



Using the Brand For Industry

Overview

With the launch of the new Tourism Brand and brand anchor 'Different in every sense' we encourage you to leverage the brand in multiple ways. This toolkit will help you start that journey. We encourage you to use the new brand positioning as a guide for your product development, customer service, storytelling, content creation, planning and advertising campaigns.



To get started, ask yourself these questions

- What is different in your business?
- Why should visitors visit, stay, eat, tour with you rather than someone else?
- What sense do your customers experience with your product and is it unique or Territorian-ly different?
- How does your business tie in with Tourism NT's brand essence of People, Freedom and Connection to country?
- How can you get your staff involved with this?
- What kind of positive feedback are you getting from review sites, social media, surveys, emails or staff that can help shape your future communications? This can help shape your key points of difference and tie in with the new brand for future communications.

Different in every sense



Core brand essence

Answers to these questions will start to inform your marketing messages around how your business is 'Different in every sense'. The brands core essence can be used individually or combined when talking about any experience, location or event associated with your business. The three core elements to the brand essence are:

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**People**

Kindred Spirits with unconventional hearts and minds

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**Freedom**

The ability to open up and disconnect from the everyday on an emotive, and when desired, technological level

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**Connection to country**

The history, landscape, culture and stories absorb and connect with you more than you would imagine

There are a variety of **keywords** that can help to set your product apart from your competition. Here are a few to get you started, feel free to start creating your own lists based on your product.

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People

Larrikin charm, cosmopolitan, welcome, welcoming, warm, laidback, shared experiences, creative, young at heart, untamed spirit, comfortable, open, invitation, hearts and minds, sacred history, adventurous, sense of place, diversity, youthful charm, Territorian, local

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Freedom

Space to breathe, adventure, dramatic landscapes, secret hideaways, awe-inspiring, spaces, skies, places, vastness, Aussie icons, natural icons, untouched, world's oldest living culture, 65,000 years, curious creatures, expansive, freedom within, hit the open road, open air, feel the rush, breathtaking vistas

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Connection to country

Thriving arts and culture, iconic, spirituality, spiritual connection, untamed, sights, sounds, smells, tastes, textures, transformative, sense of place, connection to self, ancient connection, vibrant red centre, tropical north, tropical summer, inspire, creativity, flavours, rugged ancient landscape, dramatic landscapes, contrasting colours





Toolkit overview

We've developed a toolkit to help you communicate your brand and ensure it can be amplified by the new Tourism brand.

A toolkit template is available for you to implement on the following page.

Using the toolkit involves a few easy steps:

- 1 Identify what people are saying about your product i.e. positive feedback from review websites, comment cards or customer interactions.
- 2 From this feedback, pull out the positive comments and identify the ones that set your business apart from others – this will create your own differentiated keyword list.
- 3 Establish which sense/s your product relates to – sight, sound, touch, taste, smell. This will create your own sensory list.
- 4 Determine what emotion the sense/s bring out in your customers. This will create your emotional brand connection.
- 5 Find existing or create images, video and a narrative that features your differentiated keywords, sensory list and emotional brand connection.
- 6 Having challenges? Try making the exercise a team bonding session.
- 7 Still need assistance? Contact Tourism NT for additional guidance or to source further examples. For more information visit tourismnt.com.au or email marketing.tourism@nt.gov.au



The Toolkit

Tourism Product/Operator:

What are the top 3 things people are saying about you, your staff and the business?

What positive comments differentiate your product from other businesses locally and nationally?

Which senses does your product relate to?

Tick one or more

See

Hear

Taste

Smell

Touch

What emotion do these senses evoke from your customers?

See following page for examples of the most common emotions thought starters

What parts of the Tourism NT core brand does this relate to?

Tick one or more

People

Freedom

Connection to country

Toolkit continued on following page >



The Toolkit

<p>What keywords can I apply? See page 2</p>	<p>People</p>	<p>Freedom</p>	<p>Connection to country</p>
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<p>Outline what a business narrative might look like in 75 words that could inform a facebook post or website copy. Note: It should highlight the senses above, and connect to the Tourism brand.</p>	<p>Top End example: Come to the waters edge where you can quench your thirst as you breathe in the salt air and feel connection with the Arafura Sea.</p>	<p>Red Centre example: Take a guided walk with our local Aboriginal guides through the West MacDonnell Ranges and let the songlines tell the stories of the region and its 65,000 year old history.</p>
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<p>What imagery do you have or can access that highlights the brand? Need image inspiration? Visit imagegallery.tourismnt.com.au</p>			
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Most commonly referred to emotions

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|------------------------|---------------|
| Admiration | Envy |
| Adoration | Excitement |
| Aesthetic appreciation | Fear |
| Amusement | Horror |
| Anxiety | Interest |
| Awe | Joy |
| Awkwardness | Nostalgia |
| Boredom | Romance |
| Calmness | Sadness |
| Confusion | Satisfaction |
| Craving | Sexual desire |
| Disgust | Sympathy |
| Emphathetic pain | Triumph |
| Entrancement | |

How do I access brand assets?

- A introduction to the brand is available [here](#)

- Please use the region colours appropriate to you [here](#)

- The new logo is available to use, please fill out the application form [here](#)

- Images are available from the Tourism NT Image Gallery [here](#)

- New Instagram social media handle: [@NTAustralia](#)

For more information visit tourismnt.com or email marketing.tourismnt@nt.gov.au