SA weekender

SA Weekender creates content that motivates people into action.

Following are some suggestions on showcasing the Eyre Peninsula.

EyrePeninsula
Australia's seafood frontier

HOW WE LOOK

Here are some stories, to get a feel for how we look…

My SA – http://saweekender.com.au/people/gavin-wanganeen

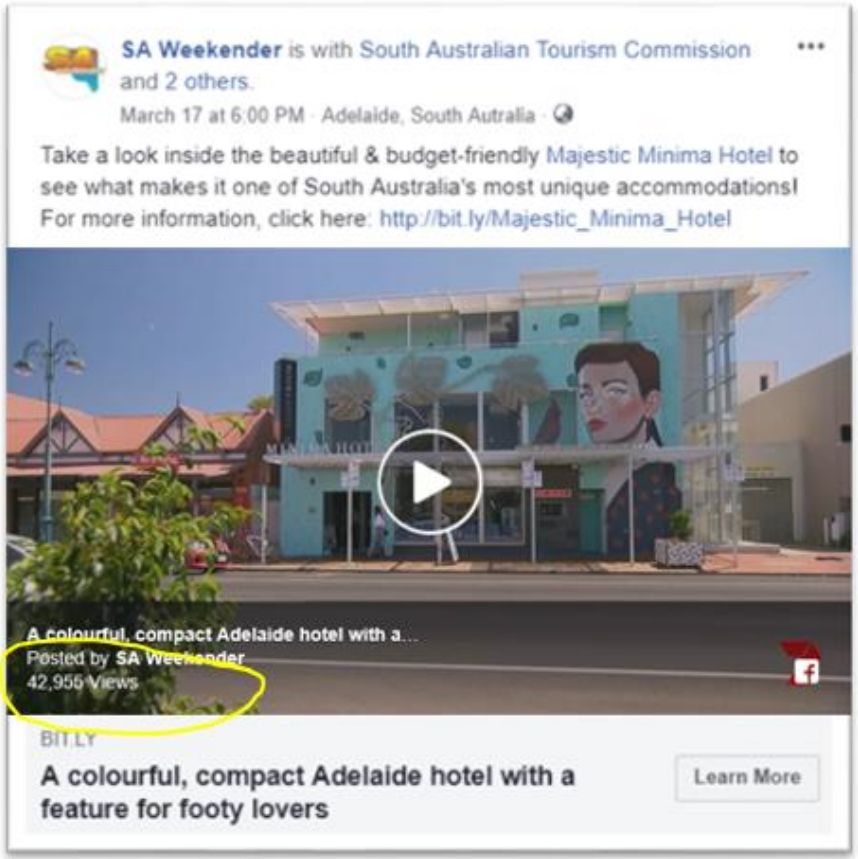
Postcodes – http://saweekender.com.au/places/norwood-postcode-5067

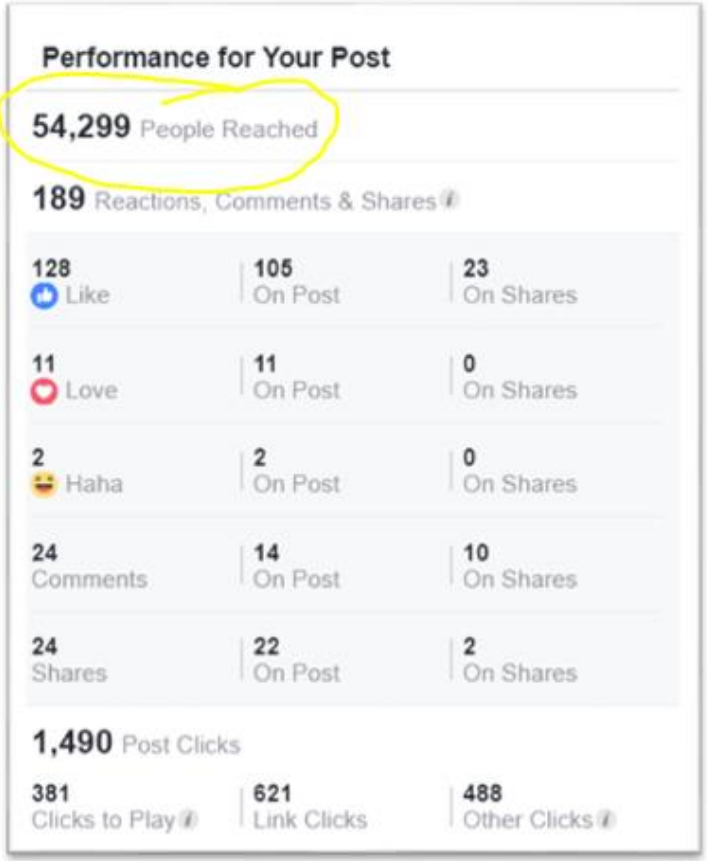
Cooking with Callum – http://saweekender.com.au/foodandwine/hop-snap-swim-at-culshaws-restaurant

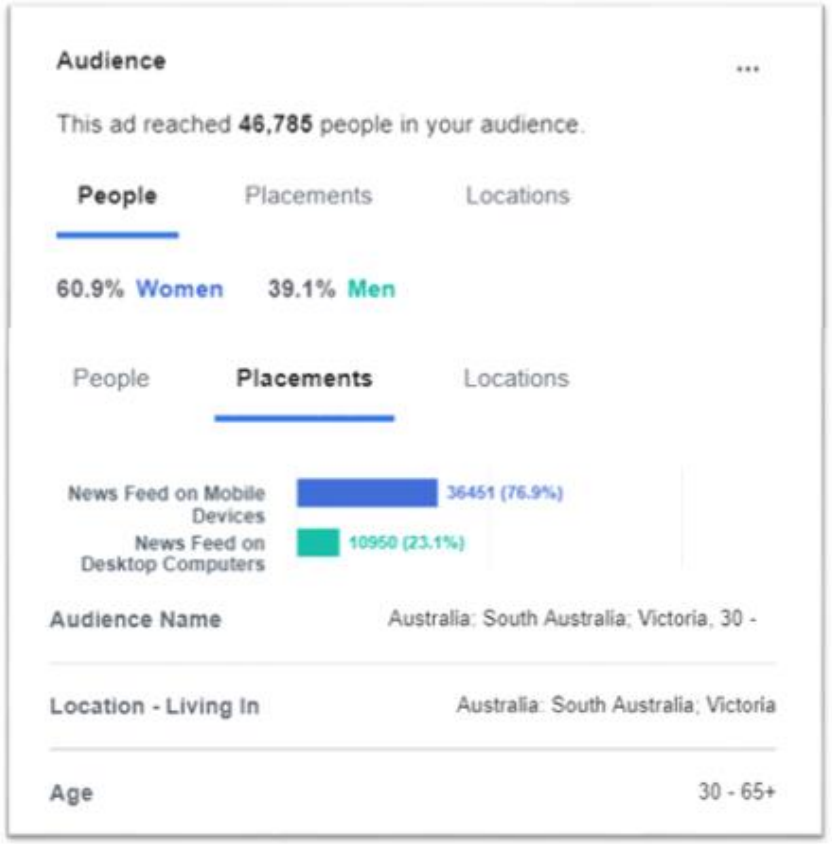
Evolution with Ron Kandelaars - http://saweekender.com.au/foodandwine/royal-oak-hotel-penola

SPONSORED SOCIALS

Here’s a recent snapshot of a client’s results after an SA Weekender Sponsored Social post







WHAT YOU WOULD RECEIVE- MY SA / POSTCODES

Part 1 – Linear TV

- 1 x 2 to 3 minute segment airing on Channel Seven Adelaide, Sunday night at 5:30 on SA Weekender
- This segment then repeated ACROSS AUSTRALIA on Seven TWO Nationally, Saturday the week after.

Part 2 - Social Content

- 1 X Facebook post
- 1 x Instagram post
- 1 x website article with Video
- Extra Reach Option: Achieve extra boosted reach of 33,000.

Part 3 – Ongoing Video Content

- Embedded links supplied to the full story for use socially & corporately, allowing your content to keep giving.

WHAT YOU WOULD RECEIVE- FULL SEGMENT

Part 1 – Linear TV

- 1 x 3 to 4 minute 30 segment airing on Channel Seven Adelaide, Sunday night at 5:30 on SA Weekender
- This segment then repeated ACROSS AUSTRALIA on Seven TWO Nationally, Saturday the week after.

Part 2 - Social Content

- 1 X Facebook post
- 1 x Instagram post
- 1 x website article with Video

Part 3 – Ongoing Video Content

- Embedded links supplied to the full story for use socially & corporately, allowing your content to keep giving.

YOUR TALENT OPTIONS

To benefit you, we now boast some of the most well respected presenters and journalists in South Australia. Our talent this year looks like this….

Kelly Golding has been a travel and lifestyle presenter for Channel Seven for over 13 years, starting her television career as weather presenter back in 2003. Kelly is also a voice-over artist who loves Adelaide and is a true advocate for South Australia.

Ron Kandelaars has worked in the media for nearly forty years. For thirteen years he was a presenter and producer of the award-winning travel and lifestyle program Postcards on the Nine Network. Ron is a well-known story teller, and is keen to find those yarns that showcase the unique characters and places of South Australia.

Briony has enjoyed three decades in front of and behind the camera as a journalist and program maker. Travel is one of her vices, but South Australia is where her heart lies. She considers it a genuine honour to showcase the state's exceptional destinations, friendly locals, and world-class food and wine.

Arguably South Australia's foremost horticultural expert, Michael loves to showcase the state's finest and most unique gardens. With a career spanning television, radio and print, Michael's an engaging storyteller of South Australia's stunning assets.

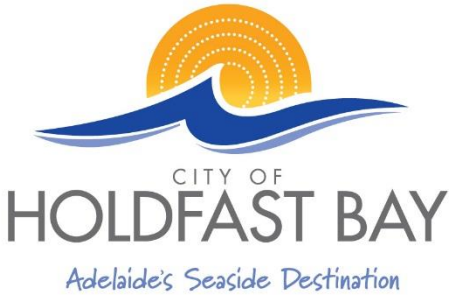
After his success on Masterchef, Callum has dominated the food space in South Australia. Callum believes that with such great produce in SA, keeping it simple, seasonal and fresh is the best way to go!

Belinda Sloane enjoys a happy healthy lifestyle by the beach in Adelaide and loves SA. You will often find her stand up paddle boarding, enjoying a run or the delights of our beautiful wineries.
Belinda works on the Game Day, Spring Racing and Brownlow as well as presenting for SA Weekender.

Andrew 'Hayesy' Hayes is a former SANFL player, having played more than 100 matches over eight years, including four premierships for Central Districts. Hayesy is an accomplished solo acoustic musician as well as a regular announcer on hit 107.

Alana Smith is a Seven reporter and presenter with a love of all things sport.
Before joining Seven, Alana worked for Fox Sports in Sydney. When Alana's not working she loves exploring South Australia with her husband, Adelaide Crows CEO Andrew Fagan, and their daughters, Gigi and Charlise

CLIENTS WE WORK WITH



WHAT THOSE CLIENTS SAY

Tourism Mount Gambier

Dear Anthony

On behalf of Tourism Mount Gambier I write to let you know how pleased we were with the outcomes from the SA Weekender stories.

We believe we had a good return on investment, not solely from the figures you shared with us, via Ockert Le Roux, but also by the number of visitors we have had to the region. We also have members who have shared the results of the stories with us, for example;

> "SA Weekender was a fantastic experience and had significant roll on effects for us. Shortly after it aired, The Advertiser, SBS Greek and Neoz Cosmos (the Greek newspaper) all did feature stories on our business."
> Toni Vorenas, director Metro Bakery and Café.

Tourism Mount Gambier look forward to future projects.

Yours sincerely

Kent Comley
Chairman
0418 851 471 | kcomley@barn.com.au

South Australian Diary Association

I would like to take this opportunity to thank you and Channel 7 Adelaide for the excellent work on SA Weekender covering the dairy industry in South Australia.

The feedback at our end has been excellent. The National Australian Dairy Farmers representative organisation has asked for the material which you provided, as they are looking at developing a national dairy campaign.

At all times the communication that you maintained with us as a client was top notch. The quality of that communication is reflected in the final product which captured what we wanted. It's one of the bonuses of working with a locally based team like the team at Channel 7, as it is clear that it made all the difference.

The Hon. John Elferink
South Australian Diary Association.

Destination Riverland

The feedback and response we have received to the winter segments has been really good – both from an operators and consumer perspective.

The crew were very easy to deal with and very accommodating with any ideas or requests that we put forward.

Overall the experience was a really good one and we would like to discuss ideas or options for putting together something similar again in 2019.

Caroline Phillips
General Manager
Destination Riverland

Contact Details

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