IT'S OUR BEST SHOT FOR TRAVEL TOOLKIT

September 2021
The purpose of this toolkit is to provide you – our industry partners – with everything you need to benefit from Tourism Australia’s latest campaign,

*It’s Our Best Shot For Travel*
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CAMPAIGN OVERVIEW

1. What is it all about?
2. Why we need your support.
Tourism Australia has recently launched a new campaign ‘It’s Our Best Shot For Travel’ to encourage Australians to get vaccinated. But we need your help to get the message out there to more people.

Inside this toolkit, you’ll find a number of different ways you can play your part.
We need everyone associated with the tourism industry to help increase this campaign’s visibility across the country. With your participation, we’ll be able to build greater awareness of the importance of getting vaccinated, and the vital role it will play in helping Australia’s tourism.

Together, we can help convince more Australians that vaccinations are the key to being able to book their next holiday.
We have refreshed our key assets for use in promotional activity, and provided new messaging guidelines. This includes:

1. Campaign Logos
   - Primary Logos
   - Secondary Logos
   - Colours
   - Usage

2. Messaging
   - Usage
CAMPAIGN LOGOS
To help get the message out there, we’ve created various logos and stickers for you to use across your own channels like press, outdoor, social, and digital.

Feel free to use this suite of primary logos.

DOWNLOAD HERE
CAMPAIGN LOGOS SECONDARY

You'll see we've also created a series of secondary logos that can be used, which are simpler in appearance.

Choose from one of the unique themes to help customise your communications. They're available to you as both a logo and a sticker.

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You’ll notice that both Primary and Secondary logos come with their own sticker version.

The sticker version should only be used when you’re placing it on top of an image or on a colour other than Tourism Australia’s deep turquoise background.
How to get involved

The 'It’s Our Best Shot For Travel’ campaign can thrive on social media. On the next pages you’ll find ideas for hashtags, social media posts and GIPHY stickers.
How to get involved

SOCIAL MEDIA HASHTAGS

When posting, remember the following:

• Use #ItsOurBestShotForTravel in your post copy
• When posting an image, use the It’s Our Best Shot For Travel logo or sticker on your images and videos. (Make sure you own the content or have permission from the owner to add the logo on their work)
• Showcase what Australians are missing out on
• Encourage them to get vaccinated

INSTAGRAM HASHTAGS

9:41 PM

Instagram

Get vaccinated and get ready to go. #ItsOurBestShotForTravel

View all comments

Add a comment...
ADDITIONAL ASSETS FOR INDUSTRY USE

Here is a digital asset for your website which you can use once you are vaccinated.

DOWNLOAD HERE
We look forward to working with you to spread the message that It’s Our Best Shot For Travel.
THANK YOU

September 2021