



HOLIDAY HERE THIS YEAR CAMPAIGN TOOLKIT

January 2020



The purpose of this toolkit is to provide you - our industry and partners - with the information and tools to be involved in Tourism Australia's latest domestic campaign, *'Holiday Here This Year.'*

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CAMPAIGN OVERVIEW

WHAT IS IT ALL ABOUT?



Holiday Here This Year is an initiative that encourages Aussies to travel domestically in 2020.

The bushfire crisis has made for a tough start to 2020, with so many communities around the country directly and indirectly affected. And we too are seeing the effect on tourism as many cancel their plans or decide to holiday elsewhere.

But through this crisis, we've seen the best of Australians. And we want to encourage the best once again, to support the communities who depend on the tourism industry to thrive. But we need your help in doing it.

Holiday Here This Year asks Australians to get out there and see their own backyard. Whether it be a weekend away near home, a trip to another state or discovering somewhere in Australia they've always wanted to visit.

This provides a unified platform that aims to galvanise the entire tourism industry and everyday Aussies by providing an immediate call to action to holiday here.

It's about letting people know the best way to help communities (whether directly or indirectly affected by bushfire) is by visiting them.

This message launches from Thursday 23rd January 2020, led by Tourism Australia.

WHY WE NEED YOUR SUPPORT

We need everyone across the industry - including you - to help spread the word. The more visibility, discussion and engagement of this message and commitment, the greater the awareness and influence to drive domestic tourism across the country; so we need your help in spreading *Holiday Here This Year*, far and wide.

HOLIDAY HERE THIS YEAR TOOLKIT ASSETS

We have created key assets and messaging guidelines for use in promotional activity. This includes:

1. Campaign Logos:

- National Logo
- State and Territory Logos
- Colour Variations
- Usage

2. Messaging:

- Tourism Australia Manifesto Copy
- Guidelines & Example Copy

CAMPAIGN LOGOS

CAMPAIGN LOGOS: NATIONAL

We have created a National 'Holiday Here This Year' logo to be used far and wide throughout the campaign.

We invite you to use this asset to create any marketing collateral that makes sense for your business. This can include stickers, badges, posters, email marketing communications or on local press ads. Think of this asset as a stamp that can be applied to any promotional material.

This national logo should be used by any partner creating collateral using Australia-wide messaging or for any social media use.

National logo – [DOWNLOAD HERE](#)

HERO: STACKED LOGO



SECONDARY: SPLIT LOGO



SECONDARY: HORIZONTAL LOGO



CAMPAIGN COLOURS



HHTV YELLOW
CO M17 Y84 KO
R255 G212 B55
HEX FFD437



TA GREEN
C90 M0 Y99 KO
R0 G168 B58
HEX 00A83A



WHITE
CO M0 Y0 KO
R255 G255 B255
HEX FFFFFF

CAMPAIGN LOGOS: STATES AND TERRITORIES

We have produced an asset set for each State and Territory. These are to be used for STO activity and are available for industry to use should you want to localise to your area.

ACT logo – [DOWNLOAD HERE](#)

HERO: STACKED LOGO (NSW EXAMPLE)



SECONDARY: SPLIT LOGO (NSW EXAMPLE)



SECONDARY: HORIZONTAL LOGO (NSW EXAMPLE)



CAMPAIGN LOGOS: COLOUR VARIATIONS

Each configuration of the *Holiday Here This Year* campaign logo is available in three colourways;

- Primary: consisting of green text and reversed Australia map
- Outlined: consisting of green text, yellow Australia map and white outline
and
- Reversed: reversed single colour logo

Each colour variation has a few simple rules around usage:

Primary

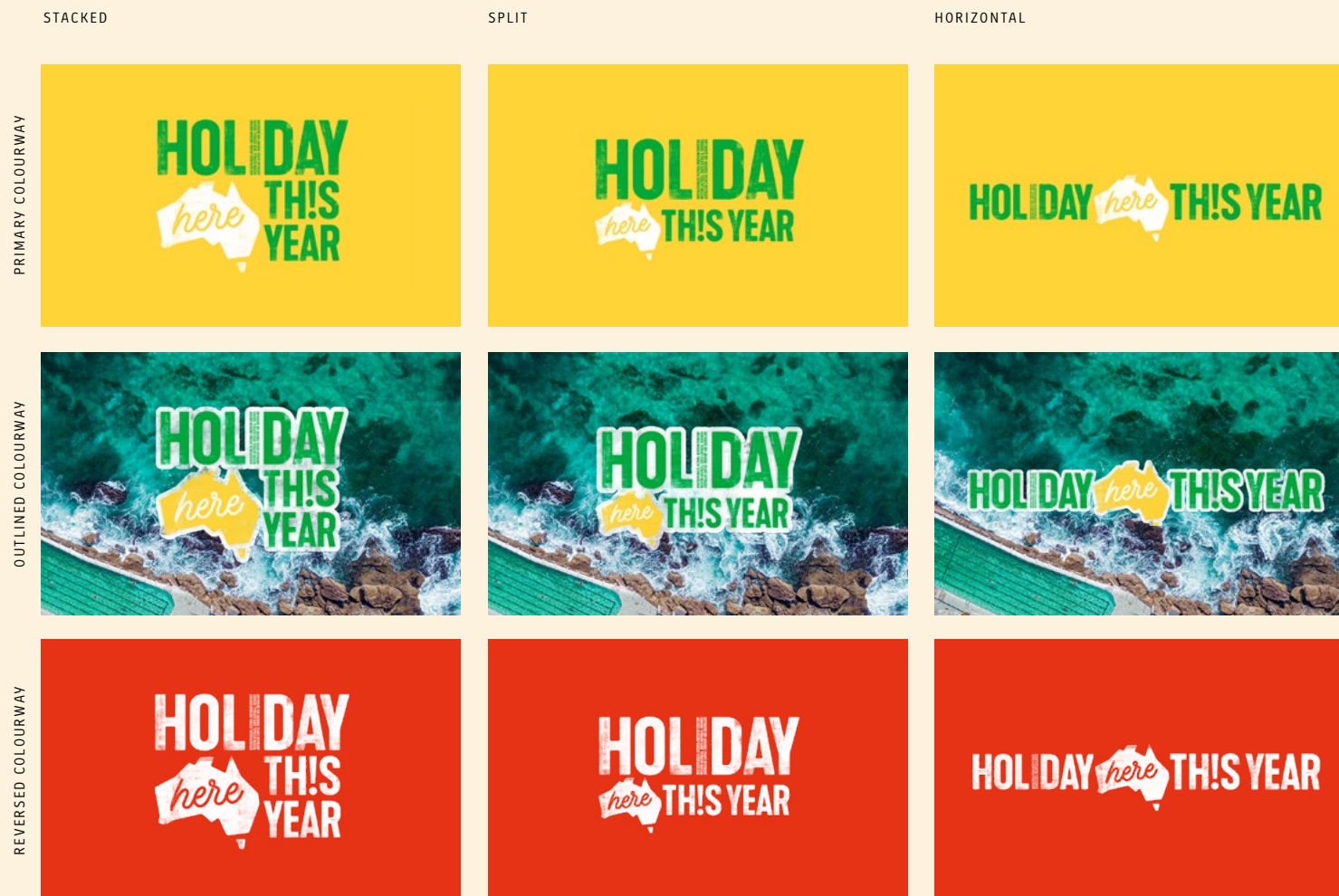
This colourway should only ever be featured on the HHTY yellow coloured background. (CO M17 Y84 K0) This logo must not appear on any other coloured background or over photography.

Outlined

This version incorporates a white outline around a variation of the primary logo. This colourway can be used on any coloured background, including white, or over photography.

Reversed

This colourway is strictly for use with partnership branded assets where the logo is featured in proximity to, or locked up with, a partner logo. This version can be used on any coloured background or over photography, as long as legibility is not compromised.



CAMPAIGN LOGOS: USAGE

Consistent use of the logos will strengthen the integrity, impact and consistency of this campaign.

Select the appropriate logo for your application and use only the provided master artwork.

Do not alter the master artwork in any way. Never stretch, recolour, change the typeface or alter the outline in any way.

Colourway Usage

Primary: best used for any print based artwork. Logo must feature on HHTY yellow background.

Outlined: best used in social, or wherever the logo needs to feature over alternate coloured backgrounds or photography as long as it is not locked up or in proximity to a Partner logo.

Reversed: strictly for use in partner branded content. Logo colour must never be altered.

Which file to use:

For **print** executions, use CMYK tiff files.

For **social**, use RGB png files.

For **digital** components which require a bigger file size, we recommend using RGB tiffs.

All file types are available in the download links.

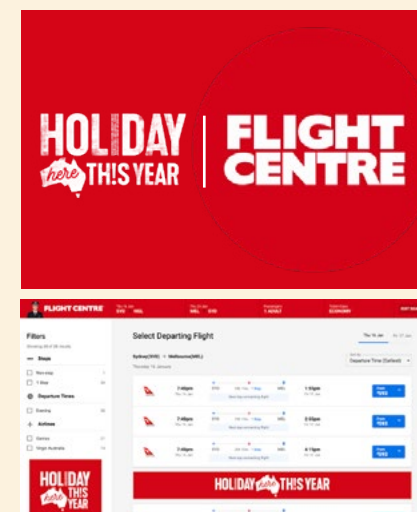
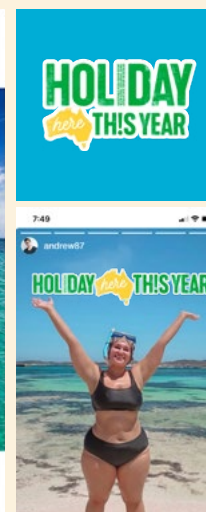
WHAT TO DO



Use the primary logos on end frames, press ads or anywhere it sits on the yellow HHTY background colour



Use the outlined logos on photographic or flat coloured backgrounds that aren't the yellow HHTY colour



Use the reversed logos on partner branded content

WHAT NOT TO DO



Do not flip



Do not crop



Do not skew or distort



Do not add drop shadows



Do not alter colours or change the outline colour



Do not alter the typography



Do not alter the placement or size of any elements or use them in isolation

MESSAGING

On the following page is the text which forms Tourism Australia manifesto copy. Also provided are some guidelines on how to develop your own message alongside examples.

This messaging is flexible so that you can adapt to align with existing activity, or start with a new fresh message for your audience. It can be used on your website, on social media, in your email marketing.

MESSAGING: TOURISM AUSTRALIA MANIFESTO COPY

Over the past few weeks and months, bushfires have torn through our communities. But, through the worst, we have seen the best of Australians.

Generosity, resilience and a sense of responsibility for the wellbeing of each other that can only be described as mateship. And yet the challenge isn't over.

As holidaymakers look elsewhere, the Australian communities who rely on tourism to thrive need our support.

Tour guides. Restaurateurs. Cabbies. Dive instructors. Baristas. Hoteliers. Retailers. Artists... the list is endless.

And most of them are good to go, ready for your visit.

That's why we're asking everyone to get out there to see our beautiful country. Book a week or weekend away. Revisit your favourite spot or discover somewhere new. There are beds aplenty at hotels, resorts and campsites. And locals just waiting to say 'G'day'.

See Australia. Our home. And support all the incredible people who live here. Because now, more than any other time, Australia needs you to say, "I'm going to holiday here this year."

australia.com/holidayhere

EXAMPLE OF MANIFESTO
COPY USED IN PRESS AD



MESSAGING: GUIDELINES & EXAMPLE COPY

Guidelines

Clear minded:

Copy should always be grounded in what we want people to do – *Holiday Here This Year*, keep that front of mind.

Optimistic:

Messaging should be developed with an optimistic outlook, to inspire Australians to be part of this movement and ultimately drive domestic tourism.

Tell your story:

Consider what makes your destination, experience, offering special and unique and be authentic in telling that story.

Example Copy

Social post copy examples, to let your followers know about the initiative:

Example 1

#HolidayHereThisYear and enjoy our <insert unique characteristic 1> and <insert unique characteristic 2> while supporting all the incredible people who call this place home.

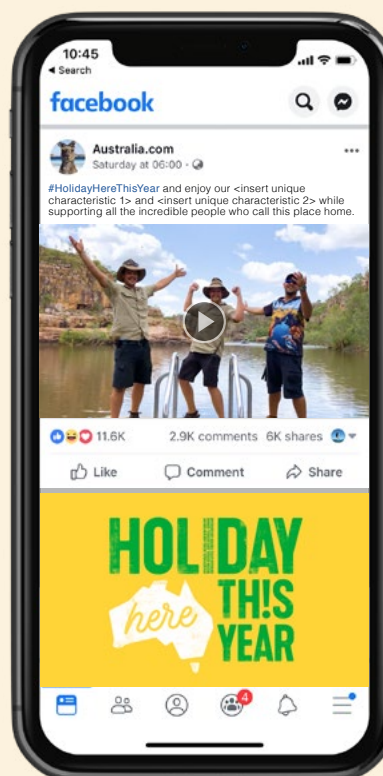
Example 2

Pack a bag, because your support would mean the world to all the incredible people who call this place home. #HolidayHereThisYear

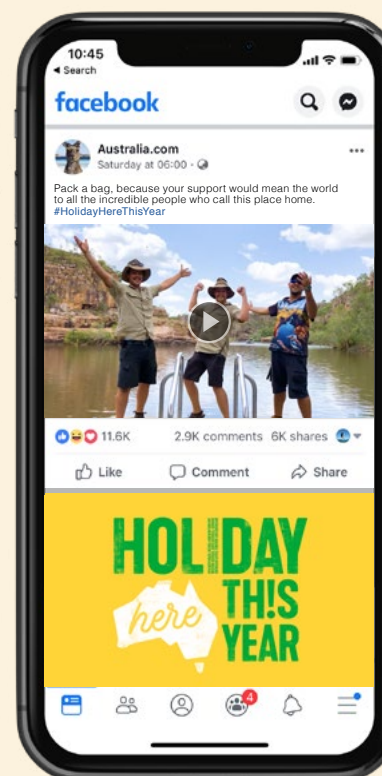
Example 3

Now, more than any other time, we need you to #HolidayHereThisYear. So pack a bag and brush up on your G'days, because we're open for business!

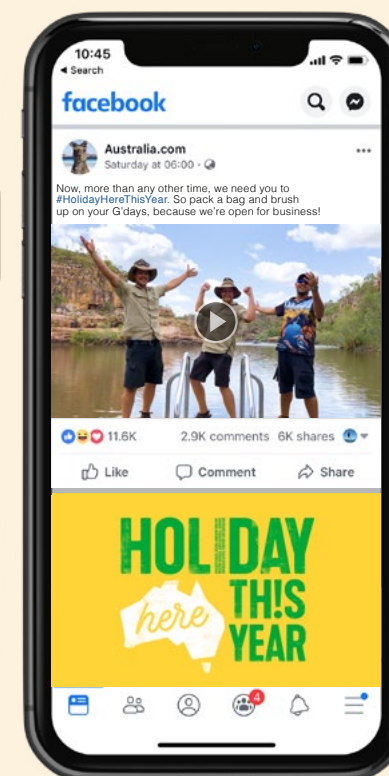
COPY EXAMPLE 1



COPY EXAMPLE 2



COPY EXAMPLE 3



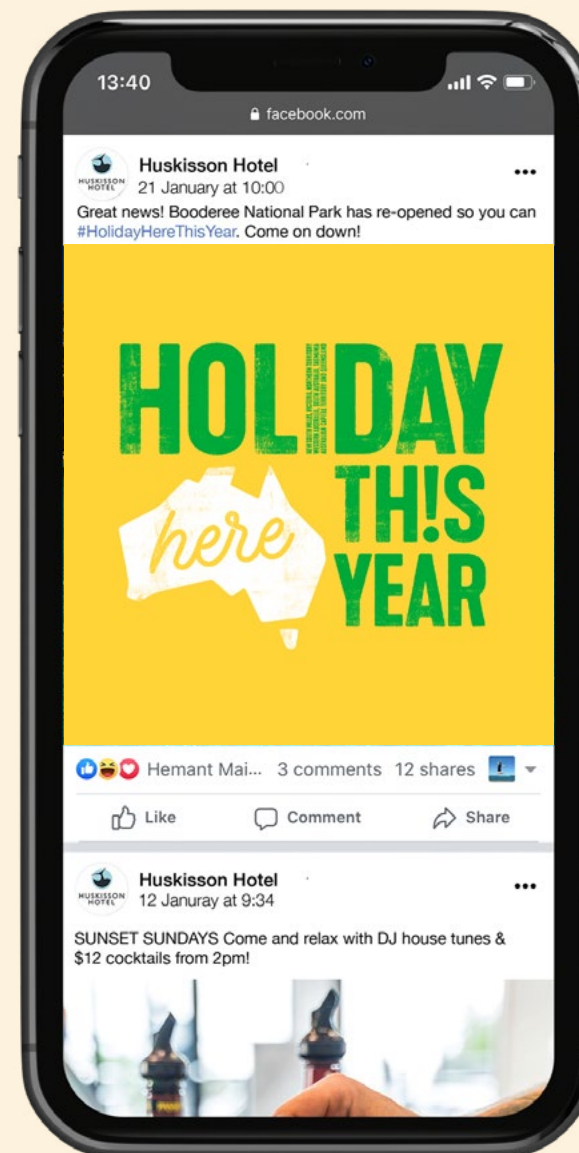
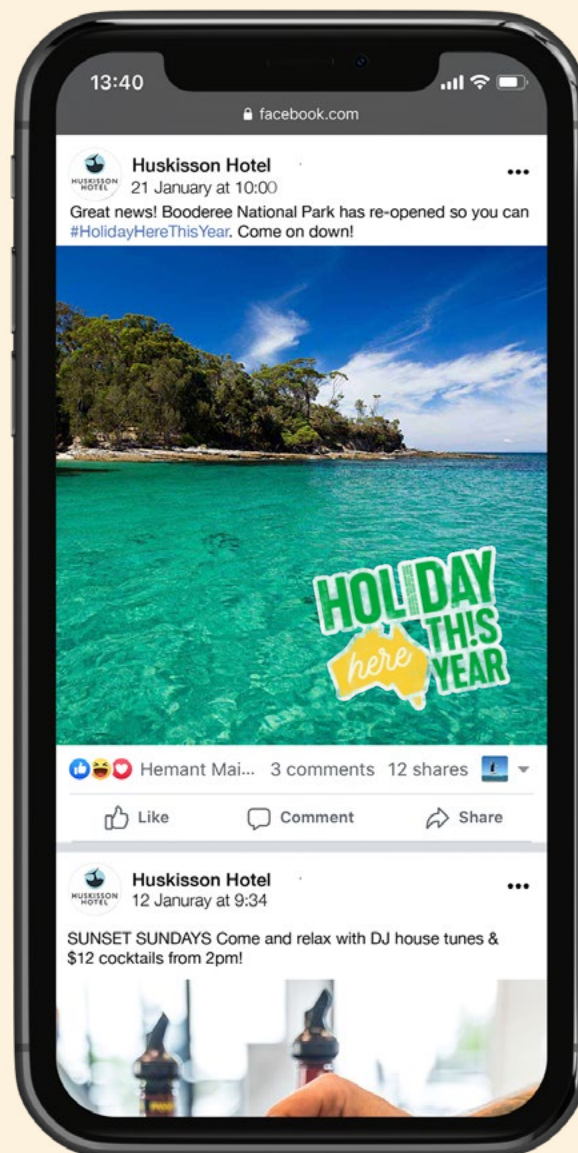
HOW TO GET INVOLVED

The *Holiday Here This Year* initiative can thrive on social media. See below for the different ways you can be involved.

- Hashtag and Social Media Posts
- Facebook 'Virtual' Event
- Giphy Stickers
- Social Video
- Other ways

HASHTAG AND SOCIAL MEDIA POSTS

- When posting about the initiative, use the #HolidayHereThisYear hashtag in your copy.
- When posting an image, use the *Holiday Here This Year* logo on your images and videos like a sticker. (Make sure you own the image or video, or have the permission from the photographer to add a logo on their work).
- Remind your followers that you're open for business, and showcase what makes your destination or offering special.
- Encourage those who visit your destination or use your service to share their experience with **#HolidayHereThisYear**
 - Word of Mouth is a powerful tool!



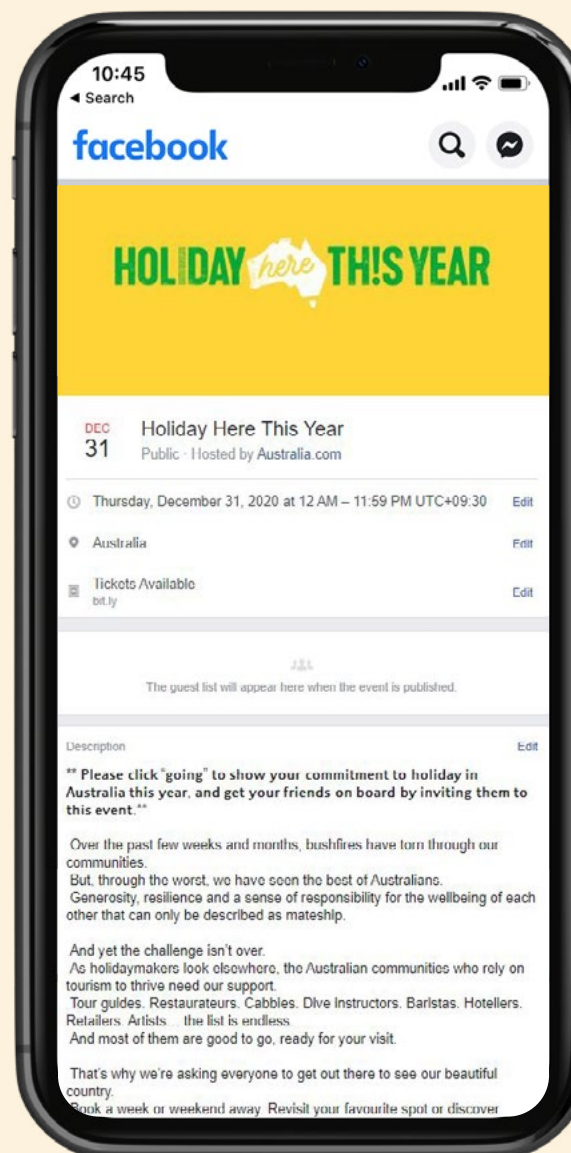
FACEBOOK 'VIRTUAL' EVENT

We created the “Commit to Holiday in Australia This Year” Facebook event, launching Thursday 23rd January until 31 December 2020, to encourage our network to engage and commit to holidaying in Australia this year.

When users click “going”, it will appear as a post on their timeline and their friends’ feed, which reads “(name) is going to Commit to Holiday in Australia This Year.”

Once live, you can share this event on your Facebook page to spread the word and invite your followers to be involved. Users who are “going” to the event will receive notifications when Tourism Australia post content and updates within the event page designed to maintain momentum and drive further consideration and bookings.

Please note that Tourism Australia is not hosting an actual event, this event page is symbolic in supporting this message only.

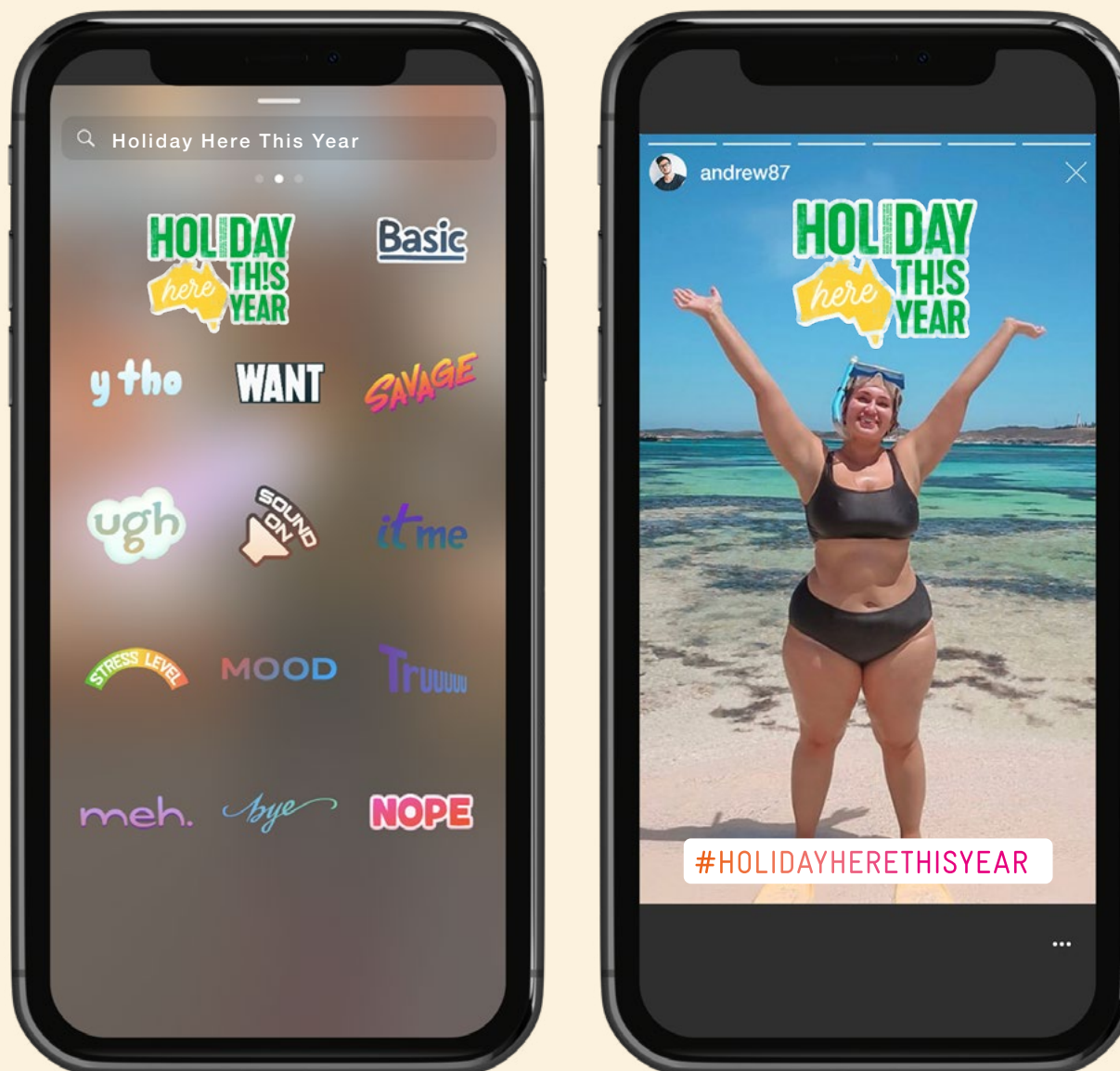


GIPHY STICKERS

A GIPHY sticker is an animated GIF that overlay an image or video on social. We've created five versions of this that you can 'stick' on your Instagram and Facebook Stories.

How to use:

1. Click on 'add to story' on Instagram or Facebook.
2. Select your image or video content.
3. Click on the 'GIF sticker' feature and type 'Holiday Here This Year' in the search bar.
4. Tap on the sticker you like.
5. Move the sticker around your image or video until you're happy with it.
6. On Instagram stories add **#HolidayHereThisYear**
7. Post it to your Story.

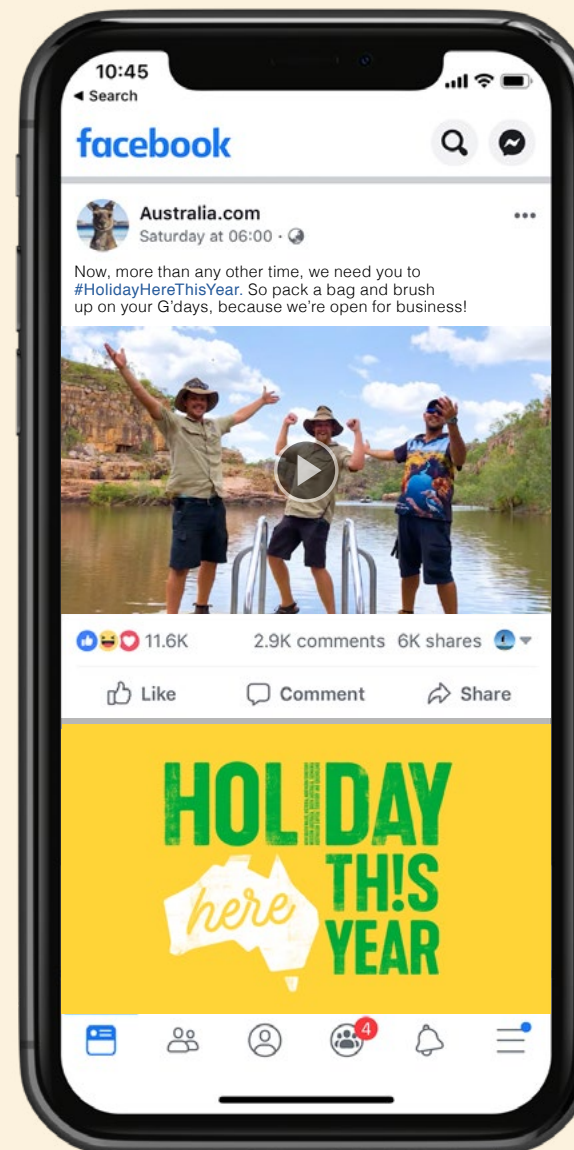


SOCIAL VIDEO

The social video is an authentic message from the tourism industry to Australians, encouraging them to holiday in their own backyard. The video is an immediate call to action and reminds Aussies that small businesses and communities around the country are the heart of the *Holiday Here This Year* campaign.

The video features operators from every state and territory and will appear on social from Thursday 23rd January.

You can share this video on your social channel as another way to spread the *Holiday Here This Year* message.



OTHER WAYS TO SHARE

We want to empower you to use this message and assets in ways that are relevant for your business.

- Consider your current planned activities and how you can partner with Tourism Australia to add the layer of this message and the logo.
- Can you create posters for your business?
- Can you add it to your website?
- Can you create social media posts with your imagery?
- How can you spread the message to your guests, customers, staff, to share their experiences?



We look forward to working with you to spread the message
that this year, more than any other, we need Australians to
#HolidayHereThisYear.



**THANK
YOU**

January 2020