















Contents

Campaign overview	1
Where we're coming from	3
Where we're going	5
When we'll be seen	7
Who we're talking to	8
Our messaging and tone of voice	10
Our look and feel	14
Our media overview	16
How you can engage with the campaign	17
More than an overview	18

SEPTEMBER 2020 more than Campaign Playbook (i)

Tourism is a way of introducing who we are.



Campaign overview

The **more than** campaign reveals the unexpected layers that Canberra has to offer.

The perfect place for invigoration and relaxation

- a weekend away here can deliver diverse experiences that exceed expectations.

Our region offers a place to recharge in a safe and accessible environment and, once they're here, visitors will find more than they came for. With a focus on domestic visitation, the new campaign signals we're open for business, showcases Canberra's unique personality, and challenges existing perceptions of our destination.

With around 1 in every 20 Canberrans employed by a tourism business, our city and community are ready and eager to safely serve up all the experiences we have to offer. Your contribution is key to spreading the word, enriching the conversation and inspiring action in our shared audience.





Where we're coming from

Canberra's personality is in its people. We are diverse, yet we share a sense of adventure and openness. We're discerning, intelligent, the quiet achiever who often makes a statement.

Our locals know there is more than meets the eye below the surface of our city. There are stories and experiences sharing the essence of our brand values;

welcoming, interesting, innovative, influential, and progressive. Visitors come here for what they know, then discover more than they expected. An opportunity to recharge, be challenged and explore nature. Here, we have hikes that finish at wineries, museums that make you laugh and bars that can only be found by curious travellers.

It's time to celebrate our surprising city. From the recognised icons to the rejuvenating discoveries that await.





Where we're going

more than aims to deliver a highly tailored campaign which takes into consideration the market in which it is being delivered, key motivators for short break leisure travel, and community insights around sentiment to travel during these challenging times.

The campaign will;

- highlight Canberra's unique personality, distinguishing it in a crowded domestic tourism market by reflecting our confidence, pride and authenticity,
- establish an emotional connection with Canberra, challenging stereotypes and creating ambassadors among visitors and locals alike,
- demonstrate that Canberra and our surrounding region are open for business, to increase tourism engagement and drive growth across our city,
- promote Canberra as a destination for overnight stays and drive conversion among our key audiences.





When we'll be seen

More than an advertising campaign, more than is Canberra's new destination marketing platform which will inform the city's tourism marketing and communication activity, partnerships and sponsorships for the next three to five years.

Launching in September 2020, the platform includes communications across paid, owned and earned media channels. The initial 9-month advertising campaign will be delivered across three phases in local and domestic mass media channels.

Phase One: Short Term

September – October 2020

Phase Two: Medium Term

November 2020 - February 2021

Phase Three: Long Term

March - May 2021

Who we're talking to

Phase One of the campaign speaks to domestic tourists within regional NSW and connects with our proud locals.

Our campaign will continue to target travellers as they dream, plan and book their next short break. Relying on key consumer insights around the motivations for people to travel, we will continue to focus on variety seekers, discoverers and family memory makers across all elements of the campaign.

We know our audiences are ready to recharge with new and nourishing experiences. They are eager to discover, explore and find positivity and openness. They are seeking opportunities to challenge their minds and connect with themselves, family and friends. We are inviting them to Canberra with the intrigue of finding more than they came for.

Phases Two and Three will be expanded to include additional interstate markets as travel restrictions permit.

Motivators for travel

Variety Seekers – "Life is action packed but there's always an excuse to get away. A short break for us is often jumping in the car and spending a weekend seeing and doing fun and interesting things."

Discoverers – "All forms of travel – long haul and short-breaks – help to fulfill our strong and innate sense of curiosity and our almost continual need to experience and understand the world and the people in it."

Family Memory Makers - "A short break is for family bonding."





Our messaging and tone of voice

The **more than** campaign's core message is the story of who we are – our identity as a city and as Canberrans. We relish the thrill that comes as visitors tell us of the surprises and unexpected delights they experienced in our region. We acknowledge that we're cemented in people's minds as the holders of the national story, but we're eager to showcase a new chapter in that story – the hidden gems and parts of Canberra that haven't been seen before – passionate locals, hidden collections and personal stories.

We stir an emotional response through intrigue and aspirational language. Headlines follow a structure centering on 'more than', with an ending that connects two Canberran moments.

Headline

marvel at + more than + five stars

[enjoyable action verb] + more than + [positive 'thing' that applies to two images]

Call-to-action

Our call-to-action speaks to both visitor and local audiences, with the promise of exploration into the unknown.

Discover something different at visitcanberra.com.au

Our tone of voice

Our voice is active and positive while remaining considered and thoughtful. We choose language that is clear and light, letting our personality and our values shine through.

We're proud but not arrogant

We're intelligent but not elitist

We're warm but not indulgent

We're multi-faceted but not complicated













Our look and feel

more than campaign executions are vibrant, showing off a variety of enriching experiences, emotions or aesthetics in the Canberra region.

The central circular window device creates a layering of moments that Canberra can offer in a single day. From a surprising contrast of experiences, to a deeper emotional story, it's our keyhole into Canberra having more than meets the eye.

The pairings have a thematic connection or contrast inspired by the message ending. For example, 'marvel at more than five stars' contrasts Raku fine dining, an expected five star experience, with an unexpected abundance of stars, a Tidbinbilla stargazing experience.

Images are attractive, high quality and tend to only feature people in one image, if at all.

To ensure we are promoting COVID-safe behaviour, images feature open-air experiences, physical distancing, or people that are able to spend time together such as families and couples.





Our media overview

The fully integrated **more than** campaign launches in September 2020 and will tell stories about Canberra's tourism industry, with new messaging invigorating the campaign as it takes us through 2021.

- Television
- Radio
- Digital (online video, social media, digital display ads and search engine marketing)
- Owned channels (VisitCanberra website and email marketing)
- Content and conversion partnerships
- Public relations and experiential activity
- Visitor services

Flighting for Phase One

		September				October				
Campaign Activity		30	6	13	20	27	4	11	18	25
Digital	High Impact Display									
Paid Social	Facebook and Instagram									
Search	Always-on Search Engine Marketing*									
Owned	Website, social content, eDM									

^{*}Regional NSW only

Online Video and Campaign Website





Social Media









How you can engage with the campaign

Industry has a key role to play in bringing more than to life. Splice the essence of the campaign and our key messages across your own channels, activate marketing activity that leverages the campaign and engages with the VisitCanberra social accounts. We want your ideas for how Canberra is **more than** meets the eye.

We love cross-engagement, so our audience becomes your customer and Canberra's advocate.

- Align your content strategy with the more than campaign and pitch stories and imagery that capture what Canberra is known for, while illuminating our little-known and stereotype-challenging local favourites.
- Tag @visitcanberra and hashtag #VisitCanberra, joining the community of more than 464,000 posts.
- Use the VisitCanberra GIPHY stickers on Instagram to connect your posts with the campaign.
- Like, comment, share on your channels and join in on conversations.
- Tell your more than stories. Share unexpected elements of your brand's history, your staff's personalities and advocacy for Canberra, a behind-the-scenes look at your product, and your customer's unexpected positive experiences.
- Create a more than experience. Partner with a related Canberra product or add something unexpected to your offering.

More than an overview

If you would like more information on the **more than** campaign, we'd love to hear from you.

Campaign assets and media buy

tourism.advertising@act.gov.au

Product and industry development

tourism.industry@act.gov.au

Story ideas and content

tourism.media@act.gov.au





