

New Zealand Marketing Campaign Industry Toolkit



Marketing campaign



Different in every sense

Tourism NT is continuing to inspire travellers to visit the Northern Territory who are seeking a holiday experience different to anywhere else in Australia.

Following successful implementation of awareness marketing activity from October to December 2022, encouraging New Zealanders to holiday in the Northern Territory, Tourism NT will run a second marketing burst from 13 June to 11 August 2023.

Holidaymakers across New Zealand will be targeted with inspirational ads and content across television podcasts, social media and programmatic digital media buys building awareness of the NT within NZ and educating the NZ market about the benefits of an NT holiday. This awareness activity will be supported by the Northern Territory's Seek Different brand messaging and holiday planning tools.

For the NT tourism industry, this is a great opportunity to ensure you package with travel retailers, take advantage of all the traffic being driven to www.northernterritory.com/nz and align with the campaign's key messages to highlight your tourism product.



The campaign



Campaign audience profile:

The campaign's target audience has been refined for burst two and will look to target New Zealanders who are interested in 'Go and Do' travel, with a skew towards 50+ audiences. This includes travellers who are planning on travelling abroad and are seeking adventurous holidays, including road-trips.

Campaign dates:

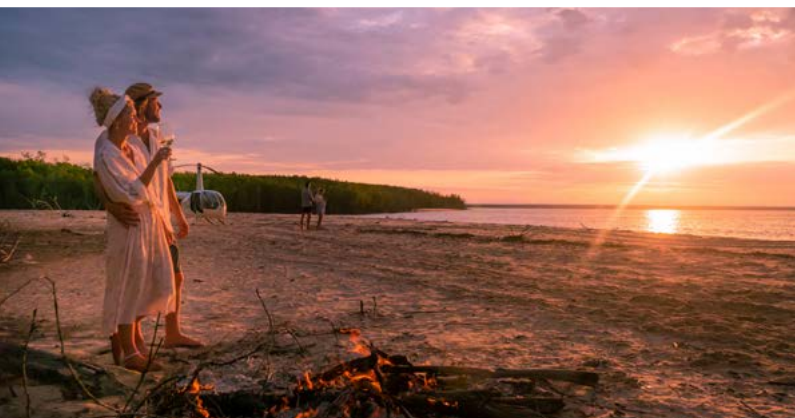
The second burst of marketing activity will be in market from 13 June to 11 August 2023.

What is the campaign's USP (Unique Selling Proposition)?

The campaign will highlight our nature and wildlife, including World-Heritage listed national parks and iconic landmarks, adventure experiences, multicultural food offerings, pristine waterfalls and waterholes.

Campaign media channels:

The campaign will be executed via a nationwide media strategy across TV (including a partnership with New Zealand's 'The Project'), social media, YouTube, podcasts and digital media buys, complemented by an integrated PR/media and organic social media plan.



How to get involved



Use these key campaign messages in your communications and highlight your experience/product:

- If you seek different, this is the holiday for you
- Different in every sense

Use campaign imagery:

Or copy and paste this URL into your web browser

<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=705847b2db400eccea996d5517b0ccd0>

Make sure you're logged into the Tourism NT Image gallery to view.

Watch and share campaign videos:

Use stickers on your social media:

- click 'add to story' on Instagram or Facebook
- click on the GIF feature and type 'ntaustralia' in the search bar
- tap on the sticker you like and use it on your image or video

Create NT social media advocates:

Share the campaign messaging on your social media using the hashtag **#NTAustralia** and tagging **@NTAustralia** or ask your visitors to use the hashtag.

Add the campaign landing page to your website:

www.northernterritory.com/nz

Take advantage of the abundance of visitors that will come to www.northernterritory.com/nz during this campaign period by ensuring your ATDW listing is up to date:

Make sure your images, product description, opening hours and contact details are all fresh and up to date. You can even add your own deals and offers on ATDW.

If you don't have an ATDW listing, it's easy to register:

- Go to www.atdw-online.com.au
- Register to create a listing by clicking the 'Register Now' button
- Select your account type as tourism operator and click continue



If you need more help, contact:

Email: ATDW.TourismNT@nt.gov.au

Phone: 08 8999 3900

**Distribute your product
through conversion partners:**

Take advantage of the potential
NT travellers looking to book travel
via House of Travel or Holidays of
Australia.

For distribution assistance, contact:
distribution.tourismnt@nt.gov.au

If you are already contracted
with these partners contact your
product manager and ensure your
product listings, images and details
are up to date.

