Uncovering your unique sense of place - brand
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A BRAND IS...

...WHAT SOMEONE SAYS ABOUT YOU WHEN YOU’VE LEFT THE ROOM.

...A CLUSTER OF IDEAS.

...AN ORGANISING THOUGHT.
SO HOW DO YOU BRAND A PLACE

PLACES ARE BUILT LIKE ANY OTHER BRAND. UNIQUENESS IS ONLY ONE PART OF THE EQUATION.
UNIQUENESS IS HARD TO FIND IN PLACE BRANDING.

EVERYONE IN THE TOURISM CATEGORY COMMUNICATES THEIR STRENGTHS WELL.
**Compared to our competitors we don’t have an obvious strength.**

For WA it’s the variety of places that make WA unique.

Outback experiences and coastal & beach the strongest for WA. However, already owned by NT and QLD.
WE ARE NOT EVEN PERCEIVED AS ONE PLACE
BY CONSUMERS, BUT MANY.

People say “we are going to Bali”.

People don’t say “We are going to Western Australia. They say “we are going to the Kimberley, (Broome, Margaret River, Kalgoorlie, Perth...)”
Consumers increasingly expect multilayered experiences when travelling. They are not just after one experience, but expect a diverse range of experiences – one after another, after another.
WHAT MAKES WA UNIQUE AND RELEVANT IS NOT THE ONE EXTRAORDINARY EXPERIENCE, BUT THE MANY EXTRAORDINARY PLACES AND EXPERIENCES OCCURRING EVERYDAY.
There are so many unique and extraordinary experiences waiting to be discovered in Western Australia, that although it may feel like an unforgettable moment you'll see it's just another day in WA.
THE CREATIVE EXECUTION

A sense of place, how its experiences and interacted with is highly individual. Not one experience really matches another.

WE WANTED OUR CREATIVE TO REFLECT THIS PERSONAL, UNIQUE SENSE OF PLACE AND SPACE.
CREATIVE EXAMPLE

“this IMAGE will STAY with me FOREVER it was...”

You’ll find Lucky Bay in Esperance is especially lucky for the kangaroos. Not only do they get to lounge around on the beaches all day, they get the pick of the food on offer, including, yes, eucalyptus. The kangaroos have also been known to take an occasional swim, which alone is worth the trip. Need more incentive for you to visit? How about this: the sea is as blue as the sky, the sand as white as snow and for nine months a year, there’s even a beach barista to make you a coffee. Read more travellers, locals and experts’ stories at justanotherdayinwa.com

Lucky Bay, Esperance
"I've heard of getting close to nature, but this was... just another day in WA."

18 km's off the coast of Fremantle you'll find Rottnest Island, a picturesque paradise for beach-lovers, cyclists, snorkelers and surfers. Or, if you'd prefer, you can extend your stay at any style of accommodation you choose.

(That'll give you more time to catch-up with the quokkas.) Rottnest Island ferries depart daily and it'll take you just 25 minutes from Fremantle or 90 minutes from Perth. Read more travel, locals and expert's stories at justanotherdayinwa.com.
DIGITAL EXAMPLES
WEBSITE – justanotherdayinwa.com
HOW YOU CAN GET INVOLVED

1. Engage with the Regional Tourism Organisation in your area

2. Create content – we can provide guidelines – see handout

3. Share your content with RTOs, TourismWA and Tourism Australia

4. Make sure whatever you create you have full rights to use it and share it
THANK YOU

Visit www.justanotherdayinwa.com

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