



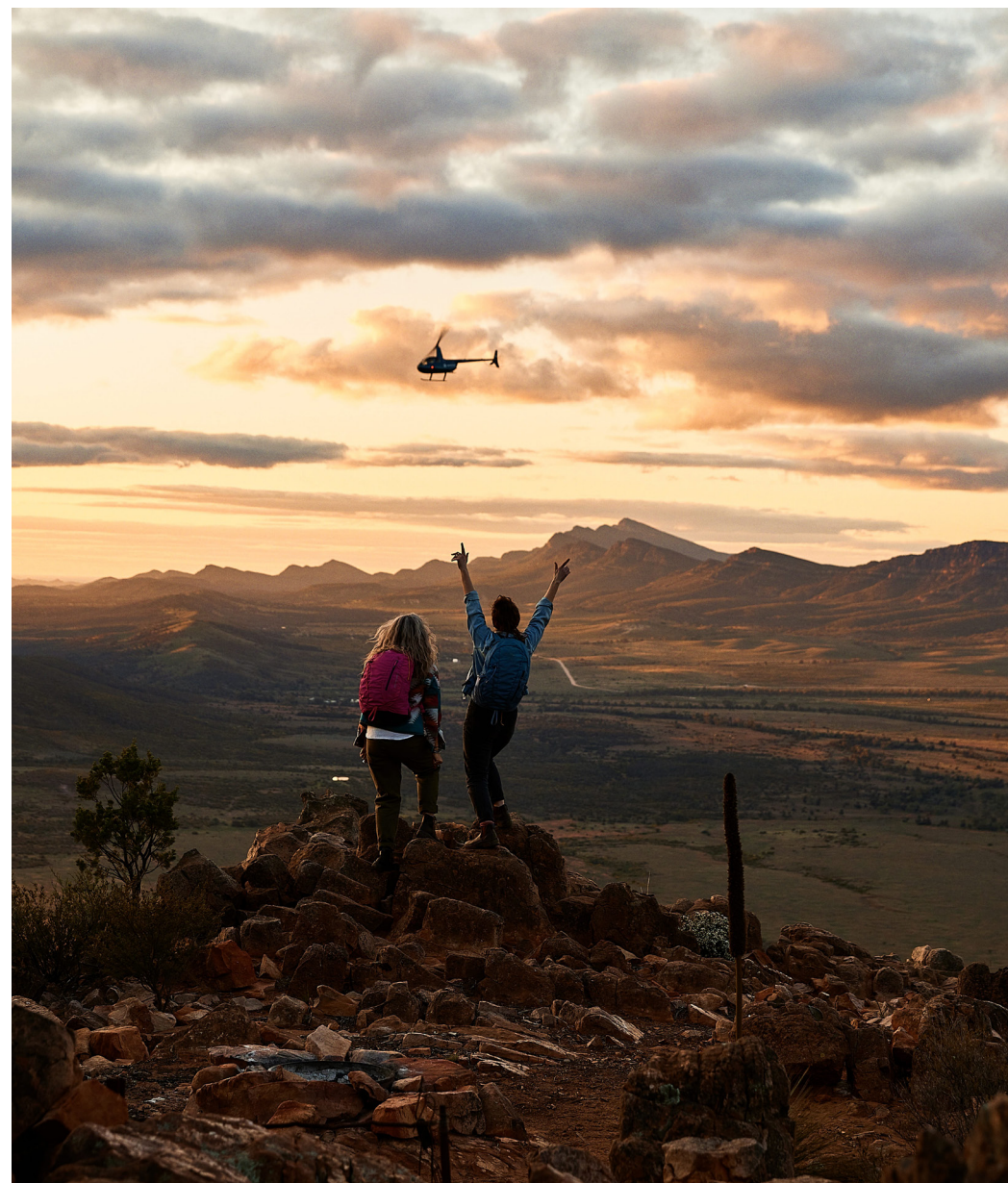
# Travel. Our Way.

INDUSTRY TOOLKIT

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# 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.** (TOW) 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's 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, rugged and ready to own it.**

From 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.

## 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.

## 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.

## READY TO OWN IT.

### What 'owning it' 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 examples:

**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. 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.



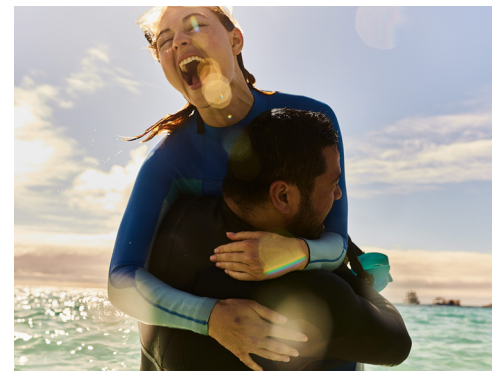
# TRAVEL. OUR WAY. LOOKS LIKE.

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.





A photograph showing the silhouettes of several people against a sunset sky. The central figure is a woman with her arms raised in a celebratory gesture. The text "Get involved. Our Way." is overlaid in white on the image.

**Get involved. Our Way.**

# HOW TO GET INVOLVED.

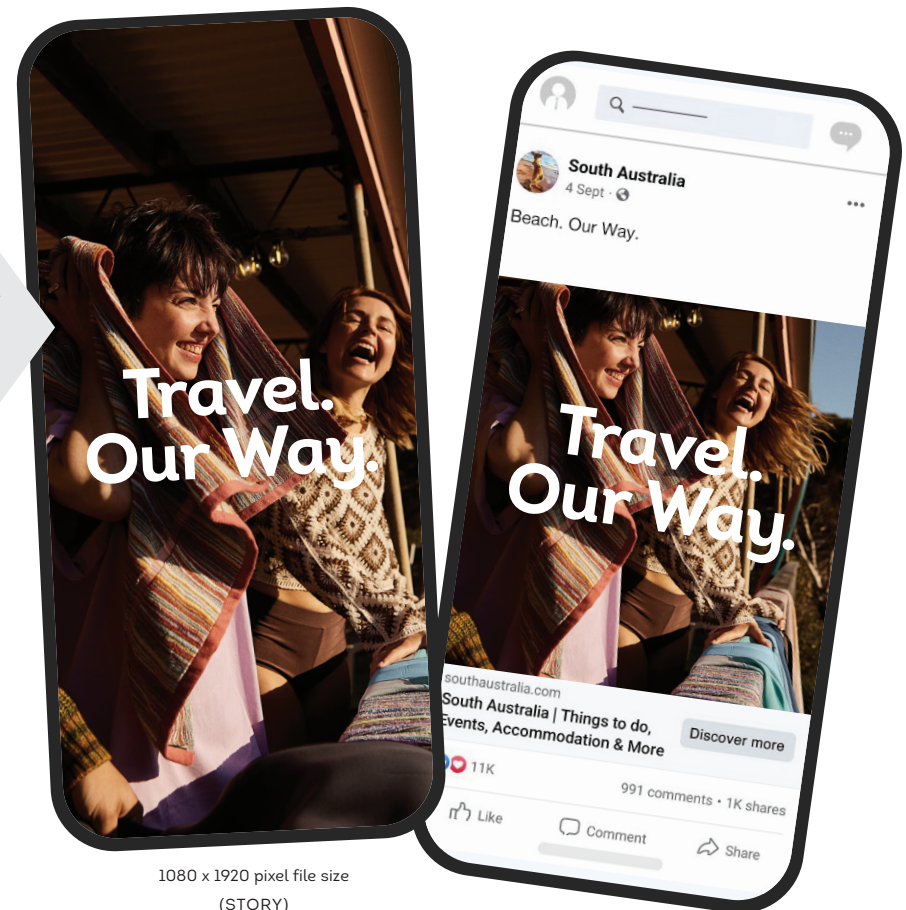
We know the power of our network and, when we all get together with clear direction, the results are very impressive. As part of the **Travel. Our Way.** campaign we have developed some simple ways for you to get involved to make sure that the message of what it means to **Travel. Our Way.** is spread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

1. Download campaign pre-made social assets to use and share on your own social media and website. You can find these assets on our [Tourism Hub](#).
2. For further information on how to level up your social media game please find our tips and tricks guide [here](#).
3. Using our **Travel. Our Way.** tone of voice provides your audience with a reason why they should **Travel. Our Way.** and visit your business/venue/ product and region and promote these on your own channels.
4. Use **@southaustralia** and **#SeeSouthAustralia** on social media so that people can find your content and include reasons to encourage consumers into your region.
5. Ensure your ADTW listing is up to date. For all ATDW support please see our [Support Hub](#).
6. Use the **Travel. Our Way.** Canva social media templates so you can utilise campaign messaging with your own imagery.
  - Download our templates from here in [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](#)

## Social media template examples in use



1080 x 1920 pixel file size  
(STORY)

1080 x 1080 pixel file size  
(TILE/IN-FEED)



[SOUTHAUSTRALIA.COM](http://SOUTHAUSTRALIA.COM)