



the project.

Mat McLachlan Battlefield Tours relaunch
(November 2021)

the brief.

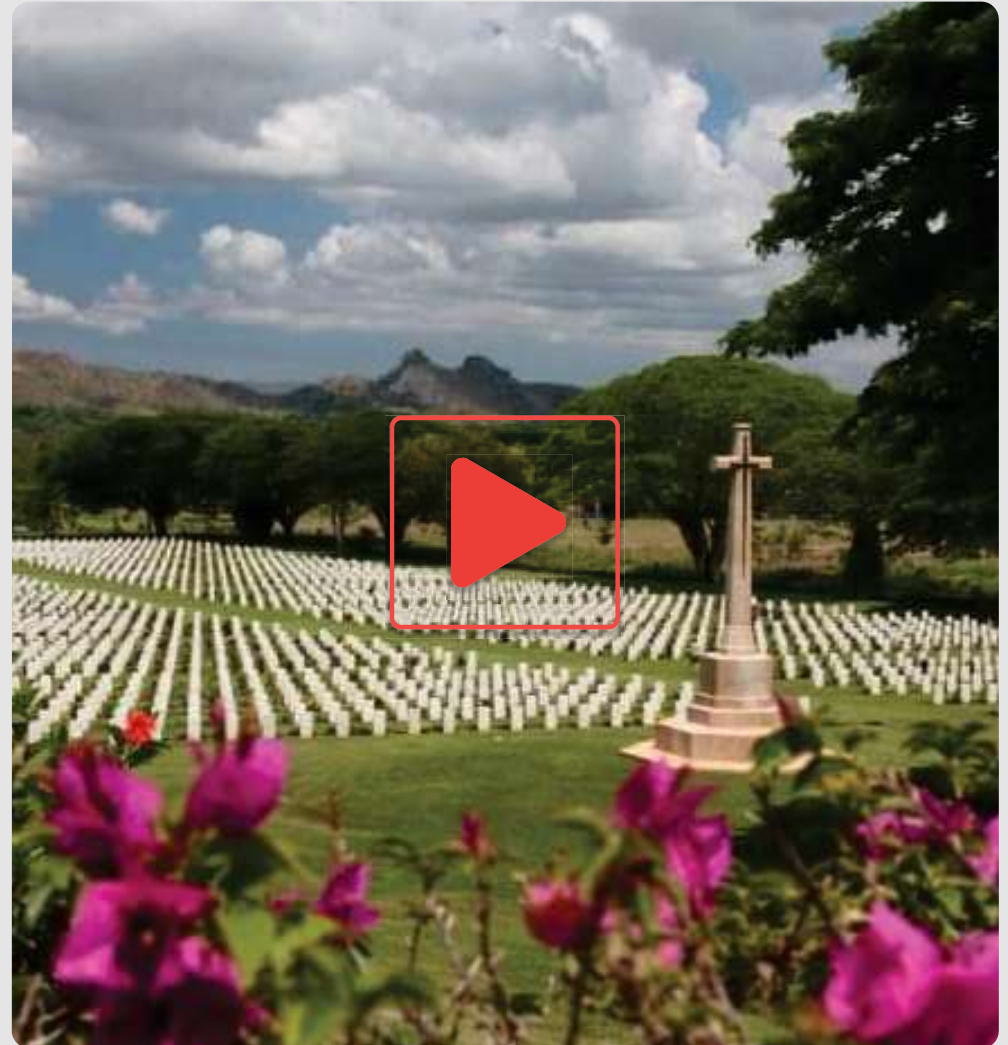
Following two years of closed borders and travel restrictions, leading specialist battlefield tour operator Mat McLachlan Battlefield Tours (MMBT) sought to relaunch coinciding with Remembrance Day with a virtual event targeting multi-audiences around Australia - prospective travellers, travel agents, travel trade media, consumer travel media and influencers. The content needed to showcase MMBT as providing the highest quality battlefield experiences, all led by expert historians.

the experience.

Two years had passed since Australians could walk in the footsteps of the Anzacs on significant battlefields around the world. Synergy Effect set out to create an event designed to honour, commemorate and highlight battlefield travel, where guests were virtually transported to the Western Front, Kokoda and Vietnam.

To create a greater sense of understanding of trench-war experienced by the Anzacs, Synergy Effect created a 3D bunker and trench system as the virtual set for all interviews to be presented from. All videos and the virtual event would be hosted by historian Mat McLachlan, who interviewed three expert historians located around Australia and internationally from within the bunker. Alongside the historian interviews, flyovers from the battlefield destinations, vision of sites to see today, and historic images were cut in to bring the history and Anzac stories to life.

All three historians were then linked for a panel discussion on the significance of Remembrance Day and the importance of remembering our war history. The event concluded in a live Q&A with Mat McLachlan.



the results.

Over 500 people registered to attend the virtual event live with many more requesting the ability to view after. Feedback from audiences was that the campaign brought the history to life and created meaningful and emotive connections. The live Q&A opportunity was exceptionally well received with many attendees posing questions.

The event recording was both shared in full across social media and cut into the battlefield destination interview segments for future sharing. Tens of thousands of organic views, likes, shares and hundreds of positive comments have been received.

The campaign generated a surge in bookings with several tours almost fully booked in the week of the relaunch. Connections with travel agents and media were reignited resulting in ongoing opportunities for interviews and coverage.



SYNERGY
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what our client said.

The team at Synergy Effect applied insightful strategy, incredible creativity and talent to make MMBT's relaunch a highly successful one. The high-quality event paired with the interactivity provided by the virtual event succeeded in generating trust and confidence and creating strong connections with our audiences.

Jessica Stebnicki, Public Relations and Marketing Manager