

Queensland Where Australia Shines

Launching the Queensland Brand



"This new brand creative, Queensland, Where Australia Shines, firmly puts our state on the national and world stages."

Peter Lawlor MP, Minister for Tourism



Message from the Minister

'When people are happy, they shine.'

Tourism Queensland and its industry partners have embarked on a new creative strategy - the launch of a revitalised global tourism brand platform.

This new brand creative, **Queensland, Where Australia Shines**, firmly puts our state on the national and world stages. It has at its heart an emotional resonance, not only with visitors who come to experience everything that our wonderful state has to offer, but with Queenslanders themselves.

For our Australian visitors, we want to remind them that Queensland is a place where they can shine, where they can feel the best they have ever felt. For our international visitors, we want to let them know Queensland is where they can have a quintessential Australian experience - where they can shine in their own holiday of a lifetime.

Queensland, Where Australia Shines lets the world know about our state's first class tourism product, experiences and, most importantly, the warmth of our people.

More than 122,000 Queenslanders directly owe their living to tourism with another 100,000 indirectly employed in tourism.

The Queensland Government is committed to protecting and growing tourism jobs and Tourism Queensland's new global tourism brand platform is an essential part of this commitment.

Ultimately, **Queensland, Where Australia Shines** allows Queensland's tourism destinations, and Queenslanders themselves to shine right across the world.

Peter Lawlor MP
Minister for Tourism
28 September 2010



"Queensland, Where Australia Shines truly captures the essence of Queensland. It has the potential to be an iconic and well-loved brand every Queenslanders can own."

Anthony Hayes, CEO, Tourism Queensland

Message from the CEO

Over 12 months of extensive research and industry consultation has resulted in Queensland's first global tourism brand platform. The new brand creative, **Queensland, Where Australia Shines** introduces a new vision for Queensland as a tourism destination.

We've known for a long time that Queensland is where Australia shines in so many ways. Now we can tell the world through a clear and consistent tourism message. It's a great shared opportunity to work with our industry partners to develop an integrated creative strategy encompassing the state and its regions, using four themes that will give direction to the new global brand.

The brand platform is the keystone of our Global Brand Strategy - a strategy that sets the direction to ensure Queensland's destinations and experiences are positioned in a way that connects with our visitors. It represents a timely and exhilarating change for Queensland. The applications for the brand creative are limitless, and have the potential to promote Queensland well beyond tourism.

Queensland, Where Australia Shines is a line we can make famous while we maintain the tradition of Queensland as the state that creates the most memorable and loved tourism marketing campaigns. To give the Queensland brand every advantage we must, as an industry and community, 'live' the brand experience. I ask you to spread the message far and wide.

I have no doubt Queensland's new global brand platform will be another creative milestone positioning Tourism Queensland as one of Australia's leading creative organisations, providing support to operators and protecting and growing jobs for our industry.

Finally, I would like to thank the industry for its invaluable contribution to the creative process. I look forward to working together to bring **Queensland, Where Australia Shines** to life, and in doing so, increasing expenditure and visitation to Queensland.

Anthony Hayes
Chief Executive Officer
28 September 2010

"Queensland, Where Australia Shines is a line we can make famous while we maintain the tradition of Queensland as the state that creates the most memorable and loved tourism marketing campaigns."

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Tourism Queensland has a vision to build a sustainable, compelling and effective global brand platform for Queensland and our first global brand line, **Queensland, Where Australia Shines**, will play a critical role in realising this vision.


While the previous brand creative 'Where Else But Queensland' has served Queensland's tourism industry well over the past 12 years, research showed it was time for a change. The new brand creative, **Queensland, Where Australia Shines**, was developed after extensive research and consultation and drew on the expertise of our industry partners. It represents an evolution from a destinations-based approach to marketing our whole state, with all of its distinct and unique destinations, to take a holistic view of tourism in Queensland for the first time.

The new creative approach encompasses Queensland as a whole and captures Queensland's incredible diversity and uniqueness throughout Queensland under four key themes; Queensland Lifestyle; Islands and Beaches; Natural Encounters; and Adventure. The approach also includes five regional marketing brands for Gold Coast, Tropical North Queensland, The Whitsundays, Sunshine Coast and Brisbane. Research highlighted the benefits of differentiating these specific destinations with individual brand platforms while maintaining creative continuity with the Queensland brand to build an integrated brand family.

The global brand platform is the result of a shift in Queensland's marketing approach to focus on the tourism experience and the consumer's emotional response rather than just focusing on Queensland's attributes. This shift in approach is validated by the Queensland brand story - a place to enrich and transform the lives of those who are prepared to travel that little bit further for a greater reward.

Queensland, Where Australia Shines captures the essence of what sets us apart from and above our competitors. It boldly positions Queensland as home of the best holiday experience Australia has to offer, a beautiful Australian holiday destination famous for sunshine, but also for unforgettable experiences and shining Queenslanders themselves.

The new brand platform is a great creative initiative - it sets the course of our long-term strategy for Queensland's tourism future. This strategy includes tactical initiatives; public relations and strategic partnerships; retail campaigns and targeted campaigns with key partners to bring the new brand to life and ultimately, to generate an increase in expenditure and visitation to Queensland.

A group of people are on a sailboat, enjoying a sunny day on the water. A large red sail is visible in the background. The scene is bright and cheerful, with people smiling and looking towards the sun. The water is a vibrant blue, and the sky is clear. The overall atmosphere is one of relaxation and enjoyment of a holiday.

The brand line captures the essence of what sets us apart from and above our competitors - it boldly positions Queensland as the best holiday experiences Australia has to offer - a beautiful holiday destination famous for sunshine, but also our unforgettable experiences and shining Queenslanders themselves

Queensland, Where Australia Shines is:

- A new way of communicating everything Queensland has to offer visitors
- The first global tourism brand platform for Queensland with a creative approach encompassing Queensland as a whole and its regions
- The brand line captures the essence of what sets us apart from and above our competitors - it boldly positions Queensland as the best holiday experiences Australia has to offer - a beautiful holiday destination famous for sunshine, but also our unforgettable experiences and shining Queenslanders themselves
- The platform for presenting Queensland's unique and diverse offerings in Queensland through four key themes: Queensland Lifestyle; Islands and Beaches; Natural Encounters; and Adventure
- A shift in Queensland's marketing approach to focus on tourism experiences and the consumer's emotional response rather than just focusing on Queensland's attributes
- A long-term strategy for Queensland's tourism future including tactical initiatives, public relations and strategic partnerships, retail campaigns and targeted campaigns with key partners
- A chance to consolidate financial and human resources, increase exposure for Queensland experiences across the state, target media more effectively and satisfy consumer demand
- About generating a measurable increase in expenditure and visitation in both the short term and long term, all within a responsible marketing budget



In early 2009 Tourism Queensland embarked on the journey to create a new brand for Queensland.

Objective

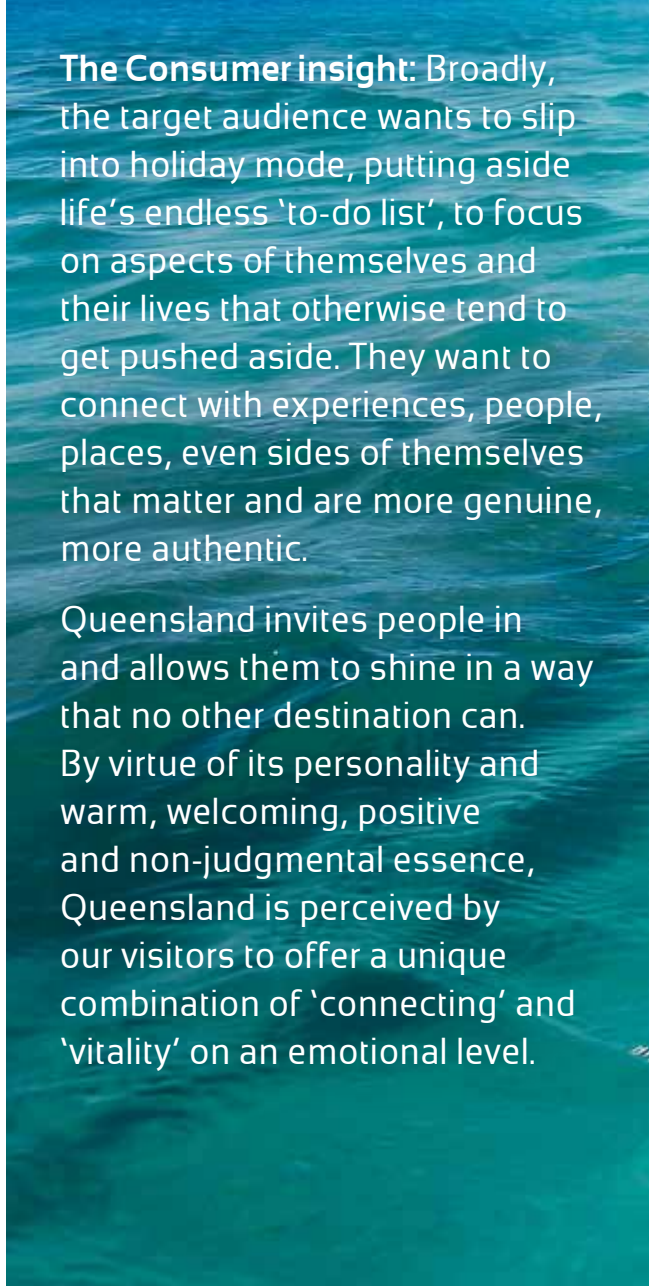
The key objective of the creative journey was to evolve Queensland as a holiday destination rather than reinvent it. Queensland has always been a popular holiday destination for Australians and travellers from across the globe, and Tourism Queensland undertook the process of refreshing Queensland's image to inspire travellers to come here for the first time, or to come back.

Laying the foundations

Determining the right positioning for Queensland and five regional marketing brands involved an extensive research, consultation and creative process. Tourism Queensland sought input from over 6000 consumers and the industry - input from the consumer in terms of understanding what was important to them, and input from the industry to make sure we understood the industry's vision and how they wanted to present Queensland and its destinations.

The consumer input resulted in domestic segmentation based on consumer psychographics (wants and needs), as opposed to more traditional demographic segmentation based on age and income. Traditional methods of research assume everyone in the same age group or with the same income acts in a similar way. However, it is more productive to understand our visitors' needs and wants, thus maximising the impact of the marketing dollar and communicating more effectively. By understanding the genuine holiday needs and motivations of our visitors, we can customise our communications to them by offering tailored experiences.

As part of the research process, consumer usability testing was conducted with key market segments on www.queenslandholidays.com.au to ensure that the needs of our primary visitor markets when planning their holidays were being met.



The Consumer insight: Broadly, the target audience wants to slip into holiday mode, putting aside life's endless 'to-do list', to focus on aspects of themselves and their lives that otherwise tend to get pushed aside. They want to connect with experiences, people, places, even sides of themselves that matter and are more genuine, more authentic.

Queensland invites people in and allows them to shine in a way that no other destination can. By virtue of its personality and warm, welcoming, positive and non-judgmental essence, Queensland is perceived by our visitors to offer a unique combination of 'connecting' and 'vitality' on an emotional level.

Creative strategy

Our new strategic proposition was derived from the understanding that people are drawn to Queensland for a holiday not just because of our beautiful places and experiences, but more so because of the way our visitors feel as a result of this holiday. The strategic proposition **Queensland, Where Australia Feels Most Alive** was the inspiration for the brand line **Queensland, Where Australia Shines**.

Creative concepts for the Queensland brand were developed for Queensland and the five regional marketing brands. The creative concepts were tested in Brisbane, Sydney and Melbourne before a photographic and film shoot and the creative production were undertaken.

The evolution of the Queensland brand represents a move away from just talking about the great places and experiences on offer in Queensland. It adds to the mix, the amazing feelings the places, experiences and people of Queensland generate - an emotional territory for Queensland as a whole and its five regional marketing brands. It is about how a holiday in Queensland makes you feel rather than what you do.

The brand positioning presents Queensland as the destination that boasts Australia's best holiday experience.

The brand 'look and feel' will be used across all Tourism Queensland's touch points ranging from global marketing campaigns to consumer and corporate websites, signage, stationery and marketing collateral. Queensland's tourism industry will also use the creative elements to support their marketing campaigns.



Our Global Brand Strategy Vision:

To build a sustainable, compelling and effective global brand platform for Queensland, and to position Tourism Queensland as the brand leader in that process.

Global Brand Strategy

Queensland's new brand creative is a vital component of the Global Brand Strategy - a strategy that sets the direction to ensure Queensland's destinations and experiences are positioned in a way that connects with our visitors.

The plan has been developed to enable Queensland to reposition its brand platform and activate the Queensland brand across all of its promotions, product, people and processes.

Global Brand Strategy goals:

- Grow global awareness and Queensland's market share of tourism expenditure and visitation
- Develop a sustainable, compelling and effective global brand platform for Queensland, then continue this to develop sustainable, compelling and effective brands for the five major destinations that link strongly to brand Queensland
- Position Queensland as the brand leader - Australia's number one holiday experience
- Build brand advantage over competitors through a brand that emotionally connects with our target markets
- Strengthen awareness of Queensland and its destinations



The Queensland Brand

Overview

Unique positioning can translate into a powerful brand.

Determining Queensland's unique position involved discovering and marrying our consumer's insights and our industry's vision - input from our visitors to understand what was important to them, and input from our industry to make sure we understood their vision and how they wanted to present Queensland and its various destinations.

On the national stage, Queensland defines and encapsulates the BEST of Australia's signature experiences. We asked 6000 Australians their points of view on areas such as holiday making and their perspectives of various holiday destinations around Queensland to arrive at our core promise **Queensland, Where Australia Feels Most Alive**. This was the inspiration for **Queensland, Where Australia Shines**.

Tourism Queensland researched this positioning throughout Australia to ensure it was inspirational and believable.

Queensland Brand story

Queensland has a unique and captivating story to tell. It defines and expresses the core truth about who we are and drives our interactions with our visitors.

We live in a global market crammed with tourism destinations, where time is the international currency in short supply, where the joy of travel is frequently supplanted by the purchase of a new electronic gadget, and where there are lots of opportunities for interaction, but few for meaningful connections. Discerning travellers are looking to get beyond superficial experiences and promises in search of more meaningful and enriching experiences.

By contrast, Queensland emerges as a place to enrich and transform the lives of those who are prepared to travel that little bit further for a greater reward.

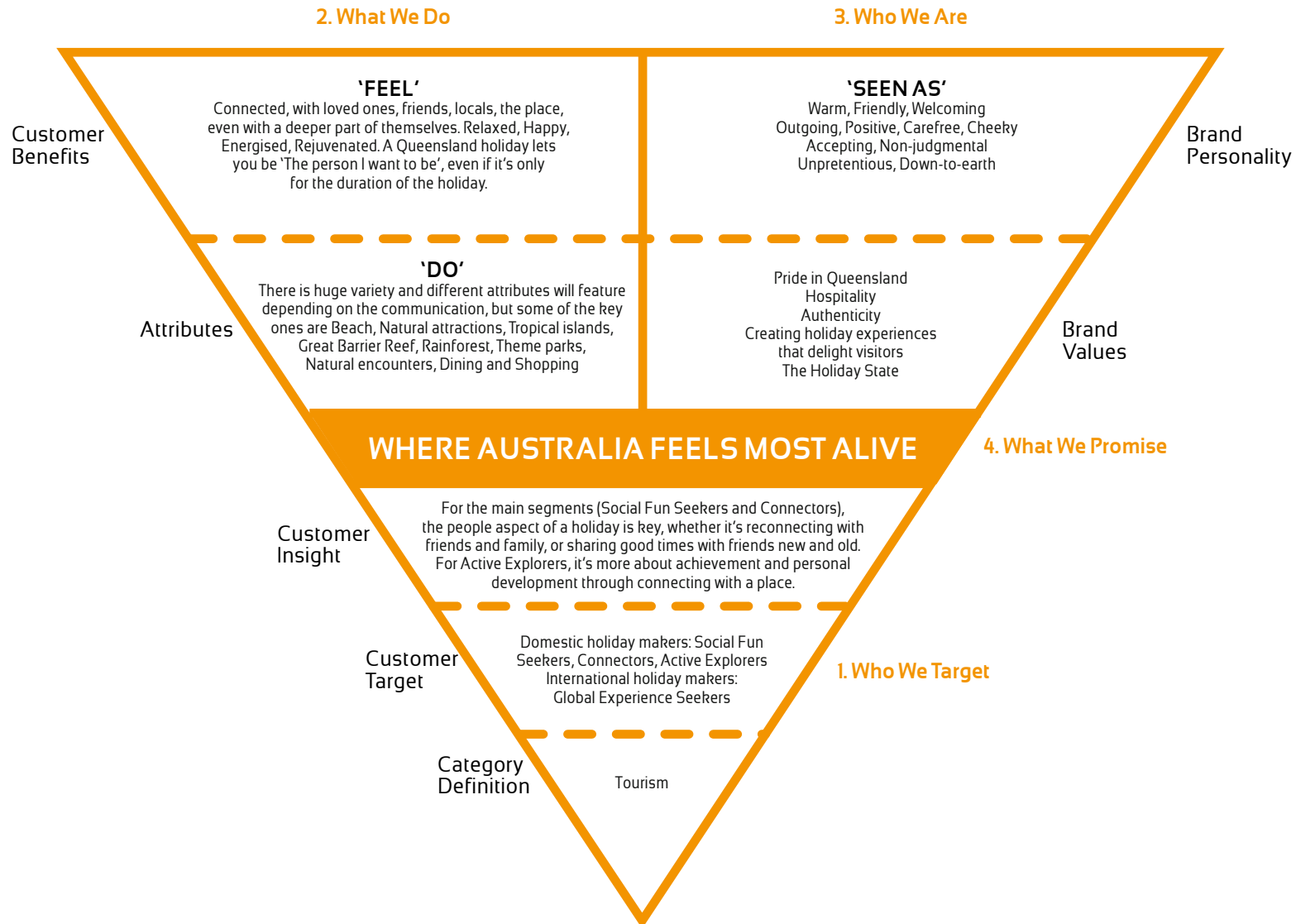
Queensland is not about 'lifestyle' - Queensland is a way of life. Queensland is not just about sunshine - it's about big blue skies full of promise. It's not about heat - it's about warmth. It's not just about scenery - it's about a place to indulge the senses, and to experience, enjoy and understand a place of unique natural wonders. Queensland doesn't just rely on built architectural draw cards, it's about the transformation that comes from getting under the skin of the place. It's about visitor value - not just visitor volume.

Queensland is about why we love living in Queensland. It's about adding value to people's experiences - about what to enjoy and how best to enjoy it. It's about discovering and sharing the magic of Queensland that only locals can know and understand - but are happy to share.

On the national stage, Queensland defines and encapsulates the BEST of Australia's signature experiences.



Brand summary



Brand positioning

Now more than ever, brands are essential corporate assets and are at the heart of successful marketing endeavours. It is therefore essential that our brand sets us apart from others in the market.

With this in mind, the brand boldly positions Queensland as the signature Australian experience - a beautiful Australian holiday destination famous for sunshine, but also the shining essence of our incredible destinations, unforgettable experiences and shining Queenslanders themselves.

Queensland, Where Australia Shines is the foundation that all Tourism Queensland communication will be built on. Leveraging the word Australia, the brand has universal appeal and will enable our tourism industry to develop more effective marketing activities based on the tourism experience and our visitor's emotional response rather than just Queensland's attributes.

Why does **Queensland, Where Australia Shines** ring so true?

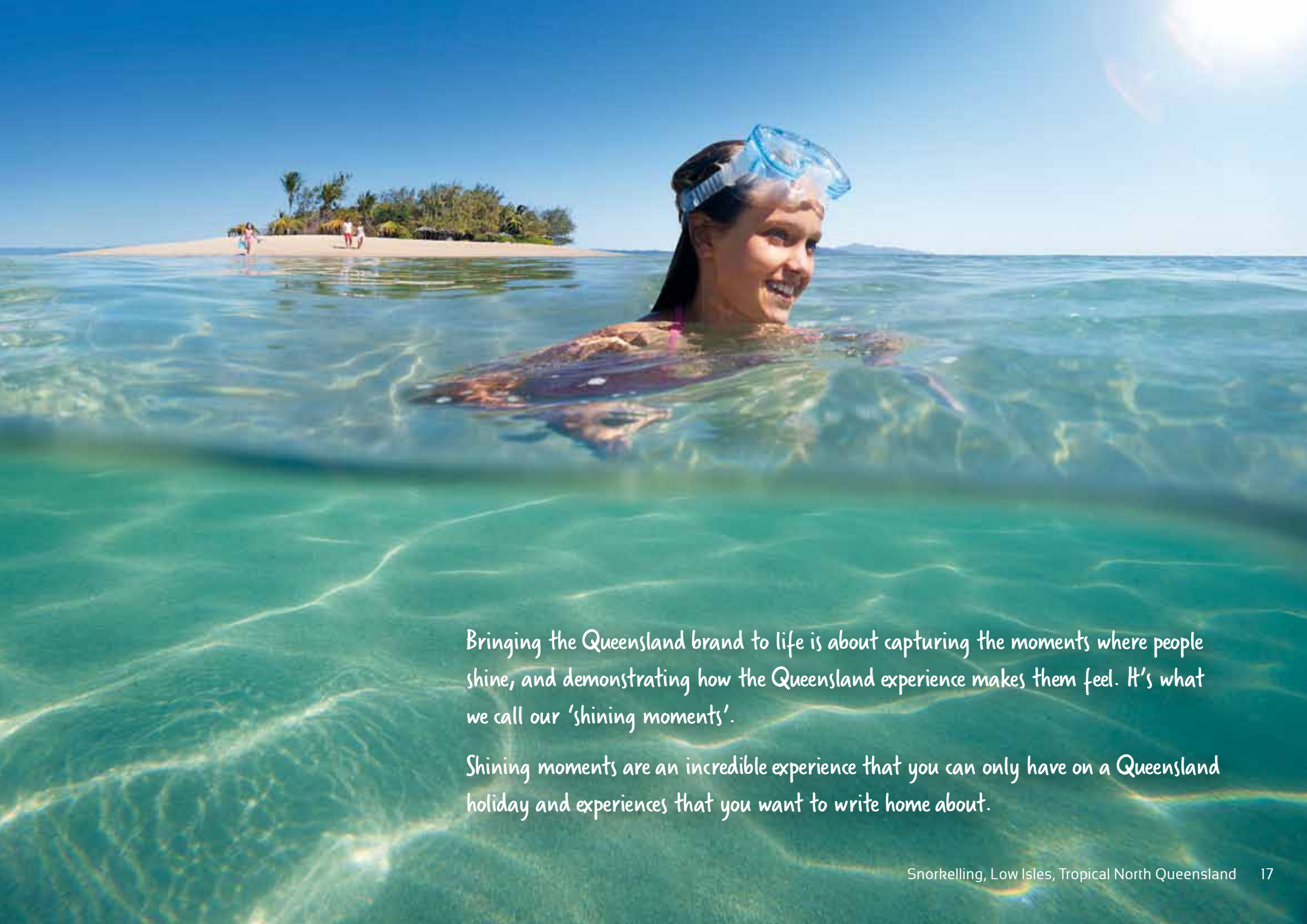
- It has the potential to put Queensland on a pedestal for the entire world to admire
- The thought and line are born out of something Queensland already owns - the beautiful climate and laid back attitude
- When people are happy, they shine. Their faces radiate the same joy, warmth and love that Queensland does
- In a more rational sense, Queensland's unique destinations are all shining examples of what makes Australia great
- We want people to see Queensland as the one place in the world where they'll get their chance to shine
- For Australian visitors - it means Queensland is the place where they can have a holiday that makes them shine and feel the best they have ever felt
- For international visitors - it means that Queensland will offer them signature Australian experiences, with an amazing feeling of being adventurous, curious, and worldly

All regions form the brand experience and will be profiled around four key themes:

- **Queensland Lifestyle...** food, wine, produce, events, shopping, indulgence Queensland style
- **Islands and Beaches...** reef experiences, water activities, surfing, beach culture
- **Natural Encounters...** reef, rainforest, flora and fauna
- **Adventure...** outback, theme parks, wildlife parks, adventure activities, sailing, diving

Tourism Queensland is the custodian of the Queensland brand but there are many stakeholders and 'owners' of the Queensland brand who share the Queensland surname.





Bringing the Queensland brand to life is about capturing the moments where people shine, and demonstrating how the Queensland experience makes them feel. It's what we call our 'shining moments'.

Shining moments are an incredible experience that you can only have on a Queensland holiday and experiences that you want to write home about.

Queensland logo

Rather than reinvent the iconic 'Q' logo, which has high recall in the marketplace, the Queensland logo has been updated to make it more contemporary and signal the start of a new era of tourism marketing in Queensland.

Drawing inspiration from the brilliance of natural light, the stylised representation of the Queensland sun has been modernised and infused with vibrant colours to present Queensland as positive, outgoing and carefree.



Brand launch campaign

Queensland, Where Australia Shines introduces a new way of communicating everything Queensland has to offer our visitors. It is a multi-platform application used across all of Tourism Queensland's marketing activity and sets the long-term strategic direction for Queensland's tourism future. The brand platform features tactical initiatives, public relations and strategic partnerships, retail campaigns and targeted campaigns with key partners.

From September 2010, Tourism Queensland's new brand campaign will hit the market to drive the new brand message to potential visitors and showcase new imagery through social media, TV, radio, print, online and outdoor activity. Domestically, this includes great online holiday deals through Tourism Queensland's website queenslandholidays.com.au and special airline fares from anywhere in Australia to Queensland through the campaign's airline partner, Virgin Blue.

Internationally, the brand will be rolled out via marketing campaigns, trade and consumer shows in key target markets.

An integral part of the brand launch involves enhancements to Tourism Queensland's websites, which include:

- Increased exposure for holiday deal offers across the site on both whole-of-state and destination sections as well as Australian Tourism Data Warehousing (ATDW) product listing integration
- New navigation tools which invite site visitors to find their own holiday in three easy steps
- New look ATDW listings, with larger image slide shows, Google map location and linkages to consumer reviews
- Greater opportunities to generate leads for tourism operators through increased exposure direct to operator
- Improved media players throughout the site, offering still imagery, video and consumer generated content (holiday photos)
- Improved search and filter functionality and integration of social media across the sites



National outdoor campaigns



QLD BrandDepot & Image Gallery

QLD BrandDepot

The QLD BrandDepot is Tourism Queensland's online resource centre for brand and campaign marketing tools.

QLD BrandDepot provides tools, inspiration and ideas to improve our industry's ability to market Queensland. BrandDepot is a one-stop-spot for accessing, downloading and sharing the latest files, tools and campaigns for Queensland and its destinations.

Access is available to registered users including Tourism Queensland staff, tourism industry professionals and creative agencies seeking marketing tools for use in the positive promotion of Queensland.

The QLD BrandDepot will be available from November 2010 at tq.com.au/BrandDepot.

Image Gallery & Moving Footage Library

In 2010, Tourism Queensland completed a photo and film shoot of over 70 Queensland destinations to support the new brand platform. The new images and footage are available through Tourism Queensland's online Image Gallery. The Gallery contains the ultimate collection of high resolution Queensland images, capturing a wide array of tourism experiences and showcasing the diversity and splendour of this naturally beautiful state of Australia.

Images are available to travel and tourism industry professionals, media and anyone seeking professional images for use in the positive promotion of Queensland. The collection contains approximately 20,000 high resolution images available for instant download. Wild footage may also be viewed and ordered through our Moving Footage Library.

For further information visit <http://tq.lookat.me.com.au> or contact the Image Gallery coordinator at image.gallery@tq.com.au or +61 7 3535 5489.





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