

# Drive marketing campaign Industry toolkit



# Road trip differently

A road trip in the Northern Territory is different to any other. It allows holidaymakers to reconnect, while exploring some of Australia's most incredible natural wonders. Travellers can experience ancient culture first-hand, take their pick of adventure activities and watch the days roll from burning sunsets into clear starry nights.

Tourism NT is launching the national 2023 Drive campaign to encourage domestic travellers to 'road trip differently' and take a holiday in the Northern Territory.

The objective of the campaign is to create awareness for the Northern Territory as a road trip destination where you can experience freedom, wide open spaces, adventure, connections and Aboriginal culture. It positions the NT's road trips beyond a generic drive holiday that could be done anywhere else.

The campaign will primarily target 18+ domestic travel intenders with an interest in road trips and adventure. Secondly, the domestic family audience will be targeted to generate awareness and break down barriers typically associated with undertaking an NT road trip, with kids.

To help adventurers plan their NT holiday, an updated 2023 Northern Territory road trip guide has been developed, consisting of both short (2 - 5 day) and long (6+ day) road trips.

The campaign is in market until 13 May 2023. The key message of the campaign is 'Road trip differently' encouraging all Aussies to take a different direction this year and drive the Territory. Holidaymakers across Australia will be targeted with inspirational ads across social media, search, and direct digital, including YouTube. Anyone who shows an interest in holidaying in the NT will be targeted with planning and booking tools, including a range of travel packages from conversion partners.

For the NT tourism industry this is a great opportunity to ensure you package with travel retailers, take advantage of all the traffic being driven to **[www.northernterritory.com/drive](http://www.northernterritory.com/drive)** and align with the campaign's key messages to highlight your tourism product.



# How to get involved

## 1 Use the campaign's key messages in your marketing communications and highlight your experience/product:

- Road trip differently.
- It's a road trip, but not as you know it.
- Different in every sense.
- Explore 2 – 5 day and 6+ day road trips. Plan your holiday with the **2023 Northern Territory Road Trip Guide**.

## 2 Link to the campaign landing page on your website: [www.northernterritory.com/drive](http://www.northernterritory.com/drive)

## 3 Use the campaign imagery: Click to view and download the campaign imagery from the Tourism NT image gallery (make sure you're logged in to the Tourism NT Image Gallery)

View images

Or copy and paste this URL into your browser:  
<https://imagegallery.tourismnt.com.au/lightbox/list.me?view=9b2237a8adf4777ac3e8ec22c080bccf>

## 4 Use the campaign lockup on your own marketing materials:

Click to view and download the campaign wordmark lockup

Drive lockup

## 5 Use the NT road trip stickers on your social media

- Tap 'add to story' on Instagram or Facebook
- Tap on the GIF feature and type 'ntaustralia' in the search bar
- Tap on the sticker you like and use it on your image or video

## 6 Create social media advocates

Share the campaign messaging on your social media using the hashtag #NTAustralia and tagging @NTAustralia. Ask your visitors to do the same.

### The campaign lockup

Primary (stacked)

Road trip  
differently

Secondary

Road trip differently

### Social media stickers



## 7 Distribute your product through conversion partners

Tourism NT have partnered with NT Now, Discovery Parks, Flight Centre and Go See.

Contact Tourism NT's Distribution team to leverage potential NT travellers looking to book travel via national retail agencies.

Email: [distribution.tourismnt@nt.gov.au](mailto:distribution.tourismnt@nt.gov.au)

## 8 Take advantage of the thousands of visitors that will visit [www.northernterritory.com](http://www.northernterritory.com) during this campaign period by ensuring your ATDW business listing is up to date.

Make sure your images, business description, opening hours / dates and contact details are all up to date. If you don't have an ATDW listing it's easy to register:

- Go to [www.atdw-online.com.au](http://www.atdw-online.com.au)
- Register to create a listing by clicking the 'Register Now' button
- Select your account type as tourism operator and click continue.

### If you need more help or information, contact:

#### ATDW listings:

Email: [ATDW.TourismNT@nt.gov.au](mailto:ATDW.TourismNT@nt.gov.au)

Phone: 08 8999 3900

#### General marketing campaign queries:

Email: [marketing.tourismnt@nt.gov.au](mailto:marketing.tourismnt@nt.gov.au)

Phone: 08 8999 3900

#### Further information on how to be involved in the Drive campaign:

Email: [distribution.tourismnt@nt.gov.au](mailto:distribution.tourismnt@nt.gov.au)

Phone: 08 8999 3921

