



Tourism Australia's destination campaign by Baz Luhrmann

Baz Luhrmann has partnered with Tourism Australia to create a new destination brand campaign that will leverage the release of *Australia* and some of its central themes but, at the same time, deliver a stand-alone story with universal appeal.

For Tourism Australia, Baz Luhrmann has taken the core themes of adventure and transformation and turned these into highly provocative and sophisticated short film-styled advertisements. To achieve this he has used the uniquely Australian concept of 'walkabout' – a tradition steeped in our Aboriginal culture.

'Walkabout' involves a person returning to the bush for a short period of time to re-connect to their traditional way of life and the land. For the majority of us, our 'walkabout' takes the form of a holiday – a time to refresh and rebalance. By encouraging people to 'walkabout' in Australia, the tradition set by Tourism Australia of issuing a warm invitation is maintained in an authentic and unique way.

THE OPPORTUNITY EVOLVES

Australia, an epic movie starring two of Hollywood's biggest stars, Nicole Kidman and Hugh Jackman, and

directed by Baz Luhrmann, opens to audiences around the world from November 2008.

With its sophisticated script, set design, dramatic locations and stunning cinematography, this movie offers the Australian tourism industry one of its greatest promotional opportunities in years.

Australia will reveal to the world Australia's romantic transformational and adventurous personality, which Baz Luhrmann has encapsulated with outstanding clarity and conviction.

Due for release in more than 70 countries globally, Tourism Australia believes that this movie will make audiences all over the world fall in love with Australia and help to make our country a highly fashionable tourism destination. We also believe that when Australians see the movie they will be excited, passionate and proud motivating them to want to explore their country more.

Producers Twentieth Century Fox are supporting the release of the movie with a massive multi-million dollar global marketing campaign. A second wave of marketing will support the DVD release several months after the theatrical release.

Hundreds of millions of people globally will be exposed to this marketing campaign and the tens of millions of people who are forecast to see the movie, will witness how the extraordinary beauty of Australia, the warmth of our people and unique culture can offer life changing experiences.

The buzz created by the Twentieth Century Fox marketing campaign and the movie offer Tourism Australia an exciting opportunity to make Australia "the" must see destination.

Australia and the Tourism Australia campaign portray how the magnificent landscape and Australian experience can provide the catalyst for adventure and rejuvenation



THE PERFECT BRIDGE

The development of any campaign to market Australia is challenging but none more so than the current environment in which Tourism Australia operates. A highly competitive media marketplace, the rise of new destinations, the introduction of low cost carriers, a strong Australian dollar, and a global credit crisis are real issues confronting the Australian tourism industry.

The buzz that will be generated by the movie and the launch of the Tourism Australia campaign, offers the Australian tourism industry an unprecedented promotional opportunity

Australia the movie offers Tourism Australia the opportunity to break through these challenges. The movie will ignite the Australia story in a visually stunning and highly emotive way through the delivery of a two-and-a-half hour big screen epic. Importantly audiences will be immersed in a story about Australia; that is set in Australia; that stars Australians; and is made by Australians so that it is truly authentic to our country.

The movie is predicted to attract an audience in the tens of millions, and importantly in our key international markets as well as Australia.

Crucially, the movie's storyline closely aligns to the attributes that Tourism Australia's target travellers – Experience Seekers – look for in a holiday: adventure, romance, transformation and cultural experiences.

PARTNERSHIPS

Tourism Australia began working with Twentieth Century Fox about two years ago and Baz Luhrmann's production company, Bazmark Inq about 12 months ago, to find mutually beneficial ways to leverage the release of *Australia*.

With Twentieth Century Fox, Tourism Australia is delivering a range of integrated marketing activities and with Bazmark, the Tourism Australia campaign. As the Director of *Australia*, there is no one better placed than Baz Luhrmann to link the Tourism Australia campaign with the movie.

These partnerships have resulted in Tourism Australia developing 160 supporting and integrated marketing programs. These are designed to inspire people to see the movie, to motivate them to see Australia and to point them in the right direction to book their travel based on the originating idea of 'lose yourself in the movie, find yourself in the country'.

THE CAMPAIGN

While complementing the themes and using key scenes from the movie, the Tourism Australia campaign has the strength to stand alone as a storytelling device in its own right ie. it does not rely on people seeing the movie to appreciate and understand the campaign.

Bazmark has created short film-styled advertisements to relay the story





Australia the movie and the Tourism Australia campaign deliver stories that closely align to the attributes that our target travellers look for in a holiday: adventure, romance, transformation and cultural experiences

of 'walkabout'. These are supported by print and online executions and while the movie is set in the 1940s, all components of this destination campaign clearly reflect today's society.

In Tourism Australia's campaign, Bazmark takes the central themes of adventure and transformation to highlight how the stresses of everyday life can sometimes make us forget what is important to us – our family, friends and spiritual wellbeing. Using beautiful

cinematography the Tourism Australia campaign portrays how the magnificent landscape and Australia experience can provide the catalyst for rejuvenation.

All campaign elements will be tailored to meet the language and cultural nuances of each country where they will be used. An Australian portfolio will also be delivered.

Short film-styled advertisements

The use of short film-styled advertisements provide Tourism Australia with a sophisticated campaign unlike any other. As movie attendance remains strong globally, and as they are short films in their own right, the campaign will be screened predominantly in cinemas with rich digital media and television as the secondary channels.

The short film-style advertisements depict stressed executives who go 'walkabout' in Australia to rebalance their lives and to rekindle their relationships. The narrative that unfolds is subtle, yet the central themes are so powerfully captured that Tourism Australia believes that this campaign will have universal appeal and resonate strongly with audiences.

They are available in a variety of formats from 30 to 90 seconds.

To further harmonise with the movie, the Tourism Australia campaign features *Australia* star Brandon Walters, a young Aboriginal boy who issues the invitation to 'walkabout' in Australia.

Print and online

Of vital importance in the integration of the campaign is its use across other media. In essence, while the short film-styled advertisements build excitement and emotion and provide a link to the movie, print and rich digital channel executions allow the stories to be played out and the 'walkabout' theme to be expanded.

Complementary print and online executions will therefore be launched at the same time. These elements also embrace the 'walkabout' concept and have been designed by Tourism Australia's new creative agency DDB to align with and add depth to the Bazmark short films.

They continue the story line that has been set by Bazmark by exploring how an Australian experience has the ability to change your outlook on life. The "Arrived and Departed" strap-line

Deeply rooted in our Aboriginal culture, the invitation to go 'walkabout' is an exclusively Australian concept



captures this emotion and the use of a series of stunning Australian landscapes from each State and Territory powerfully delivers this message.

Supporting programs

An integrated marketing program involving multiple projects and various stakeholder groups has been developed by Tourism Australia. These programs embrace the central themes of the movie and the Tourism Australia campaign. They also support, and given continuity to our Seven Experiences - outback, Aboriginal culture, food and wine, journeys, nature, coastal lifestyle and cities - core principles that have supported Tourism Australia's destination brand building activities over the past few years.

- > Our trade program recognises the important role that our trade partners play in converting potential tourists into actual travellers. To support this, we have developed a range of exciting initiatives designed to assist them generate consumer demand for an Australian experience.
- > We are building our story and talking directly to consumers through such activities as custom produced

magazines, high profile consumer and business events and via competitions that encourage consumers to learn more about Australia.

- > We are deepening the Australian story via our extensive media liaison programs which are resulting in movie and campaign messages appearing in some of the world's leading print, online and broadcast media channels. We are also achieving excellent publicity via our International Media Hosting Program where we are hosting media representatives on movie-inspired itineraries.
- > We are working with a range of affinity partners and dispersing our messages to their own networks via editorial, merchandising, competitions and advocacy.
- > We are using the Internet to spread our messages across reputable, high-traffic consumer and social networking sites including australia.com, YouTube, Facebook and Flickr as well as country-specific platforms such as ninemsn in Australia.
- > We are engaging influential opinion leaders and high profile Australians to tell our story on our behalf via

a range of advocacy programs and word-of-mouth marketing.

Campaign timeframe

The Tourism Australia campaign will be rolled out around the world from 8 October 2008. Every market in which Tourism Australia is active will deliver all or part elements of this campaign.

The momentum generated by the movie and success of the campaign will determine its longevity. The plan is to use this time to work with DDB to develop a new long-term destination brand campaign which, when released, will run for several years.

160 integrated marketing programs are being delivered to support the launch of the movie and the Tourism Australia campaign



CAMPAIGN COLLATERAL

Print Ads



THE TOURISM AUSTRALIA DESTINATION CAMPAIGN DEVELOPMENT

EMBRACE THE OPPORTUNITY

Leverage the release of *Australia*, an epic Hollywood blockbuster directed by Baz Luhrmann to generate buzz and excitement about Australia the country

HARNESS THE POWER

Partner with Twentieth Century Fox, one of the world's leading entertainment powerhouses to encourage people who see the movie to see the country

BUILD THE MOMENTUM

Partner with Baz Luhrmann to create a new destination campaign for Australia that leverages the movie, has universal appeal but can also stand alone as a storytelling device in its own right

Partner with creative agency, DDB to give authenticity and depth to the story through print and online advertising executions

PROVIDE THE TOOLS

Deliver a range of marketing activities that continue to build on the excitement and buzz that will be generated by the movie and the destination campaign. Motivate consumers to see the movie and point them in the right direction to book their travel

TRADE

Provide the tools to assist generate demand for an Australian experience

ADVERTISING

Increase awareness of Australia through print, online, cinema and television advertising

MEDIA

Generate inspiring stories in leading print, online and broadcast media channels

AFFINITY PARTNERS

Engage with like-minded brands that will work with us to disperse our messages through their own networks

DIGITAL

Multiply our reach across australia.com, high-traffic consumer and social networking sites

ADVOCACY

Tap into the power of word-of-mouth by engaging influential opinion leaders to tell our story