

# GREATOPIA



2023 Campaign  
Overview & Toolkit

*Winter Remixed*

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# Welcome to Greatopia

Great Ocean Road Regional Tourism (GORRT) is proud to share with you our 2023 Off Peak campaign ....

## **Greatopia. Winter Remixed.**

The campaign will act as a direct extension of our 2022 program and continue to showcase the breadth and depth of the Great Ocean Road region heroing the iconic landscapes that are uniquely ours and bringing to the forefront the attractions, products, experiences and destinations, that make a trip to the region unforgettable.

But, in 2023, we will look to enhance our focus on the Off-peak season through a remixed Anthem, cozy messaging, seasonal imagery and a very strong video amplification.

The campaign further provides a framework for you to partner with us and strengthen our capacity as a region to have a strong and engaging presence in the marketplace. Off peak.

The campaign is primarily targeted at the key markets of Melbourne and Regional Victoria.

Read on to understand the strategy behind and elements of the enhanced campaign and how you can use the campaign and the tools and assets we have developed to market and promote your business.

We are asking you to join us on this Greatopian adventure!

Be part of Team Great Ocean Road.



# Our Focus

The current environment has seen tourism destinations fighting hard in a competitive market, vying for reduced visitation dollars.

The Objectives and their Challenges are real and complicated. But with Greatopia 1.0, we made huge progress in creating a cut-through solution for the Great Ocean Road region.

So we have looked to capitalise on the momentum from last year, but with more tailored seasonal messaging. Our goals remain focussed:

- 1. Cut through the tourism marketing clutter**
- 2. Showcase the diversity of the region**
- 3. Highlight our big hero experiences**
- 4. Drive overnight stays during the off-peak period**
- 5. Continue to provide media with something to talk about**
- 6. Distribute a targeted media campaign, that leverages from our core Customer Profiles**
- 7. Continue to build our GORRT owned channels including web, social media and the GORRT consumer database**
- 8. Improve on the 2022 campaign reach**

And importantly, produce distinctive and ownable creative executions.



# Great Ocean Road Brand Pillars

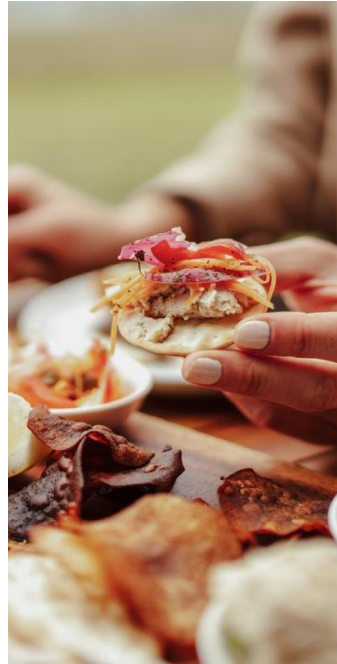
The campaign themes and images have again been driven by our brand pillars which form the core of all our marketing messages and ensure we retain a strong and consistent message in the marketplace and build on previous campaigns.



**BIG NATURE**



**ACTIVE ADVENTURE**



**CURATED CULTURE**



**SALTWATER & WELLNESS**



**VILLAGE INSPIRATION**

# What is Greatopia?

The Great Ocean Road region has so much to offer, yet much of it remains undiscovered.

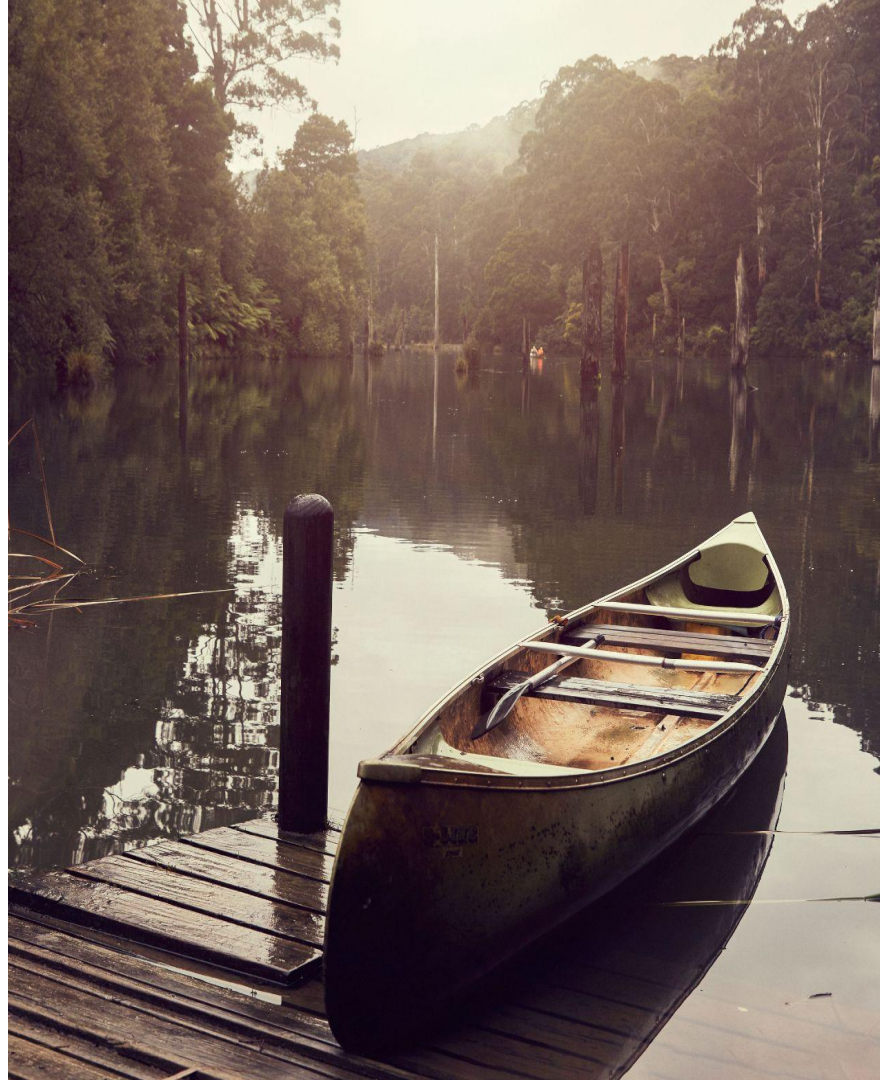
Extending far beyond “the road” itself, there are many hidden wonders across the entire region to explore, taste and indulge in, you need only ask us, the locals!

From its rugged coastline to its mystical lakes and volcanoes, the sophistication of fine dining to the freedom and simplicity of camping under the stars, from unwinding in hot springs to flying through the tree-tops or hurtling down a hill on two wheels .... and the list goes on.

With something for one and all, it's a great place to stop for a while, refresh, relax and reminisce.

In fact we know you'll agree, it really is utopia.

We call it ... **Greatopia**.



# Greatopia 2.0 - Creative Approach

We know the Greatopia campaign and Anthem had powerhouse cut-through in the 'sea of sameness' that is often found in destination and tourism marketing.

Many factors had an influence on our success, but we know that emotional connection is the most powerful motivating force ... and music is able to create bonds across demographics.

Music (and audio) has also become one of the most powerful elements of media and social media in the last decade. Bands now launch albums and songs in 6-12 second sound bytes, for Instagram Reels or TikTok integration. The most played videos now on YouTube are songs.

We also know that after long discussions, that the PR-impact and opportunity around the Greatopia Anthem is still relatively untouched. The media want to unlock the stories of the talent, the locations, the imagery and the unknown.

So the creative springboard for us was a Remix.

But what if that Remix could exist beyond just the anthem?  
What if it could become our unifying creative strategy across Video, Audio and Imagery?

The opportunities become exciting.

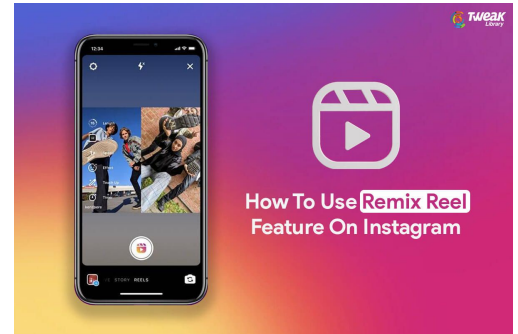
**remix** [ *verb* ree-miks; *noun* ree-miks ]

**1. COUNTABLE NOUN**

A **remix** is a new version of a piece of music which has been created by putting together the individual instrumental and vocal parts in a different way.

*Their new album features remixes of some of their previous hits.* 🎧

Synonyms: reworking [More Synonyms of remix](#)



# Greatopia 2.0 - Remix

But if GREATOPIA is the Platform.  
And Creativity (via the Anthem) is the wrapper.  
Then what is the message?

We need to be much more explicit with both 'How' and 'What' we communicate.

We need to talk to the campaign idea.

We need to talk to the seasonality.

We need to embrace winter, not escape it. It is the season like no other - from no crowds to no rush. From fireside to feasts to facials.

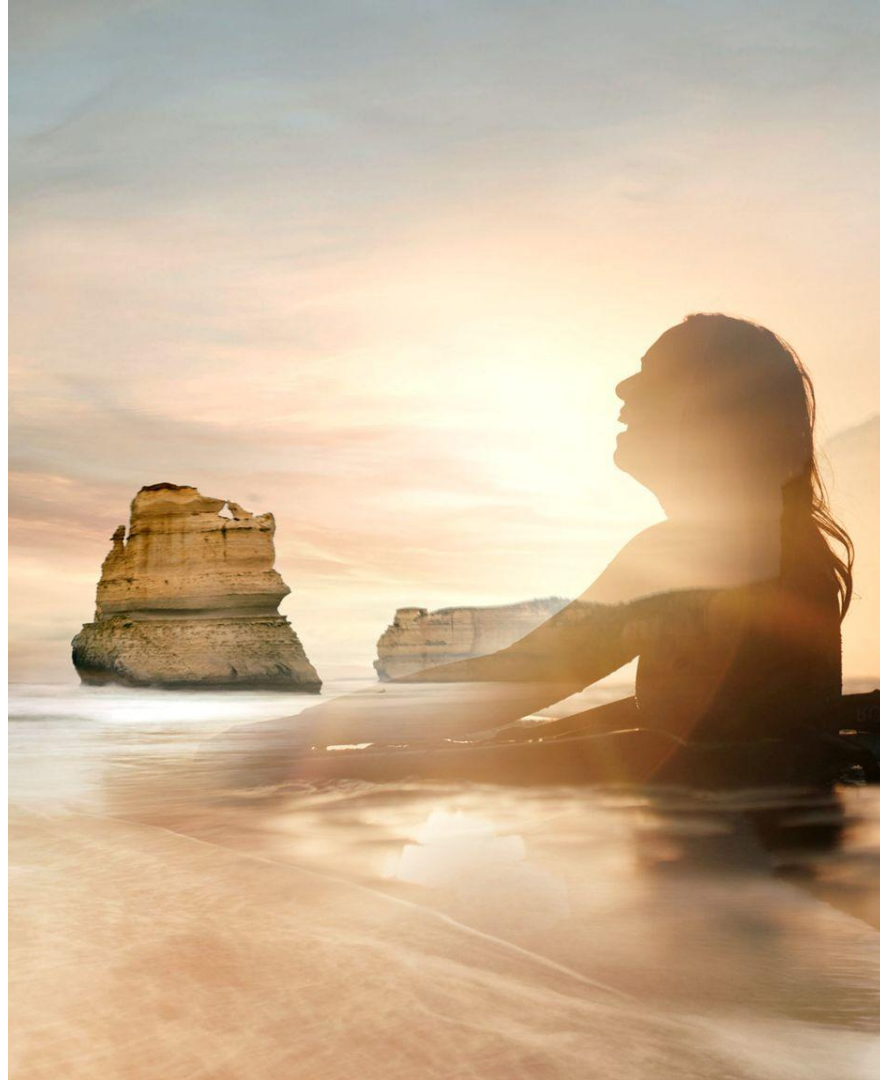
We need to embrace the cosy.

We need to believe it is our best kept secret, making it a 'must do'.

We need to allow our audience to imagine themselves in our locations AND experiences.

And we need to mix it all together in a glorious cocktail of destination delights.

**We need to remix winter.**





*Winter Remixed*

**GREATOPIA**



# Media Strategy

## REACH / OPTIMISE / MAXIMISE / ACT

**REACH** - Utilise new media channels and relationships to increase awareness of Greatopia

**OPTIMISE** - Increase focus on best performing segments (Miriam) + increased urgency via creative updates.

**MAXIMISE** - Leverage and repurpose high-performing creative assets

**ACT** - Create a clear call to action and sense of urgency to “book now”

And then align this to our Campaign Objectives:

1. Cut through the tourism marketing clutter - GREATOPIA - WAVE II
2. Increase visitation throughout Autumn/ Winter - ENHANCED CTA
3. Showcase the regions diversity of activities and experiences, not just locations - CREATIVE DIVERSITY
4. Strong emphasis on the opportunity to capture overnight stays - URGENCY CTA/OFFER
5. Remind Melbournians of our spectacular hero experiences - IMPACTFUL IMAGERY

This will be executed through a highly targeted paid media campaign targeting audiences in metro Melbourne and regional Victoria, which has been planned with the aim of targeting visitation intenders and length of stay to the Great Ocean Road region.



facebook



Kayo  
SPORTS

foxtel



7plus

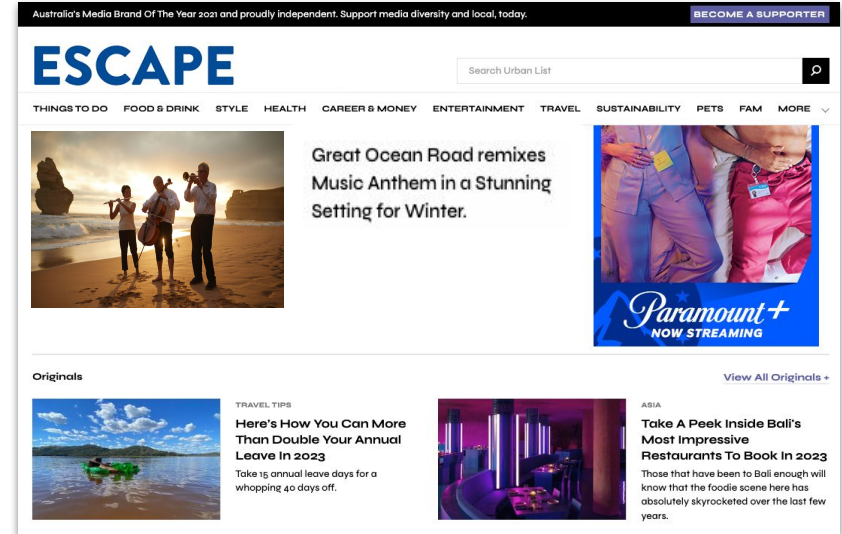
# PR Strategy- Famil Program

In 2022 our approach to the launch of Greatopia was focused on amplifying our hero asset, the anthem.

In 2023 while maintaining support of our remixed key asset, we will also focus on developing a FAMIL program that will invite top-tier media outlets and contacts to explore the breadth of the Great Ocean Road region, curating bespoke itineraries, in exchange for in-depth feature articles and coverage.

We will aim to have a minimum of 8 - 10 visiting journalists for the major campaign, and will run through May and June 2023.

The itineraries will consider each element from end to end to bring the opportunity to life.



 BROADSHEET

 news  
.com.au

ESCAPE

CONCRETE  
PLAYGROUND.

# Campaign Assets



[CLICK HERE to download Greatopia Glenelg Assets](#)

GREATOPIA



[CLICK HERE to download ALL Greatopia Assets](#)



[CLICK HERE to download ALL Greatopia Anthems](#)



[CLICK HERE to download Greatopia Surf Coast Assets](#)



[CLICK HERE to download Greatopia Colac Otway Assets](#)



[CLICK HERE to download Greatopia Corangamite Assets](#)



[CLICK HERE to download Greatopia Warrnambool Assets](#)

# Campaign Tools

We have developed a full suite of updated tools and assets for use across the campaign and are making these available to you. These are showcased through some examples in the following pages.

Please access our wide range of images available on the Greatopia Media Hub to create some of your own. And follow our facebook and Instagram pages @visitgreateoceanroad to see the campaign content we post, and feel free to share and engage with it.

Please use #Greatopia and #VisitGreatOceanRoad hashtags on your channels. This helps amplify the message and allows us to track and measure the campaigns success.

#Greatopia

#WinterRemixed

#VisitGreatOceanRoad

[CLICK HERE for the Greatopia Media Hub](#)



# Greatopia - 'Hero Anthem' - TV & Digital

Our Greatopia Anthems created substantial cut-through and ownable assets, which we are looking to solidify and enhance with Winter Remixed. It takes this to the next level with a revised custom anthem with a sharper focus on the autumn/winter seasons.. The Anthem tells our story and captures the Aussie Larrikin in all of us. We hope it is a tune that encourages our audience to sing along, like last year! The 'Hero Anthem' has been developed as a longer-form video, with a 30" cut-down for TV/BVOD.

This year we have also created substantial shorter Reels formats for social media ad units.



[CLICK HERE to view and download the Anthems](#)

# Winter Remixed

Can you hear the fire  
bellow out your name  
From the great and winding road

When the leaves do fall  
Springs and spas will call  
From a place that feels like home

## **CHORUS**

*Greatopia, a land for all  
Hear us echo out through the trees*

*Greatopia, in love you'll fall  
As you wind down by the sea*

From the fresh delights  
to the cosy nights  
Feel the glam and camping glow  
When the waves cascade  
Memories are made  
It's the greatest time to go

## **CHORUS**

*Greatopia, a land for all  
Hear us echo out through the trees*

*Greatopia, in love you'll fall  
As you wind down by the sea*

**GREATOPIA**

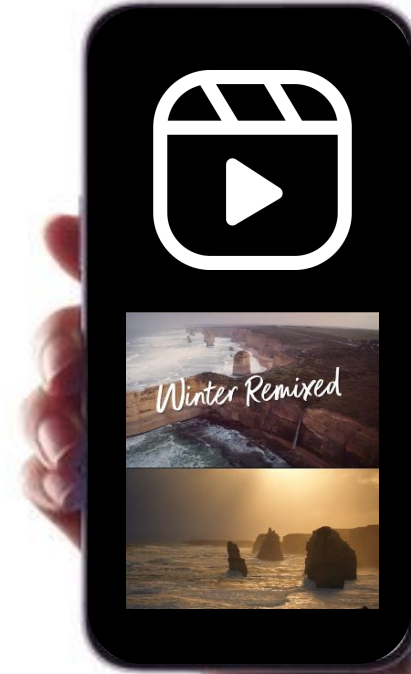
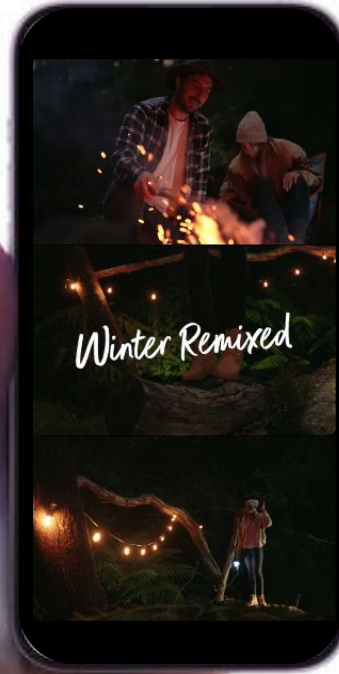


# Video (Reels & Stories)

In our new 'Winter Remixed' campaign, we will look to substantially increase the number of digital & social video assets - to be used across Instagram, Facebook and Tik Tok (inc Reels).

These will utilise a mix of techniques and motion graphics to increased visual cut-through and maximise asset usage.

Have a look and make your own.





# Greatopia - Hero Digital Video Assets

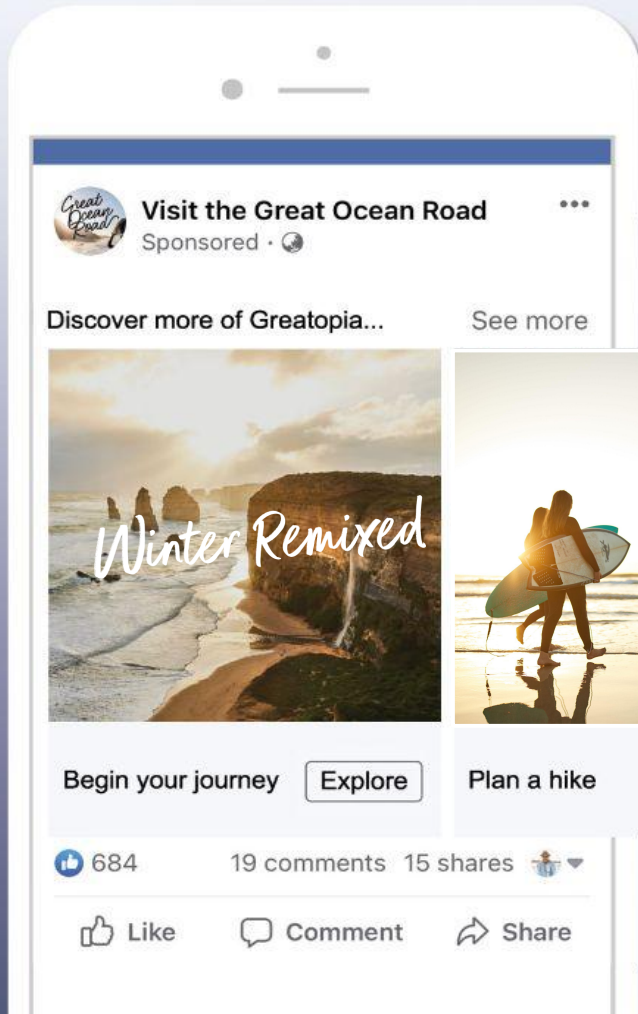
[CLICK HERE](#) to download Greatopia Reels



# Greatopia - Facebook

Greatopia Facebook (META) remains a critical tool for building engagement for us and our demographics. We use a range of Facebook tools including carousels, stories, reels and posts and optimise for effectiveness. With so many assets in the Media Hub now is the time for you to experiment too.

Our campaign is highly targeted and leverages our Customer profiles. We encourage you to check these out to assist you in targeting your activities.

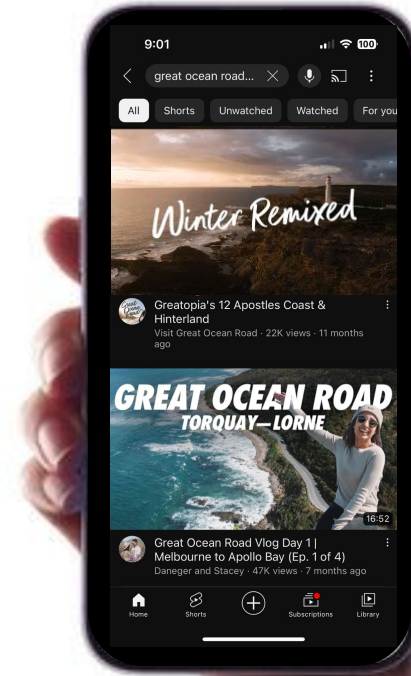
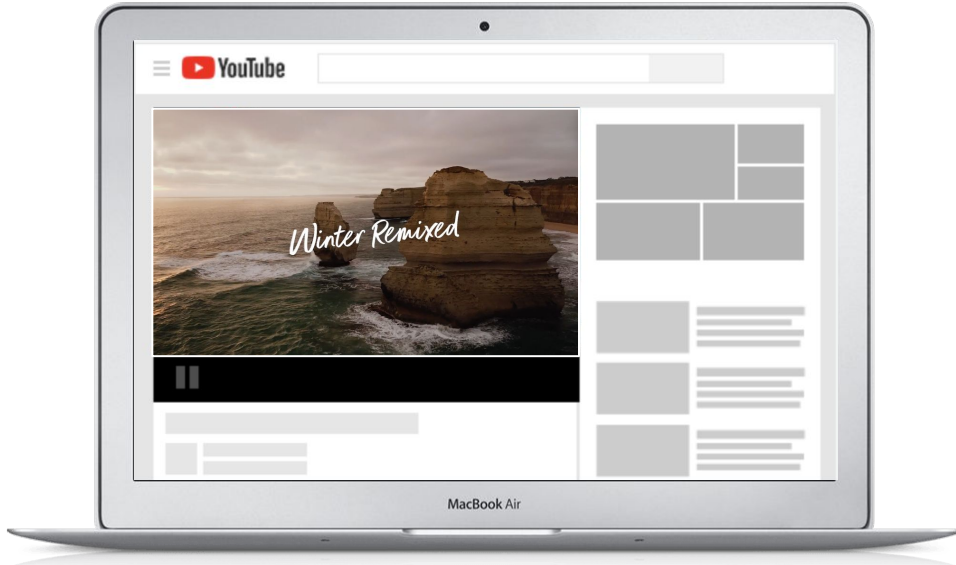


facebook

# YouTube - Video

We have been increasing our emphasis on growing YouTube as a channel given its popularity as a video platform. The Greatopia Anthem video was the highest performing asset in the 2022 campaign and YT will be utilised heavily again across our extensive digital media schedule.

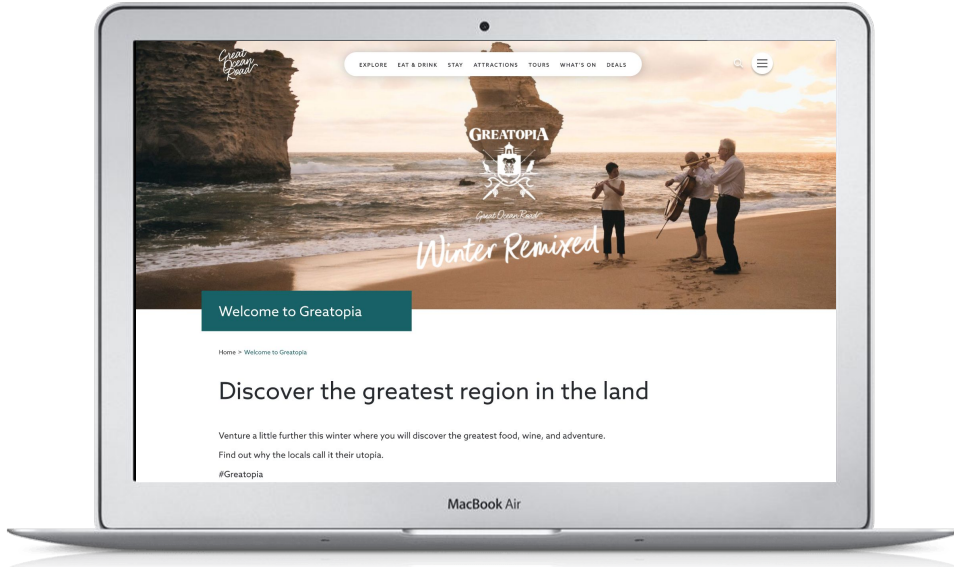
The campaign will run across desktop, mobile and tablet.



# Web/Mobile Hub

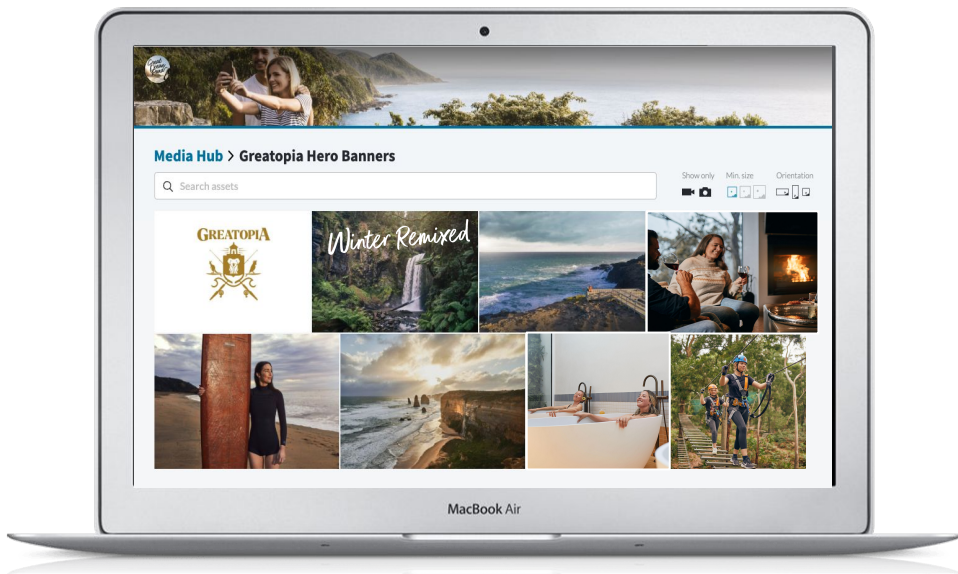
An information and experience-intensive Greatopia site has been developed under the main Visit Ocean Road website. It uses responsive design to maximise the customer experience across devices, especially mobile.

[CLICK HERE to view the Greatopia Campaign Landing Page](#)

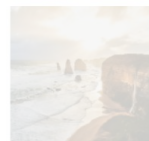


# Media Hub & Imagebank

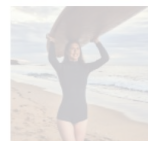
A substantial Greatopia Media Hub was developed in 2022. This investment will be further maximised in Greatopia 'Winter Remixed', with the goal to reuse approx 85% of the assets, but the ad units will be optimised based on our Media learnings and persona performance. We will specifically look to enhance our winter/cozy content focus.



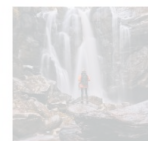
[CLICK HERE for the Greatopia Media Hub](#)



Twelve Apostles



Surf Bells Beach



Phantom Falls

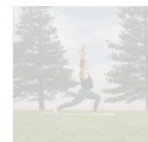


Explore Yogo River

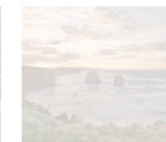


Split Point Lighthouse

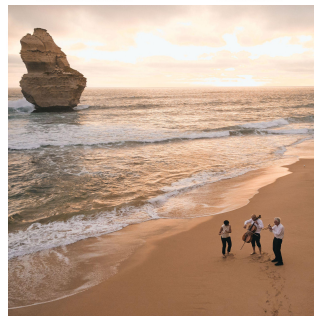
Stunning Views



Yoga in the pines

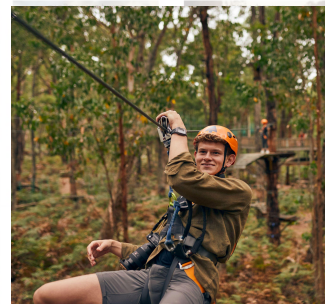


Twelve Apostles



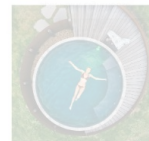
Explore Angelsea

Rugged coastlines

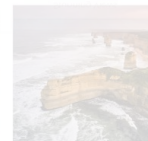


California Redwoods

Whale Watching



Relax at Charleston Farms



Twelve Apostles



Split Point Lighthouse

Tastes of the ocean

# Activating Winter

***“We need to show them where to stay  
and show them what to do.”***

## GREATOPIA - WE NEED YOU!

### AMPLIFYING LOCAL

We need you to continue get behind the promotion of Greatopia. You, as businesses, can play a key role in amplifying the message and bringing Greatopia to life - you live and breath why this region is so amazing.

With 'Winter Remixed' we have tailored the Anthem to the off-peak season, in sound and imagery.

It is as easy as sharing of the Greatopia Anthem video and assets . But don't stop there you can make a huge difference extending the campaign and key messages by using many of the assets in the Greatopia Media Hub, and creating your own Greatopia promotions. Be inspired and use the platform to bring your story and your destination to life. Find an image, add the emblem, develop a tagline, tag your location.....too easy.

Additionally, we believe there are endless opportunities to further amplify Greatopia 'Winter Remixed' in hyper-local ways.

Here are some ideas to kickstart your campaigning. We can't wait to see how creative you can be!

### SOME WAYS TO ACTIVATE & PARTICIPATE

1. Share the Anthems
2. Greatopia LIVE
3. Tell your Greatopia story
4. Showcase the Region
5. Create Greatopia Products & Offers



# 1. SHARE THE ANTHEMS

Share the new hero Greatopia 'Winter Remixed' Anthem and the myriad of tailored regional 'Reels' across your social channels, eDM newsletters, databases and websites.

This will help us seed and launch the key assets of the campaign, building awareness across our target audiences.

## What to do:

**Step 1:** Download anthem(s) from media hub

**Step 2:** Post to your digital channels, web & social

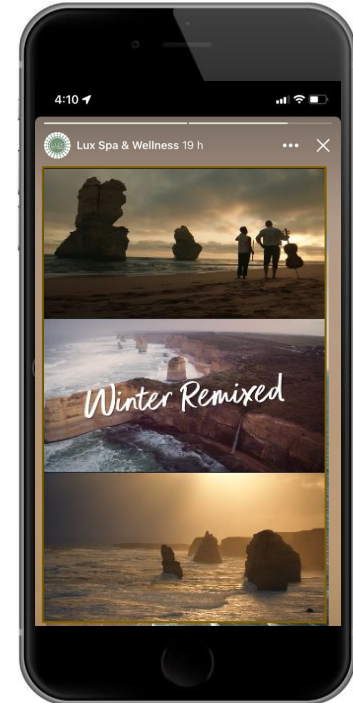
**Step 3:** Tag Us using #Greatopia #WinterRemixed #VisitGreatOceanRoad

Tip: Not too savvy on the downloading, don't despair, you can share from our channels @visitgreatoceanroad.

[CLICK HERE for the Greatopia Media Hub](#)



Instagram



Story & Reels



## 2. GREATOPIA LIVE

Community and Local engagement in the Greatopia campaign is a powerful unifying force, steeped in a regional sense of pride. And the local participation and performances of the anthem were brilliant tributes.

But we want more. We want it all. Acoustic sets, duos, bands, orchestras, schools, choirs, soloists, instrumentals, radio and even humming in the streets.

To make it easy for all performances, we have provided access to the Anthem in two lengths (full and 30s), plus sheet music for performers and singers. Encourage it.

### What to do:

**Step 1:** Download music from media hub

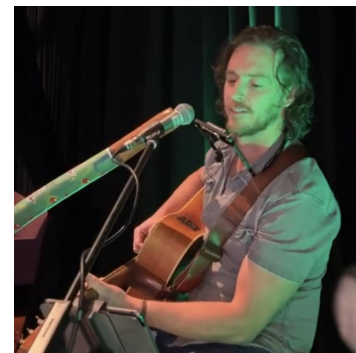
**Step 2:** Perform it

**Step 3:** Post to your digital channels, web & social  
#Greatopia #WinterRemixed #VisitGreatOceanRoad

[CLICK HERE for the Greatopia Media Hub](#)



Instagram



Greatopia Anthem

Great Ocean Road Tourism      Music and Lyrics by Terry Moran

Verse 1

Can you hear the sea bell-one  
and your name from the great and win-ding road. When the loaves do fall springs and  
spas will call from a place that feels like home. Great - to - pi - a land for all. Hear us

Chorus

e - cho out through the trees. Great - to - pi - a. In love you'll fall, as you

Verse 2

wind down by the sea. From the fresh do-lights to the co - sy nights, feel the

'Greatopia' (Acoustic)  
Colac, 30 Aug 2022

### 3. TELL YOUR GREAT OCEANIA STORIES

Greatopia is all about what makes our region great and the 'Winter Remixed' campaign extension, is all about combining the brilliant environments AND experiences that are on offer during the off-peak period. Most importantly, we need you to tell our audience all about you and your business. This will continue to build great content and showcase the region's diverse experiences, making a visit to the Great Ocean Road a must do.

**Step 1:** Use a mix of images, video and logos to help build out your messaging and stories.

**Step 2:** Create a tagline, here's a little inspiration but don't let us stifle your creative juices!!

"Come and try the latest Greatopia Cocktail Mix"

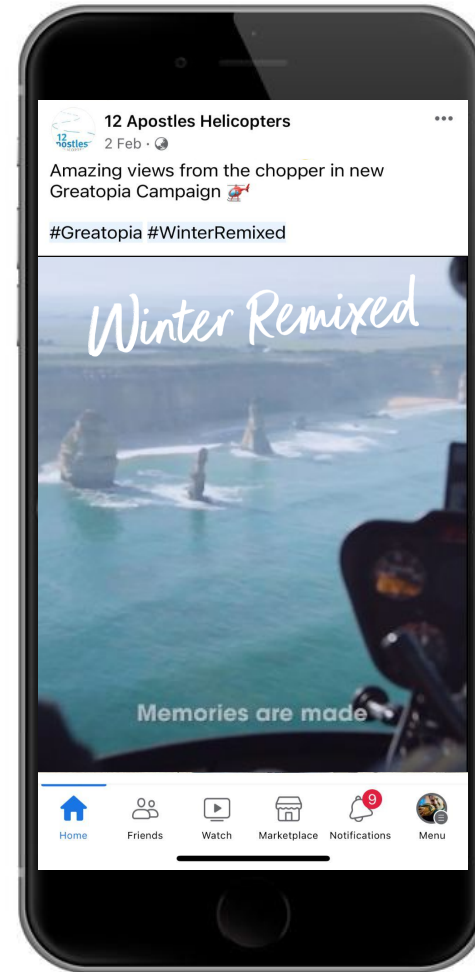
"Explore the mystical forests of Greatopia this winter"

"Stay in one of the cosiest guesthouses in Greatopia"

"Top 10 secrets of Winter in Greatopia"

**Step 3:** Make sure you use the campaign hashtags and tag @visitgreatoceanroad so we see it and can share your content.  
#Greatopia #WinterRemixed #VisitGreatOceanRoad

[CLICK HERE for the Greatopia Media Hub](#)



Facebook Post (self-promote)

## 4. TELL THE REGION'S STORY

Share the things you love about your destination, region or the experiences the region offers.

**Step 1:** Share some of the images from the Greatopia media hub or take your own.

**Step 2:** Build a tagline/headline. The anthem lyrics make perfect tag lines or captions (whether the new remix or our original regional anthems). But don't be afraid to encourage your creative side and use the structure to create new lines or your own verses.

### Here are a few of our faves...

"Feel the glam and camping glow"

"Where the whales call you home"

"From the fresh delights to the cosy nights"

"When the waves cascade, Memories are made"

"From the high-speed thrills, to the towering hills"

**Step 3:** Add the hashtags #Greatopia #WinterRemixed #visitgreatoceanroad

**Step 4:** Link your post to the full story....content on our website or your own.... some extra inspiration ...

"Our secret Winter Walks of Greatopia" ([LINK: Read blog](#))

"Bucketlist Greatopia attractions" ([LINK: Read blog](#))

Tip: Now's a good time to refresh your website and make sure it has strong seasonal images and engaging content.



Facebook Post (multi)

## 5. CREATE A GREATOPIA OFFER

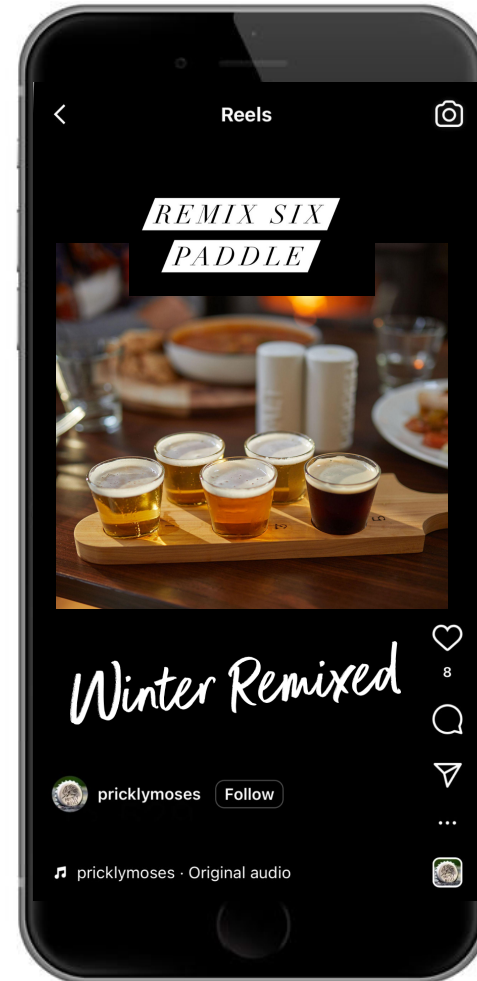
Embrace Greatopia and our new 'Winter Remixed' focus within your business. Can you theme, create or name an existing product, service, experience or package?

### How about ....

- “Enjoy our Greatopia ‘Remix Six’”
- “A Greatopia ‘Winter Weekend’”
- “A Greatopia Remix cocktail”
- “A Greatopia 2-for-1 ‘Mix it up’ offer”

The list is endless.... let your imagination run wild.

[CLICK HERE for the Greatopia Media Hub](#)



Facebook Post (multi)

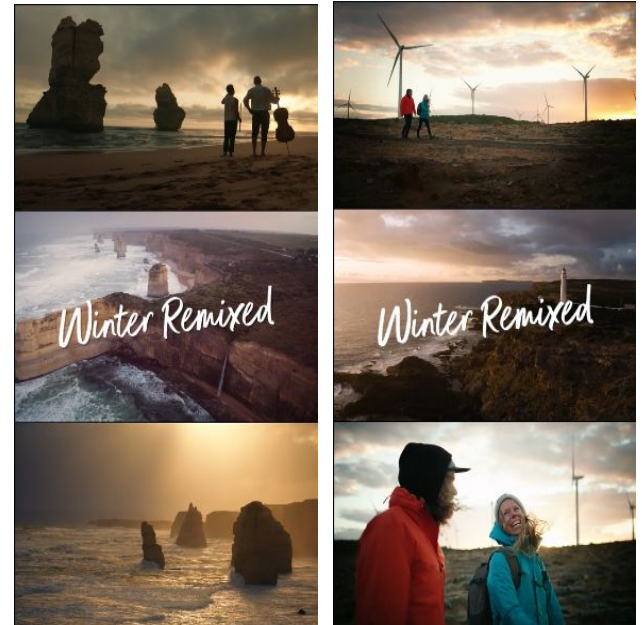
# Logos & Typography

# Campaign Logo - Winter Remixed

The Winter Remixed campaign lockup/asset will be used in multiple ways. Primarily it will be used as a transparent white logo overlay, across campaign imagery (see below). This will work on video assets as a top & tail.



Photography



Video






# Greatopia Assets & Typography

[CLICK HERE to download the Greatopia Fonts](#)

The *typeface* used to reflect the style of Greatopia is Larkin. This is also used in the logo and will assist in projecting a consistent brand image. The typeface should be used in bold from its type family.

The *secondary* font used is Campton. This can be used in body copy or any secondary form of communication. There are varying weights within the family that can be used.

<p>Greatopia Logo</p> 	<p>Secondary Logo</p> 
<p>Typography</p> <p><b>Larken Bold</b></p> <p>Campton Light Campton Book <b>Campton Bold</b></p>	<p>Photography</p> 
<p>Colours</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="272 836 428 1013"> <p>Pantone 1255C</p> </div> <div data-bbox="450 836 606 1013"> <p>BLACK</p> </div> <div data-bbox="629 836 786 1013"> <p>WHITE</p> </div> </div>	

## Headline Font Type

Larkin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Larkin Bold | LARKIN BOLD

## Secondary Font Type

Campton

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Campton Light | CAMPTON LIGHT

Campton Book | CAMPTON BOOK

Campton Bold | CAMPTON BOLD



# Winter Remixed

For more information about the Greatopia Campaign and  
how you can engage with the campaign  
please contact **Nina Barlow** at **[nina@gort.com.au](mailto:nina@gort.com.au)**

Great  
Ocean  
Road

[CLICK HERE](#) for the Greatopia Media Hub