

Travel. Our Way.

INDUSTRY TOOLKIT

CAMPAIGN OVERVIEW:

Welcome to **Travel. Our Way.**

If you're reading this, it means you're part of a special group of people. A group of people who are changing the way the nation sees South Australia. We hope you use this information to create excitement, desire and anticipation to **Travel. Our Way.**

What our **campaign aims** to do.

Travel. Our Way. is a national campaign that will stop people in their tracks. It **reflects the energy we have become known for**; and gives our target audience a clear call to action. South Australia **Travel. Our Way.** leans into our insight that South Australia is 'not a holiday'... which is a good thing. Because people are looking for so much more than a holiday. They're looking to truly **immerse themselves in a new place.** And where better to do that in **South Australia where it's real, raw and rugged and ready to own it.**

From TV and cinema to outdoor billboards, digital and beyond, we'll serve up the real travel moments that are **high energy and uniquely South Australian** in order to **entice our target audiences** to add South Australia to their list of considerations for their next trip.

We want them to feel challenged to make a choice: Travel the 'usual' way or **Travel. Our Way.**



KEY CAMPAIGN INFORMATION:

What 'Our Way' is.

For this campaign to have the most impact we will be maintaining consistency to what and how we represent 'our way'.



Travel. Our Way. shows South Australia being **real, raw, rugged** and **owning it**.



Travel. Our Way. is **human/emotion centric**: showing travellers 'up for anything' attitude.



Travel. Our Way. should be **just as effective** in a 5-star setting as it is in the outback.

Getting the tone of 'Our Way' right.

For travellers to experience travelling the South Australian way, they really need to be 'up for anything'. This means letting go; getting dirty; taking the back roads; getting the 1500-thread-count a little dirty over dinner in bed. It's an attitude which will leave travellers feeling truly free and give our State the chance to shine at doing what it does best: real, raw and rugged.

Real

What 'real' means:

We celebrate imperfection. We enjoy a little wink. We're comfortable with a little humour. We focus on the un-holiday moments that bring true joy - the human emotion of the moment.

What it doesn't mean:

Comedy/being provocative for the sake of it.

Rugged

What 'rugged' means:

We're not afraid to show the rugged reality of travelling in South Australia. We focus on a sense of place and own it - leaning into unique locations/experiences wherever possible.

What it doesn't mean:

We don't want to make everything look like an action movie or extreme sport. We don't want to make everything dirty or dusty.

Raw

What 'raw' means:

We're not worried about presenting something perfectly polished. We show what we are: nothing more, nothing less. We're unpretentious. We focus on the unexpected, non-tourism moments.

What it doesn't mean:

That 'holidays' can't be had in South Australia.

Ready To Own It

What 'owning' means:

Our travellers aren't precious. They're not here to fill their Instagram feeds; they're looking for something deeper from their travel. They're up for anything which means travelling further ; getting dirtier; and embracing whatever come their way.

What it doesn't mean:

We don't want to imply all our tourists are Bear Grylls.

What Travel. Our Way. **sounds** like.

For this campaign we plan to treat the entirety of **Travel. Our Way.** as its own entity and title so this means breaking a few usual grammatical rules *but if used consistently will create a brand association for South Australia and a strong call to action for our target audiences.

'AWARENESS' HEADLINE EXAMPLE

Travel. Our Way. South Australia

'CONSIDERATION' HEADLINE EXAMPLE

Travel. Our Way. for the ultimate road trip itinerary.

Travel. Our Way. for pool parties full of furry friends.

'INTENT' HEADLINE EXAMPLE

Book now to Travel. Our Way.

With this in mind our rules to apply are as follows:

1. Capital T
2. Full stop after 'Travel'
3. Capital O
4. Capital W
5. Full stop after 'Way'
6. Option A: First letter of next word if part of a sentence remains lower case (despite coming after a full stop)
7. Option B: First letter of next word can be capital if it is starting a new sentence.



Travel. Our Way. tone of voice.

When you think of how to write to Travel. Our Way, think unapologetic authenticity. Our style is short, sharp and to the point, with humour weaved where appropriate.

Let's lean into our 'weaknesses'

Matching our photography style, our written words should celebrate the imperfect and accentuate what in the past we would have deemed our downfalls. Long, dusty roads with no reception - great! But let's focus on describing the freedom that comes from being disconnected with only ancient ranges as company.

Let's challenge our audience

We want our audience to feel enticed by what they see and even slightly challenged to take the trip down south. Using questions to get people thinking can help with this:

Examples:

Ready to truly let go? Travel. Our Way.

Think you can brave these waters? Travel. Our Way.

Over your usual holiday? Travel. Our Way.

And above all, let's keep it real

The beauty of TOW is maintaining the real, raw and rugged ways travel is best experienced in South Australia.

From our TVC, our photography and our copy, we want to show our indifference to the imperfect. We want to show the world that to us, being left alone on a mountaintop to camp is a thrill. Million year old rocky outcrops are our lookouts and a night under the stars can be 5-star.



Travel. Our Way. **looks** like.

Travel. Our Way. photography throws the idea of perfect poses and crystal clear imagery out the car window.

We want to show that travelling in South Australia is so amazing, photos are an afterthought. A little blur; an obstruction of the lens; hair across faces; food everywhere but in mouths... this is what will make this campaign stand out against competitor tourism brands.

Ultimately, catching people 'in the moment' is what our Travel. Our Way. photography will look to do.



Unexpected Colour Pops

Our TV and Cinema ad will set the tone here but for all photography and vision, the campaign calls on a subtle, yet distinct colour pop, which adds an element of attitude and fun against our natural landscapes (and against the 'usual' tourism shots). Example: wardrobe can be a little wilder; more colourful than in previous campaigns.

Light will play a key role

Outdoor Imagery

- Natural light to be utilised wherever possible - think warm, summer days under our muted SA skies
- Shadows can be played with to help with framing (it's okay to have talent with their hands shielding their eyes from the sun).
- Sun flares are welcomed (but never overused).

Indoor Imagery

- Hard flash can be utilised to create the feeling of an old disposable or flash camera.
- Hard shadows are welcomed (but never overused).
- Authentically candid shots are key in stills.

The Traveller's Point of View (POV) will also be a visual thread

Our TV and Cinema ad and campaign photography will captivate the audience with unique POV visuals - this is a key thread to connect our audience through all media channels.



How to get **involved.**

We know the power of our network and, when we all get together with clear direction, the results are very impressive. As part of the **Travel. Our Way.** campaign we have developed some simple ways for you to get involved to make sure that the message of what it means to **Travel. Our Way.** is spread as far and wide as possible.

- Download and share our TV commercial and other supporting digital assets on your own social media channels and website. You can find these assets on our [Tourism Hub](#).
- Use the **Travel. Our Way.** Canva social templates that will help you utilise campaign messaging with your own imagery. Download our templates from here, [square](#) and [story](#) sizes.

How do you create branded content using Canva?

[How to create on brand content fast with templates](#)

[How to create awesome branded content](#)

[How to create branded graphics using Canva](#)


For further information on how to level up your social media game please find our [Tips and Tricks guide](#).

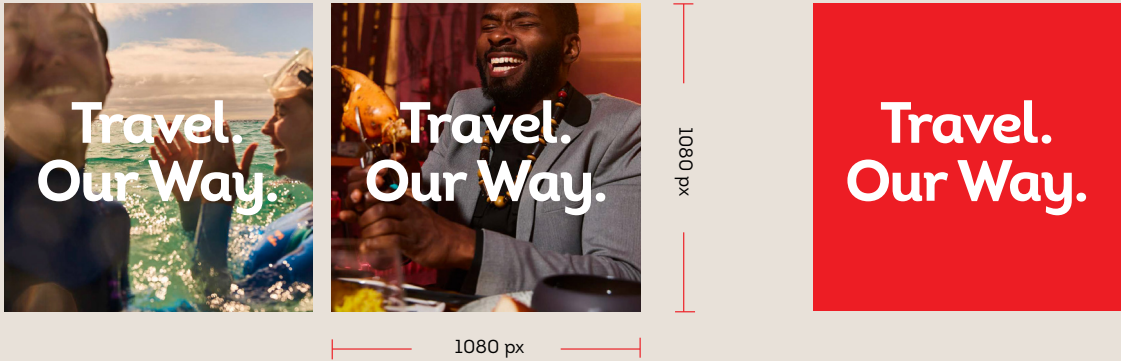
- Using our **Travel. Our Way.** tone of voice provide your audience with a reason/s why they should **Travel. Our Way.** and visit your business/venue/ product and region and promote these on your own channels.
- Use **@southaustralia** and **#SeeSouthAustralia** on social media so that people can find your content and include reasons to encourage consumers into your region.
- Ensure your ADTW listing is up to date. For all ADTW support please see our [Support Hub](#).


Travel. Our Way.

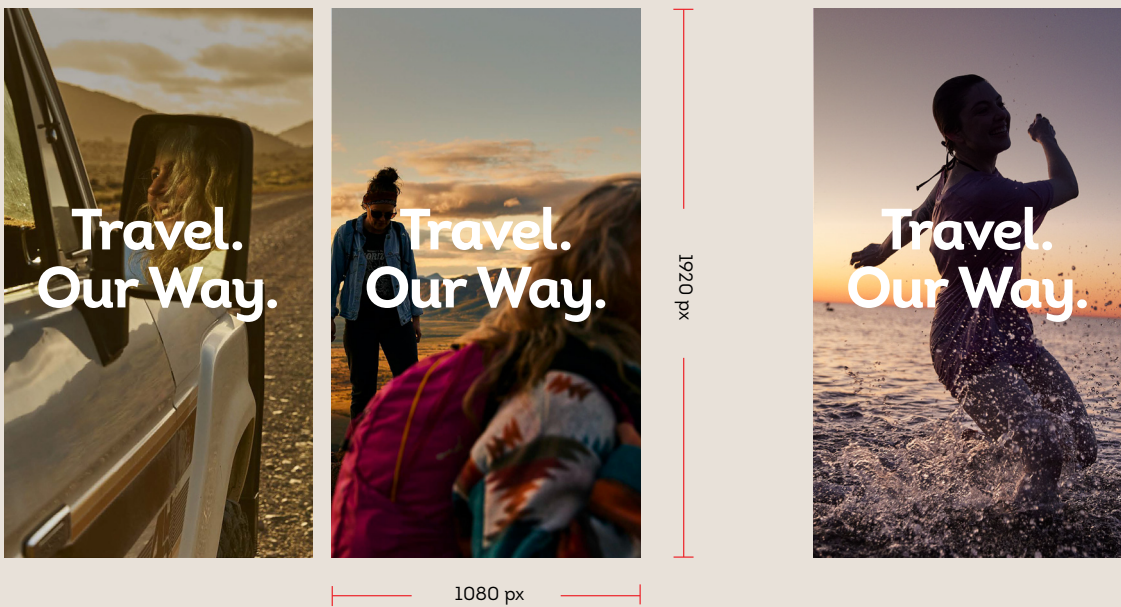



SOCIAL MEDIA EXAMPLES:

 1080 x 1080 pixel file size.



 1080 x 1920 pixel file size.



 Television Commercials and Campaign Videos.

- 60 and 30 second TVC
 - 15 second Brand Pillar videos (in-feed, story specs)
 - 6 second Brand Pillar videos (in-feed, story specs)
- These video assets are all available from [here](#).

