

BE IN YOUR ELEMENT



2024 CAMPAIGN TOOLKIT

Great
Ocean
Road

BE IN YOUR RELAXING ELEMENT



Great Ocean Road Regional Tourism is proud to share with you
our 2024 campaign;



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 and activities, and wellness experiences on offer across the region.

Be in your element implies a deeply personal and immersive experience in the region's distinct environment, aligning perfectly with the brand's pillars of Big Nature, Active Adventure, Surf & Saltwater Wellness, and Curated Culture. It encourages a sense of discovery, inviting you to take your time and settle into place.

BE IN YOUR ACTIVE ELEMENT



The "Be in Your Element" campaign is designed to stand out in a marketplace saturated with destination and tourism marketing. The success of this campaign hinges on creating an emotional connection with our audience – an approach that taps into the elemental beauty and diverse experiences offered by the Great Ocean Road region.

While the elements of the campaign are compelling on their own, the stories behind them, the landscapes, the people, and the experiences - combined they offer a rich opportunity for deeper engagement.

By weaving these elements together, we create a multi-dimensional experience that resonates emotionally with our audience and enhances the campaign's overall impact.

THE ELEMENTS

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. Each element—Earth, Air, Fire, and Water. This concept has high flexibility in easily adapting to existing, new content to create new campaign assets.



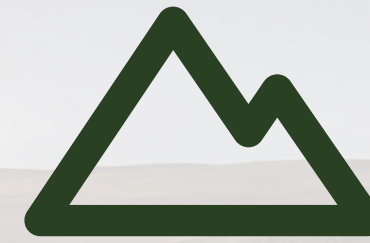
WATER

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.

CAMPAIGN ASSETS



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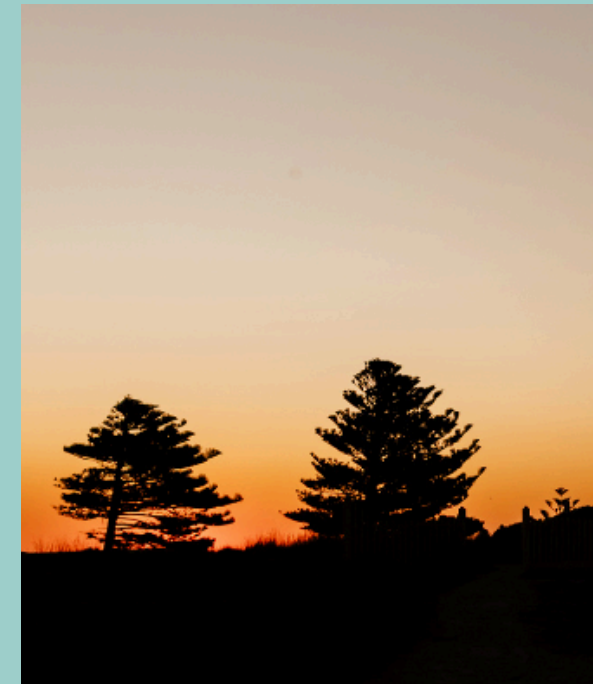
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BE IN YOUR ACTIVE ELEMENT



Use the hashtag

#BeInYourElement

In addition to using the above hashtag, make sure you add the relevant regional hashtags:

#visitgreateoceanroad #greateoceanroad

And don't forget to tag us:

Facebook: [visitthegreateoceanroad](https://www.facebook.com/visitthegreateoceanroad)

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Great Ocean Road

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