

# FOR THOSE WHO WANT A LITTLE MORE. INDUSTRY TOOLKIT

Dear friends,

As an industry, we remain focused on rebuilding domestic visitation and positioning South Australia as one of Australia's most diverse, dynamic, and unique States.

Australians are currently traveling domestically more than ever before and have a renewed appreciation for their Country. They are looking for new places and truly memorable experiences and South Australia is uniquely placed to deliver these in abundance.

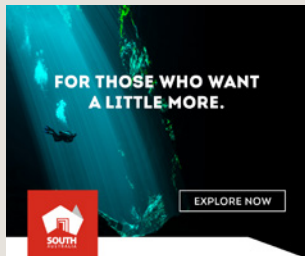
South Australia is the perfect place for those who are seeking something more than the typical holiday destination, go beyond the expected and scratch beneath the surface. It's the perfect place *"For those who want a little more"*.

Featuring some of South Australia's most unique tourism experiences and locations, the campaign will launch with a collection of high impact outdoor, digital and print advertising to inspire Australians to visit South Australia.

The campaign has multiple layers, each with its own role to play:

## FEEL

Pique people's curiosity and shows South Australia in a new and unexpected light.



## THINK

Expands the story by showing a wider breadth of curious, unique and new things to do in South Australia



## DO

Communicates with a sense of urgency that now is the time to book a trip to South Australia.



## CHANNELS



TV



OUTDOOR



DIGITAL



SOCIAL MEDIA



PRINT

## SUPPORT

Like all other campaigns, this needs your support for it to reach its true potential. Over the page you will find some suggestions on how to leverage this campaign as well some more creative examples to demonstrate other ways you can bring this campaign to life.

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“For those who want a little more” will be in market for 12 months so there is plenty of time to jump on board and fully leverage this activity.

Here are some simple ways you can do this:

- 1 Determine what curious and unique locations and experiences your region or business can offer Australians and promote these on your own channels.
- 2 Use these key campaign messages in your own communications and include examples of your own curious and unique locations and experiences:

### 'FEEL' HEADLINE EXAMPLE

South Australia/Region/Operator is the place for those who want a little more.

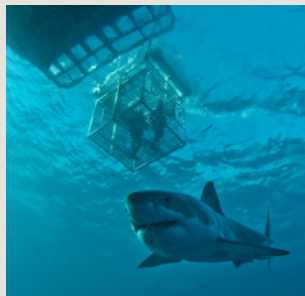
### 'THINK' HEADLINE EXAMPLE

South Australia/Region/Operator has rewarding experiences for those who want a little more from their weekend plans.

### 'DO' HEADLINE EXAMPLE

Want a little more this weekend?  
Now is the time to book!

- 3 When selecting images make sure they are intriguing, unexpected and show a different side to South Australia or your region/product. See examples below:



- 4 Share the below campaign video assets on your own channels:  
Intrastate 30 sec | Interstate 30 sec | Intrastate 60 sec | Interstate 60 sec
- 5 Use @southaustralia and #SeeSouthAustralia on social media so that people can find your content. We have provided Social Media creative assets so feel free to use these.
- 6 Review your SEO strategy and make sure you are ready to optimise organic search.
- 7 Provide your audience with a specially created itinerary that lives up to “For those who want a little more”.
- 8 Ensure your ATDW listing is up to date.