The purpose of this document is to provide guidelines on how to extend the 2018 USA Tourism Australia ‘Dundee’ campaign through the marketing work and channels of our partners.

This promotion should begin on or after 5 Feb 2018 and not before.

Please note that all content in this document is highly confidential. All assets can only be used to promote tourism to and within Australia, and all usage restrictions must be legally followed.

For any questions about this document, please contact:

US OFFICE
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alubicz@tourism.australia.com or
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gdavis@tourism.australia.com

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Campaign Approach

In 1986 Crocodile Dundee burst onto our movie screens and became an iconic and much loved Australian character who is still memorable, popular and lovable today. In 2018, Tourism Australia brought the legend of Dundee to life again in what the American audience believed as the next film installment of the Dundee franchise.

But all was not what it seemed.

Under the disguise of a Dundee film reboot we showcased the world class beauty that is Australia – exquisite aquatic destinations, unique wildlife and some of the best food and wine experiences that can be found on earth. And at the right time, we made sure everyone knew it was not a film but a Tourism Australia ad.

For the first time in Tourism Australia’s history, the biggest sporting event in America, the Super Bowl, was the launch pad for a world class advertising campaign focused on bringing a inspired American audience to Australian shores.
The 2018 Tourism Australia ‘Dundee’ Campaign is a comprehensive multi phased brand and retail campaign.

**PHASE 1.** Established the Dundee movie disguise - January 2018

**PHASE 2.** Reveal Dundee as a tourism ad for Australia - February 4, 2018 (The Superbowl 2018)

**PHASE 3.** Partner integration, Why Australia content and performance marketing - February 5, 2018 onwards.

**PHASE 1**

Dundee the Movie
A full suite of promotional materials were produced to set up the Dundee film as if it were a real movie, including film trailers, a trailer website and multi-platform social media presence.

Tourism Australia was not publicly associated with the campaign at this stage.

**PHASE 2**

The reveal of Tourism Australia & Dundee
At the Superbowl, we revealed that the new movie was actually a campaign for Tourism Australia.

**PHASE 3**

Cobranded Tourism Australia & Partner work
Our current phase is about converting the interest we have built in the previous stages of the campaign and driving bookings.

Working with our key distribution partners and airline partners is crucial in driving the success of this phase as we invite the world to experience Australia through exclusive and competitive offers.

Please note Qantas is the exclusive airline partner for the first three months of this campaign.

It’s important to note that due to talent restrictions, only tourism imagery can be used within this phase. Images of the talent cannot be used in cobranded partnership assets.

Please refer to page 10 for partner campaign integration opportunities.
Assets Tourism Australia have made available include:

- Campaign tool kit
- Dundee hat images, 1 per state and territory
- Australia landscape images, 4 per state and territory
- HTML5 set of Dundee hat digital banners x 4 sizes
- HTML5 set of Australian landscape digital banners x 4 sizes
- Set of experience led digital banners x 4 sizes
- Dundee hat and landscape poster artwork, 1 per state and territory
- Dundee hat landscape static eDM banner, 1 per state and territory
- Free campaign (Google) font and link to alternate licenced font
- Australia logo

- Video Embed Codes 60 and 90 second Super Bowl TVC
- Video Embed Codes for Why Australia content x 6 episodes (1 minute+ in length)
- Video Embed codes Why Australia x 3 trailer episodes (15 seconds in length)
- FAQ’s

Campaign assets can be found on this password protected link.

Content can be downloaded here
Password: kangaroo2018
Visual Approach

The visual approach of the campaign is bold, vibrant and cinematic. The photography features beautiful landscape scenery, along with consistent use of colours and fonts.

It represents all states and territories within Australia, and covers all of Tourism Australia’s key pillars.

This visual tone should be carried out across all of the work in the campaign, so that it achieves a cohesive look and feel.

All creative must be approved by Tourism Australia. Please ensure that your production timings allow 48 hours for Tourism Australia to provide feedback or approval.

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POS Design Example 1 - State and Territory assets are available

POS Design Example 2
The hugely iconic and recognisable Dundee hat has been made available as an asset which can be used in partner marketing and promotional materials to help visually and tonally connect your marketing activity to the Tourism Australia brand campaign.

A master hat visual has been created for each State and Territory and can be used across all your promotional assets including display advertising, websites, social media, POS, EDM’s, print etc.

We have also provided alternative Australian landscape images which do not include the hat. You’ll find these on page 18.
A suite of creative options have been designed to suit your marketing campaign requirements. There are 3 campaign styles for you to choose from.

1) Dundee hat creative suite: Assets featuring the Dundee hat to visually connect your marketing activity to the Dundee campaign.

2) Australian landscape suite: A suite of images has been recommended which are visually in line with the Dundee campaign but do not feature the Dundee hat.

3) Experience suite: Assets which feature specific experiences consistent with Tourism Australia’s key pillars of food and wine, aquatic and coastal and nature and wildlife.

Refer to pages 10 to 13 for the full suite.

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Note: PSD Files only
Design Executions

Banners

Banner Layout 1
Dundee hat execution.

Banner Layout 2
Australian landscape execution.

Banner Layout 3
Experience execution.

The asset folder includes the full suite of experience executions available. Note assets can only be provided as psd files and not as HTML5 files.
Design Examples

**HTML5 Digital Banner sizes available - Dundee Hat**

Each design available in 4 sizes

- 300x600 px
- 160x600 px
- 300x250 px
- 728x90 px

All creative must be approved by Tourism Australia. Please ensure that your production timings allow 48 hours for Tourism Australia to provide feedback or approval.

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Design Examples

HTML5 Digital Banner sizes available - Landscape

Each design available in 4 sizes

- 300x600 px
- 160x600 px
- 300x250 px
- 728x90 px

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Design Examples

Performance Banners - Experience

300x250 pixel files x 4
These files are available in PSD file format only, not built HTML files.

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Font Option 1

We are using GT Walsheim as our campaign font family. It is preferred that our partners use this font also.

It can be purchased via their website.

GT WALSHEIM CONDENSED ULTRA BOLD
GT Walsheim Bold

CONDENSED ULTRA BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?,.

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?,.

Font Option 2

If you do not wish to purchase the new font, please use one of two Google Web Fonts as free alternatives.

BARLOW SEMI CONDENSED BLACK
Barlow Semi Condensed Black

BARLOW SEMI CONDENSED BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?,..

Montserrat Bold
Montserrat Bold

BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+?,..

Font & Typography
The example on the right shows the font hierarchy that should be followed within all communications.
Colors

We have chosen two of Tourism Australia’s colors to hero in our work.

Orange will be used to highlight information, used as an active hover for buttons and any other ‘call to action’. Black can be used as an alternative when needed due to legibility.

Turquoise is also being used as a secondary colour across our work.
Our Australia logo rules

**Clear space**
Clear space is the minimum area surrounding the logo which must remain clear of any other visual elements or text.

The logo configurations use the cap height measurement to determine its clear space.

Where possible, create more clear space than the minimum requirements, but never less.
A total of 40 images are available for partners to use in their cobranded marketing work.

This includes an image for each of Australia’s 8 states & territories that features the iconic Dundee hat, linking back in with the overall campaign.

In addition to this, 4 landscape images for each state & territory can also be used.

When selecting imagery, please choose images that suit the format of your advertising and different sizes. Please also note that the image should match with the location of the travel package.
Imagery

Images can be found on the Tourism Australia Image Gallery and State Image Galleries as per image number listed.

Tourism Australia Image Gallery
images.australia.com

Destination New South Wales Image Gallery
images.destinationnsw.com.au

South Australia Media Gallery
media.southaustralia.com

Tourism and Events Queensland’s Visual Gallery
visuals.queensland.com

Tourism NT Image Gallery
imagegallery.tourism.nt.gov.au

Tourism Tasmania Visual Library
visuals.tourismtasmania.com.au

Tourism Western Australia Image Library
imagegallery.tourism.wa.gov.au

VisitCanberra Image Library
images.visitcanberra.com.au

Visit Victoria Content Hub
contenthub.visitvictoria.com
Facebook link ads should include photography and an offer. Text cannot be more than 20% of the image.
Header imagery and headline treatment should align with all other digital communication.

State and Territory assets are available.

G’day Firstname Lastname,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.
Our Super bowl TVC and Why Australia digital content series will be available to download. These assets can be included/promoted via partner websites but must be used in their entirety and can not be co-branded, edited or changed in any way.

These assets can be shared by our partners from the Tourism Australia social accounts but cannot be posted from our partners social accounts directly.

All creative must be approved by Tourism Australia. Please ensure that your production timings allow 48 hours for Tourism Australia to provide feedback or approval.

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Please find below the embed codes and instructions on how to embed the videos onto a third party website.

In the HTML code on the page you wish to display the video, place the following line of code in between the `<body></body>` tags. Please do not alter the code.

**60 second Dundee Commercial**
<iframe width="560" height="315" src="https://www.youtube.com/embed/XltvwqBZIPc" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen>— frameborder="0" allow="autoplay, encrypted-media" allowfullscreen></iframe>

**90 second Dundee Commercial**
<iframe width="560" height="315" src="https://www.youtube.com/embed/NNJKWVmK-GM" frameborder="0" allow="autoplay, encrypted-media" allowfullscreen>— frameborder="0" allow="autoplay, encrypted-media" allowfullscreen></iframe>

You can view all of the Why Australia videos here (note you will not be able to download from this link): View Files
Our Super bowl TVC and Why Australia digital content series will be available to download. These assets can be included/promoted via partner websites but must be used in their entirety and cannot be co-branded, edited or changed in any way.

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Why Australia 15 sec Teaser Video Embed Codes

Why Australia Series Trailer
(15 seconds)

Aquatic and Coastal with Chris Hemsworth teaser
(15 seconds)

Food and Wine with Curtis Stone teaser
(15 seconds)

Nature and Wildlife with Matt Wright teaser
(15 seconds)

You can view all of the Why Australia videos here (note you will not be able to download from this link): View Files
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**Why Australia Full Video Embed Codes – six episodes (continued over)**

**Episode 1**
Beaches and Coasts with Chris Hemsworth

<iframe width="560" height="315" src="https://www.youtube.com/embed/Ol6JvKfpPDI" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>

**Episode 2**
Arts and Culture with Jessica Mauboy

<iframe width="560" height="315" src="https://www.youtube.com/embed/e2UzmtDqjJi" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>

**Episode 3**
Sports and Events with Chris Hemsworth

<iframe width="560" height="315" src="https://www.youtube.com/embed/0QoOtXveiBY" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
Why Australia Full Video Embed Codes

Episode 4
Food and Wine with Curtis Stone

Episode 5
Nature and Wildlife with Matt Wright

Episode 6
The Quokka (30 seconds)

You can view all of the Why Australia videos here (note you will not be able to download from this link):
View Files
**FAQ**

**Q** When can I start using the assets?
**A** Partner campaigns can commence on February 5th 2018

**Q** When will I have to stop using these assets?
**A** The Dundee hat image can be used in perpetuity.

**Q** Do I need to use the ‘Hat’ assets?
**A** No it is not mandatory to use the ‘hat’ assets. We have a large selection of destination imagery which has been included in this toolkit also for partner use.

**Q** Can I select different imagery?
**A** A selection of 5 images per state have been selected which align to the campaign however we have also provided the details of STO image galleries if you wish to use other images. Please ensure you are in accordance with license regulations.

**Q** Can the term ‘Dundee’ be referenced in partner campaigns?
**A** The term ‘Dundee’ cannot be referenced by partners in paid media as a condition of the IP agreement between Tourism Australia and Rimfire productions, production company of original movie.

**Q** Can partners use any creative with our talent in it?
**A** It’s worth noting that partners can’t use any creative with our talent in it (other than embedding the videos via YouTube link)

**Q** When is the best time to share or post the assets on social media?
**A** You can share, like, retweet the Tourism Australia assets from 10PM EST Feb 4 after the launch of the campaign TVC. You can commence your own social media campaign on Feb 5. We encourage our partners to share content from the Tourism Australia social platforms:
- www.twitter.com/Australia
- www.twitter.com/TourismAus
- www.instagram.com/Australia
- www.facebook.com/SeeAustralia

Due to talent restrictions videos cannot be posted from partners own social media page.

**Q** When will video content be available?
**A** You will be able to share the TVC from Tourism Australia platforms from 10PM 4 Feb and the ‘Why Australia’ content series from mid-February.

**Q** Are partners able to have access to exclusive imagery for their campaigns?
**A** There’s currently no exclusivity available for either the hat images provided, or the general tourism shots. We are happy for partners to extend the campaign and create new assets based on these images or their own Australian images - provided they are co-branded with the TA logo and we can review and approve these as they come through.

**Q** Are there restrictions on using other airlines on my campaign page?
**A** Qantas Airways is the exclusive airline partner for the first 3 months of the campaign ie. February through to 30 April. During this time, Qantas is the only airline partner that can be referenced in campaign creative, however other airlines can be featured on your own website landing pages if promoting air+land offers.

**Q** What are the restrictions on using the term ‘Super Bowl’ in any of our creative executions?
**A** Using the term ‘Super Bowl’ is not permitted to be used due to licensing agreements. It is best to find an alternative for example ‘the Big Game’ instead.

**Q** Who will approve our creative?
**A** Please email the Tourism Australia team for approval with at least 48hrs notice:
- Adam Lubicz (US) Partner Campaign Manager
  alubicz@tourism.australia.com
- Brandi Andres (US) Production Manager Americas
  brandres@tourism.australia.com
- Glen Davis (US) Distribution Development Manager
  g.davis@tourism.australia.com
- Courtney Barry (Sydney) Global Manager, Campaigns
  cbarr@tourism.australia.com
- Jenna Wakely (Sydney) Global Manager, Brand
  jwakely@tourism.australia.com

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**A** You can share, like, retweet the Tourism Australia assets from 10PM EST Feb 4 after the launch of the campaign TVC. You can commence your own social media campaign on Feb 5. We encourage our partners to share content from the Tourism Australia social platforms:
- www.twitter.com/Australia
- www.instagram.com/Australia
- www.twitter.com/TourismAus
- www.facebook.com/SeeAustralia

Due to talent restrictions videos cannot be posted from partners own social media page.

**Q** Are there restrictions on using the video content?
**A** Yes, there are usage restrictions around the video content for the campaign pertaining to the talent. Partners can:
- share these assets from the Tourism Australia facebook page but cannot post the content from their own social media accounts
- embed the YouTube links provided on pg xx on their websites. NB that the edits need to be featured in their entirety and cannot be edited or cobbled in any way.
- The Cameo teaser asset with celebrities has not been provided to partners as this has very restrictive usage rights given the talent involved.
Thank you.