



Industry Toolkit

Visit
*Sunshine
Coast*



Overview

Visit Sunshine Coast is launching a new digital campaign from 1 July to the end of August titled *Ride the Five!*

The campaign positions the Sunshine Coast as Australia's Best Winter Mountain Biking Destination, promotes the region's five primary recreational mountain biking areas and aims to increase visitation to the region during winter.



VSC Marketing Activity

Visit Sunshine Coast (VSC) is launching the *Ride the Five!* campaign via digital channels, including:

- VSC social media - owned and paid channels
- YouTube:
https://www.youtube.com/watch?v=7YGe7mRBv_A&list=PL0sA6WueSFz2835UOm94XIO6y1OHXMZ_S
- Display and programmatic advertising
- Dedicated landing page on VSC website:
<https://www.visitsunshinecoast.com/mountain-biking>
- VSC consumer EDM
- Corporate media release



Toolkit Assets

Help us spread the word!

VSC has crafted a bunch of creative assets for industry use, which are available for download here:

https://visitsunshinecoast.mediavalet.com/galleries/0bbb4525-81b8-43d9-ac78-92806f9632e0_18e066d1-6f35-409c-923c-6230b70507ac-ExternalUser

We invite you to use these assets on your own channels to spread the word and help celebrate our diverse mountain biking experiences!

Assets for industry use include:

- Ride On Sunshine Coast brandmark. Please send through your brandmark application to marketing@visitsunshinecoast.com for review and approval prior to publishing.
- EDM Banner (if used digitally, you can link back to this URL): <https://www.visitsunshinecoast.com/mountain-biking>
- Social Media tiles suitable for Facebook and Instagram posts



Social Media

When posting to social media, be sure to tag the relevant VSC social account, follow, like, comment, share and engage with VSC's social media posts to help spread the word!

- VSC Facebook@**sunshinecoastQLD** on Facebook
- VSC Instagram@**visitsunshinecoast** on Instagram
- VSC Twitter@**sunshinecoastoz** on Twitter

Social Media

If you need some help with creating copy for your social posts, here are a couple of examples:

Ready for a winter adventure with your one and only? Come and ride the five Sunshine Coast mountain bike trails! With balmy days, epic trail conditions and time to rest at the beach, you won't be able to help but feel invigorated and revitalised at every level on the Sunshine Coast.

Lush MTB trails? Check. Pristine swimming beaches? Check. Craft breweries to quench your thirst after the day's ride? Check. When it comes to winter mountain biking, #visitsunshinecoast delivers in spades! This is a sign - it's time to lock in that bike holiday. Ride the five on the Sunshine Coast.



Creative Assets – Some examples



Social media tile



Social media tile



EDM Banner



Brandmark

RIDE ON
Sunshine Coast



Contact

If you have any queries please email: marketing@visitsunshinecoast.com

Thank you

Visit
*Sunshine
Coast*