

CELEBRATE THE SIMPLE PLEASURES CAMPAIGN POCKET GUIDE



Ahh the simple pleasures...

South Australia has an abundance of Simple Pleasures, and they are found effortlessly.

Here visitors get a whole bunch of what they need most, and what the world craves now, more than ever.

We've cracked something special and we're here to share with the world the joyful appreciation for what really counts. Any which way you turn, you're met with an abundance of these simple moments that replenish you.

By embedding Simple Pleasures in our marketing and storytelling, we are shaping South Australia into a high-appeal destination that will attract more visitors, increase demand for tourism experiences, and ultimately drive bookings and revenue for your business.

**We welcome you to celebrate your Destination Brand.
Allow us to introduce you to it, visit our [Campaign Hub](#)
and read The Simple Pleasures Industry Guide.**

For everything campaign-related, keep reading.

South Australia has an abundance of simple pleasures, and they are found effortlessly.

What is the 'Celebrate the Simple Pleasures' campaign?

Celebrate the Simple Pleasures is the South Australian Tourism Commission's (SATC) new Destination Brand. It is a brand platform that aims to unify our collective marketing efforts and gives clarity and distinction.

The SATC has worked with industry and stakeholders to develop a distinct and category defining Destination Brand for South Australia that encapsulates a promise to potential visitors.

This brand is designed as a long-term platform and is a truthful reflection of South Australia. Developed through extensive foundational research and strategic planning, it captures the unique values and characteristics of South Australia.

This is just the starting line of our lasting venture to cement Simple Pleasures and globally position South Australia as the antidote to burnout.

What are we aiming to achieve?

The purpose of this new brand is to grow the appeal of South Australia as a tourism destination.

Our primary objectives are to grow brand awareness, lift appeal and increase consideration, deepen cultural resonance, and shape positive perceptions with domestic and global audiences. In turn growing visitation to South Australia.

To achieve and own this, we have to do things differently and be distinctive in the tourism category.

The means our campaign and creative needs to be:

**More South Australian.
More authentic.
More distinctive.
More craft.**

When is the brand launching and in what markets?

Our celebration of Simple Pleasures starts in April 2025.

The brand will be first launched in the Australian market in April, across key domestic markets, Victoria, New South Wales, Queensland, Western Australia, and South Australia. The brand launch will consist of significant media activity across TV, radio, outdoor and newsprint. This is supported by our always on marketing activities, with a broader focus on digital channels for website traffic, onsite conversion and operator leads.

The Destination Brand will be rolled out globally thereafter, starting with the New Zealand campaign launch in mid-2025.

While the launch is critical in introducing our Destination Brand to key markets, it's considered the starting line of a long term ambition to solidify the global positioning of South Australia and build a culturally resonant brand.

Future campaigns will progressively add layers to the brand platform through steady drops of episodic storytelling, supported by a consistent, ongoing media approach for visibility and resonance.

Who is the target audience for this brand?

The Destination Brand has been created to directly speak to 3 market segments and those most likely to find what we offer appealing.

The campaign will be targeted at:

Domestic Travellers - Australians seeking meaningful travel experiences, particularly from states with high visitor potential. Emphasis will be on two primary audience segments, 'Cultural Contributors' and 'Authentic Connectors', looking for escapes that offer relaxation and engagement with nature and culture.

International Travellers - The SATC focuses on global markets which provide the best opportunity for South Australia, based on a range of factors including direct flight access, product suitability and market growth potential. Key global markets for the SATC include New Zealand, South East Asia, China, United Kingdom, Europe and North America. Within those markets we target adventurous and culturally curious travellers who value authenticity and meaningful experiences.

This is not something for everyone, but everything for the ones who want what South Australia has to offer.

This is a stage to finally introduce the vastness of South Australia's craft mindset.

What media channels are included in the campaign?

The multi-channel campaign will capture the attention of the Australian market, disrupting the category with visual creative and a deeper, always on strategy for storytelling. This will be introduced and evolved throughout the initial and successive campaigns, serving up 'Simple Pleasures' that are distinctive and reflective of South Australia in episodes.

The campaign will debut with three episodic films, The Simple Pleasure of a Long Long Lunch, The Simple Pleasure of Pipi to Plate, and Harvest Eyes. And that's just the beginning.

Advertising will appear across TV and online video, high impact outdoor, radio, audio and podcasts, social media such as Facebook, Instagram, and TikTok, display banners, search engine marketing, email marketing, editorial, public relations, and co-operative marketing campaigns with key partners.

The media strategy aims to appeal to the many by intentionally selecting media choices that provide relief amidst the chaos and meet the burnt-out where they are. Complimented with meaningful targeted partnerships appealing to the ones who want what South Australia has for cultural resonance.

The choices prioritise a consistent approach, with a sustained appearance in media designed for mass visibility, repetition and flexibility

Why the episodic approach rather than one ad on TV?

A one hit wonder isn't who we are. Like always, we're doing it our way.

We're doubling down on who we are, at our best—generous, abundant and unique.

Gradual releases of episodes will be served in a deeper, always on approach, varying the cadence and nature of our storytelling, and providing ongoing content that leaves the audience wanting more.

Some of these are real stories about people and products. Some of them are visceral feelings. Some are activities you can do. Some are snapshots of our history that earn respect. All of these come together to form a layered expression of our culture, united as 'Simple Pleasures' to give weight to what it means to be South Australian.

This campaign will steadily build a rich catalogue of South Australian tourism stories, ensuring broad regional representation that can be used ongoing across advertising and owned, earned and paid media channels.

Why are mixed media and visual art being used?

Our Destination Brand platform provides a unique opportunity to highlight and celebrate South Australian creativity.

The brand's look, feel, voice, colour, spirit, and personality take notes from South Australia's creative minds and craftspeople from the past and present and those on the rise. Artwork, design, music, and mixed media take centre stage bringing to the forefront the stories and talents of our artists, makers, and innovators.

By collaborating with local creatives and craftspeople, the campaign draws on our rich heritage and forward-thinking spirit, honouring the legacy and the future of our community. This approach will not only define the category but also disrupt the industry, unlocking a new standard and global distinction for longevity.

In this spirit, the campaign has been co-created with art by Lisa Temple, James Brown, Cecilia Gunnarsson, Mike Barr, Gerry Wedd and music by Max Savage and Druid Fluids.

This is not a generic tourism campaign. It's a stage to introduce the vastness of South Australia and the diverse creative minds that make it such a special place.

Why Yellow?

South Australia has unique light. It's warm and inviting, inspiring a bright, joyful air of optimism.

Reflecting these qualities with proud, bold confidence, we look to create category distinction with yellow.

How does the campaign showcase the regions?

Every region in South Australia has its own story, and these stories are part of a greater, collective narrative. Wherever you go, you're welcomed by locals eager to share the joy they take in what they do. We're here to celebrate these stories, giving them life and meaning through our campaign.

Regions will see themselves reflected on many levels throughout the campaign. Typically, ads are on rinse and repeat. Instead, our platform builds out multiple stories of simple pleasures found here in South Australia, allowing us to cover more of what is on offer, all under one unifying brand.

Over time we will continue to build out stories and episodes that help each region shine and that's the benefit of the episodic storytelling style.

Tourism products, experiences, and regions will be progressively incorporated through future campaign phases.



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Our new brand is about showing, not telling. Instead of listing everything we have to offer—like most tourism ads—we'll highlight how we have it.

This is where our unique character and sense of place come through. That could mean celebrating a broad idea, like 'a fresh catch' that connects regions, or zooming in on a single moment, like a freshly shucked oyster, to tell a deeper story about one place or product.

Our campaigns are just the tip of the iceberg. Even if you don't see your region in an ad, our year-round marketing is always working to promote it. From social media and publisher content to search engine marketing, email campaigns, and online ads, we're constantly showcasing regions, inspiring trips, and driving visitors to southaustralia.com. Seasonal campaigns, like Winter, then help boost bookings by highlighting what makes each region special during the quieter months.

Are there any partners in the campaign?

Yes, we will be celebrating Simple Pleasures with domestic cooperative marketing campaigns with key partners including Expedia, Tripadvisor and RAA Travel launching in April 2025. This will be supported with ongoing partner campaigns throughout 2025.

For details on partner campaign timings, please refer to our [Domestic Partnerships campaign calendar](#).

How do industry and operators fit into South Australia's destination brand, tourism campaigns and broader marketing activity?

You, our industry and tourism operators are the spirit and essence of South Australia, the very thing that makes this place special in the first place.

'Simple Pleasures' is our collective identity and narrative as a tourism destination, articulated as a vision for the state. The campaign is a celebration of the sum of all the stories, characters and experiences that make South Australia distinct. It's been here all along. Now we invite you to be part of it.

The more consistently we showcase South Australia's 'Simple Pleasures' the higher we drive demand.

The Simple Pleasures Industry Guide has been developed featuring more detailed Destination Brand and campaign information.

Industry, operators and stakeholders are encouraged to download the guide as a learning and education foundation for Destination Brand and the tourism campaign launching our brand platform to market.

Here are 3 simple ways you can embrace and find pleasure in vocalising South Australia's Destination Brand and tourism campaign.

1. Familiarise yourself with the brand of 'Simple Pleasures'

- Take the time to understand the essence of our new Destination Brand platform. Read through the campaign resources on our [Campaign Hub](#) including The Simple Pleasures Industry Guide.

2. Embrace the Simple Pleasures spirit and infuse our brand personality in your everyday

- You live and breathe the brand, so keep doing what you do. This campaign is designed to celebrate our place and character as a destination. It's a perfect opportunity for you to highlight the elements of your business and offerings that resonate with our personality traits and play to their strengths.
- We are generous, light-hearted, down-to-earth and insightful. Our personality is a tool to grow our tourism industry. By tapping into what makes South Australia so special, you can craft intimate, immersive



We want to keep you booked and busy, so bookmark our [Campaign Hub](#) and keep coming back for ongoing resource additions and updates so we can help you grow your business.

experiences that enhance the visitor experience. Are your food offerings and hospitality generous? Do you create spaces and experiences that are laid back? Moments that are ready made to soak up the simple pleasures with a light hearted pause. Can you spin a good yarn, share behind-the-scenes stories, and historic tales that offer a deeper appreciation of the place you call home?

Here in South Australia, we're all about showing, not telling.

3. Learn and stay connected to the SATC

- Industry and operators are encouraged to use the SATC [Corporate website](#) as an ongoing resource for information, learning and access tools. By staying connected to SATC you can take advantage of opportunities, events and tools that continually build your knowledge and grow your business in line with our South Australianness.
- **Come along to SATC's Roadshows** in 2025. We're bringing the industry along on the 'Simple Pleasures' journey with informative events in your region. Hear from our executive team as they introduce our new Destination Brand, discover how to integrate key strategic insights into your business, and get your questions answered.

- **Let's collaborate on the stories we tell.** In the spirit of co-creating with South Australia's community, we're inviting industry to submit stories, history, artists, musicians, simple pleasures and gems from your regions to help us build a rich catalogue of South Australianness to highlight over time. Please send emails to simplepleasures@sa.gov.au
- **Over the next 2 years SATC** will continually support and co-create with our industry. This is just the starting line of our long term venture to solidify the message of 'Simple Pleasures'. We've put in extensive work to identify best practices for sharing information with the industry. Our goal is to develop and deliver ongoing on-demand resources, learning tools, and webinars to support industry adoption of the Destination Brand, along with essential business, tourism, and marketing fundamentals.
- **Our long-term view** is to provide ongoing resources, education, and capacity building for industry and operators - so make sure you bookmark the SATC [Corporate website](#) as a go-to hub for future updates and tools.
- **Stay up to date.** Sign up for our industry e-newsletter and social media channels for real time tourism news, information, upcoming events and opportunities. [E-Newsletter](#), [Instagram](#), [Linked-In](#), [Facebook](#)

SOUTH AUSTRALIA

South Australian Tourism Commission

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