



Leveraging the Northern Territory's 2024 domestic marketing campaigns Industry Toolkit





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Acknowledgement of Country

We respectfully acknowledge and honour the Aboriginal people of Australia's Northern Territory and recognise the continuation of culture, connection to lands, water and country.

We pay our respects to Elders past, present and future.





How to use this toolkit

Tourism NT's domestic marketing division promotes the Northern Territory as a desirable holiday destination by showcasing the best that our region has to offer. As members of the Northern Territory tourism industry, collectively we can generate desire and excitement to entice visitors to 'Seek Different' on a holiday in the Northern Territory.

This toolkit contains information about the current 'Seek Different' marketing campaign, key selling points of the NT that visitors come to experience, key campaign messages, access to hero imagery and tips to leverage these activities for your tourism business.





About the Northern Territory's destination brand – 'Different in every sense'

Tourism NT continues to promote the Northern Territory as a place that is **'Different in every sense'**. The key message behind the brand is that the Northern Territory is truly unlike any place on earth; a place where you don't just observe it, you feel it through every sense.

What makes the NT different to anywhere else?

- Sheer **magnitude**
- The **sense of freedom** it elicits
- A feeling that **anything is possible**
- An **activation of multiple senses**
- Its ability to make you **transcend the physical and connect you to the land**
- Its **ancient living cultures**
- The **people**
- Its ability to make you **disconnect**
- Its ability to make you **reconnect**
- You don't observe it, **you feel it**

The Northern Territory's destination brand narrative

A narrative has been developed that represents the Northern Territory's brand:

The Northern Territory is the type of place where the sheer magnitude forces us to feel free and that anything is possible.

The multi-sensory experience transcends the physical and connects you to the land, the ancient culture and the people.

The Northern Territory empowers everyone who enters to disconnect from their hectic, always-on lifestyle and reconnect to what matters.

And, because it is a place that offers a difference across all the senses, it emboldens the people who travel within to feel an openness and freedom within themselves.

Different in every sense

Tourism NT Brand Anchor

What are the core values of the Northern Territory's destination brand?

We want consumers to feel strongly that:

The Northern Territory is unconventional / different.

We're not like anywhere else in Australia or the world. We're proud of our uniqueness.

The NT is a place where you will connect with Aboriginal culture.

We're establishing the Northern Territory as the undeniable leader in Australia's Aboriginal tourism sector. Authentic cultural experiences set the Territory apart and are a key driver of demand.

The Northern Territory will enliven your senses.

So many of the Northern Territory's offerings have a sensory element. We highlight interactions in the NT that stimulate the senses, so we get an emotional connection from visitors.

What are the key messages of the brand?

Tourism NT adapts the brand narrative and values into key messages that are conveyed within all marketing activity when speaking to consumers. These can be used and adapted as needed by you as a member of the Northern Territory tourism industry.

- The Northern Territory is different in every sense.
- The Northern Territory is a place that enlivens your senses.
- Nowhere lets you connect with Aboriginal cultures, like the Northern Territory.
- Nothing makes you feel more Australian than immersing yourself in the natural wonders of the NT.
- Feel the freedom of a holiday in the Northern Territory.
- If you seek different, this is the holiday for you.



How is Tourism NT creating awareness for the Northern Territory as a holiday destination?

In October 2023, Tourism NT launched an ongoing nationwide brand awareness campaign.

The activity continues to position the Northern Territory as 'Different in every sense' with the aim to grow its share of voice in the domestic market by inspiring Australians to visit the Northern Territory for their next holiday.

The 'Seek Different' campaign

The campaign essence 'Seek Different' is designed to drive broad national awareness, with domestic and international travel intenders, aged 25+. The campaign focuses on telling and showing consumers who are seeing a holiday with a difference; that the Northern Territory is a place that delivers the difference they are seeking.

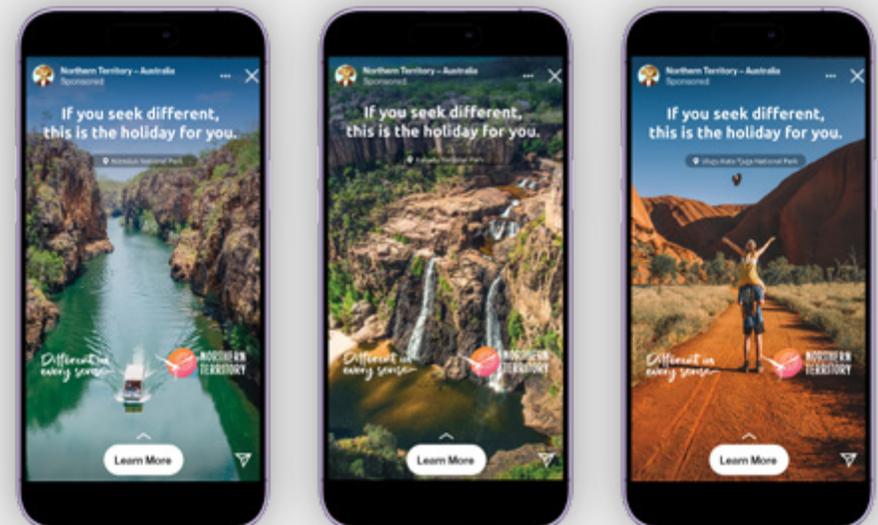
This year, our brand awareness campaign strategy has evolved to be in-market year round and is designed to bolster brand recognition within our core demographic.

Refreshed 'Seek Different' video and static assets are being promoted across various platforms, including:

- Television
- Broadcast video on demand
- YouTube
- Print
- Digital and social



Samsung First Screen Northern Territory brand advertising



Brand awareness Meta advertising



How is Tourism NT creating preference for the Northern Territory as a holiday destination?

Travellers have so much choice when it comes to selecting a holiday destination. We know the Northern Territory has something for everyone, that's why we've identified 'key selling points' to best represent why the Northern Territory is different.

We promote these key selling points to consumers that are already considering a holiday to the Northern Territory and show them the best moments on offer. They are:



Events. With a particular focus on events that we know travellers will jump on a plane for, such as fabALICE Festival, Parrtjima, Darwin Festival (including Darwin Aboriginal Art Fair), and Desert Song Festival.



Aboriginal cultures. The Northern Territory is the premier destination to experience Aboriginal cultures.



Road trips. Our unrivalled road trips allow travellers to experience freedom, wide open spaces, adventure, connections and Aboriginal cultures.



'Other' brand pillars. Encompassing adventure, nature, wildlife, weather, seasonality, luxury and food/drink offerings in the Northern Territory.

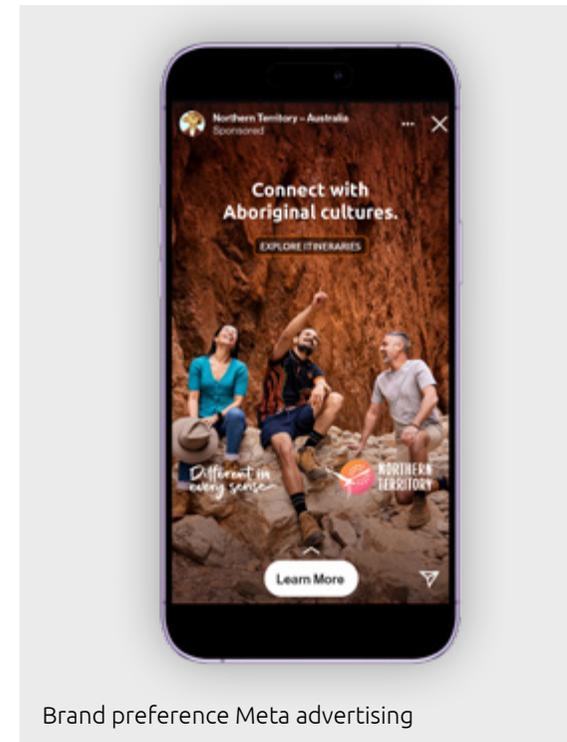
To learn more about these key selling points, including key messages to use in your own marketing communications, [click here >>](#)

To communicate these key selling points to potential travellers, Tourism NT promotes planning and booking tools such as itineraries, road trip guides, event calendars and informative articles to generate preference for the NT as a holiday destination, and move people into the booking phase.

The Seek Different campaign is also significantly supported via strategic public relations activity, organic social media engagement and influencer marketing activity to generate further preference to travel to the Northern Territory.



Parrtjima event itinerary



Brand preference Meta advertising



How is Tourism NT encouraging travellers to book a holiday to the Northern Territory?

Tourism NT's marketing strategy is underpinned by a calendar of activity with key trade partners to generate bookings to the Northern Territory.

These sales partners spread the 'Seek Different' message to their audiences and assist in converting consumers to book their NT holiday, via enticing deals and sales.

Key partners include Qantas, Jetstar, Virgin, Bonza, Webjet, Flight Centre, Tripadvisor, Holidays of Australia, Expedia Group, Luxury Escapes, Travello, AAT Kings, Journey Beyond, Voyages, Discovery Parks, Intrepid, Britz/Maui, Helloworld and Travel Auctions.





How can I get involved in Tourism NT's marketing activity?

Collectively as the Northern Territory tourism industry, we have a louder voice than if we individually try to speak to consumers. This will enable us to share what it means to 'Seek Different' in the Northern Territory to travellers far and wide. As part of our ongoing campaign promotions, we have developed ways for our industry to get involved.

Ensure your ATDW listing is up to date

Take advantage of the thousands of visitors that will visit northernterritory.com by ensuring your ATDW business listing is up to date.

Make sure your images, business description, opening hours / dates and contact details are all up to date.

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.



Use the 'Seek Different' key messages in your marketing communications and highlight your experience/product

Seek Different key messages, including key selling points:

- [Seek Different](#) (overarching brand message)
- [Events](#)
- [Road trips](#)
- [Aboriginal cultures](#)
- [Adventure](#)
- [Nature & wildlife](#)
- [Food & drink](#)

When promoting your business try to demonstrate (through imagery and copy), how your tourism offering is different and unique. To get started, ask yourself these questions:

1. What is different in your business?
2. Why should visitors visit, stay, eat or tour with you rather than someone else?
3. How does your business tie in with Tourism NT's key messages?
4. What kind of positive feedback are you getting from review sites, social media, surveys or staff that can help shape your future communications?

Watch and share the Seek Different campaign videos

- [Version 1](#) (Targeting travel intenders aged 50+)
- [Version 2](#) (Targeting travel intenders aged 25 – 49)

Use the Seek Different imagery

1. Visit www.imagegallery.tourismnt.com.au.
2. Login or create an account using the prompts.
3. [Click here](#) to access Tourism NT's Seek Different imagery or copy and paste this link into your web browser: <https://imagegallery.tourismnt.com.au/lightbox/list.me?view=759b2d64ed1dc30b0395237d9f348c8b4>. Or alternatively, explore Tourism NT's full range of videos and photographs to download relevant content for your tourism business.

Create Northern Territory social media advocates

Share the campaign messaging on your social media using the hashtag **#NTAustralia** and tagging **@NTAustralia**. Ask your visitors to do the same.

Distribute your product through conversion partners

Contact Tourism NT's Distribution team to leverage the potential NT travellers looking to book travel via national retail agencies. Contact distribution.tourismnt@nt.gov.au





Assistance and contacts

If you need more assistance, contact:

ATDW listings:

Email: support@atdw.com.au

Phone: 1300 137 225

General marketing campaign queries:

Email: marketing.tourismnt@nt.gov.au

Phone: 08 8999 3900

**Selling your product through
distributors queries:**

Email:

distribution.tourismnt@nt.gov.au Phone:

08 8999 3921





Appendix A

What are the Northern Territory's key selling points?

We work to inspire travellers and create awareness of the Northern Territory using the Seek Different messaging. In our marketing communications, we also focus on the key selling points that make the Northern Territory different, and show consumers why they should holiday here. Here's what we're telling them:



Northern Territory road trips

A road trip is always a great escape but a road trip in the Territory is doubly different. In the Territory you can get off the beaten path even when you're on the bitumen. Because you go to places and see and do things that not everyone gets to.

Tick off those bucket list items from the comfort of your own car. Drive right up to Uluru and watch the light transform the iconic rock face. This was recently voted the world's best place to see the sunset.

Leave the freeways behind and get out on the real 'free way'. It's one of the best ways to see the Territory, with lasting memories around every bend.

Road trip key messages:

- Road trip differently.
- Nothing makes you feel more Australian than a road trip in the NT.
- A road trip in the NT will enliven your senses.
- Travelling through the NT you'll feel a spiritual connection to this ancient land.
- Feel the freedom of a road trip in the NT.





Aboriginal cultures in the Northern Territory

Nothing feels more different than immersing yourself in another culture, and you don't need to travel across the world to do that because we have one of the oldest continuous living cultures, right here on your doorstep. No passport required.

Across the Territory you can connect with Aboriginal culture in a hands on way. Get paint under your fingernails and your feet in the dirt. Talk with the people with 65,000 years' worth of stories and see them brought to life by drones over Uluru.

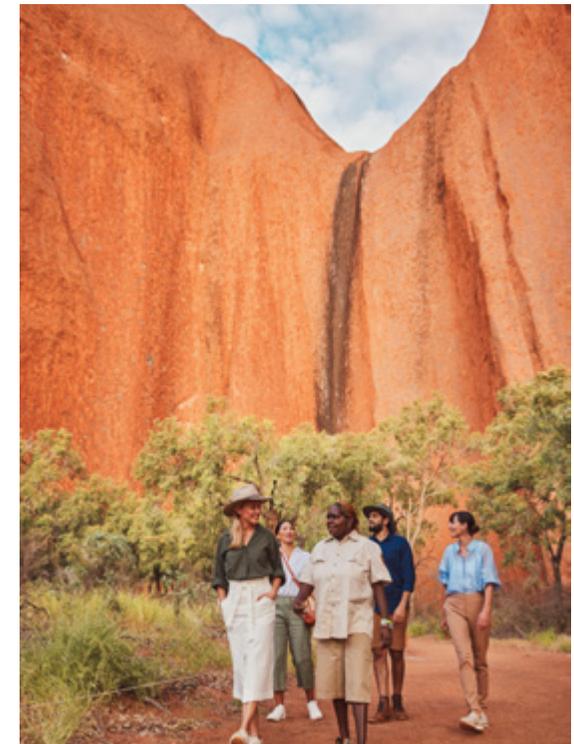
Kakadu's rock art is regarded as one of the longest historical records of any group of people on Earth. And thousands of living artists are keeping traditions alive and breaking from them too.

You can even take a bit of Aboriginal culture home with you, just visit one of the many galleries or art communities. It'll look great in your living room.

Immersing yourself in Aboriginal culture means dancing, foraging, painting, weaving and trying some bush tucker. Different to your normal breakfast but richer in flavour and tradition.

Aboriginal cultures key messages:

- Nowhere lets you experience Aboriginal cultures like the Northern Territory.
- Culture comes with the Territory.
- Connect with Aboriginal cultures.
- The world's oldest living culture is closer than you think. You don't need to go overseas to experience culture.
- Culture is everywhere you look in the Northern Territory.





Northern Territory events

When you come for an event in the Northern Territory, expect the unexpected, because our events bring the different.

From festivals of art, music, laksa and beanies, to the Henley on Todd, Red CentreNATS and Beer Can Regatta, our events are done differently.

Dive into events that allow you to connect with Aboriginal cultures on a deeper level. Watch the desert come alive, showcasing the oldest continuous culture on earth through the newest technology. And join the new generation for bush tucker that's been enjoyed for thousands of generations.

Experience open air festivals in wide open spaces, from the most fabulously colourful days to the darkest star-studded nights. And a boat race with a twist - no water.

The events are different, and so is everything around them. So make sure you stay a bit longer and do a bit more.

Events key messages:

- Events that bring the different.
- When you come to an event in the NT, you get a whole lot of different.
- Events in the NT allow you to connect with Aboriginal cultures on a deeper level.
- Events in the NT enliven your senses.
- When you come to an event in the NT, expect the unexpected.





Other key selling points

The below key selling points form an essential part of the Northern Territory experience. Key messages include:

Adventure key messages

- Nothing enlivens your senses like an adventure holiday in the Northern Territory.
- Nothing lets you feel an openness and freedom within yourself like an adventure holiday in the Northern Territory.
- From air boats and jet skis to camel rides and chopper flights, the Northern Territory is an adventurer's dream.

Nature and wildlife key messages

- Nothing makes you feel more Australian than immersing yourself in the natural landscapes of the Northern Territory.
- Nature and wildlife looks, sounds and feels different in the Northern Territory.

Food and drink key messages

- Enliven your senses on a culinary experience in the Northern Territory.
- If you seek different flavours, this is the holiday for you.
- Feel free to taste your way around the Territory.

