

Language/Tone of Voice 5





Let's start at the top – the headline.

Ideally, every headline should start with 'Where'.

It can be a question, a statement, a witty observation or just plain matter of fact, so long as it works with the experience presented in the one and only hero visual. The look for this campaign is simple, clean and uncluttered.

We want people to be taken in by the headline, be knocked out by the great photograph, read the short copy and go straight to the logo. Or at the very least, read the 'Where' headline, then see Where else but Queensland as the answer.

A picture tells a thousand words, so we don't need a lot of copy. We want the reader to use their imagination a little, put themselves in the picture and make up their own mind.

Most importantly, we want to treat the reader with the respect and intelligence they deserve. So the copy style is deliberately underwritten, with few adjectives and without the flowery feel of some tourism ads.

Like a short note to a friend, or a quick postcard, the copy has a simple but direct tone, with a nice touch of Queensland attitude, and a smile.



Here are some examples of 'Where' headlines that work in with visuals. The 'Where' idea is flexible and can be used in different ways, provided the guidelines are followed.

Where the rainforest sounds come from the rainforest

Spa Resort set amongst the rainforest

Where you can track down a dinosaur

Child looking at fossilised footprints

Where you're the one that gets away

Diving with huge fish

Where your diving companions are unforgettable

Diving with Minke Whales

Where the people in the next room won't hear you

Secluded rainforest retreat / lodges

Where's the resort?

5 star lodge hidden, set high amongst the rainforest on stilts

Where the rainbows are underwater

Scene of the vibrant colours of coral underwater

Where to weather winter

Couple lying on secluded beach of white sand

Where chocolate pudding grows on trees

Dining amongst Black Sapote – Natures Natural Chocolate
– Chocolate Pudding Fruit

Where kids are solar powered

Child sand-tobogganing down the slopes on Moreton Island

Where you won't mind a few bugs with dinner

Dining on a boat in the Whitsundays with a platter of bugs, islands in the background

Where you can fly overseas for lunch

Seaplane flying over reef – islands in the distance

Where you'll see why they call it the Gold Coast

Early morning shot of the Golden coastline with Surfers cityscape in the distance

Where it's mostly fine occasional showers

Couple standing under a waterfall in the middle of the rainforest

Where you have to à la carte it all

Couple dining on the beach at sunset

Where you can tiptoe through the treetops

Family walking through the treetop rainforest walk at O'Reilly's

Where the sounds of the waves are not on CD

Woman having a massage at a spa resort under the moonlight by the ocean

Where to hop off this Easter

Couple standing on secluded beach with helicopter that has just dropped them off and yacht in background