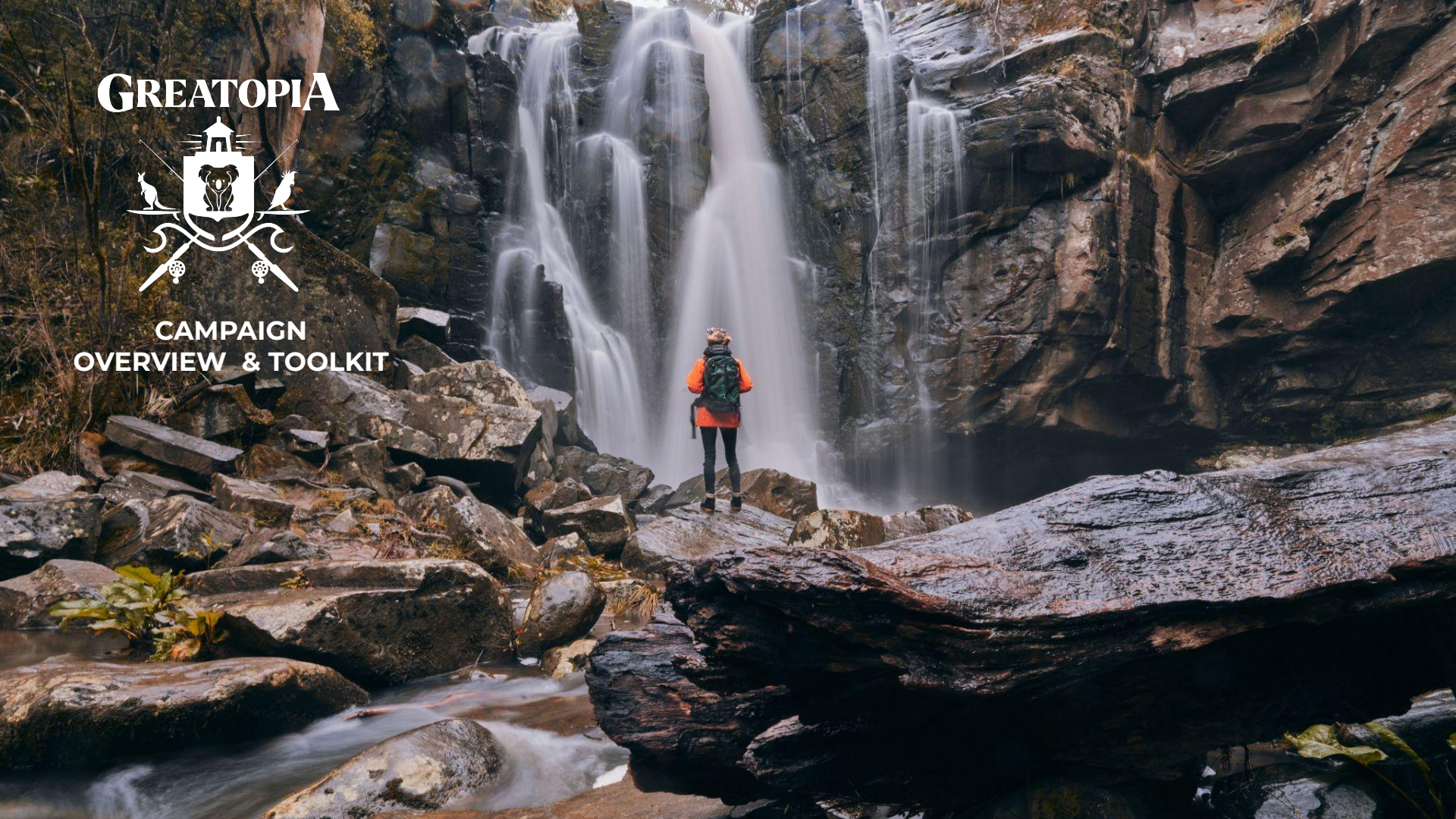


GREATOPIA



CAMPAIGN
OVERVIEW & TOOLKIT



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WELCOME TO GREATOPIA

Great Ocean Road Regional Tourism (GORRT) is proud to share with you our 2022 Off Peak Campaign Greatopia.

Greatopia will showcase the breadth and depth of the Great Ocean Road region, heroing the iconic landscapes that are uniquely ours and bringing to the forefront the attractions, products, experiences and destinations that make a trip to the region unforgettable.

Greatopia provides a framework for you to partner with us and strengthen our capacity as a region to have a strong and engaging presence in the marketplace.

The campaign is primarily targeted at the key markets of Melbourne and Regional Victoria.

Read on to understand the strategy behind and elements of the campaign, plus how you can use the campaign tools and assets we have developed to market and promote your business.

We are asking you to join us on this Greatopian adventure!

Be part of Team Great Ocean Road.



WHY GREATOPIA?

The current environment has seen tourism destinations fighting hard in a competitive market, vying for reduced visitation dollars.

With this in mind Greatopia is designed to:

1. Cut through the tourism clutter
2. Produce distinctive and ownable creative executions
3. Deliver a media campaign, that leverages core customer profiles
4. Create longevity with an autumn launch, and a view to extend
5. PR-able concepts to extend campaign, regionally and nationally.
6. Showcase the regions' diversity
7. Strongly emphasise the opportunity to capture overnight stays
8. Remind Melbournians of our spectacular hero experiences



GREAT OCEAN ROAD BRAND PILLARS

The campaign themes and images have been driven by our brand pillars which form the core of all our marketing messages and ensure we retain a strong and consistent message in the marketplace and build on previous campaigns.



BIG NATURE



ACTIVE ADVENTURE



CURATED CULTURE



SALTWATER WELLNESS



VILLAGE INSPIRATION

WHAT IS GREATOPIA?

The Great Ocean Road region has so much to offer, yet much of it remains undiscovered.

Extending far beyond “the road” itself, there are many hidden wonders across the entire region to explore, taste and indulge in, you need only ask us, the locals!

From its rugged coastline to its mystical lakes and volcanoes, the sophistication of fine dining to the freedom and simplicity of camping under the stars, from unwinding in hot springs to flying through the treetops or hurtling down a hill on two wheels and the list goes on.

With something for one and all, it's a great place to stop for a while, refresh, relax and reminisce.

In fact we know you'll agree, it really is utopia.

We call it ... Greatopia.



GREATOPIA



MEDIA STRATEGY

PAID. OWNED. EARNED.

A highly targeted paid media campaign targeting audiences in metro Melbourne and regional Victoria, has been planned with the aim of increasing visitation and length of stay to the Great Ocean Road region.

This will include:

- TV and BVOD (Regional)
- Event/OOH
- Street Posters
- Digital Display
- Social Media
- RADIO (Regional)
- PRINT (Regional)
- PR



Campaign Assets



[CLICK HERE to download ALL Greatopia Assets](#)



[CLICK HERE to download ALL Greatopia Anthems](#)



[CLICK HERE to download Greatopia Surf Coast Assets](#)



[CLICK HERE to download Greatopia Colac Otway Assets](#)



[CLICK HERE to download Greatopia Corangamite Assets](#)



[CLICK HERE to download Greatopia Warrnambool Assets](#)

CAMPAIGN TOOLS

We have developed a full suite of tools and assets for use across the campaign and are making these available to you. These are showcased through some examples in the following pages.

Please feel free to share our posts across social media, or access our wide range of images available on the Greatopia Media Hub to create some of your own.

Please use #Greatopia and #VisitGreatOceanRoad hashtags on your channels. This helps amplify the message and allows us to track and measure the campaigns success.

#Greatopia

#VisitGreatOceanRoad

[CLICK HERE for the Greatopia Media Hub](#)



GREATOPIA 'HERO ANTHEM' - TV & DIGITAL VIDEO

A great campaign is often underpinned by a great tune and Greatopia takes this to the next level with a custom written anthem. The Anthem tells our story and captures the Aussie Larrikin in all of us. We hope it is a tune that encourages our audience to sing along! The 'Hero Anthem' has been developed as a 90" video, with 45" cut-downs. We have also created multiple 30" video poems.

[CLICK HERE to download the Hero Anthem](#)



GREATOPIA



*Can you hear the bells
Ringing in your ears
Can you see the giants stand tall*

*From the feasts and thrills
To the towering hills
You can hear the mighty call*

*CHORUS
Greatopia, a land for all
Hear us echo out through the trees
Greatopia, in love you'll fall
As you wind down by the sea*

*Where they light the way
Where the fish are cray
Where the whales call you home*

*To an ancient land
Built on soil and sand
To wherever you may roam*

*CHORUS
Greatopia, a land for all
Hear us echo out through the trees
Greatopia, in love you'll fall
As you wind down by the sea*

SURF COAST 'ANTHEM' - TV & DIGITAL VIDEO

[CLICK HERE to download the Greatopia Surf Coast Anthem + Assets](#)



*Can you hear the bells
ringing in your ears,
can you see the waterfall!*

*From the sprawling land,
to the tranquil sand,
there's a taste for one and all!*

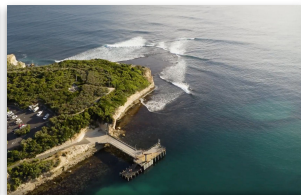
CHORUS

*Greatopia, a land for all,
hear us echo out through the trees.
Greatopia, in love you'll fall
as you wind down by the sea.*

CORANGAMITE 'ANTHEM' - TV & DIGITAL VIDEO

Regional specific anthems showcasing hero experiences and locations have also been created. They are 45sec in duration and have been mixed out for digital and TV broadcast.

[CLICK HERE to download the Greatopia Corangamite Anthem + Assets](#)



*Floating in the sky,
spinning wheels roll by,
can you see the giants stand tall!*

*Where they light the way,
down a trail by the bay to the hidden
feasts of old.*

CHORUS

*Greatopia, a land for all,
hear us echo out through the trees.
Greatopia, in love you'll fall, as you wind
down by the sea.*

WARRNAMBOOL 'ANTHEM' - TV & DIGITAL VIDEO

[CLICK HERE to download the Greatopia Warrnambool Anthem + Assets](#)



*Where the waves can break,
in the horse's wake,
where the whales call you home!*

*To the feasts and thrills,
coloured streets and hills,
golden hounds and penguins roam!*

CHORUS

*Greatopia, a land for all
Hear us echo out through the trees
Greatopia, in love you'll fall
As you wind down by the sea*

COLAC OTWAY 'ANTHEM' - TV & DIGITAL VIDEO

[CLICK HERE to download the Greatopia Colac Otway Anthem + Assets](#)



*Where you find your way,
where the fish are cray,
where the Redwoods call you home!*

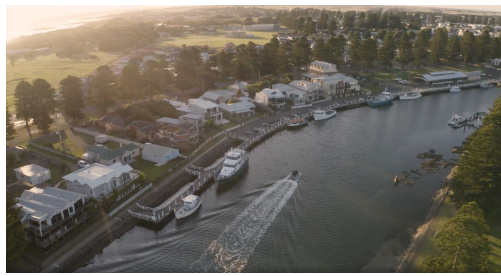
*From the high-speed thrills,
to the towering hills,
to wherever you may roam!*

CHORUS

*Greatopia, a land for all
Hear us echo out through the trees
Greatopia, in love you'll fall
As you wind down by the sea*

POEMS

In addition to the hero and regional anthems, we have also created 2 x 30sec poems which continue to share the unique story of Greatopia in an interesting and engaging manner. These will be rolled out as part of the second phase of the campaign in order to keep the creative fresh. The videos will predominantly used in digital media.



POEMS

[CLICK HERE to download the Greatopia Poems](#)

Poem 1 - Male voice over

*Discover the greatest region in the land,
Greatopia stretches from mountains to sand.*

*Where life begins at the top of a hill,
down a roaring river to a lake so still.*

Where time is lost, and friends are found.

Where streets are rich with sights and sounds.

*Where adventure awaits, imagination runs free,
as you wind down by the Greatopia sea.*

Poem 2 - Female voice over

*Discover the greatest region in the land,
Greatopia stretches from mountains to sand.*

*So let your instincts light the way,
Let all your senses come out to play.*

Where streets are rich with sights and sounds.

Where time is lost, and treasures are found.

*Where memories blossom and imagination runs
free, as you wind down by the Greatopia sea.*

GREATOPIA - HERO IMAGERY

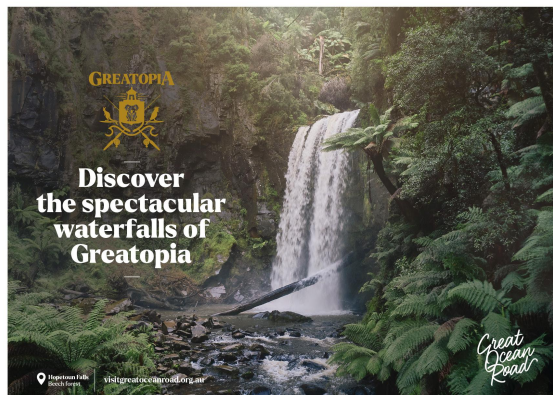
Greatopia has captured some of the iconic landscapes across the Great Ocean Road region to support the advertising standing out from the pack. We encourage you to use our images in your promotional activities and look forward to seeing many of your own.

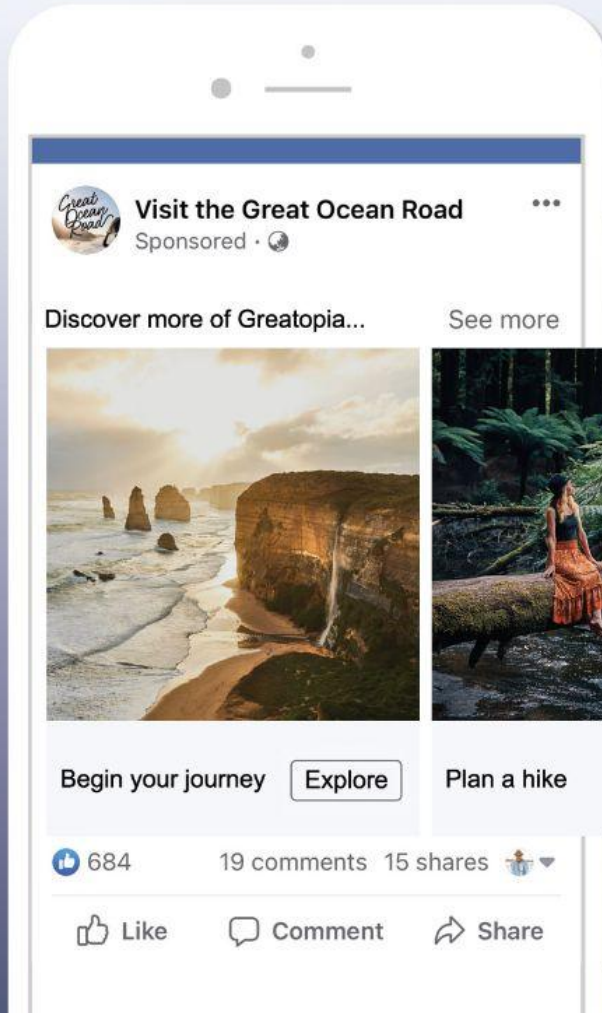


GREATOPIA - HERO IMAGERY



GREATOPIA - HERO CAMPAIGN ASSETS





GREATOPIA - FACEBOOK

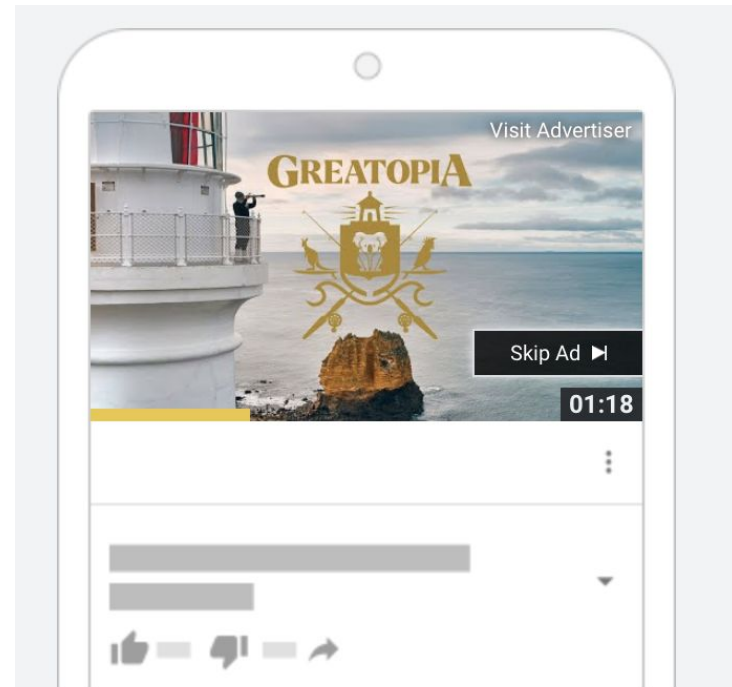
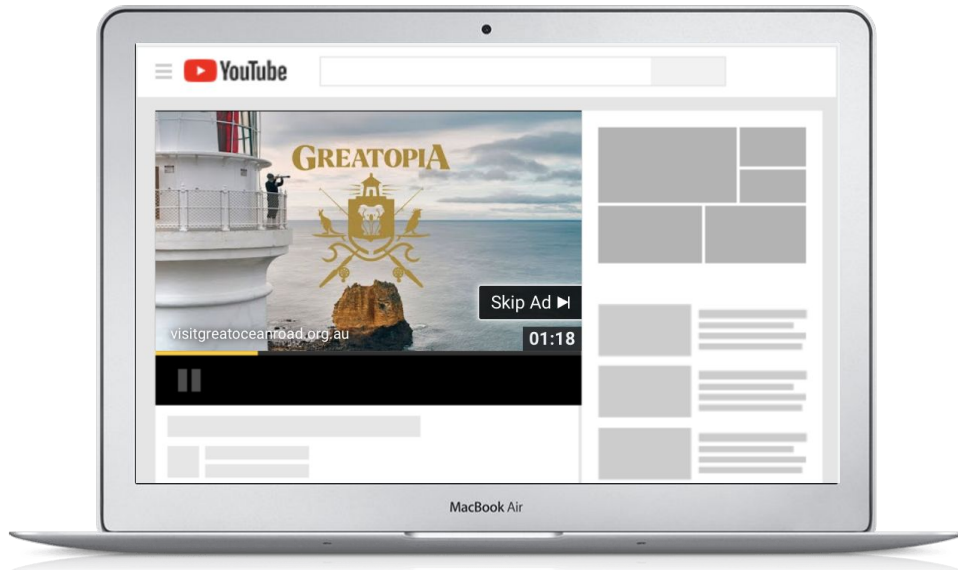
Greatopia Facebook is a critical tool for building engagement for us. We use a range of Facebook tools including carousels, stories and posts and monitor what gets results. With so many assets in the Media Hub now is the time for you to experiment too.

Our campaign is highly targeted and is using our Customer profiles. We encourage you to check these out to assist you in targeting your activities.

YOUTUBE - VIDEO

Over the past 12 months we have increased our emphasis on growing YouTube as a channel given its popularity as a video platform. The Greatopia Anthem video will be utilised across an extensive digital media schedule, including a campaign across YouTube.

The campaign will run across desktop, mobile and tablet.



NEW KIDS ON THE BLOCK

These are the names you need to know. The new kids on the block are challenging expectations with new wine styles.

2015 Ryme Hers Vermentino (\$24)

Winemakers Ryan and Megan Gault make two Vermentino wines. One is crisp and zesty, modeled on the wines of Liguria; the other is orange-hued and more full-bodied, modeled on those of Friuli. Try them both and decide which style will become your go-to.

2015 Cruse Wine Co. Monkey Jacket Red Blend (\$25)

Winemaker Michael Cruse has gotten serious attention for his sought-after sparkling wine, Ultramarine—so much so that people overlook his other wines. This bright, complex yet quaffable kitchen sink red (the blend includes Valdiguié, Tannat, Syrah and others) is a case in point.

2015 Bandee Sonoma County Pinot Noir (\$28)

Three wine-business friends banded together for this Pinot-centric project. Their small quantity and hard efforts are superlative, crafting a not-wildly common, extremely good Sonoma Pinot in substantial quantities.

Redrock Wine Co. Old Vine Pinot (\$30)

With his base in Sonoma County, Morgan Tain-Peterson focuses on California's historic vineyards (many planted before Prohibition) to produce some of the state's most hotly collected wines right now. This spicy, complex Zinfandel is his easiest wine to find.

2014 A Tribute to Grace Santa Barbara County Grenache (\$32)

It's there's one recent California wine that makes people go, "Wow—what is that?" the first time they try it. It's probably winemaker Angela Osborne's ethereal Santa Barbara Grenache. Pale in color, it seems as though it might be light and unassuming, instead, its exotic flavors linger.

GREATOPIA



Discover the icons of Greatopia.



Great
Ocean
Road

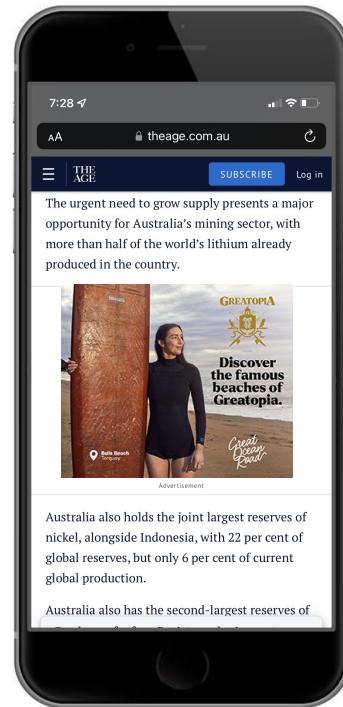
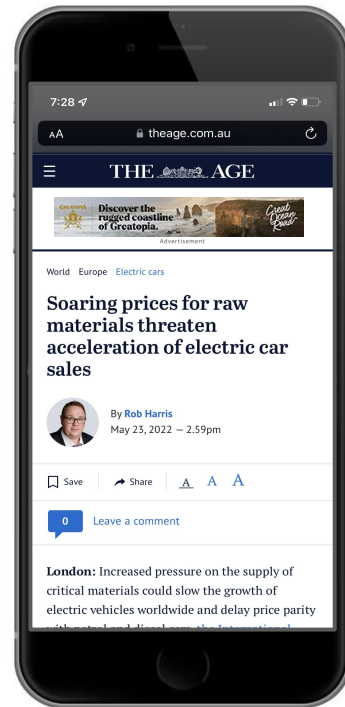
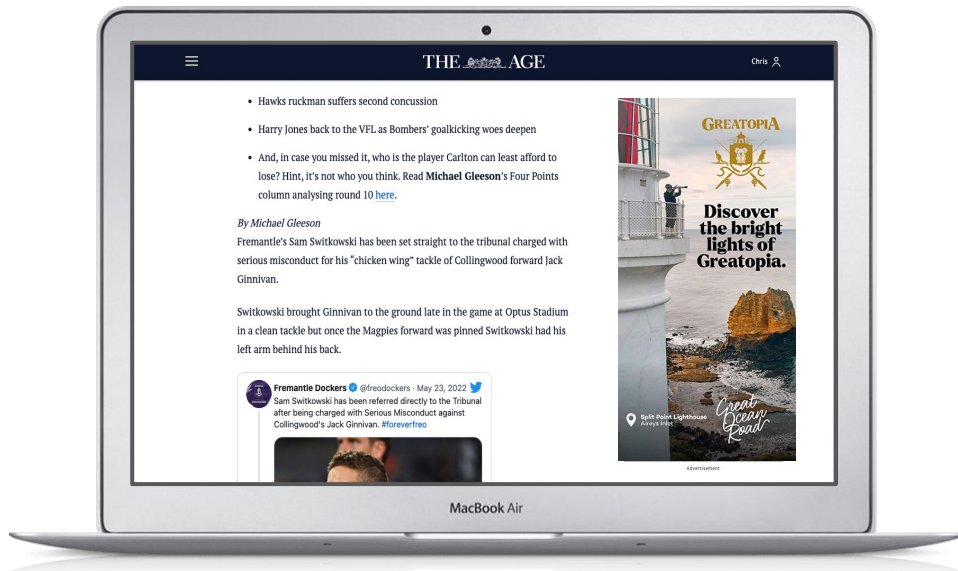


The Twelve Apostles
Port Campbell

visitgreatoceanroad.org.au

GOOGLE DISPLAY

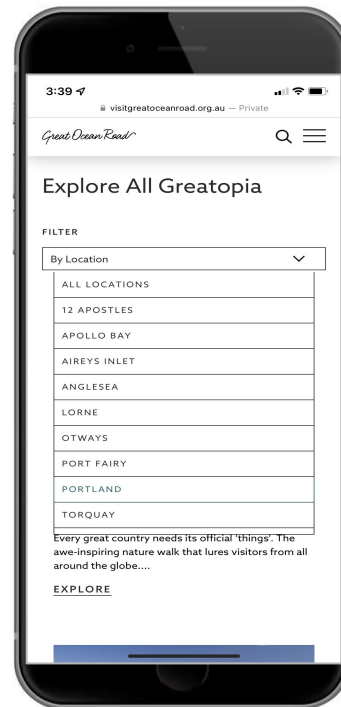
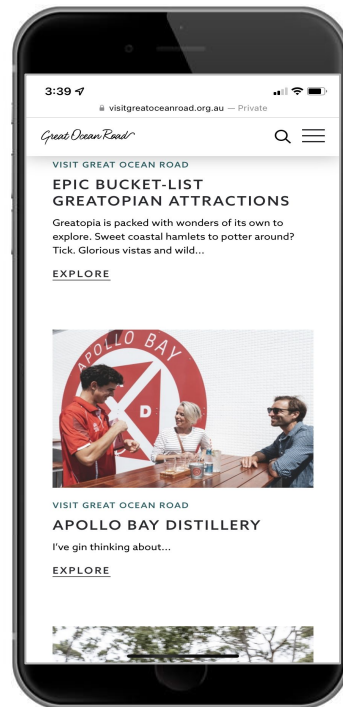
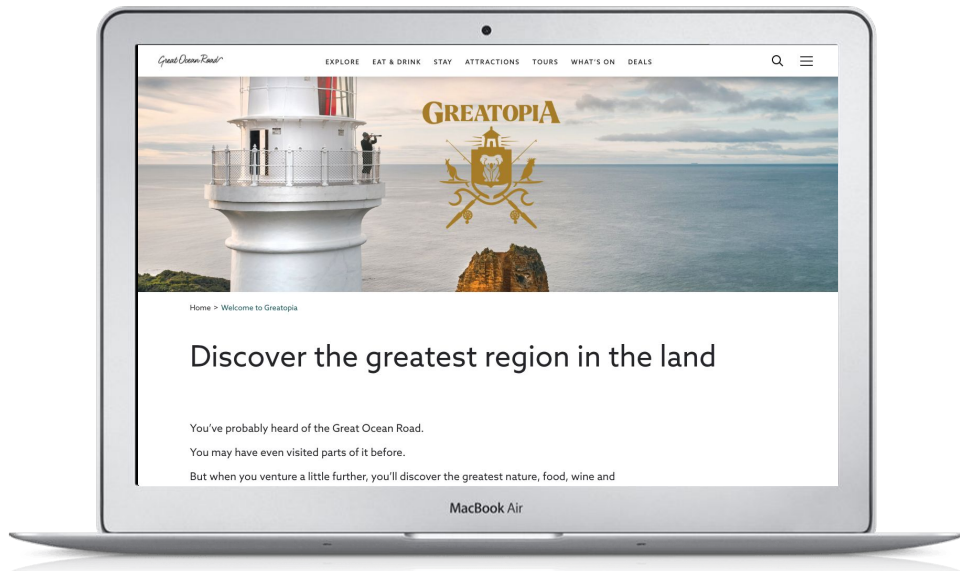
We have seen strong, cost effective results using Google display advertising. A mix of Greatopia Hero Assets will run across the Google Display Ad Network, on both desktop and mobile.



WEB/MOBILE HUB

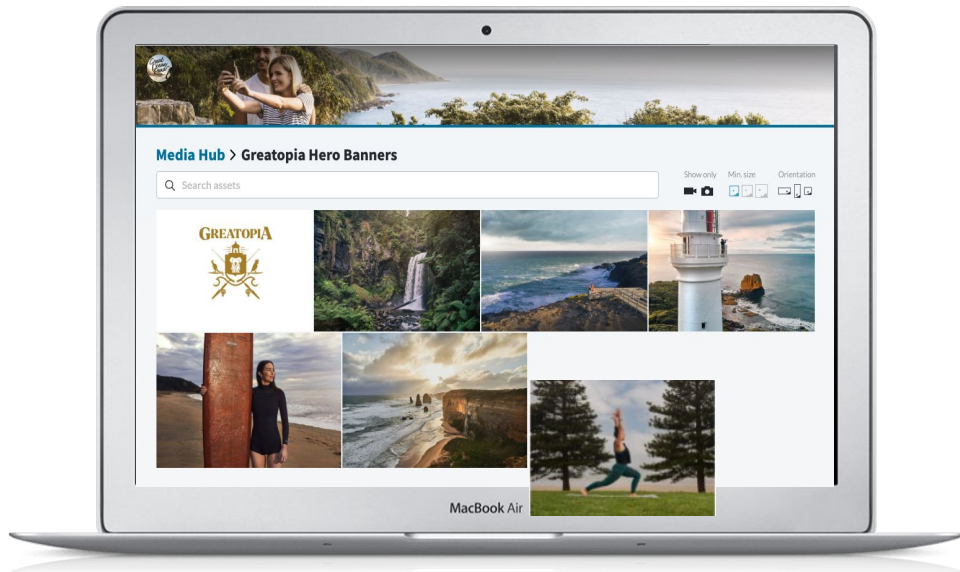
An information and experience-intensive Greatopia site has been developed under the main Visit Ocean Road website. It uses responsive design to maximise the customer experience across devices, especially mobile.

[CLICK HERE to view the Greatopia Campaign Landing Page](#)

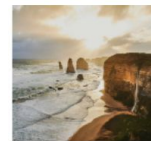


GREATOPIA MEDIA HUB & IMAGEBANK

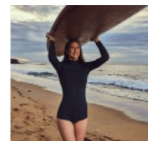
A substantial Greatopia Media Hub has been developed, representing the major personas, destinations, pillars and operators. These form the basis for the digital media campaign, but are also accessible for download and usage.



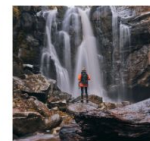
[CLICK HERE for the Greatopia Media Hub](#)



Twelve Apostles



Surf Bells Beach



Phantom Falls



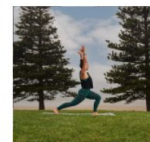
Explore Wye River



Hike Cape Bridgewater



Loch Ard Gorge



Cyoga in the pines



Twelve Apostles



Split Point Lighthouse



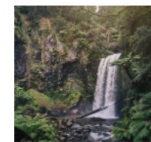
Stunning Views



Twelve Apostles



Lake Elizabeth



Hopetoun Falls



Cape Bridgewater Blowhole



California Redwoods



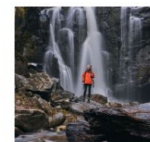
Whale Watching



Explore Anglesea



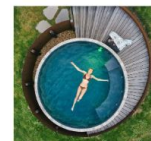
Rugged coastlines



Picnics in the park



Kayak Lake Elizabeth



Relax at Charleson Farm



Twelve Apostles



Split Point Lighthouse



Tastes of the ocean

Tools for You

GREATOPIA - WE NEED YOU!

AMPLIFYING LOCAL

We need you to get behind the promotion of Greatopia. You, as businesses, can play a key role in amplifying the message and bringing Greatopia to life - you live and breath why this region is so amazing.

It is as easy as sharing of the Greatopia Anthem video and assets . But don't stop there you can make a huge difference extending the campaign and key messages by using many of the assets in the Greatopia Media Hub, and creating your own Greatopia promotions. Be inspired and use the platform to bring your story and your destination to life. Find an image, add the emblem, develop a tagline, tag your location.....too easy.

Additionally, we believe there are endless opportunities to further amplify Greatopia in hyper-local ways.

Here are some ideas to kickstart your campaigning. We can't wait to see how creative you can be!

SOME WAYS TO ACTIVATE & PARTICIPATE

1. Share the Anthems
2. Tell your Greatopia story
3. Showcase the Region
4. Create Greatopia Products & Offers



1. SHARE THE ANTHEMS

Share the hero Greatopia Anthem and the Regional Anthems across your social channels, eDM newsletters, databases and websites.

This will help us seed and launch the key assets of the campaign, building awareness across our target audiences.

What to do:

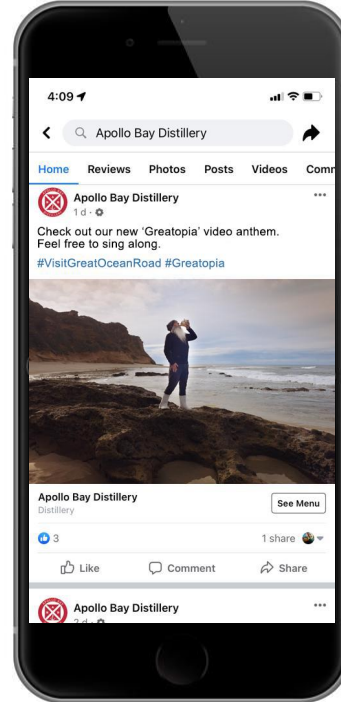
Step 1: Download anthem(s) from media hub

Step 2: Post to your digital channels, web & social

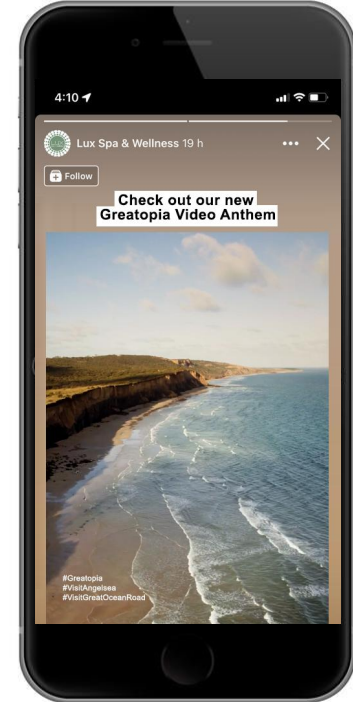
Step 3: Tag Us using #Greatopia
#VisitGreatOceanRoad

Tip: Not too savvy on the downloading, don't despair, you can share from our channels
@visitgreatoceanroad.

[CLICK HERE for the Greatopia Media Hub](#)



Facebook Post



Instagram Story

2. TELL YOUR GREATOPIA STORIES

Greatopia is all about what makes our region great and you are part of what is great. so tell our audience all about you and your business. This will continue to build great content and showcase the region's diverse experiences, making a visit to the Great Ocean Road a must do.

Step 1: use a mix of images, video and logos to help build out your messaging and stories.

Step 2: Create a tagline, here's a little inspiration but don't let us stifle your creative juices!!

"Come and try the latest Greatopia brew"

"Explore the mystical forests of Greatopia"

"Stay in one of the cosiest guesthouses in Greatopia"

"Top 10 secrets of Greatopia"

Step 3: Make sure you use the campaign hashtags.

#Greatopia

#VisitGreatOceanRoad

[CLICK HERE for the Greatopia Media Hub](#)



Facebook Post (multi)

3. TELL THE REGION'S STORY

Share the things you love about your destination, region or the experiences the region offers.

Step 1: Share some of the images from the Greatopia media hub or take your own.

Step 2: Build a tagline... Not the creative type, don't fret. The anthem lines make perfect tag lines or captions. But don't be afraid to encourage your creative side and use the structure to create new lines or your own verses.

Here are a few of our faves...

"From the feasts and thrills, to the towering hills"

"Where the whales call you home"

"Spinning wheels roll by"

"Can you see the giants stand tall"

"From the high-speed thrills, to the towering hills"

Step 3: Add the hashtags #Greatopia #visitgreatoceanroad

Step 4: Link your post to the full story....content on our website or your own.... some extra inspiration

"The secret walks of Greatopia" ([LINK: Read blog](#))

"Bucketlist Greatopia attractions" ([LINK: Read blog](#))

Tip: Now's a good time to refresh your website and make sure it has strong images and engaging content.



Facebook Post (multi)

4. CREATE A GREATOPIA OFFER

Embrace Greatopia within your business. Can you theme, create or name an existing product, service, experience or package?

How about

“Enjoy our Greatopia signature dish”

“A Greatopia special menu”

“A Greatopia massage or beauty treatment”

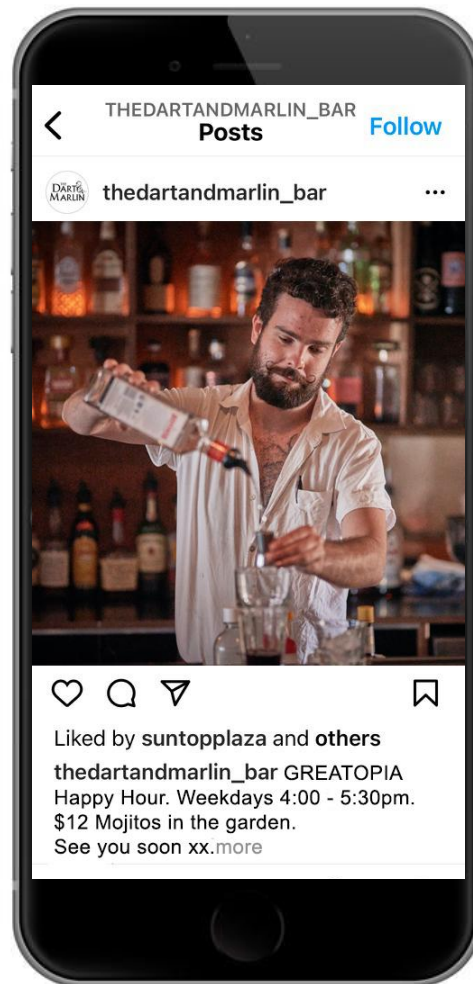
“A Greatopia Weekend deal”

“A Greatopia cocktail”

“A Greatopia 2-for-1 offer”

The list is endless.... let your imagination run wild.

[CLICK HERE for the Greatopia Media Hub](#)



Facebook Post (multi)

Logo & Typography

GREATOPIA LOGO APPLICATION

The Greatopia Wordmark is a key part of the campaign and should be widely embraced and used, but with consistency. Here are guidelines for using these assets.

Greatopia Brand Logo

The Greatopia logo consists of the old style upper case typography with gold iconography.

It is essential these elements are not changed in any way.



Application

The Greatopia logo should always maintain the same proportions as applied on the artwork.

The colours in the Greatopia logo should always be in line with PMS guidance as shown below.



PMS 1255C

WHITE

Secondary Logo

The Great Ocean Road logo is to be used as the secondary logo in any communications. Usually placed in the bottom right corner as a sign off and always white in colour.

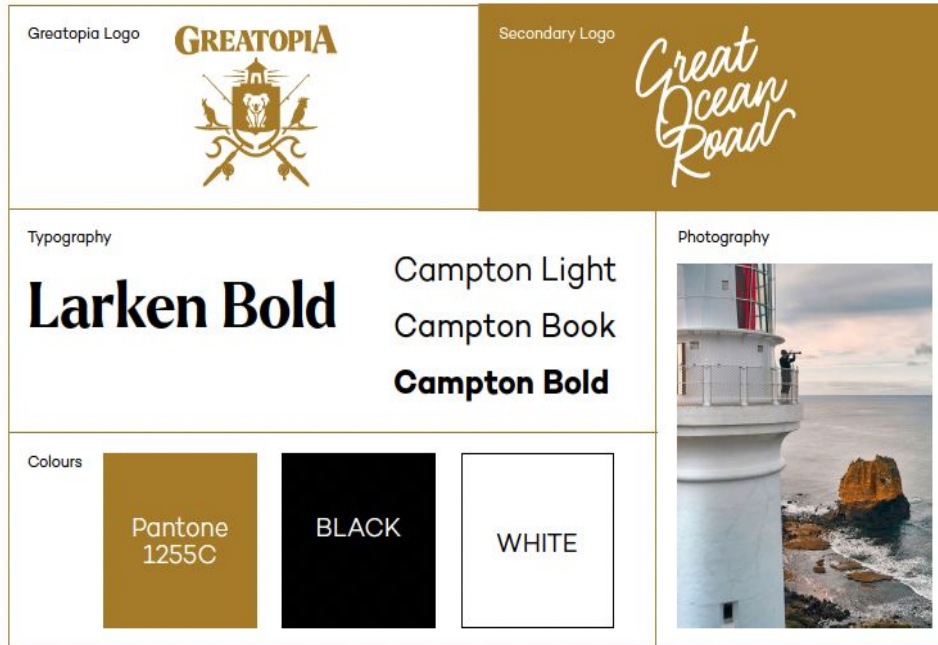


WHITE

GREATOPIA ASSETS & TYPOGRAPHY

The **typeface** used to reflect the style of Greatopia is Larkin. This is also used in the logo and will assist in projecting a consistent brand image. The typeface should be used in bold from its type family.

[CLICK HERE to download the Greatopia Fonts](#)



The **secondary** font used is Campton. This can be used in body copy or any secondary form of communication. There are varying weights within the family that can be used.

Headline Font Type

Larkin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Larkin Bold | LARKIN BOLD

Secondary Font Type

Campton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campton Light | CAMPTON LIGHT

Campton Book | CAMPTON BOOK

Campton Bold | CAMPTON BOLD

For more information about the Greatopia Campaign and
how you can engage with the campaign
please contact **Lee Malady** at **lee@gort.com.au**

Great
Ocean
Road

[CLICK HERE](#) for the Greatopia Media Hub