/ homepage by Tourism Australia (2014f)

Apparently the Tourism Australia organization has deleted the http://nothinglikeaustralia.com/ homepage in the meantime and focused on http://www.australia.com/. It can only be assumed that the webpage has been deleted between November 2, 2014 and December 30, 2014. Interestingly, there was no explanation on this deletion available on the internet. The reasons for the changes to the page and its content are not clear.

The main attraction of the http://nothinglikeaustralia.com/ page was an interactive map of Australia which included more than 60 000 pictures and stories Australians had uploaded. Internet users could click on thousands of photos, look at them and read some stories and background information. After being redirected to http://www.australia.com/, one could not find the interactive map at first sight. However, on the main page there is a rather small map which shows some tourist destinations and by clicking on them, pictures emerge (see figure 2).

Figure 2: Main page of Tourism Australia (2014g)
After a detailed examination it became apparent that this interactive map is not of the dimension of the original interactive map on the http://nothinglikeaustralia.com/ homepage. The new map only provides general information and facts on the selected places rather than personal stories of Australians. However, the new map (see figure 3) makes it possible to explore Australia by different categories, e.g. Australia’s iconic destinations, Australia’s cities, Australia’s states etc.

![Interactive map on the Tourism Australia homepage (2014h)](image)

Interestingly, it can only be concluded that the online presence of *There’s nothing like Australia* campaign changed for unknown reasons and without any explanation. There is no separate *There’s nothing like Australia* homepage anymore, but its key focus, namely the interactive Australia map, has disappeared and replaced by a new and simpler version of the map. Still, people can explore Australia and its unique places by interacting with the map.
4. Qualitative Analysis

Those responsible for the *There's nothing like Australia* campaign created ten print advertisements, which have been published in international newspapers and magazines in order to promote Australia as a tourism destination. They mainly feature well-known Australian places, such as Uluru, the Great Ocean Road, the Great Barrier Reef or Sydney Harbor. Nine print advertisements will be analyzed in the following sub-chapters.

Applying Leech’s (1972:32) ideas of a communication situation, it can be stated that the Tourism Australia organization is the sender of the message, which is supposed to be communicated through the advertisements. There are no speakers who communicate the message directly to the receivers, who are those people who actually perceive the advertisements and their messages, either online or offline. In the case of the print advertisements, the images are supposed to stand for the real world places. It is evident that the relevant objects in this communication are the advertised Australian places, which are visually present in all of the *There’s nothing like Australia* advertisements, aiming at persuading the viewers to come to Australia and see these places in real life. The Tourism Australia organization focused on numerous media channels, such as the internet, television, but the print advertisements can be described as visual communication because they consist of expressive images and written texts. Eventually, it must be mentioned that the main purpose of this communication situation is to make people come to Australia and experience what is shown in the advertisements.

When it comes to the structure of the print advertisements, it can be observed that all advertisements are similar. The three core elements of print advertisements, namely headline, body copy and slogan, are arranged similarly in all of them. In the majority of the print advertisements (66.7%) the headline can be found in the right top corner, in 22.2% of them it is placed in the left top corner and in 11.1% of the advertisements it is in the right bottom corner. According to Kress and van Leeuwen’s (2008:186) zoning of advertisements, the headline in the top right corner is supposed to be ‘new’ to the audience, appeal to them emotionally and show ‘what might be’. In the case of the tourism campaign it might be argued that the information given in the headlines is supposed to be interesting or even ‘new’, appeal to the viewers and
show them ‘what might be’ if they went to Australia. The slogan as well as the body copy is always in the bottom right corner owed to the fact that the most prominent part of the advertisement is usually placed in the lower right corner, because people from Western cultures read from the left to the right and from the top to the bottom. This means that they finish ‘reading’ the advertisement at this corner, and it is supposed that they remember the last information at the right bottom best (cf. Vestergaard and Schrøder 1985:44). Thus, it can be argued that the advertisers of the There’s nothing like Australia campaign intentionally placed two core elements of the advertisement at this specific position.

THERE’S NOTHING LIKE AUSTRALIA is not only the name of the campaign, but it is also the slogan of all print advertisements. The slogan conforms to Applegate’s (2005:52) idea that it has to be memorable, rather short and include the product’s or company’s name. This slogan implements these ideas and includes the name of the place to be advertised, highlights the uniqueness of Australia and is still rather short. Next to the striking slogan there is a small logo, a colorful kangaroo in front of the sun, which is supposed to stand for Australia. The body copy usually provides the audience with further information on the advertised products, but, the body copies of the There’s nothing like Australia advertisements only provide the audience with the name of the place shown and the link to the official Australian Tourism website. It is very striking that the print advertisements also refer people to the Tourism Australia’s homepage, which emphasizes the campaign’s focus on online advertising. Interestingly, the main homepage of the campaign, www.nothinglikeaustralia.com, was not given, but the official Australian Tourism website. Due to the fact that www.nothinglikeaustralia.com has been deleted in the meantime, it was a clever move referring to www.australia.com.

In the following section of this thesis the selected print advertisements (full-size version see Appendix) will be analyzed in greater detail.
4.1. Advertisement 1

Figure 4: Great Barrier Reef advertisement by Tourism Australia (2013)

**Description of the advertisement**

The first advertisement features the Great Barrier Reef, the world’s largest coral reef which is situated along the coast of Queensland. It shows life under the water surface; people who are snorkeling and observing the marine animals; and living creatures, such as diverse fish, turtles and corals are also visible. It is noticeable that the turtle and corals are foregrounded, which might suggest that the advertisement focuses on the exceptionality of the Great Barrier Reef, which is home to a vast number of life forms and famous for its corals. The turtle is in the center of the advertisement, while the people are on the margins, which is why it can be argued that the focus on the marine turtle was intended. At first glance, the turtle simply might be perceived as an example of the living creatures found in the Great Barrier Reef, but after doing some research
it can be reasoned that there is more to it than that. According to the Department of Environment of the Australian Government (2015, online), Australian waters are not only home to six out of seven species of marine turtles, but they are also protected by Australian law. Consequently, the focus on the marine turtle was well-considered and supposed to emphasize the singularity of the Great Barrier Reef, the Australian wildlife and Australia as a whole. The three people who are snorkeling, can be described as observers of the natural wonders of the Great Barrier Reef and the fact that one of them is taking photos might suggest that they are warm admirers of the reef and Australia.

Composition of the advertisement

When it comes to the composition of the advertisement, it can be stated that the image is the main eye catcher and speaks for itself. The headline, saying THE ONLY AQUARIUM VISIBLE FROM SPACE, is a clear statement which is not supposed to call tourists’ attention by praising or promising something, but it rather provides a fact. It can be resolved that this claim is true, since it has been scientifically proven that the Great Barrier Reef is not only the “world’s largest coral reef system”, but it is also the only living thing on earth that “can be seen from space” (Zimmermann 2012, online). Remarkably, the term ‘aquarium’, which usually stands for an interesting and entertaining place full of fish and other aquatic animals, is supposed to stand for the Great Barrier Reef. This is an understatement, but it can be argued that it makes the headline more interesting.

The headline is not only a simple sentence regarding sentence structure and wording, but its layout is also rather plain. It can be stated that all the writing, including the headline, is printed in white uppercase letters. Compared to the other text, the font size of the slogan is larger, but still rather unobtrusive. It might be assumed that the capital letters are not only supposed to make the text easily recognizable, but they also highlight the meaning of the words. Besides, the white color also forms a contrast to the rest of the advertisement, which is mostly ocean blue, and accentuates the text. On the one hand it can be argued that the slogan is a simple and unambiguous sentence, but on the other hand one might claim that the slogan THERE’S NOTHING LIKE AUSTRALIA is pretentious. Leech (1972:39) and Plummer et al. (2007:85)
examined the advantages of short and plain headlines, and found that simple language is hugely effective. Blythe (2009:197) also supports this idea, and adds that simple language puts the focus on the visual element of the advertisement, which is apparent in the *There’s nothing like Australia* campaign. The claim that there “there’s nothing like Australia” is a short and forceful statement, which catches people’s attention, is remembered easily and might awake people’s interest in Australia. What is more, the slogan is accompanied by a logo, a colorful kangaroo in front of a yellow sun. This is particularly clever, since people from all over the world know that kangaroos are rare animals, native to Australia. The kangaroo is Australia’s national animal and stands for the country more than anything else. Strikingly, the kangaroo is colorful, which might suggest that Australia’s inhabitants, both human and animals, are diverse. Thus, it might be argued that Tourism Australia aims at highlighting its multicultural history and society. The sun behind the kangaroo is another essential part of Australian life, and refers to the fact that Australia is one of the sunniest places in the world. There is no doubt that sunny weather is an essential selling point in tourism advertising, but in this case it has been scientifically proven that Australia is one of the sunniest countries in the world (cf. Osborn 2015, online). The last core element of the advertisement, the body copy, is kept short but it still fulfills its task, namely providing the audience with information on the advertised product and sustaining their interest. The viewers are referred to the official Australian tourism website, which is an interesting example of how the audience can be engaged in the advertisement and caused to visit the homepage and do some research on Australia.

There is no doubt that the image is the most essential part of the advertisement, and there is an obvious relationship between the image and the headline. This reflects Dahl’s idea (2006:100) that a headline “usually works together with the graphic element”, in this case the headline provides information on what is shown, namely the Great Barrier Reef. The image is not only a small part of the advertisement, but it can be stated that the image is the part which the whole advertisement is built on. Plummer et al. (2007:85) emphasized the significance of images and stated that advertisements with “powerful images, color, and contrast” are mostly very successful. Apart from that, pictures are particularly important in tourist advertising, since the audience wants to see the potential holiday destinations. That is why there is such a strong focus on the image of the *There’s nothing like Australia* advertisements.
Given the fact that the setting of the advertisement is under water, the dominant color is ocean blue. It can be seen that where the rays of the sun meet the water, the blue is lighter. Blue is not only the color of the ocean and the sky, but according to Favre and November (1979:20-24) it is also a deep and quiet color which supposedly encourages dreams. Thus, it might be argued that the prevalent color in this advertisement is supposed to make people want to pursue their potential dream of going to Australia. Apart from that, blue is also the coldest color, which is supposed to have a cooling and relaxing effect on the viewers (cf. ibid.).

Concerning the interrelationships between the different modes, it can be argued that they are rather well-matched. Due to the fact that the text is rather unobtrusive and simple, the image comes to the foreground and fulfills the task of drawing the audience’s attention to the advertisement. The white writing is supposed to create a contrast to the image and make the text noticeable. The dominance of the color blue also contributes to the meaning of the advertisement by making the viewers feel relaxed and stimulating their desire to travel to Australia. To sum up, the message of the advertisement, namely the promotion of the unique Great Barrier Reef, is communicated through a combination of all modes, which are language, image, color, typography and layout. It calls the audience’s attention by providing a striking image, an simple, but factual statement, a plain layout and a convincing color scheme. The body copy refers the audience to the webpage of Tourism Australia, which engages the potential tourists.
4.2. Advertisement 2

Figure 5: Great Barrier Reef (Whitsunday Islands) advertisement by Tourism Australia (2013)

Description of the advertisement
This advertisement shows one of the numerous Whitsunday Islands in the area of the Great Barrier Reef in Northern Queensland. The sand bank is surrounded by a turquoise ocean on the one side and dark blue water on the other side. A woman and a man are the only people on the island; and since they are holding hands it might be assumed that they are a couple. Besides, two other indeterminable objects can be spotted on the island, namely a black box and a blanket or towels. Some people could imagine that this box is a treasure, but more likely it is a cooling box, in which food and drinks are stored. Next to the box there is a rug, which might be used as a towel to lie on. Apart from that, a water plane can be sighted on the left side of the island which is probably about to take off after dropping off the couple.
It is assumed that the couple deliberately chose to be dropped off at this lonely island, which reflects the common desire of being on a paradisiac island. Given the fact that they do not have any luggage, they probably just spend one day on the island enjoying the lonesomeness and tranquility. In this advertisement the romantic illusion of spending a day with one’s partner on a lonely island has come true, which might appeal to many potential tourists. The sand island can be considered as the center of the advertisement, since it forms a contrast to the rest, the blue ocean. In this case, the calm and heavenly island can also be perceived as a whole new world, isolated from the rest of the world. It is also worth mentioning that in the background of the image one can see elevations, which can be taken as the main land. This might suggest that even though the couple can see the mainland, they are far away from civilization and society, including its problems and daily challenges.

**Composition of the advertisement**

First of all, it can be argued that the headline, saying WELCOME TO THE WORLD’S MOST SCENIC RUNWAY, is not very eye-catching since it is placed in the left bottom corner. Even though this is an essential zone in advertising, the headline is not spotted first when looking at the advertisement. Thus, it can be argued that the image is supposed to persuade the viewers at first sight, catch their attention and finally lead them to the headline. Again, the language of the headline itself can be described as very simple. Even though the exclamation mark is missing, the sentence might be classified as an exclamation since the advertisers address the tourists personally by welcoming them. It might also be speculated that the word “WELCOME” is supposed to mak well-chosen, because it has more than one meaning. The Merriam Webster online dictionary (2015, online) provides two different definitions of the word runway. Firstly, a runway is defined as “a long strip of ground where airplanes take off and land”. In this case it can be argued that the ocean serves as runway, since a seaplane is present and about to take off. However, a runway can also be defined as a “raised structure along which models walk in a fashion show” (ibid.). Even though there is no ‘raised structure’ and there is no fashion show, it might be argued that this definition is also meaningful, since two people walk along the island. Both definitions are possible, and support Myers’ (1995:67-68) idea that many advertisers use ambiguous words. Depending on the viewers’ mindsets and ideas, one of these meanings of the
word comes to their mind. Ambiguity does not only involve people’s personal meanings and ideas, but it also might make them think about the meaning of the word and the whole sentence, which leads to an engagement of the potential tourists. Apart from that, it is claimed that this island or the ocean is the “WORLD’S MOST SCENIC RUNWAY”, which is an assertion that cannot be proven. However, it can be said that people probably have a different image in mind when they think of a normal runway (definition 1), which is why the island appears as a really beautiful runway.

The slogan and the body copy are the same as in the first advertisement. Given the fact that these print advertisements are part of the There’s nothing like Australia tourism campaign, the title of the campaign is also used as the slogan in all of the advertisements. By doing so, the repetition of the slogan and the campaign’s name might be remembered easier and become known. The headline usually states what can be seen in the images and the body copy refers to the homepage of Tourism Australia. Again, the language is simple and the image is very striking and eye-catching.

Regarding the colors, the two dominant colors in the advertisement are blue and sandy. Bourn (2011a, online) argued that the color blue is often associated with freedom, intuition, imagination, inspiration, and sensitivity and all these ideas can be connected to the people in the advertisement. It can be argued that they experience real freedom since it is visible that the island is different or even isolated from the rest of the world, separated by the colors. While the island is sand-colored, it is surrounded by the blue ocean and sky. What is more, even the mainland appears bluish, which supports this idea of the two worlds in the advertising. In this case, colors are used to show the separation between two different worlds, the island and the rest of the world, including the ocean, sky and the main land. It might be argued that people do not only associate positive ideas with the blue of clear oceans and skies, but they also tend to associate positive ideas with sand-colored, beautiful beaches.

To sum up, similar to the first advertisement, the headline is not very striking, which is why the image inherits the task of catching the viewers’ attention. Interestingly, the word runway can have two distinct meanings and thus engages people. The image and the ambiguous words work together and awaken the audience’s interest in Australia, a beautiful and exclusive tourism
destination. What is more, the slogan and the logo are not only supposed to repeat the campaign’s name, but they also reinforce the message of the campaign, namely that there is nothing better than Australia. Similar to the first advertisement, the image can also be considered as the most important mode. Apart from that, the dominance of the various shades of blue is also common in the There’s nothing like Australia campaign.

4.3. Advertisement 3

Figure 6: Twelve Apostles advertisement by Tourism Australia (2013)
Description of the advertisement
The third advertisement features the Twelve Apostles, which are close to the Great Ocean Road along the coast of Victoria. These formations are very special, since these rocky stacks were created by the sea more than 20 million years ago. In the meantime, the sea has gradually eroded the soft limestone stacks and that is why only eight of the twelve Apostles are still standing (cf. Lonely Planet 2015, online). When looking at the light, one could assume that this photo was taken briefly before sunset. On the left side there is a helicopter, with two people, a woman and a man, flying over the ocean and the Twelve Apostles. It is not clearly visible whether the man in the helicopter is the pilot, but it might be assumed that he is, and the woman next to him might be a tourist admiring the Twelve Apostles and the unique coastline of Victoria. Interestingly, this advertisement features the Twelve Apostles and the blue sky as a really calm and unspoiled area, and the helicopter, which is also rather central, might be considered as an invader. However, there is no doubt that the people in cockpit enjoy the spectacular view on the beauties of nature. This idea is also supported by the fact that she is holding a camera in her hands, probably taking photos of the fantastic place.

Composition of the advertisement
To begin with, the image of the Twelve Apostles, the ocean and the blue sky can be considered as the main eye catcher. It is a simple, but expressive picture showing that one can observe and admire the beauties of nature from a great height. Then, the headline EXPERIENCE THE WORLD’S MOST EXCITING IN-FLIGHT ENTERTAINMENT catches the viewers’ attention and makes them think about it. By looking at the image, it is apparent that the headline refers to the spectacular view on that flight and compares it to in-flight entertainment which is available on aircrafts. The advertisers claim that the view is by far better and more exciting than the usual in-flight entertainment, suggested by the use of the superlative “THE WORLD’S MOST EXCITING”. Thus, it is promised that this flight provides the tourists with an unforgettable and breathtaking view. Furthermore, the word “EXPERIENCE” also has a positive connotation and suggests that there is something special worth discovering. Again, the headline elaborates on what can be seen in the image, namely the view over the Twelve Apostles. When it comes to the layout of the advertisement, it can be stated that the structure is similar to the other print advertisements. All the writing is in white and capitalized; only the font size of the headline and
the slogan and body copy is diverse, which is probably due to the different levels of importance of the texts. The headline is placed in the right top corner, while the body copy as well as the slogan can be found in the right lower corner. Like in the previous advertisements, the slogan and the name of the whole campaign are repeated and the body copy fulfills its task by providing the name of the chosen place and the link to the homepage. Because of the setting sun, the central right side of the advertisement, especially the horizon, appears yellowish. Obviously, the Twelve Apostles appear in various shades of brown, and the rest of the advertisement is blue. Given the fact that the ocean and the sky are the main attractions in the advertisement, the color blue is dominant. To be more specific, it is a dark blue rather than a light blue owing to the fact that the sun is setting. It can be argued that blue is the color of the two essential aspects of the destination, namely the sky and the ocean. This dominance of the color blue suggests openness and freedom, and might stimulate people’s desires for freedom and eventually makes them travel to this place.

It might be argued that the main eye catcher of this advertisement is the image of the Twelve Apostles. However, if the headline catches the audience’s attention first, it directly leads them to the image. The image and the text are coexistent modes which work together very well. It is shown that viewing the coast of Victoria by air is an incredibly exciting experience. Besides, the setting sun and the colors are also used to support the beauty of this experience, and they create a romantic and exclusive atmosphere. By blending the various modes, the goal of advertising Australia as an exclusive destination is achieved. What is more, the repetitive slogan and body copy contribute to the consistency of the campaign and create a common thread which is running through the print advertisements.
4.4. Advertisement 4

Figure 7: Sydney Harbor advertisement by Tourism Australia (2013)

Description of the advertisement

The setting of this advertisement is Sydney, Australia’s largest and most famous city. The image portrays the harbor of Sydney with its two world-renowned places of interests and tourist attractions, namely the Sydney Opera House and the Sydney Harbor Bridge. Even though it is not visible at first glance, the couple is standing on a boat, either a sailing boat or a yacht. While the boat is facing the Harbor Bridge and sailing towards Sydney harbor, which is between the Opera House and the bridge, the couple is not looking towards the Opera House or the Harbor Bridge, but rather towards the opposing direction. Assuming that the couple is on its way to the
opera, it might be argued that their attire is too informal. However, at the Sydney Opera House homepage (2015, online) one can read that “unless specified, there is no formal dress code at Sydney Opera House”. Compared to European standards, this dress code is rather informal and might suggest Australia’s ease and freedom. By observing the colors, it can also be seen that the sun is setting, which might be the reason why the couple is looking at the sun set and not at the two points of interest. It might also be argued that this advertisement does not only focus on Australia’s largest city, but it also focuses on its remarking Opera House, which is probably the most recognized Australian building in the world.

Composition of the advertisement
In this case is it harder to tell what is supposed to be the eye-catcher of this advertisement. It might be argued that the couple at the right margin of the image is on a boat and on their way to the world famous Sydney Opera house. Even though these two landmark buildings are in the background, they still call the viewers’ attention. The image does not only show the landmarks of Sydney, but it also portrays a very exclusive and romantic way of getting to the opera. This is what is said in the headline, WHERE A TRIP TO THE OPERA IS AS MAGICAL AS THE PERFORMANCE. This statement claims that the performances at the Sydney Opera are “MAGICAL”. It can be argued that this word is rather vague, but appears to have a positive connotation. Due to the fact that the Sydney Opera House is right beside the harbor, people might go to the opera by boat or do a harbor cruise before the performance, which is an additional feature of Sydney. While the headline is in the left top corner, the slogan and the body copy are downward diagonal. It can be detected that the advertisement is structured similar to the way people from Western countries read. They are supposed to start reading the headline in the left top corner, then look at the image of the advertisement, see what is claimed in the headline and finally, read the slogan as well as the body copy in the right bottom corner.

When it comes to the colors, it can be argued that there are three main colors, namely blue, brown and white. Due to the fact that the ocean is an essential feature of Australia, the ocean is shown in almost all print advertisements. That is why the color of the ocean, namely various shades of blue, is omnipresent in the print advertisements. As already mentioned, it is the color of the sky and the sea, and represents the openness and freedom that is connected to these two
creations (cf. Bourn 2011a, online). It can be seen that not only the floor of the boat is brown, but also the bridge piles and the foundation of the Opera House are brownish. Bourn (2010a, online) stated that brown is the color of the earth and is often associated with reliability, security, healing, grounding, stability and warmth, which suggests that the brownish floor of the boat provides reliability, security and stability. These associations might not only contribute to people’s safety and sense of well-being on board, but it might also affect those who are looking at the advertisement. Apart from that, the main parts of the Opera House as well as the clouds above it are white. It is commonly known that white is the color of purity and simplicity, but Bourn (2010b, online) added that white also represents many other concepts, including spirituality, sincerity, brilliance and perfection. This is particularly interesting since these meanings of white can be associated with performances at the Opera House.

To sum up, the image of the advertisement is rather impressive, showing a couple on a boat facing Sydney Harbor. Apparently, this advertisement has two main tasks, namely displaying the country’s most famous building, and showing an exclusive and glamorous way of getting there. Even though watching a performance at the Sydney Opera House is a fascinating experience itself, the romantic trip to the opera adds even more to it. The text also supports the image by mentioning that not only the performances at the Sydney Opera are magical, but also the cruise to the Opera on a boat or yacht. The use of the colors and the utilization of associations connected to them might also create an impact on potential tourists. Eventually, it can be stated that this advertisement is a synergy of the world famous landmark buildings and the exclusive boat trip to the opera.
4.5. Advertisement 5

Figure 8: Pebbly Beach advertisement by Tourism Australia (2013)

**Description of the advertisement**

This advertisement showcases Pebbly Beach, which is situated within a National Park along the coast of New South Wales. It is not only a famous spot for camping, but it is also renowned for the presence of native animals, such as birds and kangaroos (cf. National Parks New South Wales 2015, online). The advertisement shows two young women having a picnic at Pebbly Beach; they are rather central and they marvel at the most famous Australian animals, the kangaroos. It can be seen that the kangaroos are an essential part of the advertisement, since they are in the foreground as well as in the background. Even though the animals are in the wild, it is also striking that one kangaroo is really confiding and close to the women. Obviously, one of the women is establishing contact with the kangaroo, which suggests that the kangaroos are used to
people and are really trusting. Due to the fact that this place is known for the presence of kangaroos, it is not surprising that the advertisers make use of this circumstance and by using this image they suggest that viewers are very likely to meet kangaroos in the wild at Pebbly Beach.

**Composition of the advertisement**

In the center of the advertisement one of the two women approaches a kangaroo, which might be the first thing people see when looking at the advertisement. The two women are having a picnic, which creates a fun and relaxed atmosphere and suggests that they are having fun and enjoying this place. Interestingly, two friends are shown rather than a couple, and it might be assumed that the reason for doing so was that the advertisers wanted to create a casual situation rather than a romantic one and show that kangaroos appear out of the blue. Apparently, kangaroos live in the wild at Pebbly Beach and are used to meeting people, which is rather special because kangaroos are wild animals. The headline, MEETING THE LOCALS HAS NEVER BEEN MORE MEMORABLE, refers to the kangaroos as “LOCALS”. Due to the fact that kangaroos are very rare, but native to Australia, it was absolutely clever emphasizing the presence of kangaroos. The headline even claims that meeting kangaroos is “MORE MEMORABLE” than meeting any other locals, probably not only in Australia, but also in the rest of the world. The word “MEMORABLE” definitely has a positive connotation and makes people curious. The blue sky serves as background and the headline on the right top corner is white and thus clearly visible. Once again, the slogan appears on the right lower corner, stating the slogan THERE’S NOTHING LIKE AUSTRALIA, which is even visible in this advertisement since the main protagonists are kangaroos, which are typically Australian. Interestingly, the logo next to the slogan, the little colorful kangaroo, reinforces the uniqueness of the presence of kangaroos and their “Australianness”. The body copy provides the viewers with the internet address of the Tourism Australia organization where information on Pebbly Beach can be found.

Owing to the setting of the advertisement, the two dominant colors are green and blue. While the ocean and the sky appear blue, the rest is kept greenish and sandy. Due to the fact that the two women are having a picnic on a greenfield site, it is clear that green is the dominant color. What is more, the woods in the background are also green. It is worth noting that Danger (1987:103-
mentioned that there is a close relationship between the products and services advertised and their colors. Interestingly, blue and blue-green, the two dominant colors in this advertisement, are often associated with travelling and tourism products, which is certainly true and suitable in this case. Bourn (2011b, online) also stated that green is not only the color of life and growth, but it is also the color of nature and environment. This is particularly interesting since one can argue that in this advertisement a variety of Australian natural life is shown. It can be argued that Australia offers everything, from green meadows and woods to sandy beaches and the ocean, and these beauties of nature are represented in different shades of blue and green.

To conclude, the image of this advertisement portrays many fascinating aspects of Australian fauna and flora. It can be argued that the national animal and emblem of Australia, the kangaroo, comes into focus and the beautiful landscape serves as background. Again, the headline and the image coexist and match perfectly, but the text is not as eye-catching as the image. The focus on the colors green and blue was really appropriate, because they do not only represent nature and evoke positive thoughts and desires, but according to Danger (1987: 103-104) they are also associated with travelling.
4.6. Advertisement 6

Figure 9: Kangaroo Island advertisement by Tourism Australia (2013)

**Description of the advertisement**

The sixth advertisement promotes Kangaroo Island in South Australia. It is not only the third largest island of Australia, but it is also a protected place. Due to the fact that this island has been isolated from the mainland and its hazards, it is considered as a “true wildlife sanctuary” (cf. Kangaroo Island 2014, online). The name of the island implies that the island is home to numerous kangaroos. It must be highlighted that the island is home to the unique Kangaroo Island kangaroos, which can only be found on this island. These kangaroos are closely related to the grey kangaroos found on the mainland, but still, they are a different species because of their different evolution (cf. Reptile Park 2010, online). Thus, it can be stated that Kangaroo Island is a good place for meeting special kangaroos in the wild. The advertisement covers this feature
and shows a young couple who is going for a walk on a meadow near the ocean surrounded by kangaroos. Obviously, the kangaroos are foregrounded in the advertisement, and are supposed to represent the unique and rich Australian fauna and flora. Even though the mob of kangaroos is in the center of the advertisement, the couple on the left margin is also central. They are going for a walk along the beach and enjoy the beautiful surroundings and the closeness to the kangaroos. Apparently, the kangaroos are ignoring the two people, which might suggest that they are used to them. Thus, this advertisement does not only show that tourists can meet kangaroos, but it also seems to show that animals and people coexist peacefully on Kangaroo Island. What is more, this is a romantic scene in which people experience nature and wildlife and enjoy quality time together.

**Composition of the advertisement**

The image of this advertisement portrays a very unobtrusive and peaceful situation, conveying a calm and romantic atmosphere. The presence of a group of kangaroos adds even more to this special moment. The headline DISCOVER A ZOO WITHOUT FENCES in the left upper corner suggests that this place is a “ZOO”. Interestingly, one can argue that the word “ZOO” either refers to the place itself or it could stand for Australia as a whole. It is exemplary that kangaroos live in the wild on Kangaroo Island without being confined by the people. Remarkably, the claim that there are no fences can also be applied to Australia in general, emphasizing the importance of freedom and the free will of Australian people as well as animals. If people look at the body copy and read the name of the place, they see why the advertisement focuses on kangaroos. They appear really docile and apparently they are used to tourists. Besides, the word “DISCOVER” in the headline also implies that this is a very special place and that people must see it.

The layout of this advertisement is similar to the prior ones, having the headline in the left upper corner and the body copy and slogan in the right bottom corner, which proves to be an essential diagonal and eye catcher because it conforms to the way how people in most Western countries read. It can be argued that the featured situation, the structure as well as the use of colors is similar to the ones in advertisement 5. Like in all the advertisements above, the sky and the ocean are bluish and the rest of it is mainly greenish to brownish. Because of the light colors, the woman’s white shirt and her salmon-colored cardigan can be considered as the highlight of the
advertisement with regard to color. This might call people’s attention and direct their attention towards the happy couple.

Even though the structure of this advertisement is very similar to the last one, it is also very different since this one emphasizes the happy couple. The light, the beach, the grazing kangaroos, as well as the fact that the couple is going for a walk supports the idea that this is supposed to show that Australia is a good place for couples who want to enjoy some time together and observe the wonders of nature. The portrayal of such a romantic situation might also be crucial in establishing a relationship between the viewer and the advertisement. Potential tourists might like the atmosphere of the advertisement and evolve the desire to go to Australia and spend a wonderful time together with their partner.

4.7. Advertisement 7

Figure 10: Bungle Bungle Ranges advertisement by Tourism Australia (2013)
**Description of the advertisement**

This advertisement reveals the secluded Bungle Bungle Ranges in the Purnululu National Park in Western Australia. Even though Aboriginal people knew of the existence of these huge sandstone domes, which have been existing for roughly 350 million years, they became known to the rest of the world as late as 1983. Today this National Park is a famous but a poorly accessible place in the Kimberly region, which makes it even more special (cf. *Tourism Australia* 2015a, online). What is more, the existence of the Bungle Bungle Ranges proves that Australia has a long history even though it is considered a rather young country in colonialist perspective. It can be stated that the creation of the Bungle Bungles, about 350 million years ago, had been long before the arrival of the Aborigines about 50,000 years ago and much longer before the arrival of the first European settlers in the seventeenth century. This image shows the Bungle Bungle Ranges, a puddle of water and a young couple on the left margin. By looking at their attire and equipment it can be assumed that they are hiking in the Purnululu National Park. Interestingly, they are looking at each other rather than admiring the advertised place. However, they appear very happy which might suggest that they like this place.

**Composition of the advertisement**

To begin with, the image is rather impressive and draws the audience’s attention to the couple left to the center. The headline EXPLORE SCULPTURES 60 MILLION YEARS IN THE MAKING refers to the fascinating Bungle Bungles in the background. As already mentioned, these “SCULPTURES” were formed around 350 years ago and have been a hidden place for a long time. Due to the fact that they consist of soft sandstone, their creation took about 60 million years, which is emphasized in the headline. By mentioning that the creation took such a long time, the viewers might assume that they are overly special and beautiful. Besides, the word “EXPLORE” also suggests that they are worth visiting since it is a unique place. Given the fact that the people as well as the Bungle Bungles are reflected in the water puddle, the image appears even more impressive and romantic. Besides, the cloudy but blue sky fits perfectly and creates a romantic situation. It is noteworthy that the couple is not looking at the Bungle Bungles, but they rather look at each other and enjoy each other’s company in beautiful surroundings. The headline is on the right top corner, and the slogan, logo and body copy are also at their usual position.
One of the main colors in this advertisement is blue, which is not only visible at the top of the advertisement, but also at the bottom of it, in the form of a water puddle. The blue sky represents the openness and freedom represented by the sky and the blue water which reflects the beautiful surroundings might be associated with inspirational ideas and thoughts. The Bungle Bungles appear in different shades of orange and brown, depending on the light incidence. In this case, brown can be considered as the color of earth and stone, and it further is associated with warmth, stability, honesty and nature (cf. Bourn 2010a, online). Thus, it might be argued that the color of the Bungle Bungles is supposed to make people feel comfortable. The Bungle Bungles could also appear orange, which is usually associated with positive ideas, such as warmth, enthusiasm, joy, change, balance, freedom, expression, and fascination (cf. Bourne 2011c, online).

To sum up, this advertisement shows a place, namely the Purnululu Nationalpark, which is remote and off the beaten track. It can be argued that it is not very touristic, but a hidden and exclusive place. This is also an excellent place for happy couples, exploring Australia’s old natural wonders. The headline also emphasizes the exceptionality of the Bungle Bungle Ranges by stating that it took ages to form it. Finally, the light incidence, the reflexion of the surroundings in the water puddle and the brownish and orange-colored sandstone domes contribute to the “wholeness” and the romantic and warm atmosphere of this advertisement.
4.8. Advertisement 8

Figure 10: Cape Leveque advertisement by Tourism Australia (2013)

Description of the advertisement
This advertisement features Cape Leveque, a rather remote and poorly accessible place in Western Australia. This rather exclusive place offers beautiful beaches, bush and wildlife. In order to grasp the message of the advertisement, it is also very essential mentioning that this place is owned and run by its “traditional landowners”, the Aborigines (cf. Kimberly Australia Travel Guide 2006, online). This is the reason why one of the two main characters, an elderly Aboriginal man, is at the center of the advertisement. Together with a woman, he is standing in a creek, which is surrounded by sand. The man is holding a fish in his hands and apparently explaining something to the woman. It might be assumed that he had taught her how to catch the fish with traditional means, such as the harpoon she is holding in her hand. Thus, it can be stated
that he shares the knowledge which Aborigines have acquired thousands of years ago and passed on from generation to generation. He could be a local guide who is showing tourists around and explaining Aboriginal traditions and knowledge to them. It might be argued that this advertisement aims at showing the culture, traditions and knowledge of the earliest inhabitants of Australia, the Aborigines.

**Composition of the advertisement**

By looking at the advertisement, one can argue that it is separated into two parts. While the upper part solely shows the surroundings, a blue sky and wasteland, the lower half might be considered as the more important one, showing the two protagonists of the advertisement. Like in the other print advertisements, the headline WHERE FRESH SEAFOOD COMES WITH ANCIENT STORIES is a simple statement printed in white. This forms a contrast to the background and highlights the information given in the headline. Again, the headline aims at explaining what the visual is supposed to show. It can be assumed that the Aboriginal man is a local guide who explains to the tourist how to fish “FRESH SEAFOOD” in a traditional manner, and recounts “ANCIENT STORIES”. Aborigines have been living in peace with nature for a long time, which is shown in this advertisement and the reference to fresh local food suggests that Aborigines live a traditional life in harmony with nature.

Regarding the positioning and layout of the advertisement, the headline is in the right top corner and the slogan and the body copy are, like in all the other advertisements of the campaign, in the right bottom corner. This placement is not very striking, since it is similar to the other print advertisements’ structure.

When it comes to the colors, it can be said that blue is a common thread that runs through all the print advertisements. In this case the sky is blue and the water at the bottom of the advertisement appears bluish or transparent. The rest of the advertisement also appears rather light, including the clothing of the two people and the sand-colored and brownish background. It might be argued that these colors are often described as colors of nature and imply that Aborigines live a natural and traditional life. Even though the surroundings appear rather arid and barren, the Aborigines know how to survive by making use of the creek.
To sum up, this advertisement portrays a place which is owned and run by the Aborigines. It might be argued that there is focus on the history of Australia, its people and their traditions. What is more, Aboriginal culture is not only an interesting aspect of Australian life, but it might also be assumed that Aborigines are involved in the tourism industry, like in this case as local guides. However, it has to be mentioned that Cape Leveque is poorly accessible and clearly not a mass tourism destination, which makes it a rather exclusive spot. It can be stated that all the modes coexist and cooperate well. The image shows an Aboriginal man and a woman fishing, and the headline explains that there is more to it, namely the transfer of knowledge and traditions. The layout is the same as in the advertisements above and builds up a consistent campaign. Finally, the light colors do not only create a light and positive atmosphere, but they also convey the heat which is typical for this area.
4.9. Advertisement 9

![Advertisement 9](image)

Figure 11: Uluru advertisement by Tourism Australia (2013)

**Description of the advertisement**

This advertisement displays the red center of Australia and the Uluru, which can be considered as Australia’s best-known natural landmark. This ancient rock was created about 600 million years ago and it is an area where Aboriginal communities have been living for the last 10,000 years (cf. *Uluru Australia* 2015, online). It can be argued that this advertisement shows a place which is closely linked to the history and culture of indigenous Australians, but it is evident that it focuses on the couple having dinner. While the Uluru and the red center are visible on the left side of the advertisement and in the background, the two people are sitting at a table, which is positioned on the right side. The table is neatly set, delicious food as well as wine are placed on
it. There is no doubt that they are having a luxurious dinner at a very special place, but interestingly, they are sitting with their backs to the unique monolith.

Composition of the advertisement
To begin with, the image of this advertisement consists of two main parts catching the viewers’ attention. It is visible that the country’s most recognized natural landmark and the dinner table are arranged diagonally. Interestingly, Uluru is a placed in the background which might suggest that the luxurious dinner is the focus of the advertisement and Uluru serves as an appropriate background to it. Due to the fact that Uluru is a sacred place for Aborigines, this is a very distinct place for dinner. The headline also emphasizes the exceptionality of this place by stating that RED CARPETS ALWAYS LEAD TO SOMETHING SPECIAL. By mentioning “RED CARPETS” the advertisers refer to the red soil which is rather rare, but ever-present in the Outback of Australia. “RED CARPETS” are usually “put down for an important guest to walk on when he or she visits somewhere and receives a special official welcome” (Cambridge Dictionaries 2014, online). This implies that these people, probably tourists are treated like special guests and are able to have dinner at this unique place. The viewers might conclude that this special treatment and luxurious dinner in the heart of Australia is possible for all tourists. What is more, the headline also claims that red carpets “LEAD TO SOMETHING SPECIAL”, which is Uluru. The headline is placed in the right top corner and like in most of the other advertisements the sky serves as background. The body copy and slogan are in the same position as always and contribute to a consistent appearance of the campaign.

When it comes to the colors, it might be stated that the color scheme of this advertisement is darker than the one of the previous advertisements. Due to the fact that this advertisement portrays a romantic dinner, this photo was shot after dusk, which is why the colors appear darker than at day. Again, the sky plays an important role in the advertisement, but in this case it is greyish rather than light blue. Obviously, the dominant color of this advertisement is red. It is apparent that the “RED CARPET”, namely the red soil, as well as the Uluru is red. It is worth noting that red is not only the color of love, but it is rather a color that is “packed with emotions ranging from passionate, intense love to anger and violence” (Bourn 2011d, online).
However, the color red is also associated with heat and romance, which is also evident in this advertisement since the couple is enjoying a romantic dinner at a place where it usually is very hot. Interestingly, the red soil is partially covered with green grass which often stands for renewal, growth and hope (cf. Bourn 2011b, online). The presence of green plants in this rather barren landscape does not only show that this place is special, but it also suggests that there is always hope and growth. Apart from that, it is also visible that the white table is contrasted to the rest of the advertisement. The white table cloth stands out and does not only draw the audience’s attention to the dinner table, but it also suggests that the table does not belong to this area.

It can be stated that this advertisement strongly focuses on the red center of Australia and shows its best-known natural landmark, the Uluru. However, at a closer look it highlights the romantic and glamorous dinner, which is set at this unique place. The exclusivity of this place is clearly recognizable in the image as well as in the headline. What is more, the darkness as well as the candle next to the table contribute to this exclusive and romantic atmosphere which might raise some people’s desire to visit the exceptional Australian Outback.

4.10. Discussion of the print advertisements

As already mentioned, most of these print advertisements have the same or similar structure. It can be stated that all writing is in the same color, font and size, which builds up a consistent and uniform campaign. Apart from that, it is also very striking that the background to the white headline is either the water or the sky, which means that the background is always blue. Thus, the white font makes the text stand out well against the blue background.

While the slogan and body copy are always in the same position, the place of the headline varies. Vestergaard and Schröder (1985:44) stated that the “the upper left-lower right diagonal is an extremely important dimension” in advertising layout since most people read from the left to the right and from the top to the bottom. However, it can be stated that in the majority of the print advertisements the headline is placed in the top corners, in 66.7% of them in the right top corner and 22.2% of them in the left top corner. The ignorance of the “upper left-lower right diagonal” and the focus on the right top corner are particularly interesting and appeal to one of the main
target groups, the Asians. Due to the fact that they are used to vertical writing and reading, the headlines, slogans and body copies form a vertical line in most of the print advertisements.

Furthermore, it could be argued that the ocean plays a huge role in these print advertisements. The reasons for this prevalence might be that Australia is surrounded by the ocean and that most of the famous Australian tourist destinations are right beside the ocean. There is only one advertisement, namely the one featuring the Red Center of Australia, in which water is not visible. Another similarity of all the advertisements is the blue sky. It is noteworthy that blue skies are not only beautiful to look at, but they also indicate good weather, which is what many people associate with Australia. Besides, the weather is an essential part of a holiday and thus, nice weather can be a good reason to choose one destination over another. Thus, it is needless to say that there is a strong focus on the ocean as well as on the beautiful skies because they are essential selling points of Australia. Because of these two focal points the dominant color in most of the advertisements is blue.

Another common feature of these print advertisements is that they were not only set during the day, but also briefly before or after sunset. The reason for doing so might be that the light before and after sunset appears rather soft and creates a romantic atmosphere. What is more, this romantic atmosphere is no coincidence and most of the advertisements show happy couples. Interestingly, in 66.7% of the advertisements couples are shown, usually at very special and romantic places, which might suggest that especially couples should go to Australia.

Apart from that, there is also a focus on animals. Obviously, there is a strong focus on kangaroos, which are not only native to Australia, but also known by people from all around the world and associated with Australia. Besides, in advertisement 1 fish corals and a marine turtle are shown, which also highlight the unique Australian fauna and flora. However, in advertisement 8 a dead fish is shown, which probably refers to fresh and delicious Australian food rather than to Australian animals. In advertisement 9 there is also a focus on food, which is assumed to be Australian.

It has to be mentioned that all the advertisements show very exclusive and special places. Even though it can be argued that some places such as Sydney, the Great Barrier Reef or the Twelve
Apostles can be considered as Australian mass tourism destinations, the advertisements show expensive experiences and activities at these places and thus, make them exclusive.

Finally, one immediately notices that there is a strong focus on natural wonders rather than man-made sights. To be more precise, only one advertisement, namely advertisement 4, shows a building, which is probably the most famous Australian building. The rest of the advertisements cover a variety of Australian landscapes, including the ocean, greenfields, forests, mountain ranges and the Red Center.

Even though these advertisements seem appealing and convincing at first sight, it might be argued that they also include some unrealistic aspects. First of all, it is clearly visible that most of the experiences shown are not affordable for average tourists, but they rather appeal to rich people.

Finally, it must be stated that kangaroos are, as opposed to the depiction in the images, wild and powerful native animals. Even though kangaroos are used to people and they are “mostly docile” they can be really “unpredictable when they feel threatened”, which might be the case when people approach too fast and inappropriate (NSW Government 2014, online).
5. Australians’ ideas on the *There’s nothing like Australia* campaign

5.1. General information on the participants

This questionnaire survey was conducted in order to collect some Australians’ ideas on the *There’s nothing like Australia* campaign. It has to be noted that the number of participants was rather small, and is thus not representative for all Australians. However, it was useful in the sense that it helped to discover what Australians think of the campaign which is supposed to promote their home country. As already mentioned, the respondents either filled in the questionnaire by hand in Australia, or they filled in the respective online survey, which was created on the LimeSurvey platform of the University of Graz.

Table 1: Gender of the Australian participants

<table>
<thead>
<tr>
<th>Gender of the respondents</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
</table>

Table 2: Age of the Australian participants

<table>
<thead>
<tr>
<th>Age of the participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29 years</td>
</tr>
<tr>
<td>0%</td>
</tr>
</tbody>
</table>

In total, 42 Australians participated in the survey, 19 women and 23 men, which accounts for roughly 55% male and about 45% female participants (see Table 1). One reason for the surplus of men is that those who filled in the online survey (52.4% of all the participants) were contacted via the Couchsurfing platform. It must be stated that more Australian men than Australian women were contacted, because there appeared to be more male members of this platform.

When it comes to the age of the participants, the respondents were between 21 and 65 years old, and the average age of the sampled Australians was 35 years (34,95). When looking at the age
groups (see Table 2), one can immediately see that the majority (52.4%) of the participants was between 20 and 29 years old. While the 30-39 year olds were the second most represented age group, the 40-49 year olds were the least represented. Interestingly, more than 20% of the respondents (21.4%) were over 50. It might be assumed that there are three potential reasons for the dominance of younger people. Firstly, as already mentioned in the theoretical part of this thesis, it is a proven fact that young people use the internet more often. Apart from that, there is no doubt that more young people are registered on the Couchsurfing platform, which has been used as the contact point to Australians. Thirdly, I handed out some questionnaires in Australia, and due to the fact that I primarily met and contacted people at my age, there are more people between 20 and 29 years.

5.2. Level of awareness of the There’s nothing like Australia campaign

The first two questions of the questionnaire aimed at examining the degree of familiarity of the campaign among Australians.

➢ Have you ever heard of or read about the There’s nothing like Australia campaign?

<table>
<thead>
<tr>
<th>Have you ever heard of or read about the campaign?</th>
<th>Have you ever heard of or read about the campaign?</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="chart1.png" alt="Bar Chart" /></td>
<td><img src="chart2.png" alt="Bar Chart" /></td>
</tr>
</tbody>
</table>

Table 3: Australians’ awareness of the campaign I  
Table 4: Australians’ awareness of the campaign II
Even though the *There’s nothing like Australia* campaign was supposed to be well-known in Australia, the majority (64.3%) of the sampled Australians have not heard of or read about this tourism campaign (see Table 3). Due to the fact that Australians were not considered as a target group of the campaign, it is understandable that the majority of the Australians have not heard of this global campaign. Still, it can be argued that 35.7% of the sampled Australians have actually heard of it, which is a rather high figure. Thus, it might be stated that even though the campaign was not aimed at Australian tourists, it apparently received much attention in Australian newspapers and particularly on social networking sites. Another reason for this high awareness level might be the fact that the Tourism Australia organization strongly focused on the involvement of Australians. The latter were not only involved in the campaign creation process, but they also were engaged in the (online) spreading of the campaign. Thus, it can be concluded that this global campaign had a rather high degree of familiarity among Australians.

As can be seen in table 4, the age group of the 40-49 year olds was the one in which most of the individuals have heard of/read about the campaign, namely 66.6%. In the group of the 30-39 year olds 50% of the people have noticed the campaign’s existence and also one third of the 60-69 year olds has done so. Surprisingly, only 31.8% of youngest group, which is said to be the most active group on the internet, knew of the campaign. It must be admitted that there is no lucid explanation for this result. However, due to the fact that the campaign was not only spread online, but also offline, it might be argued that most of the people between 30 and 49 are not only confident internet users, but also individuals who read the newspaper on a regular basis. Thus, it can be assumed that this age group was exposed to the two most used media in the circulation of the campaign, namely the internet and newspapers. It might be argued that younger people do not read the newspaper as often as the older ones do, and the older ones are not as active on the internet as the others. Thus, people of the older and younger age groups were not as often exposed to the *There’s nothing like Australia* campaign as the 30-49 year olds, who are confident internet users and newspaper readers.
➢ Have you ever uploaded stories or pictures to the *There’s nothing like Australia* homepage?

**Have you ever uploaded stories or pictures to the homepage?**

<table>
<thead>
<tr>
<th></th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0%</td>
</tr>
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<td>No</td>
<td>100</td>
<td>80%</td>
<td>60%</td>
<td>40%</td>
<td>20%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Table 5: Involvement of the Australians in the campaign I

**Have you ever uploaded stories or pictures to the homepage?**

<table>
<thead>
<tr>
<th>20-29 years</th>
<th>30-39 years</th>
<th>40-49 years</th>
<th>50-59 years</th>
<th>60-69 years</th>
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<tr>
<td>0%</td>
<td>5%</td>
<td>15%</td>
<td>25%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Table 6: Involvement of the Australians in the campaign II

When it comes to the involvement of the participating Australians in the campaign creation process, only a minority (7.1%) of the sampled population took part in the creation of it (see Table 5). However, 7.1% can be considered as a high figure, considering that they had to upload their stories and pictures to the *There’s nothing like Australia* homepage in their free time. It can be stated that the involvement rate of the respondents is exceptionally high compared to the involvement of the entire Australian population. If one assumes that the 60 000 uploaded images were uploaded by 60 000 different people, solely 0.25% of the entire Australian population contributed to the campaign, which is a significantly lower percentage. However, due to the fact that most of the Australians interviewed were keen on travelling, it can be argued that they are more likely to come across such tourism campaigns and contribute to them.

Regarding the involvement of the sampled Australians, it can be stated that one third of the 40-49 year olds and one third of the 60-69 year olds uploaded pictures and stories to the *There’s nothing like Australia* homepage, which means that they were the most active age groups (see Table 6). Interestingly, 16.6% of the 50-59 year olds contributed to the campaign, while only 9% of the 20-29 year old people did so. Contrary to the assumption that mainly younger participants, who are probably the most computer literate, would contribute to the campaign, it could be detected that most of the people who actively engaged in the campaign creation process belonged
to the age groups beyond 40 years. This is particularly interesting since there is no reasonable explanation for this result. One potential reason for their strong involvement might be that especially these age groups are interested in the promotion of their home country, and thus were willing to spend some spare time on contributing to the tourism campaign.

5.3. First impression of the campaign

The second part of the questions discussed the Australians’ surface impression of the There’s nothing like Australia campaign.

➢ Please have a brief look at the There’s nothing like Australia ads. Do you like these ads in general?

![Graph showing the acceptance of the campaign I and II](image)

Table 7: Acceptance of the campaign I

Table 8: Acceptance of the campaign II

To begin with, it can be stated that the majority of the respondents (61.9%) liked the campaign at first glance, and 26.1% even liked it very much. Only 11.9% of the sampled Australians did not like the campaign, but apparently, there was nobody who did not like it at all (see Table 7). Thus, it can be deduced that the sampled Australians’ first impression of the campaign was positive throughout and they quite liked the campaign which was supposed to represent their own country.
By looking at the different age groups, it is obvious which age groups liked the campaign the most (see Table 8). Even though it can be said that the majority of all age groups liked the campaign, there were some who found the print advertisements particularly appealing. 100% of the age group 60-69, liked the advertisements. However, this unbelievably high figure is mainly due to the low number of people in this age group. It can also be seen that the majority of the 40-49 year olds (66.7%) absolutely liked the campaign, while only 12.5% of the 30-39 year old people did so. Apart from that, 25% of the sampled 30-39 year olds were rather critical and did not like the campaign. However, as already mentioned, there was nobody who did not like the campaign at all, which can be considered as a positive feedback for the creators of the campaign.

Table 9: Women’s and men’s Acceptance of the campaign III

When it comes to the perception of men and women (Table 9), it can be stated that they agreed in so far as they both liked the campaign. The majority of the sampled women (57.9%) as well as the majority of the sampled men (65.2%) stated that they liked the campaign at first sight. Interestingly, while 17.4% of the men stated that they totally liked the campaign, more than twice as many women (36.8%) stated that they did so. Apart from that, it can be argued that the male participants were more critical, since 17.4% of the men stated that they did not like the campaign and only 5.3% of the female participants said so. These results might suggest that women got enthusiastic about the campaign more easily, while men were rather critical.
Which of these ads portrays Australia best?

Table 10: Most liked advertisement by the Australians

On the basis of Table 10 it can be stated that the sampled Australians agreed on three advertisements that portray Australia best, namely advertisements 1 (Great Barrier Reef), 4 (Sydney) and 5 (Pebbly Beach). As visible in Table 10, each of these advertisements reached 16.7% approval, while most of the other advertisements reached figures below 10%, except the Bungle Bungle advertisement which reached 14.3%. The reason for the high acceptance of the three most popular advertisements might be that they feature the most famous Australian aspects, namely the Sydney Opera House, the world-famous and unique Great Barrier Reef and the Australian kangaroos at one of the numerous Australian beaches. In contrast, the other advertisements might seem too unreal or unnatural to some of the viewers. However, except for advertisement 8 (Cape Leveque), all advertisements achieved approval by the Australians interviewed. To sum up, most of the advertisements were well-liked and thought to portray Australia well. This opinion was also voiced by one of the respondents who commented on this question and stated that “all of the ads strongly reflect Australia/the Australian identity.”
Why do you like this ad best?

The Australian participants of the survey did not only have to choose their favorite advertisement, but they also had to justify their choice. To begin with, it was striking that the Australians polled brought up similar arguments why certain images portray Australia and the Australian lifestyle best.

The Great Barrier Reef advertisement was ranked as one of the most popular advertisements, and several people emphasized its uniqueness. One participant thoroughly explained what he felt about the print advertisements and particularly the Great Barrier Reef advertisement.

It is hard to choose just one. But for me, the most wonderful thing about Australia lies in its oceans. In particular, the abundance of marine life still available for viewing, interaction and/or sustainably fishing. The oceans all around Australia offer these features in varying degrees. The Great Barrier Reef is just a symbol of these.

This statement did not only highlight the unique Australian marine life, but it also brought up the prominence of the ocean in general. The next statement also supported the importance of the ocean in Australia by stating that the Whitsunday Islands advertisement portrays Australia best “because Australia is known for its scenic beaches and it’s where we spend most of our time in summer.”

Apart from the focus on the ocean, people also liked the focus on Australian wildlife and beaches. Most of the Australians claimed that there is a lot of wildlife that one is likely to encounter. Especially the Pebbly Beach and Kangaroo Island advertisements are well-liked since that’s what Australia looks like typically, every Australian has seen places like these. They are scenes of Australia that Australians see on a daily basis. All others are just single places.

Thus, it can be stated that the sampled Australians believed that these advertisements are realistic. One person even praised advertisement 5 (Pebbly Beach) for its “combination of the nice beach (common in Australia), kangaroos roaming (common, although not in urban areas) and people from a multicultural background enjoying the natural environment”.

The mentioning of the Bungle Bungle Ranges in the campaign was also praised by some Australians, who felt that this is a very special place and that this advertisement suggested that
“the Australian landscape is old and has so much unexplored places”. However, another participant voiced more critical thoughts and stated that he liked this advertisement best because it is the place “most unspoilt by tourism”. This statement suggests that some Australians do not like Australia to be a mass-tourism destination. In fact, it must be argued that the creators of the campaign definitely did not want to showcase mass tourism spots, but rather exclusive places in order to appeal to a limited target group.

Apart from the Australian natural wonders, many people also mentioned that the advertisement showing Sydney Harbor portrays Australia best, mainly because the Sydney Opera and the Harbor Bridge are “landmark buildings which are totally Australian”. What is more, Sydney is “a destination that people know”. Interestingly, some people even admitted that they have voted for the Sydney advertisement due to their emotional connection to their hometown: “[Sydney] is a great place to live.”

➢ Which of the ads portrays Australia worst?

![Graph showing the most disliked advertisement by the Australians](image)

Table 11: Most disliked advertisement by the Australians

Doubtlessly, the sampled Australians believed that there are some advertisements which did not represent Australia well. After analyzing the results (see Table 11), it can be argued that none of the advertisements is completely unsuitable, since there was no clear majority voting against one of the advertisements. However, the Cape Leveque advertisement was the most unpopular advertisement, with exactly 19% of the respondents disliking it. 16.7% of the participants equally disliked advertisement 2 (Whitsunday Islands) and the Uluru advertisement, which is probably
due to the unnatural appearance of the locations. Interestingly, the advertisement featuring Pebbly Beach was very controversial. While 16.7% of the participants stated that this advertisement portrayed Australia best (see Table 10), 9.5% also stated that this advertisement did not do so at all (see Table 11). The specific reasons for the Australians’ choice will be discussed in the next paragraph. It can be argued that the Sydney advertisement was the most popular one, since 16.7% believed that Sydney Harbor portrays Australia best and none of the respondents stated that it represented Australia worst. It is striking that 14.3% of the sampled population did not give an answer, which is a rather high figure and might suggest that they did not want to voice an opinion. 4.8% of the respondents even explained why they did not choose an advertisement which portrays Australia worst; “I found all ads to be authentic and portrayed Australia well” and “Don’t think any of them do [portray Australia worst]. There are bits to like for most kind of people”.

Thus, it can be stated that the sampled Australians generally liked the advertisements of the *There’s nothing like Australia* campaign and believed that most of them portray Australia in a favorable light.

➢ Why is this ad the worst?

People eagerly commented on the three most disliked advertisements and justified their reasons why these did not represent Australia and Australian life well. The reason why many people had criticized the Pebbly Beach advertisement was that they did not believe that “kangaroos would come up to you” like shown in the advertisement. Even though someone stated in one of the prior questions that this is a realistic situation, someone else stated that “not every Australian beach has wallabies or kangaroos”. This argument is certainly true as Australia’s fauna clearly depends on the location.

Furthermore, it can be seen that many people did not like the second Great Barrier Reef advertisement (Whitsunday Islands) either, mainly because it is not considered typically Australian. “If you don’t read the fine print, it could be anywhere in the world” as well as “the other ads display more uniquely Australian aspects” were just two comments which explained
why this advertisement portrays Australia worst. Interestingly, some respondents did not only criticize the portrayal of the Great Barrier Reef in the advertisement, but they also criticized the Australian government by stating that “it doesn't look like that anymore, we keep dumping dredge on it” or “unfortunately due to pollution and mining, the Great Barrier reef is dying and looking not as great as the ad portrays, yet the government is not doing anything to help.” There is no doubt that the Tourism Australia organization wanted to sell Australia as a prime destination and thus, it tended to showcase all the places in the most favorable light. The Australians participating in this survey, however, discovered some unrealistic features and brought them up. The Uluru advertisement, for example, was also criticized by some people, since this very special place has become a “very touristy spot”. What is more, this glamorous dinner in front of this unique monolith appeared too commercialized for some of the respondents.

The Cape Leveque advertisement, which is the most disliked advertisement of the campaign, is really controversial. The majority of the respondents stated that it is “very far from the truth”, or

Interaction with Aboriginal elders and to hear ancient stories from them would be extremely appreciated by a large majority of Australians. But I do not know of a single person that has had this experience.

What is more, one Australian even criticized the portrayal of Aborigines in Australian tourism campaigns in general.

Also, I think sometimes the use of Indigenous Australians in tourism campaigns is dishonest and ignores the many troubles with Indigenous communities and the broader Australian public. I often hear from people that they are surprised how bad the situation is for Aborigines in Australia and they had a much more idealistic view before visiting, and I think it is because of campaigns that whitewash the issues.

It can be summarized that some of the advertisements and especially the Cape Leveque advertisement, are strongly criticized by most of the respondents because they show something which is unlikely in reality.
5.4. Themes used in the “There’s nothing like Australia campaign”

The next three questions asked for the participating Australians’ ideas on the aspects of Australian life covered in the campaign. The following answer options/aspects of Australian life were chosen because they had been mentioned on the Tourism Australia organization’s homepage (*Tourism Australia* 2015b, online) as “unique Australian experiences”:

- Nature
- Australian Journeys
- Aboriginal life
- The Outback
- Coastal life and areas
- Vibrant cities
- Australian food and wine

(*Tourism Australia* 2015b, online)

- Have a look at the ads. Which aspects of Australia are covered most in the ads? (No more than three answers.)

![Which aspects of Australia are covered most in the ads?](chart.png)

Table 12: Aspects of Australian life covered most in the campaign

Each participant could choose a maximum of three aspects of Australian life that they thought had been covered most often in the campaign. Having 42 respondents meant that there could have been a maximum of 126 answers. However, only 95 answers were given, which implies that not everyone had found three aspects. The participants ranked nature, coastal life and the Outback as the three most covered themes in the campaign (see Table 12). There is no doubt that
nature plays a huge role in this campaign, or even the most important one. 35.8% of the respondents believed that there is a strong focus on nature, which is probably due to the fact that Australia offers a variety of different landscapes and offers numerous natural wonders and beautiful views. What is more, Australia is surrounded by the ocean, which is also visible in the campaign, since 32.6% of the sampled Australians thought that there was also a focus on coastal life and its different forms. 14.7% of the sampled Australians stated that the Outback, which is a typical Australian area and experience, is an essential aspect of this campaign too. The other “unique Australian experiences” or aspects of Australian life were not considered as essential as the others. However, 12.6% of the people asked also stated that the aspect “Australian Journeys” was covered most in the campaign. This is particularly interesting since there was no explanation provided what “Australian Journeys” officially means. When explaining the phrase “Australian Journeys” Tourism Australia (2010, online) did not only refer to the various possibilities of travelling across Australia (transport options), but they also mentioned the experiences one comes across when doing so.

Travelling in Australia is not about getting from here to there, but discovering the diversity, the wonder, isolation and vibrant towns, the people and their unique way of life, on the journey in between.

(Tourism Australia 2010, online)

However, in this case it was assumed that none of the participants knew about this explanation, which is why it might be argued that everyone had a different association with “Australian Journeys”.

Are there any other aspects missing in the ad?

<table>
<thead>
<tr>
<th>Are there any other aspects missing in the ad?</th>
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<tbody>
<tr>
<td>Australian people</td>
</tr>
<tr>
<td>10%</td>
</tr>
</tbody>
</table>

Table 13: Aspects of Australian life missing in the campaign
Even though the Australians quite liked the representation of Australia, they also missed some essential aspects of Australian life (Table 13). 37.5% of the sampled Australians stated that the campaign lacked the representation of Australian culture. Due to the fact that the term culture can be defined in many ways, culture is a rather varied concept. It can also be argued that Australian culture does not only comprehend its people’s values, ideas, experiences, etc., but it also incorporates all the other answer options, such as its people, history and art. 21.4% even explicitly stated that they would focus on the Australian history and another 17.9% stated that they would show Australian art in order to attract more people. Apart from that, almost 20% of the participants believed that the campaign should focus on real Australian people and their way of living. Finally, 3.5% of the respondents brought up other aspects of Australian life that should be covered more often in the campaign, such as Australian wildlife, Australian wine and the nightlife in Australia.

5.5. Language and images used in the campaign

What do you think of the pictures used in the ads?

![Bar chart showing acceptance of the images](chart.png)

Table 14: Acceptance of the images

When it comes to the images used in the advertisements, it can be stated that the Australians really liked them (see Table 14). The majority of those polled (38.1%) felt that the images were convincing, and another 28.6% stated that they were depicting the reality truthfully. This high
degree of enthusiasm suggests that these images portrayed Australia the way it really is. It was also rather striking that nobody ranked the pictures as “bad”. However, 14.3% of the sampled Australians criticized the images and classified them as “unimaginative”, which implies that they were not considered as innovative or special by some of the participants. Interestingly, roughly 31% of the respondents commented on this question, which was an extremely high comment rate. The comments were rather mixed. 41.7% of those who commented on the images, praised the choice of the images. The pictures were not only described as “pretty” or “inspiring”, but also as “enticing”. However, the rest, namely 58.3%, criticized the choice of the images because they “do not show very common places in Australia”, and only “depict a small percentage of Australia”. Thus, they felt that some of the images were “very romanticized” or even “staged”.

What do you think of the text used in the ads?

![Pie chart showing responses to the text used in the ads]

Table 15: Acceptance of the text

Similar to the images, the majority of the respondents also liked the texts used in the advertisements (see Table 15). One third of those polled felt that the text (headline, slogan and body copy) convinced them. Another 16.7% stated that the text was truthful, which suggests that the advertisers had not lied to the potential tourists in order to make the advertisements appealing to them. However, 23.8% did not really appreciate the text and ranked it as either “bad” or “unimaginative”. These critical responses might be due to the overall simple and short language, which was supposed to draw little attention so that the focus would be on the images.
Interestingly, this question elicited many reactions, and almost 29% of the participants left positive as well as negative comments. Even though there were some negative comments, the majority (75%) of the remarks were positive. Some people stated that the text was “exaggerated” or “trite”, and one person even claimed that the text was “not factual”. However, it was not possible to find out what the latter respondent was referring to, because all claims were checked and found to be true. The rest of the comments were overall positive. While some people stated that the language matches the images and “takes the content of the photos and puts it into words”, some even stated that the language was “dramatic and powerful” and almost gave them “a cinematic feel”. Finally, it can be stated that the sampled population’s stance on the language was rather mixed. And even though the language was criticized by some respondents, the majority approved of the choice of words as it was described as “effective” and “imaginative”.

5.6. Places and experiences shown in the campaign

➢ Have a look at the ads 1-3. Do you think that the Great Barrier Reef, the Twelve Apostles etc. are unique?

Table 16: Exceptionality of Australian places

Regarding the advertisement settings, it can be stated that the majority of the sampled Australians agreed that these places, more specifically, the Great Barrier Reef and the Twelve Apostles are unique (see Table 16). 40.5% stated that this claim was definitely true, while 26.2% thought that it was “probably” true. Thus, it can be implied that they thought that the Great
Barrier Reef and the Twelve Apostles are globally unique and that they distinguish Australia from the rest of the world and other tourism destinations. However, 9.5% of the participants doubted that these Australian natural wonders are unique in the world and 7.1% even claimed that the Great Barrier Reef and the Twelve Apostles are definitely not unique. Even though it is proven that the Great Barrier Reef, being the only living thing on earth that is visible from space, is unique, some people did not recognize this fact. The reason behind this might have been that the sampled Australians might have thought of other tourism destinations with similarly beautiful reefs or coastlines. Apart from that, it is striking that 14.3% of the respondents did not answer this question, which is a rather high rate. It might be implied that this is either a difficult question to answer for Australians, or they simply did not want to think about the question and the possible answers.

Do you think that the representation of the Australian coastal areas is realistic?

Table 17: Truthfulness of the depiction of the coastal areas

As already mentioned, there was a strong focus on Australian coastal areas and coastal life in this campaign, which suggests that these areas are of great significance for Australia itself and the Australian people. What is more, magnificent coastlines are an essential point in the promotion of a tourism destination. That is why it was asked whether Australians find the representation of the coastal areas is realistic or not. Doubtlessly, the majority of the sampled Australians appreciated the representation of the Australian coastal life, 40.5% stating that the images completely depicted reality (see Table 17). Another 21.4% shared this view and stated that the
images “probably” portrayed reality accurately. However, there were also some critical voices stating that the representation of the coastal areas was “probably” not realistic (16.7%) or not realistic at all (7.1%). Apparently, these people did not like the representations of the Australian coastal areas for some reason, but unfortunately the explicit reasons were not voiced. Interestingly, 14.3% of the respondents did not answer this question, which is why it can be implied that they were not sure about the question or the answers.

Do you think that Australian wildlife should play a role in Australian advertising?

Table 18: Importance of Australian wildlife

There is no doubt that the isolation of Australia has led to an extraordinarily rich diversity of fauna and flora, including globally unique animals. Thus, it might be argued that this is a vital selling point in tourism. Table 18 shows that the majority of the Australians polled (38.1%) agreed and stated that the Australian wildlife should definitely play a role in the promotion of Australia as a tourism destination. Another 19% also supported the idea of including wildlife in Australian tourism advertising. Surprisingly, 28.6% of the participants revealed that according to them Australian wildlife should (definitely) not be mentioned in destination marketing. The reasons for their resentment to the portrayal of wildlife in advertising are not clear, but it might be assumed that they either disapprove of the commercialization of wildlife, or they simply do not think that it is necessary to highlight the Australian flora and fauna. In contrast, the creators
of the There's nothing like Australia campaign had acknowledged the importance of the Australian wildlife and featured a rare marine turtle and put a focus on kangaroos.

Have a look at the ads 5-6. Do you think that the ads are realistic (meeting animals in the wild)?

![Chart showing responses to the question: Do you think that the ads are realistic (meeting kangaroos in the wild)?]

Table 19: Truthfulness of representation of wildlife

As already mentioned, the advertisers tried to focus on one specific animal native to Australia, namely the kangaroo. Both advertisements featuring kangaroos (Pebbly Beach and Kangaroo Island) suggest that one can meet wild kangaroos easily and get really close them. The responses to the question whether it is realistic meeting them in the wild were rather mixed (see Table 19). Interestingly, it must be mentioned that there was no clear majority. Most interviewees (23.8%) stated that it is “probably” realistic meeting kangaroos in the wild. However, while exactly 21.4% of the respondents stated that it is “definitely realistic” meeting kangaroos in the wild, another 21.4% stated that it is “definitely not” realistic. The most reasonable explanation for this contradictory result might be that Australia is a very diverse country, and the people polled live at different places and thus, experience the wildlife, differently. In this case, the place where the respondents live might have an influence on their answers, because it is not equally likely to meet kangaroos in the wild all over Australia. Thus, it is plausible that there is no agreement on whether it is realistic to meet kangaroos in the wild or not. What is more, 11.9% of the
participants left comments. One person, for example, stated that in general it is not very likely to meet kangaroos in the wild, but “at those places it is likely to get close to kangaroos”. Another interviewee acknowledged that it is likely to meet them in the wild, but highlighted that “it’s hard to get THAT close to kangaroos”. Furthermore, it was criticized that the portrayal of kangaroos was not very realistic, because “they don’t come up to you and they are not all friendly - sometimes they are scared and run away”. Finally, it might be argued that even though there are some places in Australia where it is very likely to meet kangaroos in the wild, they are not always as confiding as shown in the advertisement. However, at the places shown in these two advertisements the chance to see kangaroos is very high.

5.7. Aboriginal life

- Have a look at ad 9. Do you think that the advertising artists respect the Aboriginal culture?

<table>
<thead>
<tr>
<th></th>
<th>Definitely No</th>
<th>Probably No</th>
<th>Probably Yes</th>
<th>Definitely Yes</th>
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<tbody>
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<td></td>
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<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>40%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Table 20: Respect towards Aboriginal culture

Advertisment 9 showcases a luxurious dinner in front of Uluru, a sacred place for Aborigines. The participating Australians were asked for their opinion on this advertisement, and it was strongly criticized (see Table 20). The majority, namely 26.2% of the people interviewed, expressed their concern and stated that the creators of this advertisement had not respected the sacredness of this place and the Aboriginal culture in general. Another 21.4% felt that this image “probably” does not respect the Aboriginal culture. It might be argued that mainly the
commercialization of this place, which is sacred to the Aborigines, was criticized. However, a minority, namely 2.4% of the sampled Australians, stated that this advertisement “definitely respected” the Aboriginal culture, and 21.4% indicated that the creators had “probably” shown respect towards the Aboriginal communities. Roughly 19% of the participants commented on this question and it became apparent that some of them did not see a connection between this advertisement and Aboriginal culture. The statement “the Uluru ad has nothing about Aboriginal life in it except the image of Uluru” highlighted very well that the potential focus on Uluru in connection to Aboriginal life and culture is not clearly recognizable. However, some people put a finer point on it, and openly criticized that the creators had “not acknowledged Aborigines’ sacred believes related to Uluru at all”, which is also understandable. Finally, it must be mentioned that 9.5% of the respondents did not answer this question at all, which might imply that they did not have a clear stance on this controversial question or simply did not want to answer it.

Do you think that Aboriginal life (see ad 8-9) is represented in a truthful way?

![Bar chart showing the percentage of respondents' answers to the question: Do you think that Aboriginal life (see ad 8-9) is represented in a truthful way?](chart)

Table 21: Representation of Aboriginal culture

It becomes evident at first sight, that the majority of the sampled Australians were not pleased with the representation of Aboriginal life in the campaign (see Table 21). 28.6% thought that Aboriginal life had not been represented in a truthful way and a clear majority (45.2%) even stated that the representation is definitely not truthful. 9.5% believed that the portrayal of
Aboriginal life is rather truthful, but only 2.4% thought that it is definitely realistic how the Aboriginal life had been represented. It must also be mentioned that the real life of Aboriginal communities is not shown in the advertisements, only a sacred spot for Aborigines, namely Uluru, and an Aboriginal elder guiding a tourist. 9.5% of the respondents did not answer this question, but 4.8% commented on it. Again, it was stated that there is no clear link between the advertisements and Aboriginal life. It was criticized that the Uluru advertisement does not show Aboriginal life, but rather a place that is generally connected to Aborigines. “The Cape Leveque ad at least includes an Aboriginal person and the text refers to the sharing of Aboriginal stories”, suggests that there is no overt representation of real Aboriginal life, and the sampled Australians only discovered hidden references to Aboriginal culture. The next paragraph focuses on the reasons why the sampled Australians believed that the Aboriginal culture is not respected in the campaign.

➢ (Do you think that Aboriginal life (see ads 8-9) is represented in a truthful way?) If no, why not?

First of all, it has to be mentioned that only 28.6% of the participants, answered this question and explained why they thought that Aboriginal life was not represented truthfully. 16.7% of those who left a comment stated that meeting an Aboriginal elder like shown in advertisement 9, is “very unlikely unless on an organized tour”. This might be one reason why another 16.7% mentioned that this very advertisement seems rather “staged” and does not portray Aborigines truthfully. However, one respondent contrasted this idea by stating that “Aboriginal people love telling their stories”, which might be detectable in advertisement 8. Interestingly, the majority of those who commented on this question mentioned the problems of Aboriginal people and the ignorance of those in the advertisement. What is more, they often differentiated between the “traditional Aboriginal communities” in the Outback and “those ones living in the cities”. According to the sampled Australians, the latter “are somewhat lost from their culture and traditional way of life”, and live a completely different life from what is shown in the image. One respondent stated that “the majority of Aborigines live below the poverty line and deal with lack of employment opportunities, land rights and alcoholism”, which suggests that there are numerous issues which are ignored in the tourism campaign. To sum up, it can be stated that in
this campaign the Uluru and an Aboriginal elder are supposed to stand for the whole Aboriginal communities. That is why many respondents criticized that Aboriginal life is presented wrong or “in a romanticized view”. One respondent concludes that “both ads 'sugar coat' the situation with the Indigenous Australians and I feel there is a lack of respect for their culture and tradition.”

Have a look at ad 9. What do you think do the advertising artists focus on?

Table 22: Focus of advertisement

It can be argued that the advertisers tried to include several unique selling propositions of Australia in advertisement 9, which is why the Australians were asked what they thought the focus of this advertisement was supposed to be. Strikingly, the majority of the respondents (32.7%) stated that they felt that the luxurious dinner was supposed to be the main highlight of the advertisement (see Table 22). However, 28.9% offered a contrasting view, namely that the advertisers wanted to focus on the Red Center of Australia or the Outback. This result is not very surprising, since it mirrors the structure of the advertisement, namely the luxurious dinner table in the foreground, and the Red Center of Australia in the background. This might also be the reason why the Uluru itself was not recognized as the main highlight by most of the people, only 9.6% felt that it was supposed to be the prime attraction of this advertisement. However, 15.4% argued that they noticed a focus on Australian food and wine, probably because this dinner table is set with delicious food and wine, which is assumed to be Australian because of the very
distinctive Australian setting. Finally, it has to be mentioned that many of the respondents did not only chose one answer, but they often selected two answers, which suggests that they felt that there is more than one clear focus in the advertisement. This idea is also supported by the comments of the participants, who stated that the advertisement “combines stunning natural location with a luxury dinner”. 9.7% of the participants did not answer the question, which suggests that they were rather indecisive or did not recognize the focus of this advertisement.

5.8. Real life experiences

➢ Can an average person afford the experiences shown in the ads (2,3,4,9)?

<table>
<thead>
<tr>
<th>Can an average person afford the experiences shown in the ads (2,3,4,9)?</th>
<th>Can an average person afford the experiences shown in the ads (2,3,4,9)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely...</td>
<td>Probably Yes</td>
</tr>
<tr>
<td>Probably No</td>
<td>Definitely No</td>
</tr>
<tr>
<td>other</td>
<td>no answer</td>
</tr>
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</table>

Table 23: Affordability of the experiences shown I  Table 24: Affordability of the experiences shown I

Due to the fact that the campaign is supposed to show some very exclusive places and experiences, it might be questioned whether an average tourist can afford what is shown in the advertisements. It became quite evident that the selected places and experiences are rather expensive since none of the participants stated that an average tourist can ‘definitely’ afford going there, and only 23.8% stated that one ‘probably’ can afford it (see Table 23). In contrast, the majority of the interviewees (35.7%) were of the opinion that the experiences featured in the campaign are ‘probably not affordable’ for normal people. Moreover, 21.4% even considered these experiences as definitely not affordable. 7.1% commented on this question and most of them highlighted that these experiences are definitely too expensive. Some of them also
mentioned that some experiences are affordable (especially Sydney), while others are not (Uluru). One person got to the point by stating that it mainly depends on the target group.

It would depend on the market. Backpackers probably not- a private flight to the Whitsundays or a helicopter flight over the 12 Apostles would be outside of the budget, and I know some backpackers who have even skipped Uluru because of the expense. But an older couple/ family coming for a short tourist trip, maybe.

It might be argued that most of the respondents are rather young and thus might not be as financially secure as older people. That is why the respondents’ answers were also analyzed with regard to their age (see Table 24). Contrary to the assumption that the young might feel that the experiences are too expensive, it can be stated that not only the younger respondents, but also the older ones found that the experiences shown in the advertisement are not affordable. Surprisingly, only people of the two youngest age groups thought that those experiences are probably affordable for average tourists. The majority of all the other age groups stated that the featured activities are “probably not” or “definitely not” affordable. It might be argued that the age groups 50-59 and 60-69 are not necessarily the financially soundest, since some of them might already have retired. Thus, it can be stated that the low average age of the respondents of this survey has not influenced the results. In contrast, it can be assumed that the financial security of the participants is rather evenly matched, which is why the answers to this question can be considered as valid for the sampled group.

What do you think is unique about Australia?

Table 25: Selling points of Australia
When it comes to Australia’s unique selling points as a tourist destination, it can be stated that the sampled Australians think that there are several equally important reasons for visiting Australia (see Table 25). Equivalently 22% of the respondents believed that the nature as well as the coastal life and areas are the main attractions for tourists. 16.9% felt that the Australian Outback is another unique selling point that tourists should see and experience it. 9.3% of the sampled Australians acknowledged the importance of food in people’s lives and stated that the local food and wine is another reason for going to Australia. Another 9.3% chose Australian Journeys as one reason for visiting Australia, even though it is not clear what they associate with this term. Surprisingly, only 8.5% of the participants stated that it is worth going to Australia because of its cities. One possible reason for this rather low figure might be that Australian cities are said to be not as old and culturally rich as European cities. 5.9% believed that getting to know the Aboriginal culture is another reason for visiting Australia, and 5.1% mentioned other reasons for travelling to Australia, for example its “friendly people and atmosphere” and the “laidback Australian lifestyle”.

Do you think that these ads represent Australia truthfully?

Table 26: Truthfulness of representation

There is no doubt that advertisers usually tend to exaggerate and show the advertised place in an idealized way. That is why it was examined what Australians think about the truthfulness of the There’s nothing like Australia campaign (see results in Table 26). It can be stated that the
majority of the respondents believed that the portrayal of their home country was definitely ‘truthful’ (7.1%) or ‘generally truthful’ (45.2%). 23.8% of the respondents were more critical and reasoned that the representation of Australia is probably not truthful, and only 2.4% felt that it is not truthful at all. The specific reasons for their choice were not available, but some reasons why some advertisements were not considered as realistic have already been discussed in previous paragraphs. The following comment shows that most of the people were undecided about their feelings towards the campaign.

I think that Aboriginal Australia is one aspect not well represented in the ads, but the beauty of the outdoors and diverse landscapes are well portrayed.

It might be concluded that even though some people criticized the representation of (some aspects of) Australia in the There’s nothing like Australia campaign, the majority of the participating Australians approved of the representation of Australia.

5.9. Comments and critique on the campaign

➢ If you had the chance to promote Australia, how would you plan your ad?

Even though this was an open and rather demanding question, 57.1% of the sampled Australians answered it and explained in detail how they would present Australia in a tourism campaign. Generally, it can be stated that there are two main themes that people would cover in a campaign, namely the natural wonders and the openness and hospitality of the Australian people. It was mentioned several times that the Australian lifestyle is “entirely different to anywhere in the world” and one respondent encapsulated this idea by stating the following:

I've travelled quite widely and we have a very different lifestyle and way of living. Australians are more relaxed, friendly, welcoming and lazy, you could say.

This and many other statements suggested that the Australian people are somewhat different from the rest of the world, and that they want to focus on this peculiarity. Especially their positive attitude and openness were considered as typically Australian and as potential selling points.
The majority of the other people who answered this question, highlighted the exceptionality of Australian nature. There is no doubt that Australia has diverse landscapes and that is why the majority of the respondents stated that they would focus on it, since “these aspects are more uniquely Australian than the cities or food and wine”. It is particularly worth citing one respondent (25, female) who developed an elaborate plan on how to portray Australia, a land of contrasts.

I would focus on the Outback and the amazing landmarks and places that you can go- however, I would integrate a bit more 4 wheel driving as to get to most of these places that's what you need to do. Maybe shots of sitting on the trains/planes etc as well (I mean it takes a while to get around). I would also incorporate a bit of city night life as many young people come here to experience that. And also some family camping scenes. I would maybe also focus on a few more low budget activities, BBQs by the beach, camping, swimming, picnics, vegemite sandwiches by the beach, fish and chips because not everyone can do helicopters and outdoor fine-dining and crabs. Just to give a bit more variety.

It can be argued that this respondent covered many essential themes of Australian life. Interestingly, she also mentioned the long distances within Australia and incorporated the Tourism Australia’s idea of “Australian Journeys”, the various ways of getting around in Australia and experiencing many things on the way. What is more, she even emphasized that there should be affordable activities too, and listed some very distinct Australian activities which are for free. It is evident that this respondent got to the heart of Australian life and brought up the most vital components of Australia.

The idea of “travelling at affordable costs” was mentioned several times, and some participants emphasized that Australia should be presented as “a place for all budgets”.

Apart from that, one respondent also mentioned the unfortunate portrayal of Aboriginal life and stated that he

would also have some advertisements on the Indigenous Australians (showing authentically their culture, traditions, inextricable connection to the Australian land, their unique art, way of life and definitely Australia's attempt for 'reconciliation' with the Indigenous people)
In contrast to the creators of the *There’s nothing like Australia* campaign, it appears that this person would show the importance of Aboriginal people in the Australian history and society and portray their culture and history rather detailed and authentically.

➢ Is there anything you would like to criticize about the *There’s nothing like Australia* campaign?

Again, more than 50% of the participants answered this open question and revealed their opinion on the campaign. It can be summarized that the participants criticized three main points, namely the lack of respect for the Aboriginal people, the lack of Australian culture and people in the advertisements and the focus on expensive experiences. First of all, some of the respondents felt that “there is more to Australia than only it’s natural beauty”, suggesting that “it would be better to portray Australia as more sophisticated with cultural centers (art galleries, public lectures etc.)” and including some cultural aspects. What is more, according to most of the respondents the campaign did not highlight “the welcoming Australian people” and show the laid-back Australian lifestyle. The majority of those who criticized the campaign also were of the opinion that it is “worth promoting” the Aboriginal people and their culture, however, one respondent harshly criticized the way how it had been done in this campaign, “Don’t use Aboriginal people if you can’t advertise them the right way!”

Another respondent took advertisement 9 and explained why it is not appropriate at all.

Uluru is a landmark which is so important to the Aboriginal people and the artists focus on an expensive dinner with Uluru in the background. The ad has so much potential and it ignored the significance of Uluru.

These statements show very well that the Australians did not like the way how Aboriginal life was represented and commercialized in the campaign.

Finally, most of the respondents criticized that the “campaign is aimed primarily at high budget travel, and that most of the experiences are “not affordable for the average tourist”. However, it must be mentioned that the sampled Australians probably did not know that this campaign was supposed to show exclusive places and experiences in order to appeal to affluent Asian people.
To sum up, it is evident that the sampled Australians openly criticized some aspects of the campaign. The criticism is probably appropriate, since the lack of respect for indigenous Australians or the focus on expensive experiences are clearly visible in the advertisements.

5.10. Effectiveness of the campaign

Do you think that these ads are effective?

Table 27: Effectiveness of the campaign

When it comes to the effectiveness of the campaign, it is evident that a clear majority of the interviewees (52.4%) believed that it is ‘generally effective’ (see Table 27). The second most selected answer (16.7%) was ‘very effective’, which suggests that this campaign is not only well-liked, but also thought to be successful. It is very striking that almost 70% (69.1%) believed that this campaign is (very) effective and has a positive impact on the Australian tourism industry. However, 11.9% stated that they did not believe in the success of the campaign and rated it as ‘generally ineffective’. Only a minority of 4.8% believed that this campaign is very ineffective or even counterproductive. The rest of the respondents either did not answer the question (9.5%) or did leave a comment (4.8%). Interestingly, some who left a comment felt that the creators of the campaign did a good job in promoting Australia as a tourist destination, but they believed the effectiveness of the campaign primarily “depends on the audience”. If the participants had known the target group, they might have rated it as more effective, since these glamorous places
and experiences are supposed to appeal to the target groups. Even though there were some flaws in the campaign, one participant summarized

Yes, I think these ads would generally be effective at appealing to people who want to visit Australia even if they may not be able to afford some of the particular experiences portrayed.

➢ You can leave a comment on the There’s nothing like Australia campaign here.

After reading the participants’ final comments on the campaign, it can be stated that their feedback was primarily positive. Some of the respondents used the optional comment box to reinforce their criticism concerning the truthfulness of the representation, the high costs of the experiences, “the focus on the older population of travelers”, the ignorance of “the younger market” etc. Most of the participants acknowledged that the campaign is “a little too polarizing”, but they found it generally effective. Thus, it can be concluded that the sampled Australians quite liked the campaign, which is supposed to represent their home country, but they certainly would want to change some aspects. Finally, one respondent summed it up rather well by saying that “the ads are effective in gaining viewer attention, but they also have the potential to disappoint the tourists once they are in Australia.”

6. Austrians’ ideas on the There’s nothing like Australia campaign

6.1. Information on the participants

In order to find out how convincing and effective the There’s nothing like Australia campaign is, 70 non-Australians (Austrians) were asked for their opinions on the campaign. This survey is not representative for all potential tourists, but it is supposed to provide an interesting insight into some people’s opinions on the campaign. As already mentioned, this questionnaire was not spread online, but handed out and collected by me and some of my friends and family members.
In total, 70 Austrians participated in the survey, and the majority of them were women (64.3%). This surplus of female respondents might be explained by the circumstance that probably more women than men were contacted and asked to answer the questions. Besides, more men than women refused to fill in the questionnaire.

Regarding the age of the participants, it can be stated that almost all ages were covered, the youngest respondents being 18 and the oldest one being 77 years old. The average age of the Austrian and Australian participants was the same, namely 35 years. However, the average age of the sampled Austrians (35.45 years), was slightly higher than the average age of the sampled Australians (34.95 years). A breakdown by age groups (see Table 29) suggested that the majority of respondents (45.1%) were between 20 and 29 years old. It must be mentioned that most of the respondents were contacted at the campus of the University of Graz, which suggests that they were University students and mainly aged between 20 and 29. The second most represented age group was the one comprising the 30-39 year old people, who were also primarily contacted at University. Interestingly, the rest of the participants were almost equally divided into the other six age groups, which suggests that the rest of the respondents were contacted outside the university context. 5.7% of the participants were under 20 years, to be more precise between 18 and 19, and 4.3% of the respondents belonged to the oldest age group, namely the 70-79 year old people. Due to the fact that the majority of the respondents of this survey are rather young and
mostly university students, it must be stated that the results of the survey are substantially affected by students’ answers and thus, are not representative for all Austrians.

6.2. Interest in Australia as a destination

- Have you ever been to Australia?

<table>
<thead>
<tr>
<th>Have you ever been to Australia?</th>
<th>Would you be interested in visiting Australia?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td><img src="image1.png" alt="Graph" /></td>
<td><img src="image2.png" alt="Graph" /></td>
</tr>
</tbody>
</table>

Table 30: Austrians who have been to Australia   Table 31: Austrians’ interest in Australia

The first question was aimed at examining how many of the respondents have already been to Australia. When looking at the results, it was clearly visible that the majority of the participants (91.4%) have not been to Australia (see Table 30). At first glance, the number of those who have been to Australia (8.6%) seemed very small, but it must be stated that there are many obstacles hampering a trip to Australia. To be more precise, the long distance to Australia and subsequently the high costs are assumed to be the main reasons for not going to Australia. Apart from that, personal reasons such as aerophobia or limited amount of vacation make it harder for most of the people to visit Australia.
Would you be interested in visiting Australia? (regardless of price, distance and other hurdles)

As already mentioned, there are many things which hinder many people from travelling to Australia. It is striking that a clear majority of the sampled Austrians (84.3%) would be interested in going to Australia (see Table 31). It can be stated that many people would want to go to Australia, but only a minority actually did so. The rather low figure of those who have already been to Australia is not for the lack of interest in Australia, but mainly due to the above mentioned obstacles. However, 12.9% clearly stated that they were not interested in visiting Australia. The reasons for their answers will be discussed in the following paragraphs. What is more, 1.4% of the respondents left a comment and stated that they did not know whether they wanted to go to Australia or not.

If yes, why are you interested in visiting Australia?

Table 32: Austrians’ interest in Australia II

First of all, it must be stated that the majority of the respondents (77.1%) answered this open question and explained why they would want to go to Australia (results see Table 32). When it comes to their motives, it can be specified that the answers of the respondents were grouped into five categories, which constitute the five main reasons why the sampled people were interested in travelling to Australia. Firstly, 40.7% of the respondents declared that they wanted to go to Australia because of its natural world and diverse landscapes. They also mentioned Australia’s
“wonderful beaches”, its fauna and flora and even its “climate”, included in the category ‘nature’. 36.3% of the respondents stated that they were not only interested in a new country and its culture and people, but also in its cities and landmark buildings. Thirdly, many people mentioned that they wanted to get to know the Australian people, which might suggest that they have already heard something about Australians and their lifestyle. What is more, 12.1% of those who stated that they were interested in the category ‘culture/people/cities’ emphasized that they were interested in Sydney. Apart from these four reasons, 11% of the sampled Austrians wanted to travel to Australia because their friends have told them about their trips to Australia and recommended going there (category ‘recommendation’). The rest of the participants mentioned stated that they were interested in ‘Aboriginal culture’ (3.3%), and 8.8% brought up other aspects (category ‘others’), such as Australian sports, they were interested in. Interestingly, the Tourism Australia organization seemed to be aware of the interests of potential tourists, since these expectations hugely correlate with the themes that were covered in the There’s nothing like Australia campaign.

- If no, why are you not interested in visiting Australia?

12.9% of the participants answered that they were not interested in going to Australia (see Table 31) and all of them justified their choice, since exactly 12.9% of all the respondents answered the question why they were not interested in Australia as a destination. The majority of those who answered this question stated that they were not interested in Australia because “it is located somewhere at the other end of the world”, “it takes too long to get there” or is “too expensive”. Some respondents also explained that they were not interested in travelling at all, which is why they did not want to go to Australia either. Others also stated that they felt that there are more interesting and appealing destinations in Austria and Europe.
6.3. Expectations of the participants

Which aspects of Australia should be covered in the advertisements? (No more than three answers.)

Table 33: Aspects of Australian life expected to be covered in the campaign

First of all, it must be mentioned that the participants were asked to select a maximum of three aspects of Australian life that they thought should be covered in the campaign. Strikingly, 203 out of possible 210 answers were given, which suggests that almost all participants chose three themes of Australian life (results see Table 33). The majority of the sampled Austrians (28.6%) stated that they expected that the natural world should be covered in a campaign on Australia, and is definitely the case in the There’s nothing like Australia campaign. Interestingly, 18.2% of the Austrians interviewed also thought that Australian cities should be featured in the campaign, which is different from the Australians’ views, since only 8.5% of them thought that it is worth covering Australian cities in the campaign. These divergent ideas might be explained by the different ideas people have on cities. Austrians, for example, might expect that Australian cities are as culturally rich and interesting as European cities, but it might be argued that some of the sampled Australians had already been to European cities, and knew that Australian cities are not as interesting. 17.7% of the Austrians stated that they also expected to see Australian beaches and coastlines in the campaign, which was also fulfilled, since 28.4% of them found that there is a strong focus on Australian coastal life and areas in the There’s nothing like Australia campaign. Interestingly, 12.8% of the sampled Austrians expected to see Aboriginal life and
culture in the advertisements, and 11.3% expected the Australian Outback to be a vital part of the campaign. The rest of the Austrians felt that Australian food and wine (5.4%) and Australian Journeys (5.9%) should be featured in the campaign, which is not necessarily the case.

### 6.4. First impression of the campaign

- Please have a brief look at the *There’s nothing like Australia* ads. Do you like these ads in general?

![Bar chart showing responses to the question: Do you like these ads in general?](chart.png)

**Table 34: Acceptance of the campaign**

Surprisingly, an incredibly vast majority of the Austrian respondents stated that they (totally) liked the advertisements of the campaign (results see Table 34). A clear majority of 48.6% ‘liked’ them, while 44.3% even ‘totally liked’ them. These findings are similar, but at the same time also different from the results of the sampled Australians (see Table 9). It was evident that the majority of the Australians (61.9%) also liked the advertisements, but only 26.2% of them totally liked the campaign. What is more, while solely 1.4% of the Austrians disliked the campaign, 11.9% of the Australian respondents did so. This suggests that the Austrians are more pleased with the campaign and less critical than the sampled Australians. However, it can be argued that the Australians have a clear idea of what Australia is like and how truthful the images as well as the texts of the campaign are. In contrast, most of the Austrian participants have never been to Australia, and thus, did not know how the portrayed places look like in real
life. Besides, it might be argued that some of them mainly enjoyed looking at the images of the campaign, which is why so many of them (totally) liked the advertisements.

- Which of these ads do you like best?

Table 35: Most liked advertisement by the Austrians

First of all, it must be stated that the majority of Austrians (28.6%) found that the second advertisement, the one featuring the Whitsunday Islands, was the best one (see Table 35). This is highly interesting since only a minority of the sampled Australians (7.1%) liked this advertisement best (see Table 10). The reason for this divergence might be the fact that the Australians knew that it is rather uncommon and unlikely spending one’s time on an island like this. The Austrians polled, however, might have liked the image as well as the idea of a lonely island and felt the desire for holidays or relaxation. What is more, 12.9% of the Austrians liked the Great Barrier Reef, Sydney and Bungle Bungle advertisements best, which is very similar to the sampled Australians’ results. The rest of the advertisements was found to be the best by almost the same percentage of the Austrians. Interestingly, only 7.1% of the Austrians preferred the Pebbly Beach advertisement, while 16.7% of the Australians did so. This divergence might also be explained by the different ideas Austrians and Australians have. Only 2.4% of the respondents liked the Uluru advertisement best, which means that this was considered the worst advertisement.
Why do you like this ad best?

Like the Australians, the Austrians also had to justify their choice. Interestingly, most of the Austrians brought up similar arguments why they liked certain advertisements best. Due to the fact that the Whitsunday Islands advertisement was ranked best, most of the respondents explained why they liked this one best. They mentioned several reasons which made them choose this advertisement. Firstly, the image of the advertisement “simply appealed to them” or “made them think about holidays”. Especially the “white sand and the blue water” appealed to them and suggested “calmness and relaxation”. Finally, most of the respondents acknowledged that they liked the isolation and loneliness on the island, and wanted to experience this feeling of independence themselves.

The Bungle Bungle advertisement was also well-liked, mainly because of its “(untouched) unique landscape” and because it represents a contrast to the rest of the country. What is more, one of the respondents added that she had been to the Bungle Bungles and liked it because the image depicts reality, and also features “an experience which is for free”.

The Great Barrier Reef advertisement was also rather well-liked, because the Austrians liked the focus on (unique) marine life. Some respondents claimed that this image showed what they “associate with Australia”. Apart from that, one respondent was really impressed that the Great Barrier Reef is visible from space and another one revealed that he found this advertisement was “the least staged one”, which might suggest that some of the other advertisements appear unreal.

Some respondents liked the Pebbly Beach and Kangaroo Island advertisements best “because they show that one can get really close to kangaroos in the wild”. These advertisements suggest that it is possible getting really close to kangaroos, which is believed by many potential tourists. However, some of the sampled Australians mentioned that this is not very realistic; it is not possible to meet kangaroos all over Australia, but it mainly depends on the place.

Interestingly, many people also liked the Sydney advertisement because of the city itself and the world-famous Opera House. This suggests that Sydney is not only a well-known and highly desirable destination, but it is also Australia’s most famous city. Remarkably, some respondents also mentioned that the Sydney Opera “stands for Australian culture”, and was another reason why they liked this advertisement.
While the Whitsunday Islands advertisement was the most liked advertisement, the Uluru advertisement was the most disliked one (see Table 36). 34.3% of the Austrian respondents found that this advertisement was the worst, and 21.4% stated that they did not like the Cape Leveque advertisement at all. Remarkably, the sampled Australians (results see Table 11) also disliked those two advertisements most, which suggests that Austrians as well as Australians might have felt that these images were not truthful or realistic. The Whitsunday Islands advertisement was the most controversial one, since it was considered the best advertisement by the majority of the Austrians and ranked one of the worst by the Australians. The reason for this huge divergence might be that Australians knew that this advertisement featured a place which could be anywhere else in the world and is not affordable for most of the people. Surprisingly, 10% of the respondents liked the Twelve Apostles advertisement least. However, it could be argued that some of them did not like the fact that a helicopter was involved, which was not really necessary and makes it too exclusive. The specific reasons why they did not like certain advertisements will be discussed in the following paragraph. It is also worth mentioning that 14.3% of the Austrian respondents could not find one advertisement they liked least, which might imply that the creators did a good job because the potential target group liked most of the advertisements.
Why do you like this ad least?

When it comes to the reasons why certain advertisements were not liked, it can be stated that a very common answer was “it simply did not appeal to me”. This suggests that people need to like an advertisement at first sight and it needs to convince them, which was apparently not the case with some advertisements of the campaign. Especially the Cape Leveque and the Uluru advertisements were harshly criticized and did not appeal to the sampled Austrians. The Cape Leveque was not only criticized because of the “unrealistic” and “confusing” image and text, but it was also considered as “impossible” or “too expensive” for average tourists. Apart from that, one respondent, who has already been to Australia, stated that this advertisement “was probably supposed to represent the Aboriginal communities and culture, but this did not work at all”. Interestingly, this statement is very similar to the comments of some Australians, who also fiercely criticized this advertisement.

The Uluru advertisement also provoked many reactions, mainly negative ones, stating that this scene appeared very “unrealistic”, “staged” or “kitschy”. What is more, the majority of those who liked this advertisement least stated that they felt that the luxurious dinner table and the natural surroundings did not match at all. They also emphasized that “one can eat and drink Australian wine anywhere in Australia”, and it is not “appropriate having dinner at this special place”.

The reasons why the other advertisements were rated the worst ones were mainly personal. Some people felt that their ideas and expectations of Australia were not addressed in the campaign. What is more, personal issues, such as aerophobia or aquaphobia also influenced people’s perception of the advertisements and made them disliking some advertisments, such as the Great Barrier Reef advertisements or the Twelve Apostles one.

To sum up, Austrians’ motives for not liking particular advertisements were similar to the Australians’ reasons. The lack of contact with reality as well as the lack of respect for the Aboriginal culture were two common criticism of the Austrians as well as Australians. The majority of Austrians reasoned that they disliked an advertisement because of personal reasons or ideas. In general it can be stated that the Australians were more critical than the Austrians.
which is probably due to the fact that the Australians have a broader insight into Australian life and know what is realistic and what is not.

6.5. Themes used in the campaign

Have a look at the ads. Which aspects of Australia are covered most?

<table>
<thead>
<tr>
<th>Which aspects of Australia are covered most?</th>
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<tbody>
<tr>
<td>Nature</td>
</tr>
<tr>
<td>Aboriginal life</td>
</tr>
<tr>
<td>Outback</td>
</tr>
<tr>
<td>Coastal life</td>
</tr>
<tr>
<td>Vibrant cities</td>
</tr>
<tr>
<td>Australian</td>
</tr>
<tr>
<td>other</td>
</tr>
</tbody>
</table>

Table 37: Aspects of Australian life covered most in the campaign II

It is evident that Austrians and Australians noticed the same focal points of the campaign (see Tables 12 and 37). The majority of the Austrian respondents (42.6%) found that the Australian natural world is the most covered theme in the campaign (see Table 37). 28.4% of the Austrians also observed a focus on coastal life and areas in Australia. These focal points were very similar to the Australians’ perception of the campaign (see Table 12), who also found that there was a focus on Australian nature and coastal areas. Thus, it might be argued that the advertisers focused on these two aspects of Australian life and the audience noticed it. Interestingly, 15.4% of the Austrians also felt that the theme Australian Journeys was covered rather often, even though they did not know what this term was supposed to mean. Austrians as well as Australians became aware of the fact that Australian cities were not often covered in the campaign, only a minority of both participant groups stated that cities were covered often. Apart from that, only 6.2% of the Austrians found that the Australian Outback was a major theme in the campaign and 3.7% of them felt that Aboriginal life was covered often. In contrast, none of the Australian
respondents thought Aboriginal culture could be found in the campaign. In this case it must be stated that Australians probably have a better understanding of Aboriginal culture and thus, could distinguish whether the advertisements covered Aboriginal life or not.

➢ Are there any aspects of Australia missing in the advertisements?

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<th>Are there any aspects of Australia missing in the advertisements?</th>
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<tr>
<td>people</td>
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<tr>
<td>30%</td>
</tr>
</tbody>
</table>

Table 38: Aspects of Australian life missing in the campaign II

Due to the fact that multiple answers were possible, 70 Austrian respondents gave 87 answers. This means that some of the participants mentioned more than one aspect of Australian life that was missing in the campaign. Apparently, Australian people are known worldwide for their relaxed and friendly character and attitude, which is why 25.3% of the Austrians polled stated that they missed the portrayal of authentic Australians and their lifestyle. 25.3% found that the campaign lacked the portrayal of Australian culture and 13.8% felt that there was a lack of Australian art. What is more, 17.2% believed that Australian history should have been covered in the campaign. Interestingly, 16.1% of the sampled Austrians seemed happy with the choice of themes and stated that they did not miss an aspect of Australian life.
6.6. Language and images used in the campaign

What do you think of the pictures used in the ads?

Table 39: Acceptance of the images II

It was evident that a clear majority of the respondents liked the images (see Table 39). 47.1% of the Austrian respondents were ‘convinced’ by the images used in the advertisements and another 25.7% found that the images were ‘very good’. Since the vast majority of potential tourists enjoyed the images, it could be implied that the advertisers did a good job in selecting them. These results also showed that it was a good decision to focus on the images and using them as prime eye catchers. Equally 2.9% of the Austrians ranked the images as ‘bad’ or ‘unimaginative’. In contrast, 14.3% of the sampled Australians felt that the images were ‘unimaginative’, which suggests that the Australians (results see Table 14) did not like the images as much as the Austrians did. It was very striking that 21.4% of the Austrian respondents commented on the choice of the images and those who did so, voiced divergent opinions. While some of the respondents wanted to emphasize that the images were “well-chosen” and “exactly what one associates with Australia” and expects from a tourism campaign, the majority of the participants stated that most of the images were simply “okay”. Some of participants argued that the images could be better, because some of the images appear too “staged” or “photoshopped”.
What do you think of the text used in the ads?

Table 40: Acceptance of the text II

First of all, it must be noted that the text in the advertisements was English since no German version or translation was provided by Tourism Australia. Even though the original version of the campaign, in which the text was written in English, was handed out, it was assumed that most of the respondents understood the text or at least the messages of the advertisements. This assumption was supported by the fact that 72.8% of the sampled Austrians approved the text (see Table 40). 37.1% of the respondents rated the text ‘convincing’, and 35.7% found that the text was ‘very well’ written. As already mentioned in the qualitative analysis, the text was kept rather short and simple, which might have made it easier for non-native-speakers of English to understand it. Interestingly, 7.1% of the sampled Austrians rated the text as ‘unimaginative’, which might also be connected to the simplicity of the language or the lack of word plays. It can be concluded, that the Austrians really liked the language used in the advertisements, since solely 1.4% believed that the text was ‘bad’. Again, a rather high percentage of respondents (17.1%) made a comment concerning the language. The comments supported the choice of the texts and stated that the language was “simple, but to the point”. However, some respondents complained that the texts were “too short” and “provided relatively little information” on the destination, even though the body copy provided them with the link to the official Tourism Australia homepage. This complaint shows that some people prefer more information in the advertisement rather than a reference to a website. What is more, one respondent even claimed that he “did not notice the text at first sight”, which highlights the strong focus on the images, and suggests that
the advertisers mainly wanted to attract attention and convince the audience with beautiful images rather than clever and striking headlines.

### 6.7. Target group

- Which group of people does this campaign primarily appeal to?

![Table 41: Target group of the campaign](image)

Table 41: Target group of the campaign

In order to find out whether people felt addressed by the campaign (results see Table 41), potential tourists were asked what they thought the target group of this campaign was. Strikingly, the majority of the Austrians (50.6%) felt that this campaign primarily appeals to couples without children. It could be argued that the Tourism Australia organization had deliberately missed out on children in the *There’s nothing like Australia* campaign, and many respondents have noticed this detail. Besides, the locations featured also seemed rather exclusive and not very child-friendly, which might be another reason why the sampled Austrians found that the campaign mainly appeals to couples without children. It was also noticeable that most of the advertisements featured happy couples, probably suggesting that Australia is a good destination for couples. Still, 10.2% found that families with children could be the main target group of the *There’s nothing like Australia* campaign. 21.3% of the Austrians also found that the advertisers wanted to appeal to backpackers. The reasons for this choice are not very evident, since backpackers are usually budget travelers and could not afford most of the experiences shown in the campaign. Apart from that, it could be argued that the Tourism Australia organization
deliberately chose not to focus on low budget travelers, but rather on affluent travelers. Even though there was a noticeable focus on couples, 11.2% of the Austrians felt that single travelers were supposed to be the target group. A possible explanation for this outcome might be that single travelers are considered to be independent and financially sound, which might have made the participants thinking that they could afford the experiences shown in the campaign. Those who left a comment (6.7%) mainly stated that the campaign was probably supposed to appeal to “financially sound” as well as “young and active people”, since they are most likely to travel to and across Australia. A minority of the respondents also claimed that “families with older children” might be an essential target group of this campaign.

6.8. Truthfulness of the campaign

Do you think that the images represent the reality?

![Image of a bar chart showing the responses to the question: Do you think that the images represent the reality?]

Table 42: Truthfulness of the campaign

When it comes to the truthfulness of the campaign, it can be stated that the majority (67.1%) of the Austrians believed that the images ‘probably’ depict reality truthfully, and 12.9% of them even supposed that the visuals are ‘definitely’ realistic (see Table 42). Compared to the Austrians’ views, 7.1% of the Australians thought that the pictorial representation of Australia was ‘definitely’ realistic and 45.2% stated that it was ‘probably’ true (see Table 26). Due to the fact that only 8.6% of the sampled Austrians had been to Australia and knew what Australia is like, it was probably difficult for the rest of the respondents to judge whether the images
represent reality or not. It could be assumed that most of them compared the images with the ones they had seen of Australia, or their ideas and associations with Australia. 15.7% of the Austrians found that the visuals probably did not represent Australia truthfully, and 2.9% believed that they did not do so at all. Again, the Australians were more critical, 23.8% of them stating that the images probably did not depict Australia realistically and 2.4% stating that the portrayal was not realistic at all. However, it is obvious that Australians know what their country is like and whether some aspects of the campaign are realistic or not.

Do you think that the advertised places and activities are unique?

Table 43: Exceptionality of Australian places II

First of all, it must be stated that one needed to be rather well-travelled in order to answer this question reliably. However, it was not traceable how well-travelled the respondents of this survey were. Still, 97.1% of the Austrians answered this question (see Table 43). The majority of them (65.7%) felt that the advertised places and activities could probably only be found and experienced in Australia, which suggests that the Tourism Australia organization had focused on Australian places and experiences. 20% of the participants even believed that these settings and experiences were definitely unique. It must be stated that the Great Barrier Reef advertisement, for example, communicated that the reef is definitely unique in the entire world, which might have been a further reason why the majority found that these places and experiences were unique to Australia. 8.6% of the Austrian respondents challenged the advertisements and felt that the
places and activities shown in the campaign could be found in some other countries too. This might be true for some places and activities shown in the campaign, but most of the places, such as the Outback or the Bungle Bungle Ranges, or experiences, such as meeting kangaroos at the beach, are unique to Australia.

➢ Do you think that an average tourist can afford the advertised places and activities?

Table 44: Affordability of the experiences shown III

Given the fact that this campaign was supposed to appeal to people who are “predisposed to visiting Australia” and financially sound, it might be assumed that money does not play a decisive role in these people’s decisions. However, it might be stated that a trip to Australia is rather costly and not affordable for everyone. That is why it was questioned whether this campaign also appealed to average tourists and their budgets (results see Table 44). 55.7% of the potential tourists felt that it is ‘probably’ not realistic that an average tourist can afford going to these places and experience what is shown in the advertisements. 40% of those surveyed found that an average tourist could ‘probably’ afford these experiences if they really wanted to. Only a minority of 1.4% stated that it is ‘definitely’ affordable for average tourists, and 2.9% of the participants commented on this question. Those who provided a comment mentioned the very expensive flights from Europe to Australia and stated that the places and experiences shown in the campaign are “affordable if one saves money for a long time”.
Does this campaign match with your ideas of Australia?

![Bar chart showing the response to the question of whether the campaign matched with the respondents' ideas of Australia.]

Table 45: Expectation of the campaign

It can be expected that people usually have firm ideas and associations with a certain country. In this case, it was questioned whether their expectations of an Australian tourism campaign were fulfilled (results see Table 45). While 22.9% of the participants felt that the advertisements ‘matched very well’ with their ideas of Australia, another 61.4% stated that their expectations and the advertisements ‘matched well’. As already mentioned, the majority of the sampled Austrians expected that the natural world of Australia will be covered in the campaign, which was definitely the case in the There’s nothing like Australia campaign. Thus, the vast majority of the respondents felt that their ideas of Australia were discussed in the campaign. However, 14.3% of those surveyed claimed that their ideas of Australia ‘did not really match’ with the portrayal of Australia in the campaign, and 1.4% found that they ‘did not match at all’. The reasons for these answers were not available, but it became apparent in the last questions that some of the participants did not like the exclusivity of the places and experiences shown. Thus, it might be assumed that their ideas of an unspoilt natural world did not match with the luxurious places and experiences shown in the campaign.
6.9. Effectiveness of the campaign

- Is this campaign convincing?

Table 46: Persuasion of the campaign

As visible in Table 46, 50% of the Austrian respondents stated that they have been ‘convinced’ by the *There’s nothing like Australia* campaign, which does not only suggest that this campaign is well-liked by most of the Austrians, but it also suggests that it is widely accepted by all potential tourists. Another 30% stated that they have ‘definitely’ been convinced by the campaign. This overwhelming approval might suggest that the campaign was liked in other countries too and thus successful in convincing people that Australia is a great destination. 18.6% of those interviewed stated that they had ‘not really been convinced’ by the campaign, but none of the participants mentioned that they ‘had not been convinced at all’. The reasons for the Austrians’ choice can be found in the next few paragraphs.

- (Is this campaign convincing?) If yes, why?

The *There’s nothing like Australia* campaign generally met the expectations of the Austrian people, because almost all of the respondents answered this question and justified why they were convinced by the campaign. It can be stated that there were two key reasons which convinced the potential tourists, namely the choice of images and language, and the focus on the Australian natural world. Firstly, most of the respondents mentioned that they liked the images as well as
the slogan of the campaign very much. Some of the sampled Austrians emphasized that the images and the text worked together very well and “awoke the desire go to Australia”. It can be stated that the campaign aroused some respondents’ wanderlust and “made them want to see Australia in person”. Secondly, the focus on the Australian landscapes and wildlife appealed to the majority of the sampled Austrians. Besides, some Austrians also stated that this campaign “featured diverse places and experiences”, and “there happens to be something for everyone”. Finally, one respondent highlighted that “the campaign shows what the title of it promised, namely that there’s nothing like Australia”.

➢ (Is this campaign convincing?) If no, why not?

18.6% of the respondents found that the campaign was not really convincing. One of them frankly stated that “he was not interested in Australia at all”, which was why the advertisers “had no chance to convince him of visiting Australia”. Apart from this individual reason, the majority of the respondents claimed that they were not convinced by the campaign because it appeared “too staged in order to appeal to tourists”. Moreover, some respondents complained that the campaign showed “a perfect and ideal image of Australia” and that the featured places and experiences “are not affordable for (young) people”. Apart from that, some people were not convinced by the campaign because it provided “too little information” on Australia.

➢ After looking at the campaign, would you rather want to visit Australia than before looking at it?

<table>
<thead>
<tr>
<th></th>
<th>Definitely Yes</th>
<th>Probably Yes</th>
<th>Probably No</th>
<th>Definitely No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 47: Desire to visit Australia</td>
<td>60%</td>
<td>20%</td>
<td>20%</td>
<td>0%</td>
</tr>
</tbody>
</table>

143
In order to find out how many people have been influenced by the campaign, the potential tourists were asked whether they would rather travel to Australia after sighting the advertisements. Strikingly, a clear majority of 52.9% stated that they ‘definitely rather’ wanted to visit Australia. Another 32.9% ‘rather wanted’ to travel to Australia than before sighting the campaign. These findings suggest that the There’s nothing like Australia campaign fulfills its task and awakens people’s interest in Australia. Apparently, 11.4% did not like the portrayal of the country in the campaign, and revealed that they wanted to go to Australia before viewing the campaign, but did not want anymore after inspecting it. It can be argued that these potential tourists noticed that Tourism Australia organization included some “unrealistic”, “too staged” or “too expensive” places and activities and made them dislike it.

### 6.10. Criticism and comments on the campaign

- **Is there anything you would like to criticize about the There’s nothing like Australia campaign?**

42.6% of the Austrian participants answered this open question and expressed criticism. It must be stated that the most important criticisms, such as the “staged images”, lack of information on Australia or the exclusivity of the featured experiences, have already been discussed in the previous questions. Moreover, those who commented on this question also criticized that budget travelers or families with children were not addressed by this campaign. One respondent even argued that the focus on affluent travelers could have been “counterproductive”, because after sighting this campaign “some tourists might assume that they cannot afford holidays in Australia and do not travel to Australia after all”.

- **You can leave a comment on the There’s nothing like Australia campaign here.**

Roughly one quarter of the sampled Austrians (25.7%) used this opportunity and left a final comment on the campaign. Interestingly, most of the respondents used this comment box to reinforce their criticism. The majority of the respondents stated that they had missed certain aspects of Australian life, such as other animals native to Australia, Australian people, surfing etc. Moreover, some participants also complained that “children were ignored” in the campaign, which might keep some parents away from traveling to Australia. However, some of the sampled
Austrians also praised the campaign, stating “that it covers all the uniquely Australian places”, which make people travel to Australia. One participant also argued that the focus on rather exclusive activities is appropriate, since “most of the tourists save money before going to Australia, so that they can spend it there on unforgettable experiences”. Finally, it could be argued that the majority of the sampled Austrians liked the campaign, but that there were some shortcomings too. One respondent appropriately summarized that “the campaign appears very bright at first sight, but at a closer look flaws become apparent”.
7. Conclusion

Advertising is not only an important business in today’s world, but it is incredibly important for the success of products, brands or companies.

The creators of the *There’s nothing like Australia* campaign aimed to reach tourists around the world with a “coordinated series of linked advertisements with a single idea or theme” (Business Dictionary 2014, online). The campaign was broadcast through several media channels in order to stimulate potential tourists’ desire to visit Australia, which is portrayed as a treasured destination. It can be stated that Tourism Australia intended to convince potential visitors of the exceptionality of Australian places and experiences and establish Australia as an outstanding and exclusive destination. In order to do so, there was a strong focus on expressive and informative images, which is an essential strategy in tourism advertising, since they are supposed to appeal to the potential tourists and “stimulate their travel desires and needs” (Middleton 1993:152).

Due to the fact that Australia is rather isolated and it requires time as well as money to go there, Tourism Australia has done intensive research on travelers. They found various tourist types and decided to focus on so-called ‘experience seekers’ and Asian people. Experience seekers, who appreciate traveling and going to special and unique places, tend to have a higher household income as well as a higher standard of education, and are more likely to overcome barriers such as long distances and high costs (cf. *Tourism Australia* 2014j, online). What is more, Tourism Australia focused on rich Asian people, who are the second prime target group of the campaign. It could be stated that these two groups are rather different in their travelling behavior, but they both are said to have enough money. That is why there is an evident focus on exclusive and expensive places and experiences in the campaign. However, the experience seekers’ desire to have authentic Australian experiences and encounters with the locals are not covered in the campaign.

Remarkably, the campaign was not only tailored to the target groups, but it was also tailored to the changes in the advertising world. Even though several advertising media were used, there was a clear focus on online advertising and electronic word-of-mouth advocacy. Australian
people were not only asked to upload striking images and stories of Australia, but they were also involved in the online spread of the campaign, which can be considered as an example of viral marketing. Potential visitors had the chance to explore an interactive map of Australia which was supposed to provide them with images and information on numerous places all over Australia. Thus, it could be argued that the Australian tourism organization made use of the internet as an immediate and interactive advertising medium. The *There’s nothing like Australia* homepage as well as the YouTube channel contributed to the success of the most popular Australian tourism campaign ever.

Tourism Australia also created and provided the tourists as well as business partners with ten print advertisements. Nine of them have been analyzed and discussed in the empirical parts of this thesis. On the basis of this analysis it was noticeable that there was a key focus on the visual representation of Australia. According to Myers (1995:135-136) images are a “way of illustrating and clarifying the words”, which is definitely true for the *There’s nothing like Australia* campaign. The images are eye-catching and draw the viewers’ attention, while the headlines are simple and underline what can be seen in the image. The simple structure and language of the texts in the advertisements might not only draw the tourists’ attention to the images, but it also makes it easier for them to understand the message of the advertisements. Thus, it can be concluded that the language was supposed to underline what is shown in the images in simple and understandable words. It was also highly striking that the name of the campaign was used as slogan in all of the print advertisements. These words were not only supposed to be remembered, but it was also a catchy message to future tourists. Interestingly, the body copy did not provide much information on the various places, but it rather referred people to the Australian Tourism homepage, where information on the destination is available. This shows that even the print advertisements refer people to the internet and probably encourage them to do some online research on Australia. However, some of the Austrian survey participants did not approve of this reference to the homepage and harshly criticized the lack of information in the advertisement.

Finally, the results of the questionnaire survey on the acceptance of the campaign were discussed. 42 Australians and 70 Austrians filled in the two questionnaires and voiced their ideas on the tourism campaign. While the Australians were considered as experts on their country and
asked for their opinions on the truthfulness of the portrayal, the Austrians were asked what they thought of this campaign. In general, it can be argued that the Australians were more critical, which is probably due to their experience with their home country. The majority of the Austrians liked the campaign and found that their expectations of a campaign on Australia were fulfilled. This suggests that the Australian Tourism organization did a good job in selecting the themes of the campaign. Austrians as well as Australians immediately noticed the focal points of the campaign and believed that they were appropriate.

The majority of the Australian respondents found that the portrayal of Australia is mostly realistic, but they harshly criticized the discussion and depiction of Aboriginal life in the campaign. Even though the Australians found that the campaign was ‘generally effective’, they emphasized that the portrayal of Australia was sometimes “too idealized”. Interestingly, some of the Austrian respondents thought so too and questioned the truthfulness of some of the advertisements. However, most of the Austrians rated the campaign as ‘effective’ and stated that after viewing the campaign they rather wanted to visit Australia.
8. Bibliography


8.1. Online resources

“About the Campaign” (2014b) Tourism Australia. [Online].


“Campaign Strategy” (2014e) Tourism Australia. [Online].


9. Appendix

9.1. Questionnaire for Australian participants

Age:____ Gender:____________ Nationality:____________________

Have you ever heard of or read about the *There’s nothing like Australia* campaign?
☐ YES ☐ NO

Have you ever uploaded stories or pictures to the *There’s nothing like Australia* homepage?
☐ YES ☐ NO

The *There’s nothing like Australia* campaign was designed to be long-lasting and flexible. It invited Australians to share their favourite domestic holiday destinations with the world. It became one of the country’s biggest consumer-generated promotions, Australians responded by uploading nearly 30,000 stories and photos to www.nothinglikeaustralia.com.

Please have a brief look at the *There’s nothing like Australia* ads. Do you like these ads in general?

☐ YES, I totally like them ☐ No, I do not like them
☐ Yes, I like them ☐ No, I do not like them at all

Which of these ads portrays Australia best? (Please write down the number of the ad) __________

Why do you like this ad best?____________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Which of the ads portrays Australia worst? (Please write down the number of the ad)________

Why is this ad the worst?_______________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

Have a look at the ads. Which aspects of Australia are covered most in the ads? (No more than three answers.)

☐ Nature ☐ Coastal life and areas
☐ Australian Journeys ☐ Vibrant cities
Aboriginal life  Australian food and wine
The Outback  ____________________________

Are there any other aspects missing in the ad?
Australian people  Australian history
Australian culture  Australian art  ____________________________

What do you think of the pictures used in the ads?
convincing  truthful
bad  unimaginative
__________________________

What do you think of the text used in the ads?
convincing  truthful
bad  unimaginative
__________________________

Have a look at the ads 1-3. Do you think that the Great Barrier Reef, the Twelve Apostles etc. are unique?
Yes  Probably
Probably No  No

Do you think that the representation of the Australian coastal areas is realistic?
Definitely Yes  Probably No
Probably Yes  Definitely No

Do you think that Australian wildlife should play a role in Australian advertising?
Definitely Yes  Probably No
Probably Yes  Definitely No

Have a look at the ads 5-6. Do you think that the ads are realistic (meeting kangaroos in the wild)?
Definitely Yes  Probably No
Probably Yes  Definitely No

Have a look at ad 9. Do you think that the advertising artists respect the Aboriginal culture?
Definitely Yes  Probably No
Probably Yes  Definitely No
Do you think that Aboriginal life (see ads 8-9) is represented in a truthful way?

☐ Definitely Yes  ☐ Probably No  ☐ Probably Yes  ☐ Definitely No

If no, why not?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

Have a look at ad 9. What do you think do the advertising artists focus on?

☐ Australian food and wine  ☐ Red centre of Australia, Nature
☐ Uluru, Aboriginal culture  ☐ Luxurious dinner
☐ ____________________________________________________________________

Can an average person afford the experiences shown in the ads (2,3,4,9)?

☐ Definitely Yes  ☐ Probably No  ☐ Probably Yes  ☐ Definitely No

What do you think is unique about Australia?

☐ Nature  ☐ Coastal life and areas
☐ Australian Journeys  ☐ Vibrant cities
☐ Aboriginal life  ☐ Australian food and wine
☐ The Outback  ☐ ____________________________________________________________________

Do you think that these ads represent Australia truthfully?

☐ Definitely Yes  ☐ Probably No  ☐ Probably Yes  ☐ Definitely No

If you had the chance to promote Australia, how would you plan your ad?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________
Is there anything you would like to criticize about the *There’s nothing like Australia* campaign?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

Do you think that these ads are effective?

☐ Very effective          ☐ Generally effective
☐ Generally ineffective   ☐ Very ineffective

You can leave a comment on the *There’s nothing like Australia* campaign here.
9.2. Questionnaire for Austrian participants

Age:_____ Gender:_____________ Nationality:___________________

Have you ever been to Australia? □ Yes □ No

Would you be interested in visiting Australia? (regardless of price, distance and other hurdles) □ Yes □ No

If yes, why are you interested in visiting Australia?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

If no, why are you not interested in visiting Australia?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

What interests you most about Australia? (No more than three answers.)

□ Nature, scenery □ Coastal life and areas
□ Australian Journeys □ Vibrant cities
□ Aboriginal life □ Australian food and wine
□ The Outback □ ____________________________

Which aspects of Australia should be covered in the advertisements? (No more than three answers.)

□ Nature, scenery □ Coastal life and areas
□ Australian Journeys □ Vibrant cities
□ Aboriginal life □ Australian food and wine
□ The Outback □ ____________________________

Please have a brief look at the There’s nothing like Australia ads. Do you like these ads in general?

□ Yes, I totally like them □ No, I do not like them
□ Yes, I like them □ No, I do not like them at all

Which of these ads do you like best? (Please write down the number of the ad) __________

Why do you like this ad best? ____________________________________________________________
Which of these ads do you like least? (Please write down the number of the ad) _______________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
Why do you like this ad least? ________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Have a look at the ads. Which aspects of Australia are covered most? (No more than three answers.)

- Nature, scenery
- Australian Journeys
- Aboriginal life
- The Outback

- Coastal life and areas
- Vibrant cities
- Australian food and wine

Are there any aspects of Australia missing in the advertisements?

- Australian people
- Australian culture
- none

- Australian history
- Australian art

What do you think of the pictures used in the ads?

- convincing
- bad

- very good
- unimaginative

What do you think of the text used in the ads?

- convincing
- bad

- very good
- unimaginative

Which age group does this campaign primarily appeal to?

- people under 30
- people over 60

- people between 30 and 60
- all age groups
Which group of people does this campaign primarily appeal to?

☐ family with children  ☐ backpackers
☐ single travelers  ☐ couples without children

Do you think that the images represent the reality?

☐ Definitely Yes  ☐ Probably No
☐ Probably Yes  ☐ Definitely No

Do you think that the advertised places and activities are unique?

☐ Definitely Yes  ☐ Probably No
☐ Probably Yes  ☐ Definitely No

Do you think that an average tourist can afford the advertised places and activities?

☐ Definitely Yes  ☐ Probably No
☐ Probably Yes  ☐ Definitely No

Does this campaign match with your ideas of Australia?

☐ Definitely Yes  ☐ Probably No
☐ Probably Yes  ☐ Definitely No

Is this campaign convincing?

☐ Definitely Yes  ☐ Probably No
☐ Probably Yes  ☐ Definitely No

If yes, why? ________________________________________________________________

________________________________________________________________________

If no, why not? _____________________________________________________________

________________________________________________________________________

Is there anything you would like to criticize about the *There’s nothing like Australia* campaign?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
After looking at the campaign, would you rather want to visit Australia than before looking at it?

☐ Definitely Yes  ☐ Probably No
☐ Probably Yes  ☐ Definitely No

You can leave a comment on the *There’s nothing like Australia* campaign here.
9.3. Print advertisements of the *There’s nothing like Australia* campaign
9.3.1. Great Barrier Reef print advertisement
9.3.2. Great Barrier Reef (Whitsunday Islands) print advertisement

WELCOME TO THE WORLD'S MOST SCENIC RUNWAY

THERE'S NOTHING LIKE AUSTRALIA

DISCOVER THE GREAT BARRIER REEF AT AUSTRALIA.COM
9.3.3. Twelve Apostles print advertisement
WHERE A TRIP TO
THE OPERA IS AS
MAGICAL AS THE
PERFORMANCE

THERE'S NOTHING
LIKE AUSTRALIA

EXPLORE SPECTACULAR SYDNEY AT AUSTRALIA.COM
9.3.5. Pebbly Beach print advertisement
9.3.6. Kangaroo Island print advertisement
9.3.7. Bungle Bungle Ranges print advertisement
9.3.8. Cape Leveque print advertisement
9.3.9. Uluru print advertisement