

## The Best Job in the World

Agency: CumminsNitro Brisbane  
Client: Tourism Queensland

### Campaign

With the challenge of increasing international awareness of Queensland's Islands of the Great Barrier Reef and a budget of \$1.2 million, CumminsNitro Brisbane's "Best Job in the World" campaign has captivated the world's attention – and that of the 2009 IAB Award judges. Creating a position that sounded too good to be true – people were directed to [islandreefjob.com](http://islandreefjob.com) for more information on the opportunity and the Islands of the Great Barrier Reef. Using a strong combination of social media, online advertising and a comprehensive PR strategy, the campaign fed the world's media a rare 'good news' story in a time of rising unemployment, driving awareness of the region and directing traffic online to apply.

### Results

Applications poured in from around the world – a total of 34,684 applications from 201 countries – which generated 610 hours of video content promoting the Great Barrier Reef region. In 56 days [islandreefjob.com](http://islandreefjob.com) had 6,849,504 unique visits, 47,548,514 page views with an average of 8.62 minutes spent on the site. By May 2009, a Google search for "best job in the world island" achieved about 52,500,000 listings, 231,355 blogs and 43,600 news stories.

**URL:** [www.islandreefjob.com](http://www.islandreefjob.com)



**Best Expedition in the World**  
Great Barrier Reef



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