

THE AMAZING SOUTH COAST INFORMATION PACK

Our Region's New Destination Brand is now Live!

WHAT IS THE AMAZING SOUTH COAST?

The Amazing South Coast region stretches from Bremer Bay through to Walpole and up to the Stirling Range. The Amazing South Coast project has been sponsored by State Government, Local Government Authorities of Albany, Denmark, Mount Barker and Jerramungup and various local tourism organisations.

This Amazing South Coast campaign, which launches January 2018, is a small part of a larger Tourism Development Strategy for the region. The broader strategy aims to strengthen and diversify the economic base of the Amazing South Coast through unified promotion and development of unique experiences.

This information pack will provide you with insight into the new brand, marketing campaign and website.

HOW CAN I GET INVOLVED?

Engage with new brand through social media:

- Like the Amazing South Coast on Facebook
- Follow @theamazingsouthcoast on Instagram
- Hashtag #amazingsouthcoast on all your social media posts
- Use the tagline "Add [your business name] to your Adventure"

Use the new logo:

- Add to your website or social media pages
- Include it on your labels or brochures
- Embroider it onto your uniforms
- Get in contact with us for a copy of the brand style guide and digital versions of the logo.

WHO SHOULD I CONTACT IF I HAVE QUESTIONS?

Drop us a line via email on **marketing@theamazingsouthcoast.com** and one of our staff members will be in contact with you, depending on the nature of your enquiry.

We want every single one of our tourism stakeholders and business owners to get behind the new Amazing South Coast brand.

So please do not hesitate to get in contact with us if you have any queries.

WE ALL KNOW HOW AMAZING THE SOUTH COAST OF WESTERN AUSTRALIA IS.

Now let's show everyone else why they need to visit our region and add amazing to their next adventure.

THEAMAZINGSOUTHCOAST.COM

THE AMAZING SOUTH COAST MARKETING CAMPAIGN

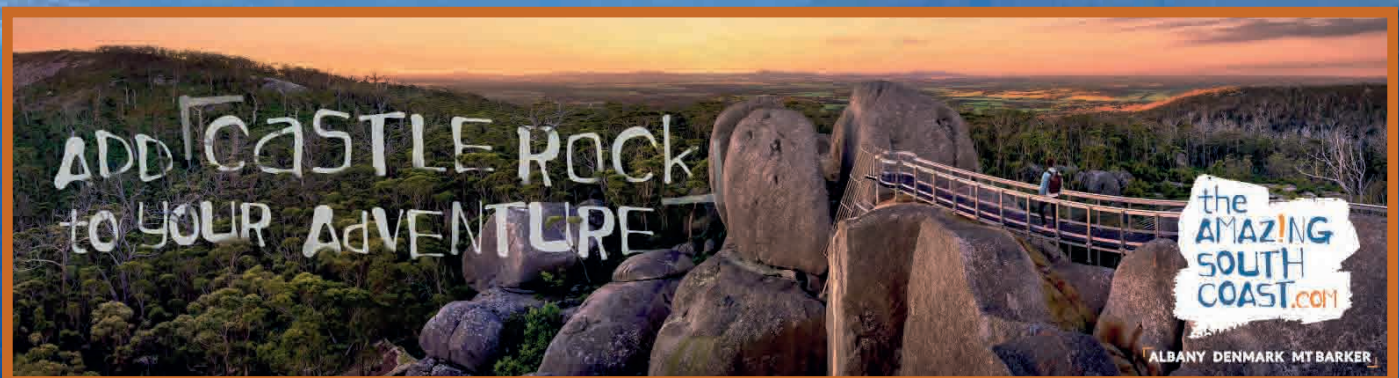
Outdoor Advertising

Television, radio, print and digital advertising will make up the Amazing South Coast campaign, alongside a selection of billboards and adshells in various locations in Perth.

1. Bremer Canyon Killer Whale Expedition, Mount Lawley Billboard
2. Castle Rock Skywalk, Osbourne Park Billboard
3. The Gap Lookout, Victoria Park Billboard



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3.

THE AMAZING SOUTH COAST MARKETING CAMPAIGN

Outdoor Advertising

Adshell advertising, located at various bus stops around the Perth metro area.

4. Kayaking in Denmark

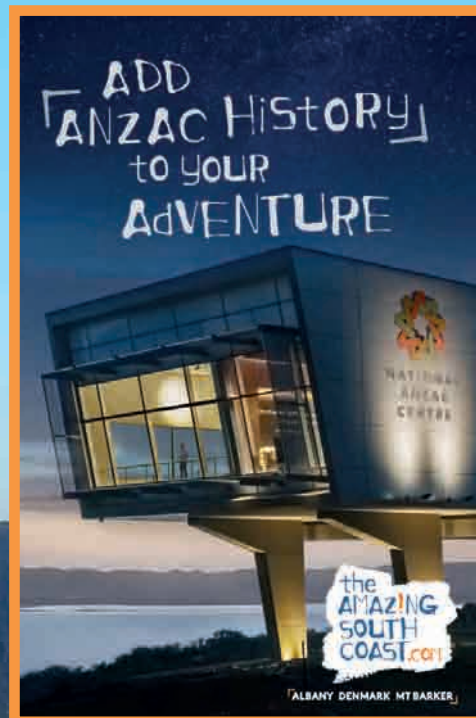
6. Mountain Biking, eg. Munda Biddi

5. The National Anzac Centre

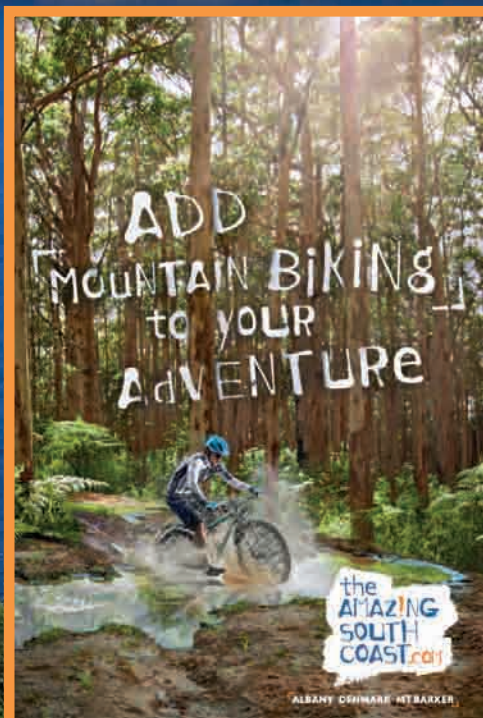
7. Winery cellar door, Denmark



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THE AMAZING SOUTH COAST MARKETING CAMPAIGN

Outdoor Advertising

Digital billboards to be displayed in Fremantle

8. Kayaking/whale watching

10. Surfing at Sandpatch, Albany

9. Hiking, Bluff Knoll

11. Snorkeling, Greens Pool, Denmark



8.



9.



10.



11.

THE AMAZING SOUTH COAST MARKETING CAMPAIGN

Outdoor Advertising

Digital billboard to be displayed in Perth CBD, Murray Street

12. Rock climbing, West Cape Howe, Albany

13. Paragliding, Shelley Beach, Albany

14. Snorkelling, Greens Pool, Denmark

15. Coastal camping



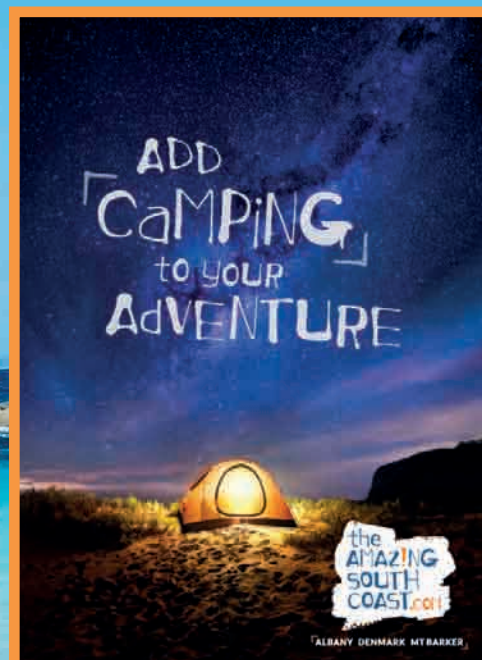
12.



13.



14.



15.

THE AMAZING SOUTH COAST MARKETING CAMPAIGN

Outdoor Advertising

Digital billboards to be displayed on Mitchell Fwy, Perth

The Valley of the Giants, Treetop Walk



Hiking, Bluff Knoll, Stirling Range NP



Baldhead, Torndirrup National Park, Albany



THE AMAZING SOUTH COAST MARKETING CAMPAIGN

Television Advertising

The Amazing South Coast Marketing Campaign will include a 30 second television commercial plus a 30 minute travel feature, both to be aired through Channel 9 to our Perth Metro target markets.

Check the timeline on the next page for dates, the Amazing South Coast television advertising features many familiar faces and of course our beautiful scenery.



THE AMAZING SOUTH COAST MARKETING CAMPAIGN

The Website

The Amazing South Coast Website represents the whole region. The aim of the website is to showcase our region, as well as drive bookings of accommodation, attractions and experiences.

The following are screen grabs of the new website, however the best way to get to know the new website is by exploring it yourself, www.theamazingsouthcoast.com. Please note that the website will not go live until Jan 19, 2018.



THE AMAZING SOUTH COAST MARKETING CAMPAIGN

The Timeline

In addition to the website and the outdoor and television advertising, radio, digital and social media marketing will also be implemented.

Remember to use the #amazingsouthcoast to engage with the campaign and contact us on marketing@theamazingsouthcoast.com if you have any further questions.

The following is the timeline of the initial marketing activities of the Amazing South Coast Marketing Campaign:

2018 JANUARY	Fri, Jan 19	Television feature airs on Ch 9, 7.30pm
		Website goes live
	Mon, Jan 22	Outdoor billboards are installed
	Friday, Jan 26	Television feature re-run on Ch 9, 3pm
	Mon, Jan 29	Digital marketing activity begins
FEBRUARY	Sunday Feb 4	Radio advertising and marketing begins
		Adshell billboards installed
		Television commercial goes live on Ch 9
		Plus ongoing social media marketing

ADD AMAZING to YOUR ADVENTURE