

BE IN YOUR ELEMENT



2025 CAMPAIGN TOOLKIT

*Great
Ocean
Road*

BE IN YOUR RELAXING ELEMENT



Great Ocean Road Regional Tourism is proud to share with you our 2025 campaign assets;



BE IN YOUR ELEMENT

Be In Your Element encapsulates everything that the Great Ocean Road region has to offer. It invites visitors to discover their unique connection to the natural beauty, adventure, activities, and wellness experiences on offer across the region.

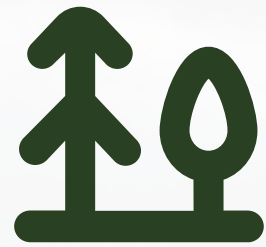
This campaign is an extension of last year's Be in Your Element campaign. While the first iteration leaned primarily into the elements as a theme, feedback highlighted the need to align more closely with our key pillars: Active Adventure, Big Nature, Surf & Saltwater Wellness, and Curated Culture. This update shifts the focus towards immersive storytelling, showcasing the breadth of experiences that define the region.

This years campaign will also include:

- a stronger emphasis on TikTok to broaden reach, and engage a younger audience.
- Itinerary-based content to inspire travel planning and extend visitor stays.

GREAT OCEAN ROAD BRAND PILLARS

The "Be in Your Element" campaign goes beyond stunning visuals and compelling audio; it's about the rich stories that weave through the landscapes, the people, and the experiences along the Great Ocean Road. 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.



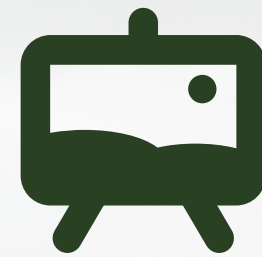
BIG NATURE

Delivered through the power of the Southern Ocean and the dramatic coastline it shaped – from the waves of Bells Beach to the towering Otway forests, crashing waterfalls, and volcanic lakes and craters.



ACTIVE ADVENTURE

Shifts the narrative from a passive visit to the region to a more immersive active visit. To explore the beauty of our landscape you need to immerse yourself and be active.



CURATED CULTURE

Celebrates the entrepreneurs and artisans of all crafts that call the GOR home. Inspired by the landscapes and its bounty they help define a sense of provenance and shape the character of our individual towns and villages.



SALTWATER WELLNESS

Enables us to celebrate the coast, its power to draw people and its capacity to support holistic wellness.

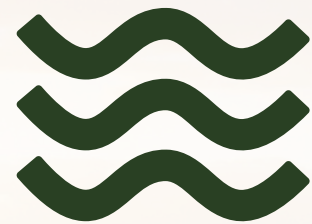


VILLAGE INSPIRATION

Celebrating the unique features and attributes that define the character of the towns and villages that make up our region.

THE ELEMENTS

The Be in Your Element campaign uses the elements—Earth, Air, Fire, and Water—as a simple, adaptable framework to showcase the region’s experiences. Each element helps tell a different story about what visitors can see and do, and can be applied to existing content or used to develop new assets that align with the campaign.



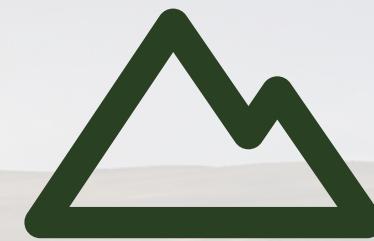
WATER

Water shapes the coast, fills fresh rivers, lakes or helps make the seasons. It’s a source of adventure, wellness, and inspiration. Whether it’s the catch of fishermen, surfers, or those seeking a peaceful retreat.



FIRE

Fire is where connections happen. From cosy cabin hearths to fresh, locally sourced grilled dishes, the warmth of the Great Ocean Road is found in both places, plates and people.



EARTH

The rugged cliffs and ancient forests of the Great Ocean Road region aren’t just backdrops, they’re action-packed or peaceful escapes. They are your natural element or they can be your artistic muse.



AIR

The fresh coastal air does more than refresh — it can inspire too. Find clarity and creativity in this pure atmosphere, be amongst the wind with a helicopter flight, or swing from trees in the Otways. Air draws visitors looking for renewal, tranquillity, playfulness or peace.

BE IN YOUR ACTIVE ELEMENT

We want you to Be in Your Team Great Ocean Road element and Be Active with us.

You can use the campaign and the campaign tools to build your own assets

How to Use Our Tools

This toolkit has been designed to make it easy for you to get involved with the campaign and share your story with the region's framework with your audience. The tools help you align with the campaign look, feel, and messaging.

Get started:

1. Download and Explore the Assets
2. Use the Social Media Templates
3. Share the Content on Your Channels
4. Create Be In Your Element Products & Offers

Step 1. Download and Explore the Assets

All campaign assets – including logos, social media templates, videos, imagery, and more are available to download from the campaign assets page.

Start by exploring the folders relevant to your business or content type:

- Social Media Assets: includes assets suitable for images and video in recommended formats.
- Video Content: hero video, itinerary reels, and brand pillar reels
- Brand Assets: logos, wordmark, and typography
- Photography: images that align with campaign themes



Step 2. Use the Social Media Templates

Our social media templates are designed to make it easy for you to create branded, campaign-aligned content quickly and professionally in Canva.

Follow these steps to use them:

- Head to the Media Hub and download your preferred template. Be sure to download the file at original size.
- Import your image to Canva.
- Add your chosen image and add the template overlay.
- You may need to resize or reposition the template to ensure it fits your content correctly. Keep key elements clear and avoid covering faces or focal points with text.
- Export your creative in your preferred file type.

3. Share the Content on Your Channels

- Repost or share the official Be in Your Element videos and reels.
- Use the social media templates to create your own posts.
- Use the Hashtag #BeInYourElement
- Don't forget to tag us:
 - Facebook: [visitthegreatoceanroad](https://www.facebook.com/visitthegreatoceanroad)
 - Instagram: [@visitgreatoceanroad](https://www.instagram.com/visitgreatoceanroad)
 - TikTok: [@visitgreatoceanroad](https://www.tiktok.com/@visitgreatoceanroad)
 - You Tube: [visitgreatoceanroad](https://www.youtube.com/visitgreatoceanroad)

4. Create Be In Your Element Products & Offers

Bring the Be in Your Element campaign into your business by creating a themed product, experience, or package that aligns with the spirit of the campaign. It's a great way to connect with visitors and encourage bookings while showcasing what makes your offering unique.

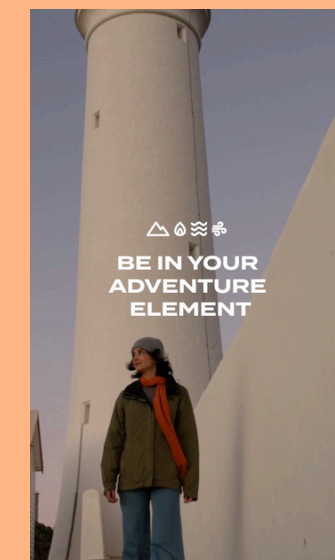
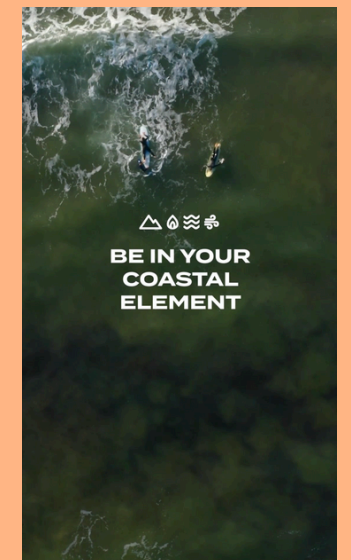
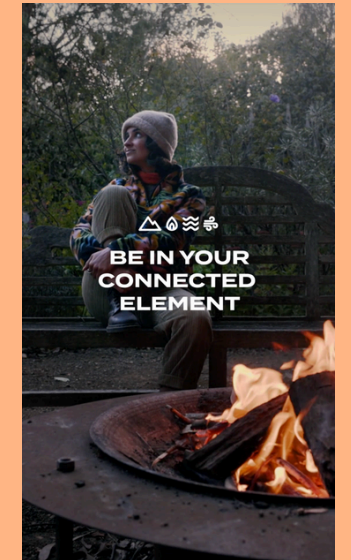
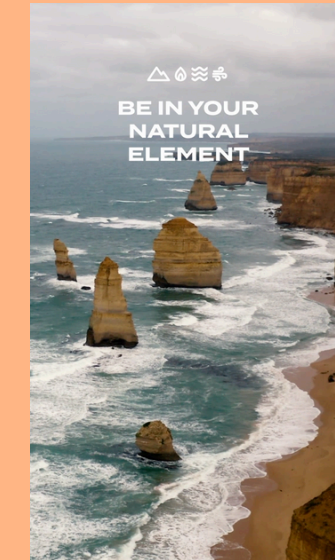
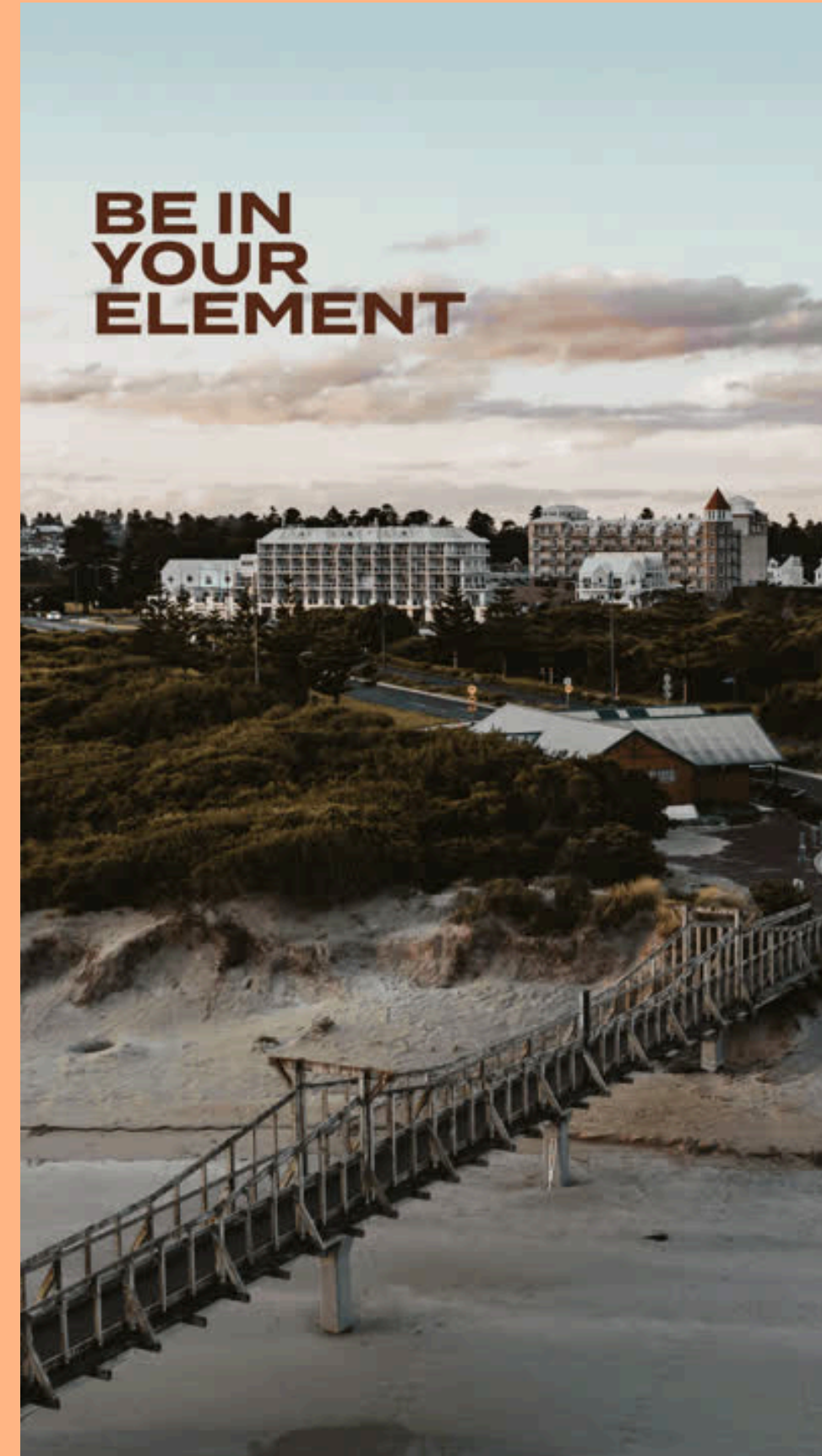
Think about how your business taps into one (or more) of the campaign pillars – Active Adventure, Big Nature, Surf & Saltwater Wellness, or Curated Culture – and create an offer that invites customers to truly Be in Their Element.

Be inspired...Be

- In your adventurous element
- In your natural element
- In your relaxing element
- In your artistic element
- In your tranquil element
- In your imaginative element
- In your playful element
- In your own element
- In your peaceful element
- In your new element
- In your active element
- In your foodie element
- In your historical element
- In your dreamy element
- In your cosy element
- In your iconic element
- In your coastal element
- In your inspiring element
- In your explorer element
- In your

This campaign is about celebrating the moments when people feel most alive, most connected, and most themselves. That's the power of the phrase Be in Your Element and we invite you to make it your own.

Use the campaign language to inspire your marketing, menus, experiences, and events. It's flexible, creative, and helps visitors imagine how your offering fits into their ideal escape.



2025 CAMPAIGN ASSETS

Download and explore the assets here. This is where you'll find everything you need, and we encourage you to create your own content and make the most of the campaign.



[Click here to watch the Regional TVC](#)



[Click here for 2025 Be In Your Element photoshoot images](#)



[Click here for Moyne video assets](#)



[Click here for itinerary and brand pillar reels](#)



[Click here for media hub images](#)



[Click here for canva templates](#)



[Click here for email signatures](#)



[Click here for logos and icons](#)

2024 CAMPAIGN ASSETS

The 2024 Be in Your Element campaign assets are also available to use, as the campaign remains relevant with this years extension. Feel free to reuse or re-post these as well.



[Click here to watch the Regional TVC](#)



[Click here to watch the Moyne Shire TVC](#)



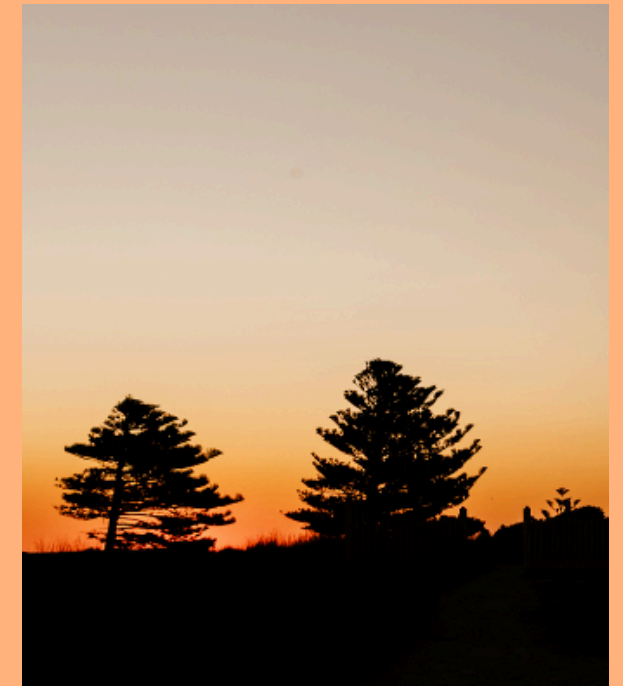
[Click here to watch the 12 Apostles Coast & Hinterland TVC](#)



[Click here for canva templates](#)



[Click here for media hub images](#)



[Click here for email signatures](#)

BE IN YOUR ELEMENT



ASSETS & TYPOGRAPHY

The typeface used to reflect the style of Be in Your Element is Termina. The Be in Your Element wordmark is a key element of the campaign's visual identity and should be used widely and consistently. To maintain brand integrity, please follow the guidelines provided for correct usage of the wordmark and related assets.

HEADINGS

TERMINA BOLD
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
abcdefghijklmnopqrstu**vw**xyz

SUB-HEADINGS

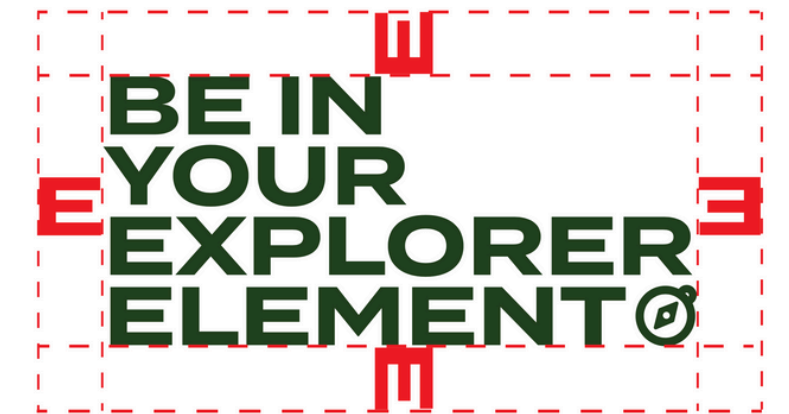
TERMINA MEDIUM
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ
abcdefghijklmnopqrstu**vw**xyz

COLOUR PALETTE

MANGO #ef8903 RGB 239 137 3 CMYK 4 55 100 0	SKY #9dceca RGB 157 206 202 CMYK 38 4 22 0	PEACH #ffb584 RGB 255 181 132 CMYK 0 34 50 0
FORREST #294023 RGB 41 64 35 CMYK 76 48 89 55	BARK #502c1c RGB 80 44 28 CMYK 44 73 82 59	SNOW* #ffffff RGB 255 255 255 CMYK 0 0 0 0

*Only to be used for secondary elements e.g Place Marker - not to be used for main campaign lockup.

CLEAR SPACE



ICON ALIGNMENT



*Same spacing between lettering & placemaker as there is between each line of text.
**Icon height same height as lettering
***Location marker should be business name or attraction followed by location. Eg. Indie Spa, Aireys Inlet



Great Ocean Road

[VISITGREATOCEANROAD.ORG.AU](https://www.visitgreatoceanroad.org.au)

For more information about the Be In Your Element Campaign and how you can engage with the campaign please contact Nina Barlow at nina@gort.com.au