

Tourism Northern Territory

# Brand introduction

October 2019



Section 1

# Our Brand



Our Brand is a valuable asset, it underpins every facet of marketing we do. It is important to highlight that our Brand marketing is not just a logo or a tagline, but rather a collection of assets that tell the Northern Territory story as a whole.

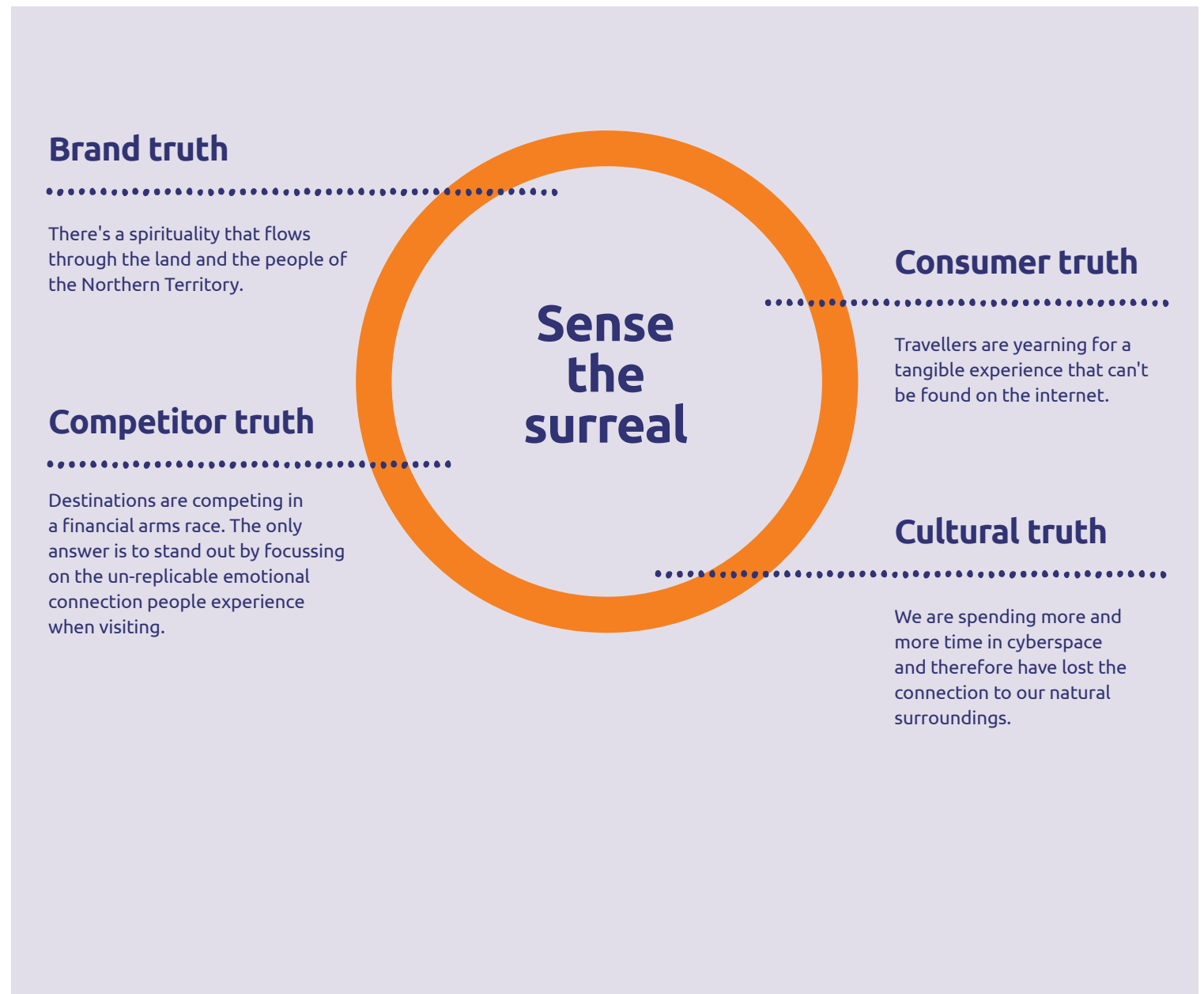
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This document acts as a complete guide to understanding and crafting Brand aligned messages. Whether through media coverage, web, social media or any other content, these messages should evoke the emotions the target audience should feel when considering the Northern Territory as a holiday or business event destination.

Different parts of this guide will be more relevant to you than others, the following steps will demonstrate how future communications can align with the brand message.

### **The Northern Territory Tourism Brand Positioning**

The Brand Positioning for the Northern Territory was developed by investigating four key areas. Through research and analysis these four key areas were distilled down into the most relevant and applicable points to position the Territory as an authentically competitive space in the global tourism market.



The strategic narrative has been developed from research conducted across nine global leisure and business markets and multiple consumer demographics. The aim was to capture the competitively different aspects of the brand and distil the essence into a motivational and emotive workable platform for all Territory Tourism stakeholders.

**The platform is made up of four key sections to assist in creating marketing that:**

- » Continuously highlights the Territory's competitive points of difference that will allow businesses to compete against other destinations and organisations locally and globally.
- » Captures the personality and emotions that will motivate potential travellers at a psychographic level by targeting their core emotive holiday needs.
- » Bring the emotions to life by connecting them with our key messages, tourism products and experiences – connecting the dots between the emotive desire and need to travel to the Northern Territory with consumers practical travel requirements that enable them to book and visit.



## Brand platform – outlining key elements of brand

### Northern Territory Strategic Narrative

The strategic narrative is not intended for external use. Our strategic narrative is to assist in articulating our differentiation from competing destinations and how people feel when they visit. The meaning behind the narrative is integral to all that we do, from the creative expression of our brand to product development and marketing strategies in the future.



### Creative Narrative

The creative narrative is the 'elevator pitch' to capture the meaning behind the Brand in a short easily communicable statement.

### Brand Essence / Drivers

The key messages in communicating our Brand.



### Brand Voice

The Brand Voice is the tone and language we use to give personality to our brand. It is not based on products or services, but on creating an emotional connection with our audience.



Welcome to the Northern Territory, come join us by the fire.

Take a seat. Get comfortable. We're all brothers and sisters here.

Some of us are new to the family, others, some 3000 generations old.

We're embarking on a spiritual adventure together, to find meaning without Instagram filters.

To a place where Uluru isn't just a big red rock ticked off a list, but an ancient connection to the land.

Switch off. Channel your senses. Tune in to everything around you.

Listen to the resonating tones of the didgeridoo.

Let the vibrations take you back through 65,000 years of history in a heartbeat.

Look beyond the vibrant red centre, kaleidoscope sunsets and tropical coastal lushness of the Arafura Sea.

See how the colours inspired artists for millennia and let them inspire your own creativity.

Be touched by the starry night sky, putting on a private performance just for you.

Pocket a billion stars and become the richest person on Earth.

Close your eyes. Smell the rain that gave the Sturt's Desert Rose the strength to bloom.

May it give you the power to transform into the best you.

Picture yourself among the energy and flavours of a care-free festival.

Taste the melting pot of cultures and feel the kinship between our kind.

Lose yourself in the landscape, find yourself in our people.

We're glad you could stop by.





**Brand anchor**

*Different in every sense*

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.

The Northern Territory is unlike any other place on earth, because you don't just observe it, you feel it, it's...

**Different in every sense.**



Brand messages are how we distil the meaning behind 'Different in every sense' into tangible marketing material. There are three core elements to the Brand Essence.

These core elements can be used alone or combined when talking about any experience, location or event in the Northern Territory. To successfully compete against other destinations, products and tourism experiences whether it is their landscapes, adventure, wildlife, culture or people, the Territory brand, tourism products and marketing must stand out. These three core elements when used as the base for all marketing material will allow all Territory businesses to compete in the global marketplace through brand differentiation that is real, authentic and true. This will gain brand trust, advocacy and visitation into the future.

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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

.....  
**Connection to country**

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



# People

Kindred Spirits with unconventional hearts and minds

## What's it about?

This element of the brand essence is about the people who shape the Territory, and enhance the visitor experience.

Territorians will connect with you through a larrikin charm, without the stiff conventions of other places and with a genuine multi-culturalism unseen anywhere else in Australia.

## How is the Territory different?

Everybody has a story to tell and is open to sharing it. Whether it's learning from Aboriginal elders whose families have been here 3000 generations, chatting to a local publican who's been here for five, or connecting with over 60 nationalities who found their way here, the stories and characters of the Northern Territory will open your mind to the sacred history, the adventurous pioneers of old and present and the unconventional.

Whether you stay for a weekend or a year, you'll be able to connect on a deeper level with people who are shaped and have shaped the surrounding environment, and whose way of life has been impacted and moulded by the landscape for over 65,000 years.

## Why is it believable?

The Northern Territory attracts like-minded people with a sense of adventure, creating a kindred spirit amongst people with diverse backgrounds but a sense of unified comradery to be Territorian and break boundless frontiers.

## What keywords help describe it?

- » Laidback
- » Active body's, hearts and minds
- » Diverse
- » Welcoming
- » Real
- » Memorable

“The locals have a special culture. We can see and learn and feel it. That's so special for me.”

Freedom

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

“To see the stars at night and just be disconnected from my phone network.”

“Experiencing nature here is different, there is some kind of connection that just can’t be explained. You feel small, yet connected to the world.”

What’s it about?

Freedom is about more than the expansive impact the landscapes have on visitors. The Northern Territory is world renowned for iconic natural wonders, however experiencing them in real life goes beyond just an instagrammable moment. It conjures freedom in every sense; freedom from the complications of modern life, freedom to be yourself, learn about yourself, freedom to roam without emotional boundaries, and the freedom to breathe. It can be experienced through the easiest and simplest of experiences and adventures throughout the Territory, a mere walk, ride or even a hike will open your mind to the Territory.

How is the Territory different?

Whether taking in the majesty of rugged ancient landscapes, absorbing the kaleidoscope of colours as the sun sets over the Arafura Sea, Uluru or the MacDonnell Ranges, or pocketing the stars as they perform their nightly dance, the open landscapes of the Territory are both grounding and transformative – offering a sense of openness providing visitors an un-replicable sense of freedom and disconnection from the chaos of modern life that few places can claim. Only by experiencing it in the Territory can you feel the majesty of the landscapes providing a sense of place and reconnection to who you are.

Why is it believable?

The natural contrast between land and sky is more spectacular than any artificial light show. The kaleidoscope of colours at sunset, the vivid blues of the Red Centre sky, the sun setting over ancient formations and a billion stars performing your own private show from horizon to horizon. Whether you’re in the heart of Darwin or the heart of Australia, you can’t help but feel connected to Mother Nature in a way that makes you assess your place on this earth and understand what’s really important.

Hike, bike, swim, kayak, camp, glamp, amble, drive, sail, fly or fall (with a parachute) through Australia’s most dramatic landscapes and secret hideaways. Whether you want to feel the adrenaline, challenge yourself or immerse yourself, you’ll find the Territory itself unveils the hard core or soft adventurer in you.

What keywords help describe it?

Freedom to:  
 » be yourself  
 » disconnect

» be open to new experiences and people  
 » be curious  
 » express yourself in unpretentious surroundings



.....  
**Connection  
to country**

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

.....  
**What's it about?**

This is about the transformative experience visitors have when visiting the Territory, forged through a strong connection between people and country. The connection isn't experienced just by locals, research demonstrates that Australians felt, well 'more Australian' in the Territory and international visitors experience a connection to the 'real' Australia they only ever imagined.

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**How is the Territory different?**

When you venture into a land so vast and steeped in a 65,000 year old ancient yet still living cultural heritage, you can't help but become reflective and open yourself up to a deeper connection to yourself that feels otherworldly, calming and surreal.

.....  
**Why is it believable?**

Across the NT, visitors are awed by the natural landscape and the aura it possesses. This awe is inspired by much more than ancient beauty; almost every breathtaking vista, secret waterhole or majestic landmark has a deep history connected through the people who have traversed the land for 65,000 years – whose ancestors felt the very first connection between people and place ever known to this land. This historic connection is recorded in the walls, passed on through songlines and told through art, dances and music passed down through the generations. The sheer extent of this history creates a deep sense of connection to country, even if you're here for a short time. It is something that is felt by anyone who takes the time to breathe in, listen, feel and absorb and transforms those willing to hear the echoes of the past.

The sheer expanse of the Territory has created some of the hardest people who have in turn tamed areas of country - or in some case had the country tame them! Experiencing the connection pioneers have to the surrounding country garnered over generations of hard work is a testament of their connection to the Territory. Seek out those larrikin, real life characters that still roam this land and allow visitors a sneak peek into their everyday lives and history.

**What keywords help describe it?**

- » Shaped by our surroundings
- » Australians feel more 'Australian'
- » Immersive to the land, culture and stories
- » Being here is the reward
- » Surprise and wonder
- » Our place in the world

**"The Territory is a place not limited by imagination."**

Our Brand's essence is based on emotional connections, not just tourism products or services. The essence of the Northern Territory's Tourism Brand needs to be expressed in written or spoken form using these emotive attributes.

When we write our voice should be down-to-earth, honest and yet warm and expressive. This is balanced with a genuine and straightforward manner of speaking. We should not take ourselves too seriously. Be relaxed, don't be 'try-hard.'

### Freedom

When talking about Freedom, do it with freedom of expression.

We are unexpected and surprising, with vibrant charm.

We foster egalitarianism, unbounded by convention or hierarchy.

We give you freedom to be yourself, express your creativity and voice when you visit. Our approach is open and honest. We don't talk in riddles.

We are genuine and straightforward, in a relaxed manner.

### People

When talking about People and kindred spirits.

We are warm and welcoming, opening our hearts and sharing our stories.

We are vibrant and modern, yet backed by 65,000 years of cultural history.

We embrace visitors like old friends.

Your life has been enriched just by hearing our stories and sharing your own.

### Connection to country

When talking about Connection to Country.

In everything we do and say, we acknowledge the cultural significance of our surrounds. We welcome everyone to our land with a warm invitation.

Our tone is grounded and down-to-earth, never vague or misleading. We are what we say.

The way we speak gives honour to the natural magic of our landscapes and how it has shaped our stories for centuries past and into the future.

We share our culture, both past and present, in the hope you will feel the connection between people and place.



The Territory is a unique destination, with its environment, culture and location sometimes a challenge to get used to visitors are often surprised, (most in a good way) and whilst some are just not built for the Territory experience it's that very experience that makes the brand different.

As the Territory isn't for everyone negatives can be voiced but a positive message always has the power to overcome negatives. There are some strong pre-conceptions about the Northern Territory which can be overcome when visitors are prepared and expectations are met.

When developing marketing material, focusing on positives without ignoring the negatives can reflect the brand in a motivational way without creating misconceptions about the experience. Here are some suggestions if you are addressing distance, expense and temperature challenges in your marketing.

## Too far

The beauty of the Territory is that it has a disconnection from the rest of Australia, offering a culture completely unique, steeped in ancient history with modern multiculturalism. It's our location that allows visitors to truly disconnect from the stresses of their everyday life, while still being able to enjoy modern conveniences they are used to.

## Too expensive

Expense is subjective to the value a person has of something. If you value something enough it can never be too expensive. The value of the Territory to visitors when their expectations are met is priceless. This is the only place on earth you can experience first-hand the world's oldest living culture, and that has no price tag.

Unlike other destinations, the expansive landscape means you won't be competing with thousands of other tourists to find your special place. That's priceless, and the quality of the experience Territory businesses offer and the way it makes visitors feel is the most priceless of all.

## Too hot / too wet

**Key point 1: Don't deny the climate, embrace it.**

The climate throughout the Northern Territory has shaped the landscape and its people for millennia. The warmth of the Territory is mirrored in the warmth of its people, and the changing seasons create the formation of the landscapes that inspire anyone who visits.

The warmer months in the Top End (October - May) allow for a slower pace and a romantic exhilaration as the rain begins to fall, while the cool perfection of the dry season (May - October) sees a renewed energy and vibrancy.

**Key Point 2: Compare to other regions that are similar and don't have the same negativity**

The tropical climate of the Top End is similar to South East Asia, no different from Singapore, Bali or Thailand. No other destination highlights the 'wet' when describing its seasons, and with good reason. No matter how steeped in tradition it is to the local terminology, visitors view the word 'wet' as a negative and it has influenced many decisions not to visit. By merely replacing the term 'wet' with 'tropical' conjures up a positive, exotic and warm time of year which is still realistic of the Territory's tropical storms and showers however doesn't 'turn off' would be travellers.

**Key Point 3: Highlight the benefits of perceived negative weather**

- » Fortunately, the Territory climate isn't choked by pollution and congestion
- » Visitors can pack light
- » Predictable weather patterns
- » Places are designed to accommodate and enhance the outdoor lifestyle, so you'll never feel confined within four walls
- » The extremities of the climate allows a deeper enjoyment of the natural landscape; the joy of diving into a cool rockhole after a bike or hike, of enjoying a chilled cocktail while watching the sunset
- » Cool nights around a camp fire in the Red Centre
- » Incredible sunsets of the tropical summer
- » Romance of the tropical rain
- » Exhilaration of a tropical storm
- » More deals, lower prices, great value in the summer

Here are some further suggestions if you are addressing the Top End's summer weather, perceived danger and lack of luxury elements and everyday amenities.



### Too dangerous

From roads to pathways, wildlife encounters to accommodation, visitors can opt to be guided at every step of the way either in person or by the many signs and notices that inform visitors.



### Too rough

The Territory may be rugged in places, but it's only rough if you want it to be. Our cosmopolitan destination has every home comfort visitors could want for with high quality food, accommodation, technological connectivity, amenities, luxuries and experiences.



### Too wet in the Top End

The beauty and uniqueness of summer in the Top End cannot simply be described, rather it has to be experienced. The tropical season of the Northern part of the Territory abounds with wildlife, flowing waterfalls, full billabongs and a fresh cooling relief from the summer humidity. The tropical storms and powerful showers create fantastic colours, excitement, constantly changing vistas and an electric atmosphere that is one of the highlights of the year for locals and visitors alike.

Throughout the Territory's pioneering history the Top End summer has been referred to by locals as the 'Wet Season'. So much so there is often local resistance to change that reference, however research constantly demonstrates that the term 'Wet Season' is seen by potential visitors as a negative and often convinces would be travellers not to visit at that time of year. This lack of visitation creates a season of financial hardship for all Territorians and deprives visitors of an experience few people have the opportunity to enjoy.

Through a focus of on-ground activities and events that complement the summers tropical elements and by introducing new terminology to the summer period we can change perceptions of a perceived negatively turbulent time of year to travel to one of Australia's best times to travel.

The 'Tropical Summer' is the new terminology being adapted by the Tourism Industry to highlight the positives and change consumers current summer perception.

We encourage all stakeholders and brand advocates to assist in this endeavour and celebrate this amazing time of year, the:

# TROPICAL SUMMER



When writing any marketing material these brand aligned keywords will assist in crafting the content messages. They are not SEO keywords, but are the emotive words that will help keep content aligned to the key brand messages.

These words are how previous visitors have described their experience and when used will reflect an accurate perception of the holiday visitors will experience.

### ~~~~~ **People**

unconventional, cosmopolitan, kindred spirits, welcome, welcoming, warm, laid back, larrikin charm, kinship, traditional owners, shared experiences, old and new, creative, young at heart, untamed spirit, comfortable, welcomed like a brother or sister, generational, deep connection, open invitation, hearts and minds, shaped by the environment, 3000 generations, genuine multiculturalism, sacred history, adventurous pioneers, survived, ceremony, symbolism, endurance, unified sense of place, diversity, youthful charm, unified comradeship, breaking boundless frontiers

### ||||||| **Freedom**

space to be, space to breath, adventure, adventurous, dramatic landscapes, secret hideaways, waterfalls, awe-inspiring, spaces, skies, places, vast, vastness, grand scale, Australian icons, natural icons, nature comes to life, untouched since the dawn of time, world's oldest living culture, 65,000 years, curious creatures, weird and wonderful, sanctuary, find yourself, strength to bloom, sheer magnitude, feel free to..., endless possibility, expansive, embolden, freedom within, openness, thriving arts and culture, unbridled by convention, expansive impact of landscape, iconic natural wonders, simple adventures, an adventure in itself, un-replicable, sense of freedom, hit the open road, breath the open air, feel the adrenalin, adventurous encounters, breathtaking vistas

### ..... **Connection to country**

spirituality, spiritual connection, spiritual, magical, everlasting, natural world, senses, tune in, untamed, sights, sounds, smells, tastes, textures, transformative, connection to country, sense of place, connection to self, reconnection, reconnect, deep connection, ancient connection, channel the senses, tune in, resonating tones, vibrant red centre, tropical north, inspire, creativity, private performance, millennia, energy, flavours, powerful, transformative, mindfulness, absorb, open your mind, immersing yourself, evolved understanding, rugged ancient landscape, absorbing, kaleidoscope of colours, pocketing stars, contrasting colours, vibrant/cy, personal connection, nourishing, natural contrast, dramatic landscapes, secret hideaways, deeper meaning, beyond imagination, living cultural heritage, otherworldly, calming, surreal, reflective, awed, connection between people and place, absorb, echoes of the past, passed on, symbiotic relationship, interwoven tapestry

## 1.14 Brand alignment

The strategic positioning of the Tourism Brand has been built on a foundation of research and insights derived from the Northern Territory Masterbrand – Boundless Possible.

It has also been aligned to the Tourism Australia global brand positioning to ensure all partner brands can leverage and amplify each others messaging without confusing the consumers.

When there is a specific tourism message and visitation outcome required, the tourism brand should be used on its own but where relevant if there are aligned messages and target audiences the brands have been created to work together.

Please refer to section 2.10 for guidelines on how to use partner brand logos alongside the Tourism logo.

**Investors | Workers | Families | Australian Travelling Public \***

**THE  
TERRITORY**  
BOUNDLESS POSSIBLE



**Global Travellers (HVT)**

TOURISM AUSTRALIA



\* Target audiences examples for demonstration purposes only