

# BE IN YOUR ELEMENT



**2026 CAMPAIGN TOOLKIT**

*Great  
Ocean  
Road*

# BE IN YOUR NATURAL 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.

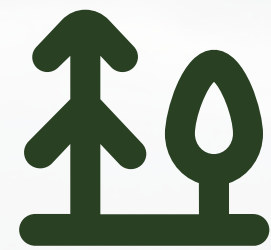
This campaign is an extension of last year's Be in Your Element campaign. While the first iteration leaned primarily into the elements as a theme, feedback highlighted the need to align more closely with our key pillars: Active Adventure, Big Nature, Surf & Saltwater Wellness, and Curated Culture. This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

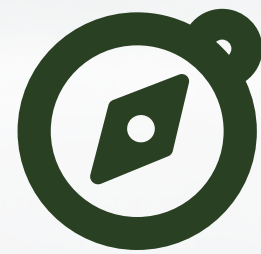
# GREAT OCEAN ROAD BRAND PILLARS

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.



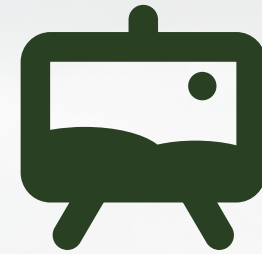
## BIG NATURE

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.

# 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

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### **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.

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## 3. Share the Content on Your Channels

- Repost (from [@visitgreateoceanroad](#)) 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: [visitthegreateoceanroad](#)
  - Instagram: [@visitgreateoceanroad](#)
  - TikTok: [@visitgreateoceanroad](#)
  - You Tube: [visitgreateoceanroad](#)

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## 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.

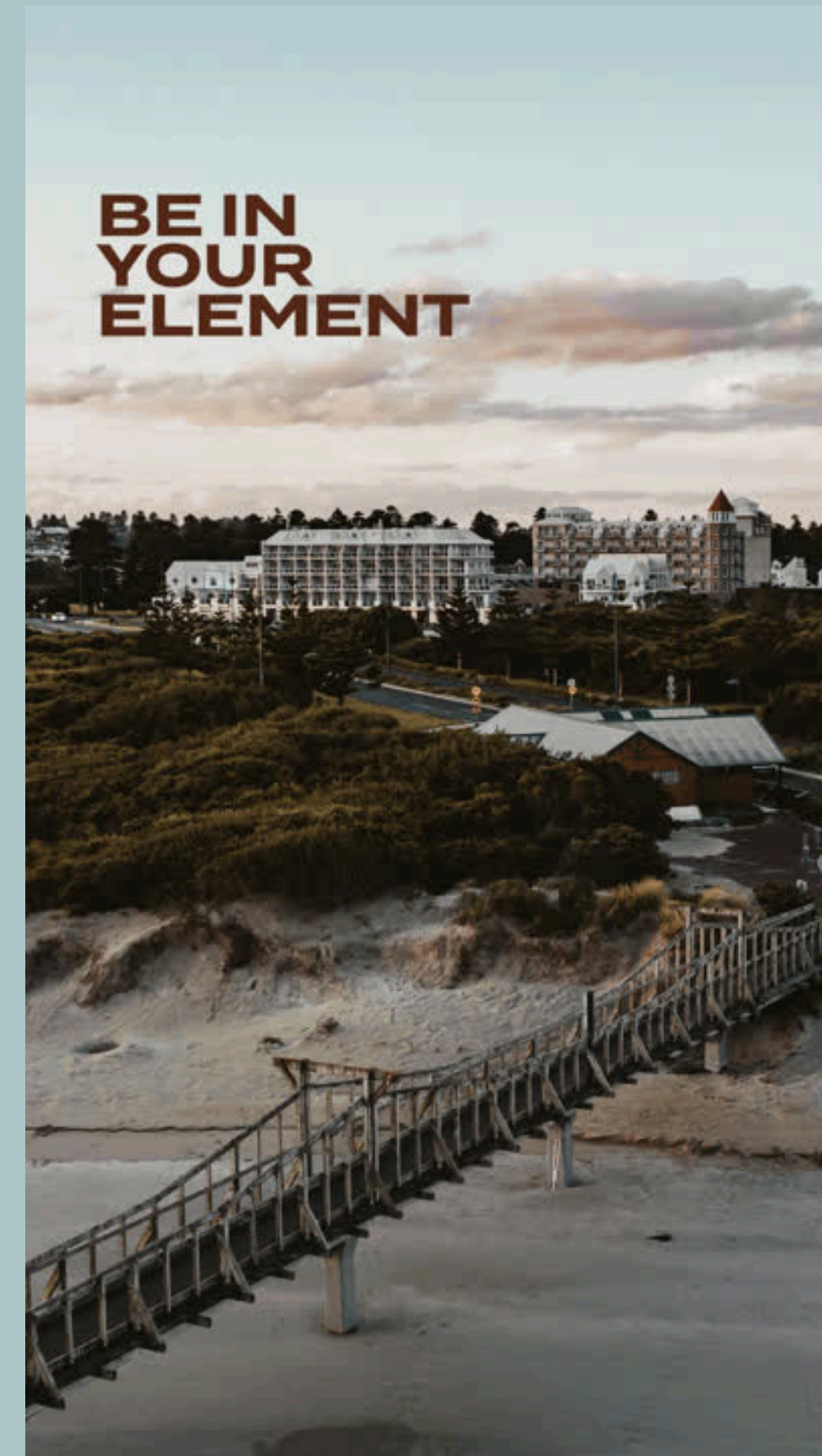
# Be inspired...Be

**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.



# BE IN YOUR ELEMENT

 GREAT OCEAN ROAD BE IN YOUR ELEMENT PACKAGES

**EXPERIENCE CARD**  

5425 .... 1234  
EXP XX/XX

*Great Ocean Road*

**The 2026 Campaign introduces a call to action promoting winter accommodation packages that include a \$100 Great Ocean Road experience card**

## **2 night package deals**

9 accommodation properties are participating in the 2026 Be In Your Element package promotion, located in Torquay, Anglesea, Lorne, Apollo Bay, Port Campbell, Warrnambool and Port Fairy.

## **Great Ocean Road Experience Card**

A \$100 Great Ocean Road Experience Card is included in each property's package and can be used at partner attractions, dining, tour and retail businesses around the region. Businesses have either qualified to be included through an existing paid partnership, or paid \$200+GST to be included.

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### **Direct benefits to businesses**

The Be In Your Element packe promotion is designed to provide direct impact to businesses, expanding on the success of Be In Your Element for regional destiantion awareness.

Participating accommodation businesses and those registered for the digital gift card to be used in their business will benefit from:

- Featured website content/landing pages
- Digital, print, TV and cinema advertising, plus digital ads for individual packages
- Promotional Assets: social tiles and email signatures, plus brochures and venue display materials
- Package bookings for accommodation
- Audience awareness and direct customer spend using the vouchers

# REGIONAL 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 60 second Regional TVC](#)



[Click here to watch the 30 second regional TVC](#)



[Click here for full Be In Your Element video playlist](#)



[Click here for brand pillar reels to download](#)



[Click here for canva templates](#)



[Click here for email signatures](#)



[Click here for logos and icons](#)



[Click here for media hub images](#)

# CONVERSION CAMPAIGN ASSETS

The 2026 Be in Your Element campaign is focussed on creating conversion for campaign partners, and visitation to the region. We encourage all stakeholders to support and use these assets



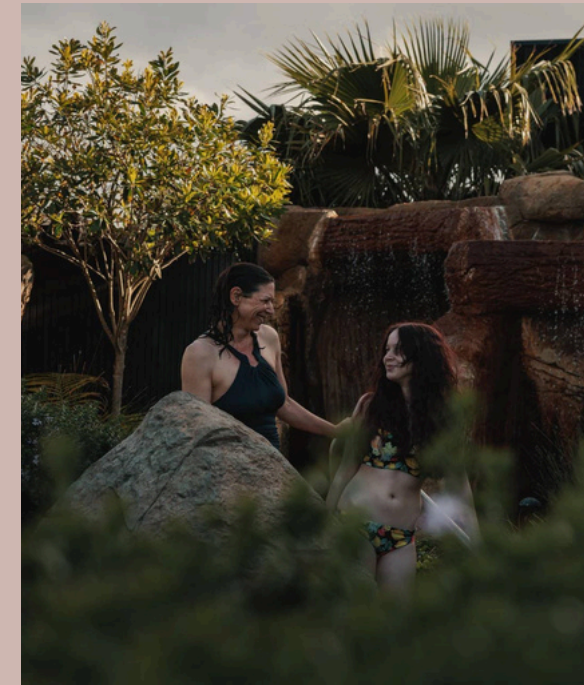
[Click here to download Regional 60 and 30 second TVC with CTA](#)



[Click here for email signatures with CTA](#)



[Click here for social assets and templates](#)



[Click here for experience card webpage](#)



[Click here for packages webpage](#)

# CORANGAMITE CAMPAIGN ASSETS

GORRT and Corangamite Shire have invested in Be in Your Element campaign assets to leverage the campaign for 12 Apostles Coast and Hinterland and Volcanic Lakes and Plains destinations. Feel free to reuse or re-post these as well.



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



[Click here to watch the Volcanic Lakes and Plains TVC](#)



[Click here to download Corangamite Reels](#)



[Click here for 12 Apostles Media Library](#)



[Click here for Volcanic Lakes and Plains Media Library](#)

# MOYNE CAMPAIGN ASSETS

Moyne Shire Council have invested in 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 Moyne Shire TVC](#)



[Click here to download Moyne Shire reels](#)



[Click here for Moyne Media Library.](#)

# WARRNAMBOOL CAMPAIGN ASSETS

GORRT Warrnambool City Council have invested in Be in Your Element campaign assets to leverage the campaign for the destination which are available to use. Feel free to reuse or re-post these as well.



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



[Click here to  
download  
Warrnambool Reels](#)



[Click here for  
Warrnambool media  
library](#)

# COLAC OTWAY CAMPAIGN ASSETS

GORRT and Colac Otway Shire have invested in Be in Your Element campaign assets to leverage the campaign which are also available to use. Feel free to reuse or re-post these as well.



*Colac TVC Available  
Soon*



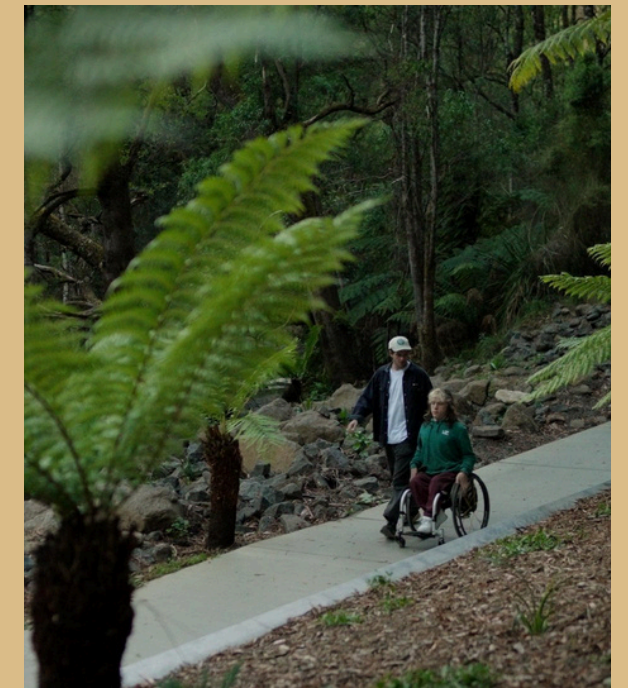
[Click here to  
download Colac  
Otway Reels](#)



[Click here for Colac  
Media Library.](#)



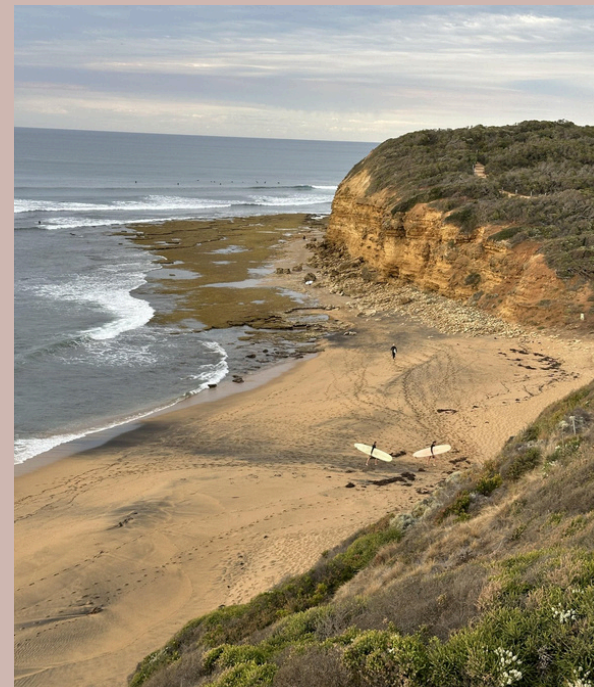
[Click here for Apollo  
Bay Media Library.](#)



[Click here for Otways  
Media Library.](#)

# SURF COAST CAMPAIGN ASSETS

GORRT and Surf Coast have invested in Surf Coast Be in Your Element destination assets which are also available to use. Feel free to reuse or re-post these as well.



[Click here to download Surf Coast Reels](#)



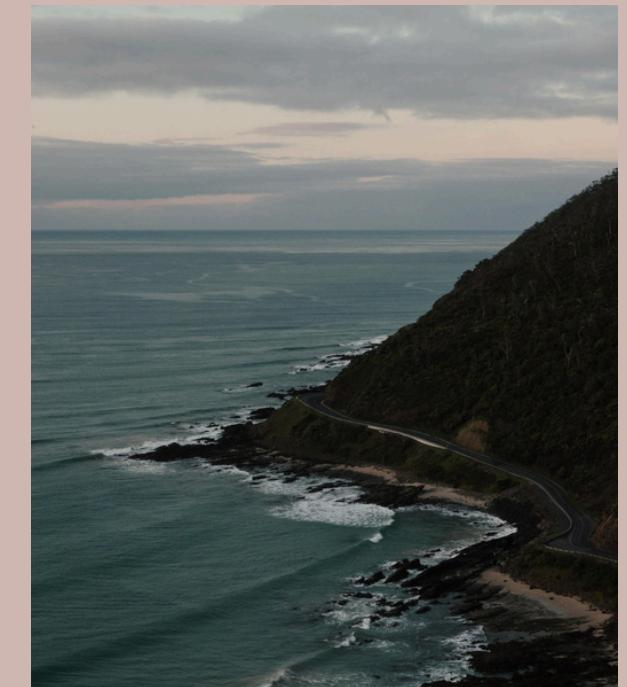
[Click here for Torquay Media Library.](#)



[Click here for Anglesea Media Library.](#)



[Click here for Aireys Inlet Media Library.](#)



[Click here for Lorne Media Library.](#)

# 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### SUB-HEADINGS

#### TERMINA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### CLEAR SPACE



### ICON ALIGNMENT



FORREST, VICTORIA

\*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](mailto:nina@gort.com.au)