

Vamp

AU SUMMER 2026/27

The Summer Watch List

Your guide to summer's biggest moments,
and where to focus your creator strategy.



@twosometravellers for Luxury Escapes

Creator investment keeps climbing, and summer is already taking shape.

77%

of Australian marketers will increase creator investment over the next two years. None expect to cut it.

45%

have no always-on creator program. Most are still buying moment by moment.

80%+

of holiday revenue came from creator relationships that started before October.

50%+

above rate card is what creators quote for a single last-minute Q4 post.

The best creators don't wait for your brief. Their calendars fill first, with the brands already in the room.

Sources: Marketing Association of Australia x AiMCO, State of Creator Marketing Australia 2026 (member organisations, n=47 to 68). Traackr State of the Holiday Season 2026 with ShopMy and Lumanu data.

The attention economy

Attention follows culture. And creators are helping shape where it goes.

TV

80%

more attention for streaming ads than linear TV ads. Scale is still there; the attention is moving.

PAID MEDIA

4 sec

for attention on a 15-second social ad to fall from around 75% to 25%. Bought reach, borrowed attention.

PR

68%

of Australians actively avoid the news. Earned credibility, but a shrinking audience.

CREATORS

+70%

higher click-through for creator-led ads than non-creator ads, at the same cost per thousand.

THE WHITE SPACE

The trust of PR, the reach of paid, the culture of TV. All in one creator post.

Sources: Amplified x Video Futures Collective attention study, Australia, Dec 2025. University of Canberra, Digital News Report: Australia 2026. TikTok creator ad data, Feb 2024 to Jan 2025.

The booking clock

It's October. Here's what's still open, and when each window closes.

MOMENT	WHEN	BRIEF VAMP BY	STATUS
Spring Racing	3 Nov	23 Oct	FAST TRACK
Black Friday	27 Nov	30 Oct	LAST CALL
Christmas	25 Dec	6 Nov	CLOSING
Summer travel + NYE	Dec to Jan	13 Nov	OPEN
Australian Open	11 to 31 Jan	30 Oct	OPEN
F1 Melbourne	2 to 4 Apr	15 Dec	OPEN

MOVING LATE?

We're built for that too. Trend-led creator content, turned around fast and live while the moment is still happening.

04 Black Friday to Christmas

Six weeks that make the retail year.



\$6.8bn

forecast spend over the
2025 Black Friday to Cyber
Monday weekend

\$804

average planned spend per
shopper that weekend

~2.5x

more likely to be saved when
an Instagram post features six
to ten brands

TWO WAYS IN

Gift guides

Gift guides, top-ten lists and "what I'm
buying" round-ups. Your product in the list
shoppers save and come back to.

Lifestyle moments

Your product in the real moments of the
season: wrapping, hosting, Christmas
morning, the Boxing Day haul.

WHAT YOUR BUDGET GETS YOU

\$50K

Gift guide inclusion with 15
creators, plus seeding to
20 more.

\$100K

20 creators across TikTok
and Instagram, with paid
amplification on top
performers.

\$150K+

Listicles and lifestyle
moments, always-on
to Christmas Eve, with
usage rights.

BRIEF VAMP BY

23 October.

Sources: Australian Retailers Association, Black Friday forecast 2025. Traackr State of the Holiday Season 2026 (Instagram posts with six to ten brands in frame).

05

Australian Open

The Australian Open has grown beyond tennis. Three weeks of summer, culture and a whole lot of attention.



1.37M

fans through the gates in 2026, an all-time record

179M

hours watched in Australia, up 20% year on year

3.66M

national TV reach for semi-final day, the #1 program in the country

TWO WAYS IN

Take creators there

A creator day at Melbourne Park. Getting ready, the outfit, the food, the night after. Your brand in every part of it.

Bring the AO home

Most of those hours happen on the couch. A watch party box puts your product inside the ritual, nationally.

WHAT YOUR BUDGET GETS YOU

\$50K

The home box. Seeding to 20 creators, 15 paid, plus a paid test.

\$100K

The home box plus a creator day on-site with 20 creators.

\$150K+

A creator ambassador across all three weeks, with usage rights.

BRIEF VAMP BY

30 October. Access books out first.

Sources: Tennis Australia, AO 2026 attendance and economic impact release (IER), June 2026. Nine Network Day 13 national total TV reach, as reported by Ministry of Sport.

06

Summer travel

Most summer trips start with a post that makes someone want to go.



@hannahprewittphotography
for Invisible Zinc

74%

of Australians planned a holiday between December and February last summer

62%

would book a summer holiday less than a month out

1 to 15 Jan

the busiest departure window of the season

TWO WAYS IN

Sell the trip

Creators visit your destination, hotel or experience and show people why it's worth booking now.

Pack the bag

Your product as a summer essential. SPF, snacks, swim, tech. In the car, on the sand, in every post.

WHAT YOUR BUDGET GETS YOU

\$50K

Summer kit seeding to 20 creators, 15 paid, plus a paid test.

\$100K

20 creators across December and January, timed to departures.

\$150K+

A hosted creator trip plus always-on through summer, with usage rights.

BRIEF VAMP BY

13 November. Creator trips take weeks to plan.

Sources: Tourism & Transport Forum Summer Travel Survey 2025/26 (n=1,510). TTF Summer Travel Survey 2024/25 (n=2,011).

F1 Melbourne

2 TO 4 APRIL 2027

The Grand Prix takes over the city, and the culture goes well beyond the track.

483,934

fans across four days in 2026,
a Melbourne record

+18,436

more fans than 2025, with
capacity still growing

93%

Melbourne hotel occupancy at
its race-weekend peak

TWO WAYS IN

Trackside

Creators inside the paddock energy.
Fashion, food, hospitality and the moments
fans can't see on TV.

The city weekend

No ticket needed. The parties, the
restaurants, the outfits and the plans
around race weekend.

WHAT YOUR BUDGET GETS YOU

\$50K

The city weekend with 15
Melbourne creators.

\$100K

City weekend plus
trackside access for
20 creators.

\$150K+

A hosted creator
experience across the
race weekend, with
usage rights.

BRIEF VAMP BY

15 December. Before the holiday shutdown.

Sources: Australian Grand Prix Corporation 2026 attendance, via Australasian Leisure Management and Speedcafe, March 2026.

Also worth watching

Smaller events, niche communities and opportunities to show up where it counts.

Spring Racing

MELBOURNE CUP, 3 NOV

Best for fashion, beauty, drinks

Fast-turnaround, trend-led content.
Getting ready, the outfit, the day out.

BRIEF BY 28 OCT

Boxing Day + the Test

26 TO 30 DEC

Best for food, drinks, retail, sport

The sales and the cricket share a day.
Own the couch, the esky or the cart.

BRIEF BY 16 NOV

New Year's Eve

31 DEC

Best for fashion, beauty, drinks, travel

The anticipation outperforms the
countdown. Getting ready, making plans,
picking the spot.

BRIEF BY 27 NOV

Summer music festivals

LATE DEC TO FEB

Best for beauty, fashion, drinks, tech

The playlist, the outfit, the trip there. Most
of the festival happens before the gates.

BRIEF BY 8 DEC

Sydney Festival

JANUARY (DATES TBC)

Best for arts, hospitality, city tourism

A reason to explore the city. Creators as
the guide to what's worth seeing.

BRIEF BY 1 DEC

Your moment

Got a launch coming up, or a date that
matters to your category? Let's build a
plan around it.

ASK US

Summer packages

Three ways in, for any moment on the list. Pick one and we'll build it around your brand.

STARTER \$50K Get in the conversation around one moment. 15 creators paid, plus seeding to 20 more 15 pieces of content Paid amplification test End-of-campaign report	SIGNATURE \$100K Own a corner of the moment, on and off platform. 20 creators across TikTok and Instagram 25 pieces of content, plus a creator event or experience Usage rights and paid amplification on top performers Mid-campaign and final reporting	TAKEOVER \$150K+ Lead the moment from start to finish. Creator ambassador plus 24 supporting creators Always-on across the full moment Usage rights for owned and paid channels Full performance reporting
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Pick your moment, then make your move.

Book a 30-minute summer planning session before 30 October.

01

Tell us your moment and your number.

02

We bring a creator shortlist and a costed plan.

03

You lock creators in before the calendars close.

vamp.com/lets-talk