

Northern Territory Tourism brand fact sheet.



Different in every sense



Why did we need a new brand?

In a highly competitive market, tourism marketing needs to reflect the changing needs and behaviours of consumers.

Our brand is a reflection of how people see us and how it has evolved over time.

While the previous Do the NT brand was highly successful in overcoming past barriers to booking, research showed it reinforced some of the stereotypes about the Territory.

The concept of the 'outback' was challenging for international markets and the logo depicted the Territory as being red, hot, dry and somewhat masculine.

What is the new Tourism NT Brand?

The new tourism brand represents the best of what our destination offers; it includes the types of stories we tell, the images we use, logos, colour palettes and the tagline.

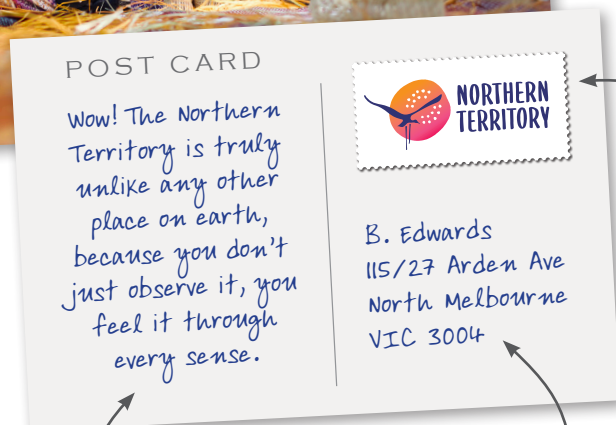
All these elements have been thoroughly tested in the markets where we advertise.

The components that we use to market a brand can be likened to a postcard;

None of these alone is the brand; the brand is how receiving the postcard makes you feel.



The imagery we use captures the experience



The logo is just a stamp that identifies where it was sent from

How we talk to our audience is the message

Our target market is the recipient

People make travel decisions based on emotion as well as practical factors like price, safety and the things they can do. Bringing emotion into the new brand provides the opportunity to increase the number of people willing to consider the Territory as a holiday or business event destination.

The key message behind the brand is:

*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 within 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**.*

Who determined the brand?

The rebrand is the result of the most comprehensive testing and research ever undertaken by Tourism NT.

From initial stakeholder and visitor workshops, through to focus groups around Australia and the world, market testing was undertaken at every step, making sure the final brand presents the strongest case for increasing visitation to the Territory.

The testing included around 4000 hours of research which included concept and perception testing of branding and marketing materials.

The testing occurred in 12 key markets, including business event organisers, across Australia, the UK, USA, China, Singapore, France, Germany, Italy and Japan. The target audience were people considering the NT or Australia as a holiday destination.

Tourism NT undertook significant work to align to the Northern Territory Masterbrand – Boundless Possible, as well as Tourism Australia, our key partner for international destination marketing.

Ultimately, the brand was developed based on what our target market told us they wanted, what visitors told us about what they loved and how they felt about the Territory, and how Territorians view themselves.

tourismnt.com.au

See epic.



When will we see the new branding in market?

The brand will be rolled out over the coming weeks, with the first campaign launched in interstate markets in mid-September.

Over the next 12 months, existing collateral will also be updated to reflect the new brand as it requires replacement.

The brand will be seen in every aspect of Tourism NT's leisure and business event marketing throughout Australia and international markets.

How can I leverage the brand for my business?

Tourism NT is happy to assist operators in understanding how their product fits with the broader brand and key experiences. It is about much more than using the logos and colour schemes.

A comprehensive communication guide is available as part of the Brand Book to help operators connect their product to the new brand.

As always, make sure to check that your ATDW listing is up to date and uses images that reflect the visitor experience. ATDW listings are self managed by the operators.

How do I access the new brand assets?

For assistance and to access the new brand material, including the new Brand Book, please contact the Marketing team within Tourism NT.

Email: marketing.tourismnt@nt.gov.au

