

CAIRNS & GREAT BARRIER REEF BRAND SNEAK PEEK



DATE
12 DEC 2019

A woman with long dark hair, seen from behind, is sitting on a large, flat rock in a shallow, clear river. She is looking up towards the dense, lush green rainforest that surrounds the river. The water is a vibrant turquoise color, and the rocks are large and reddish-brown. Sunlight filters through the trees, creating a magical atmosphere with lens flares.

A RARE OPPORTUNITY

NATURALLY NEEDS A NEW APPROACH

Now we know our place in the world, let's tell our story in a way that connects emotionally.

It's time to move beyond the stereotyped images of the reef and rainforest we've all seen before.

Yes, they're both important to show, but we have a far bigger story to tell. Let's become a part of people's lives.



CAIRNS & GREAT BARRIER REEF

YOUR BRAND HIERARCHY

BRAND POSITION	WHEN YOU FIND YOUR PLACE IN THE WORLD AND CHANGE FOR GOOD	
BRAND PLATFORM	WHERE THE RAINFOREST MEETS THE REEF	
BRAND TRUTH 1 SEE THE DIFFERENCE THROUGH REMARKABLE EXPERIENCES IN NATURE	BRAND TRUTH 2 FEEL THE DIFFERENCE THROUGH EXPERT LOCAL KNOWLEDGE	BRAND TRUTH 3 MAKE A DIFFERENCE THROUGH OUR COMMITMENT TO CONSERVATION



CAIRNS & GREAT BARRIER REEF

EXPERIENCE THE DIFFERENCE

BRAND TRUTH 1 SEE THE DIFFERENCE

REJUVENATING TROPICAL LIFESTYLE

- Enjoy the simple pleasures of life in the tropics
- Live your best life
- Rejuvenate in nature

DISCOVER UNIQUE NATURE & WILDLIFE

- Make a personal connection
- Catch a rare glimpse of nature

CAIRNS & GREAT BARRIER REEF

CHOOSE YOUR OWN ADVENTURE

- See the world from a new perspective
- Enjoy the sense of achievement of an epic journey

EXPLORE ICONIC LANDSCAPES

- Find the perfect Insta spot
- Stand in awe of nature
- Unlock the secrets of an ancient land

BRAND TRUTH 2 FEEL THE DIFFERENCE

BRAND TRUTH 3 MAKE A DIFFERENCE



TONE OF VOICE

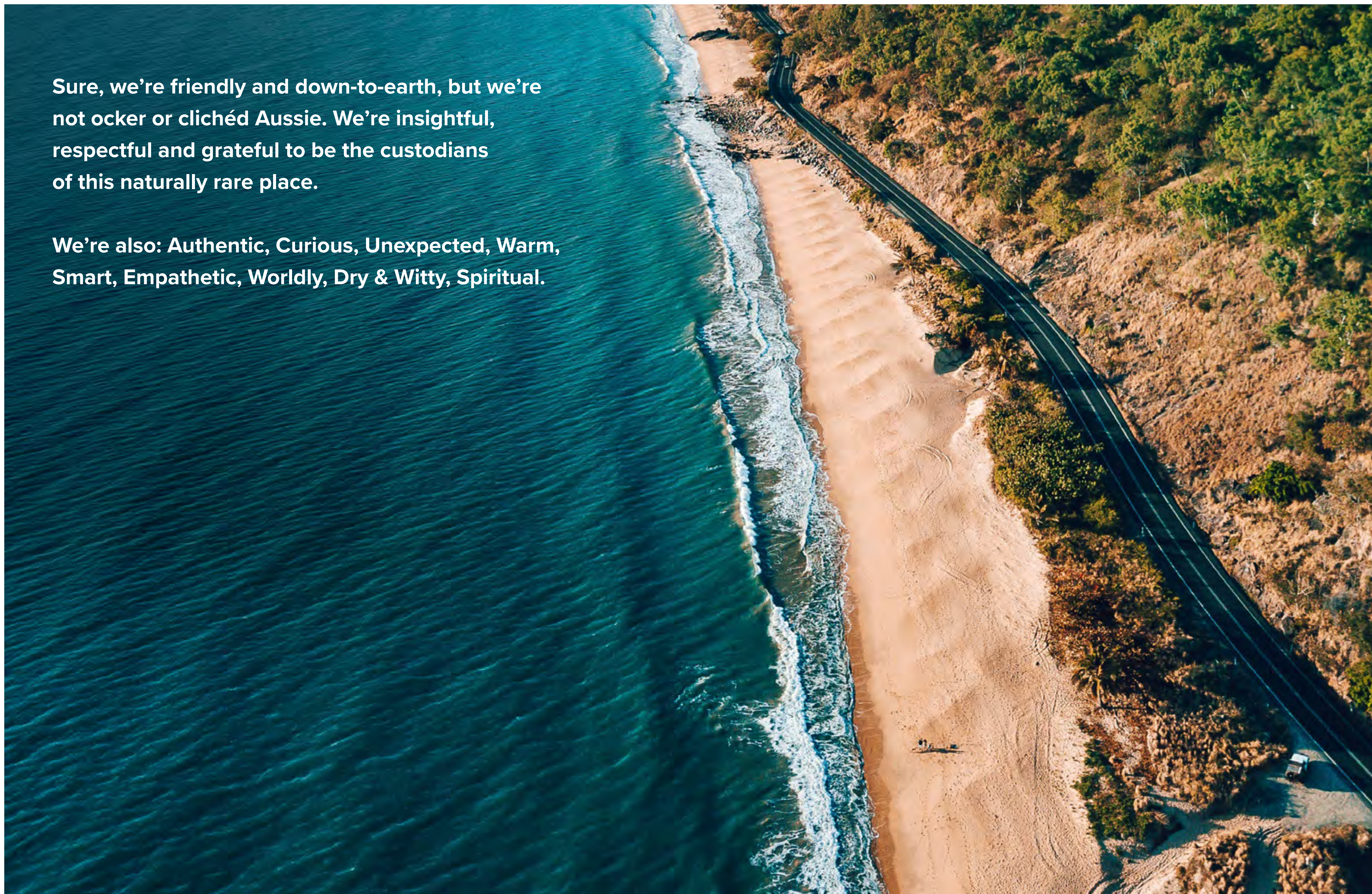
VERSION 01

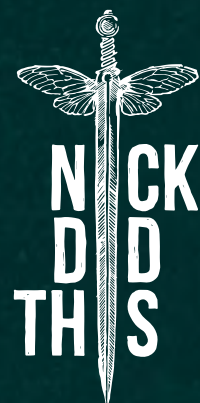
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Sure, we're friendly and down-to-earth, but we're not ocker or clichéd Aussie. We're insightful, respectful and grateful to be the custodians of this naturally rare place.

We're also: Authentic, Curious, Unexpected, Warm, Smart, Empathetic, Worldly, Dry & Witty, Spiritual.





CAIRNS & GREAT BARRIER REEF

CREATIVE SNEAK PEEK

The campaign is for everyone in the region so naturally every region will be covered. Whether through advertising, or the sharing of region-specific stories via social media, your region will be represented.

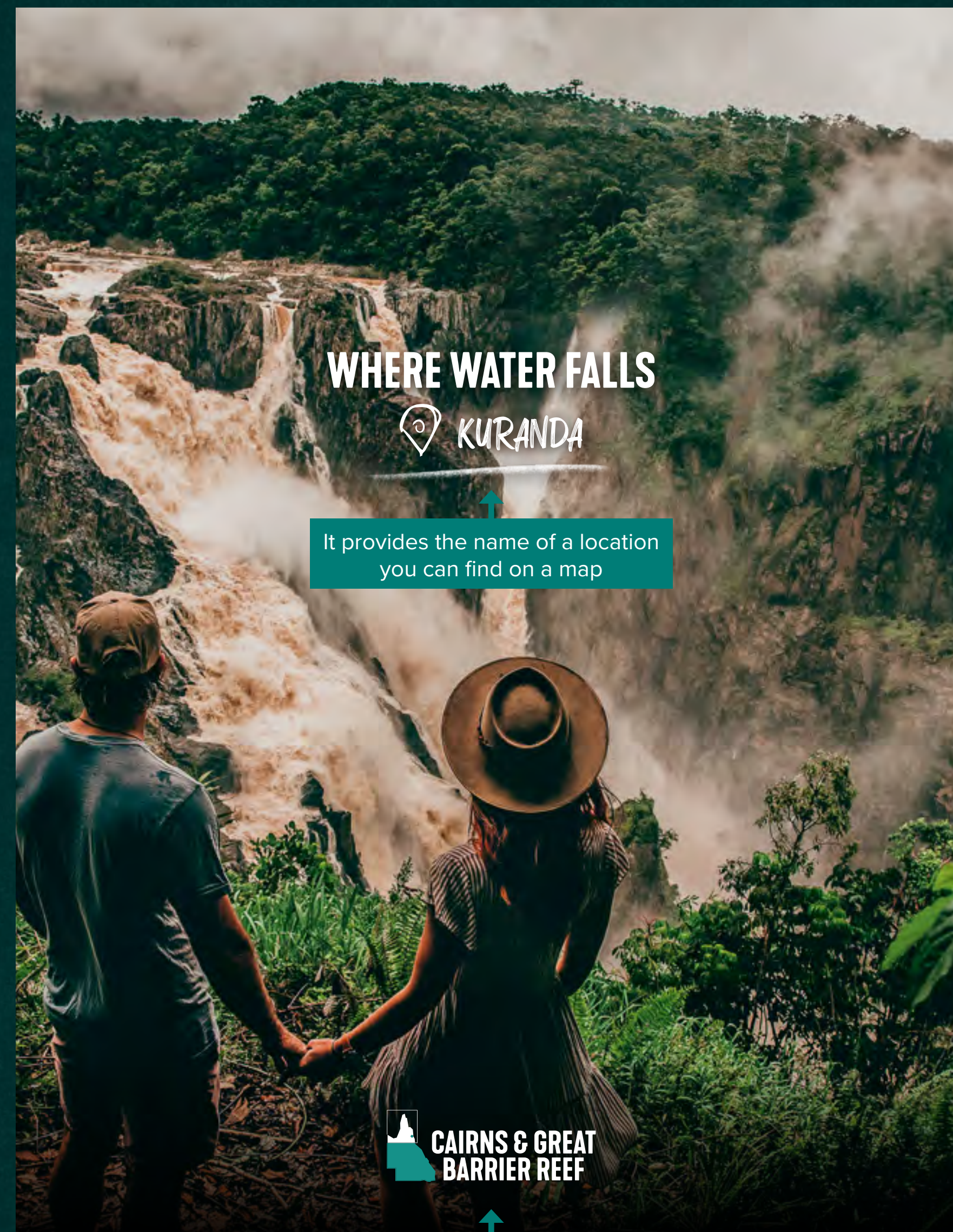
The following pages contain an example of the creative.



CONCEPT BOARDS

These can be created
for any location

The creative extends the idea of ‘where the rainforest
meets the reef’.



WHERE WATER FALLS

KURANDA

It provides the name of a location
you can find on a map

CAIRNS & GREAT
BARRIER REEF

We move from the locator being
TNQ to Cairns & GBR to somewhere
you can find on a map

These examples work just as well for regions or journeys.

WHERE YOU FIND YOUR OWN
LITTLE PART OF THE UNIVERSE

SAVANNAH WAY



The locator map uses
a style inspired by art
from a local artist

CAIRNS & GREAT
BARRIER REEF

An underwater photograph with a deep blue monochrome palette. At the top, a diver in a black wetsuit and fins is visible near the water's surface. Below the diver, several whales are swimming. One large whale is in the foreground, angled towards the left. Another whale is to its left, and a third is further back and to the right. The water is clear, and the lighting creates a sense of depth.

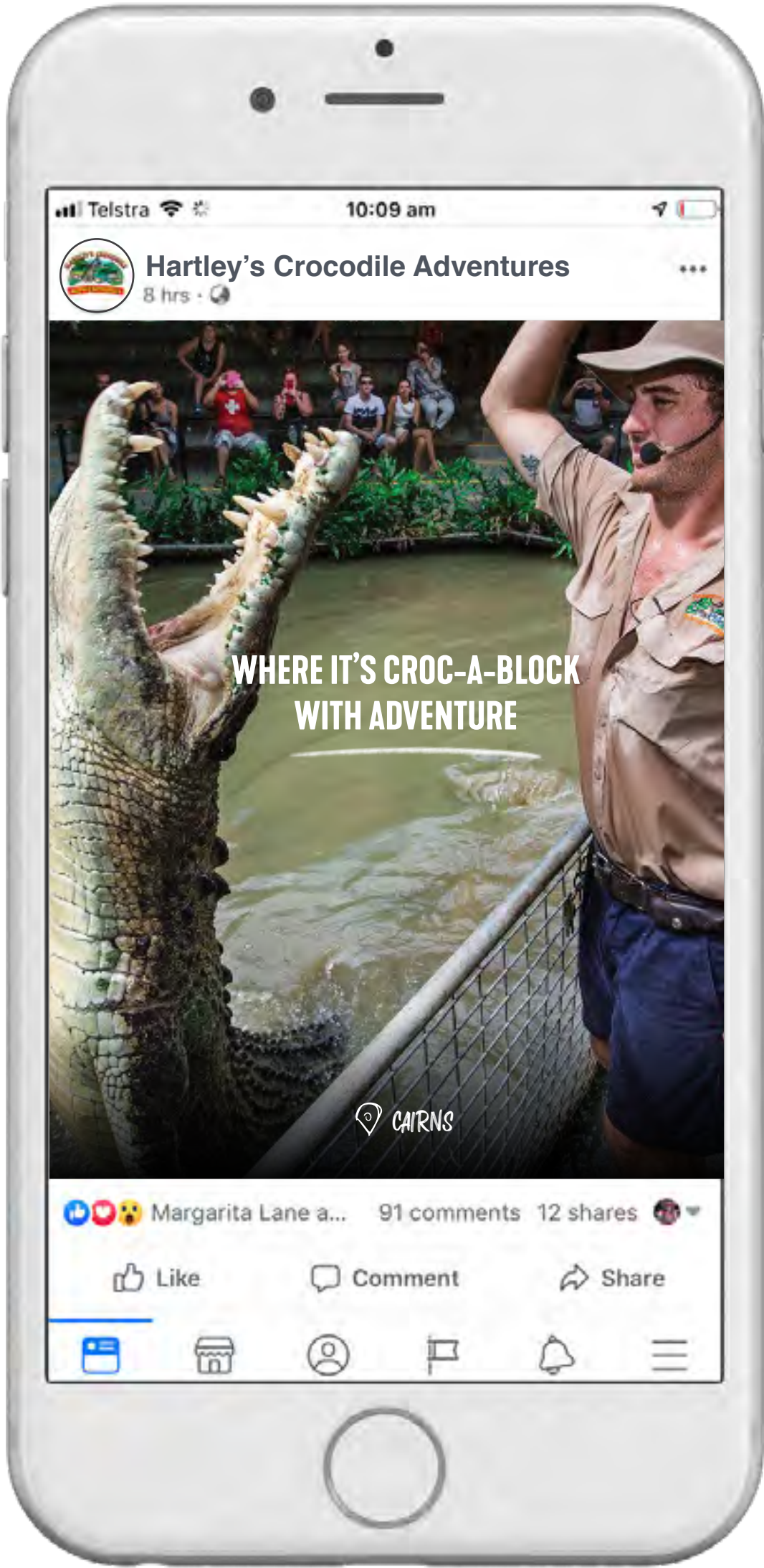
OPERATORS/STAKEHOLDERS CAN GET INVOLVED

The more 'Experience the Difference' is 'owned' by the industry, the more successful it will be.
Individual operators can use their own unique insights to identify something
naturally rare in their particular field.



OPERATORS/
STAKEHOLDERS

VERSION 01



STAKEHOLDER EXAMPLES



BE A PART OF THE STORY

