

## Oct-Nov 13 winner The Melbourne Remote Control Tourist

**Client:** Tourism Victoria

**Creative Agency:** Clemenger BBDO, Melbourne

**Campaign type:** Microsite, banner, email, viral

**Industry:** Government

### Campaign overview

<http://remotecontroltourist.com/>

### Campaign Information

Clemenger BBDO, Melbourne were tasked to develop a first of its kind city guide for Tourism Victoria and a way for potential visitors to explore Melbourne before they visited.

So, they created “The Melbourne Remote Control Tourist”, where they combined a live streaming web experience and four real city explorers out on the streets of Melbourne. Controlled entirely through social media, the Tourists carried out thousands of requests – from making pizzas and trying on dresses to discovering secret gigs.

This unique interactive city guide for Tourism Victoria allowed potential visitors to explore Melbourne before they visited thanks to a live streaming web experience through the streets of Melbourne. In just five days, the campaign generated 43 million earned social media impressions, with users from 4000 cities in 158 countries joining in to explore Melbourne.

### Judge’s Comment

A simple, unique, socially-immersive & engaging concept. The ability to see, explore & experience a city literally 'via' another person who is acting under 'instruction' from people around the world. Great idea, well executed and from the looks of it...well received.

