

# Aboriginal Culture Marketing Campaign Industry Toolkit



**NORTHERN  
TERRITORY**

# Marketing campaign



*Different in every sense*

The Aboriginal cultural sector has always been one of the core components of the Northern Territory's tourism offering and there is no better place in Australia for holidaymakers to immerse themselves in authentic Aboriginal cultural experiences than here in the NT.

The Northern Territory Government has launched its Aboriginal culture campaign from 26 September 2022 to 31 March 2023, focusing on awareness, planning information and conversion-based messaging.

Australians are craving authentic cultural experiences like never before and travel large distances across the world spending thousands of dollars on trips to learn about and immerse themselves into unique Indigenous experiences. This latest campaign will remind Australian consumers that they don't have to travel across the world for Indigenous experiences and that one of the world's oldest continuous living cultures is closer than they think: it's on their doorstep and doesn't require a passport.

Holidaymakers across Australia will be targeted with inspirational ads at the awareness stage of the campaign through outdoor placements, social and programmatic digital media buys. Anyone who shows interest in Aboriginal culture and holidaying in Australia will then be targeted with information and travel guides that will assist with their planning. Once identified these culture seeking consumers will then have access to incredible NT deals during the conversion stage of the campaign including accommodation, airline, Aboriginal cultural tours and experiences.

For the NT tourism industry, this is a great opportunity to ensure you package your products with travel retailers and take advantage of all the consumer traffic being driven to [www.northernterritory.com](http://www.northernterritory.com). You can also create direct consumer traffic to your business by aligning with the campaign's key messages to highlight your Aboriginal tourism products and experiences.



# How to get involved

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

## 1 Core messages:

- Culture is closer than you think.
- No passport needed.

## 2 Creative headlines relevant to your product, examples below:

- Masterpieces that aren't behind glass. No passport needed.
- Festivals far from the mainstream. No passport needed.
- Dinner without the dress code. No passport needed
- Fine dining without the formalities. No passport needed.



### 3 Use campaign imagery

### 4 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

### 5 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.

### 6 Watch and share campaign videos:



**7 Take advantage of the 30,000+ visitors that will come to [www.northernterritory.com](http://www.northernterritory.com) 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 in ATDW. If you don't have an ATDW listing, it's easy to register:

- Go to [www.atdw-online.com.au](http://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](mailto: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 via Welcome to Country

**For distribution assistance, contact [distribution.tourismnt@nt.gov.au](mailto: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.

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