



*Sunshine  
Coast*

SUNSHINE MOMENTS  
FOR REAL

Campaign Toolkit



# CONTENTS

- 03 Campaign overview
- 04 Toolkit assets overview
- 04 Campaign stamp
- 05 Campaign stamp usage
- 06 Imagery: Usage examples
- 07 Messaging: Guidelines and example copy
- 08 How to get involved
- 08 Industry checklist
- 08 The opportunity for members



# CAMPAIGN OVERVIEW

## ABOUT THE CAMPAIGN

Sunshine Moments, For real is Visit Sunshine Coast's (VSC) hero campaign. The campaign brings the Sunshine Coast brand to life and celebrates what sets the destination apart.

The campaign is all about bringing out the sunshine feeling our visitors experience on the Coast and inviting visitors to come and 'find their very own sunshine moment'.

As locals you know it's that feeling of positive energy and happiness that is everywhere across the destination. A trip to the Sunny Coast brings out the sunshine in everyone who visits. It makes them walk a little lighter and laugh a little louder.

## TIMING / ROLL-OUT

The campaign launches on 9 May 2023. The first phase of activity will be in market through to the end of June 2023.

The campaign will include a new advertisement on Broadcast TV on Demand (BVOD), YouTube pre-roll, Programmatic Display, Native Tiles and social media. It will also include PR and content initiatives with the campaign message amplified on VSC's owned channels.

## THE TARGET AUDIENCE

The campaign will target the Sunshine Coast's key markets in Queensland, New South Wales, Victoria and New Zealand. Emphasis will be placed on segments with flexibility to travel outside of peak periods and propensity to spend more.



# TOOLKIT ASSETS OVERVIEW

We have developed key assets for use in promotional activity, including a campaign stamp, imagery, and key messaging guidelines.

## CAMPAIGN STAMP

To help industry promote their businesses in alignment with the campaign, we have crafted a 'Sunshine Moment' campaign stamp for promotional use.

Its available for anyone to use and we encourage all operators to get behind the campaign message by including the campaign stamp on promotions. To make it easy to do so we have some tips on how best to use the stamp.



## CAMPAIGN STAMP USAGE

Try to use the **white primary campaign logo** wherever possible, except when the background colour or imagery detail makes it hard to read. You can use the logo over images or coloured backgrounds — as long as it's legible. And, where it might be hard to read, we've provided some alternate options for you to use. Don't forget to use this logo with any marketing materials that makes sense for your business - including things like: stickers, badges, posters, advertising, email marketing and local press ads.

Do not alter the master logo artwork in any way. Never stretch, recolour, change the typeface or alter the outline in any way.

**Logo Usage Primary:** The white logo may feature over block coloured backgrounds or photography, so long as the logo remains completely legible.

**Secondary:** Use when the preferred primary logo is not legible, due to a lack of contrast against background colour or imagery detail.

**Ginger/Mono (Black):** For use only when co-branded creative requires a mono logo, e.g. due to printing limitations.

### Logo File Types:

For print executions, use CMYK EPS files.

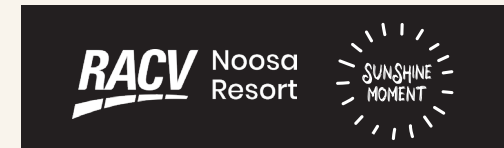
For social, use RGB png files.

All file types mentioned above are available in the download links.

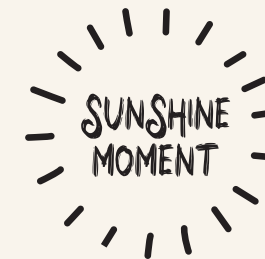
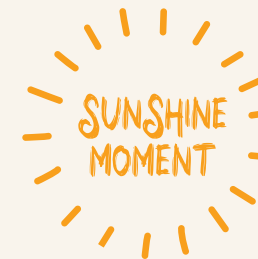
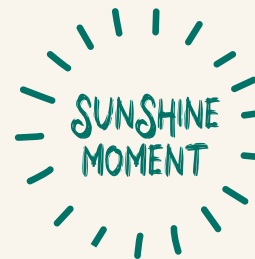
### The white primary campaign logo:



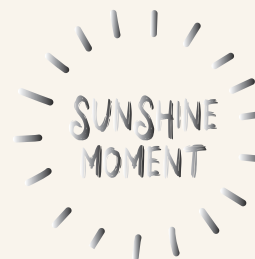
### Using logo in partnership:



### Secondary coloured logos:



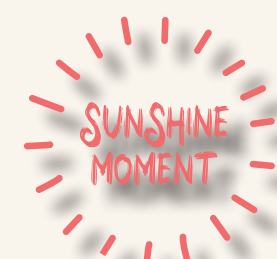
### Do not:



No: Change the colour, use gradients



No: Stretch the logo



No: Add special effects



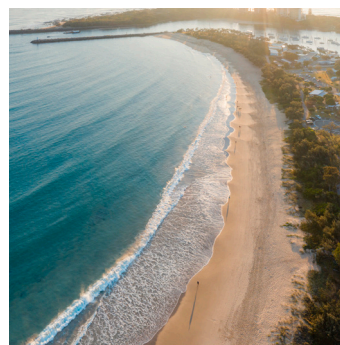
# IMAGERY USE EXAMPLES

We have provided a handful of destination imagery spanning multiple locations, tours, attractions and food/dining experiences on the Sunshine Coast.

Images have been provided in their original size, as well as in 1x1 formats (a square size that's optimal for social media use).

We welcome industry to download and use these images across your channels to promote the Sunshine Coast and your business.

[Download images here](#)



# MESSAGING GUIDELINES AND EXAMPLE COPY

Our hero campaign message invites consumers to 'Find your Sunshine Moment, for real'. We invite and encourage industry to leverage this key message from both an aspirational and tactical perspective.

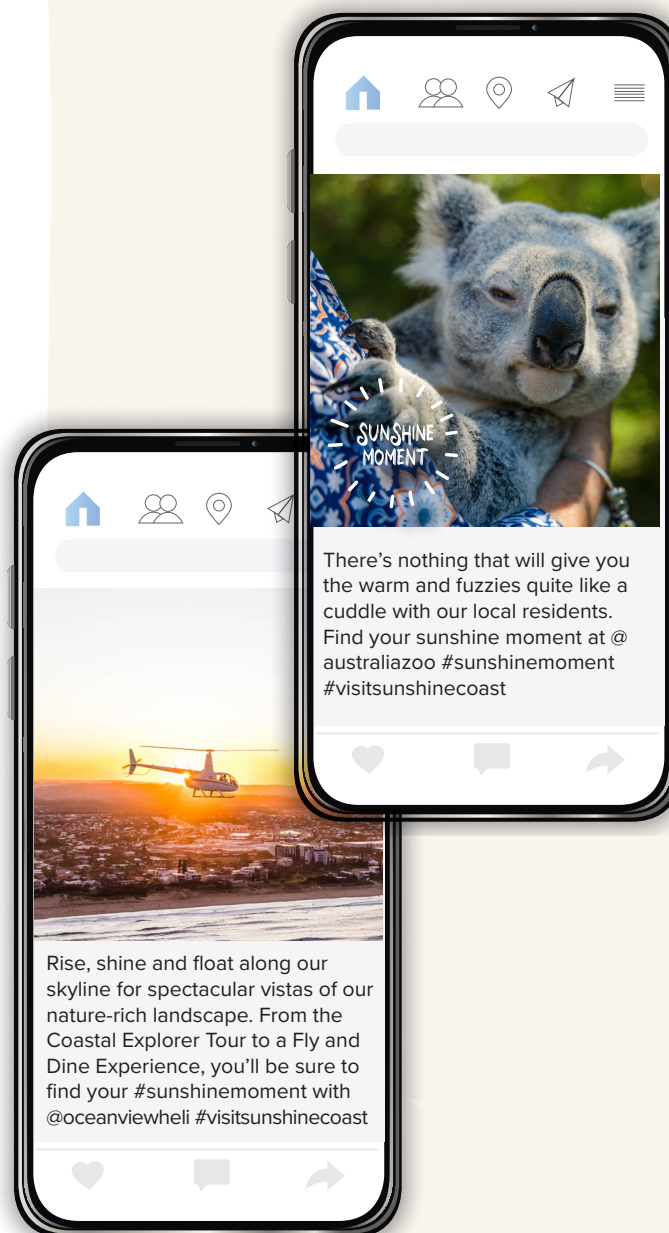
**Be single-minded:** ensure your message aligns with the premise of the campaign – that the Sunshine Coast brings out the sunshine in everyone who visits. Consider how your product or experience sprinkles a little sunshine into the lives of your visitors.

**Be positive:** keep your message warm, welcoming and inclusive to inspire audiences to find out more and ultimately, to book their trip to the Sunshine Coast.

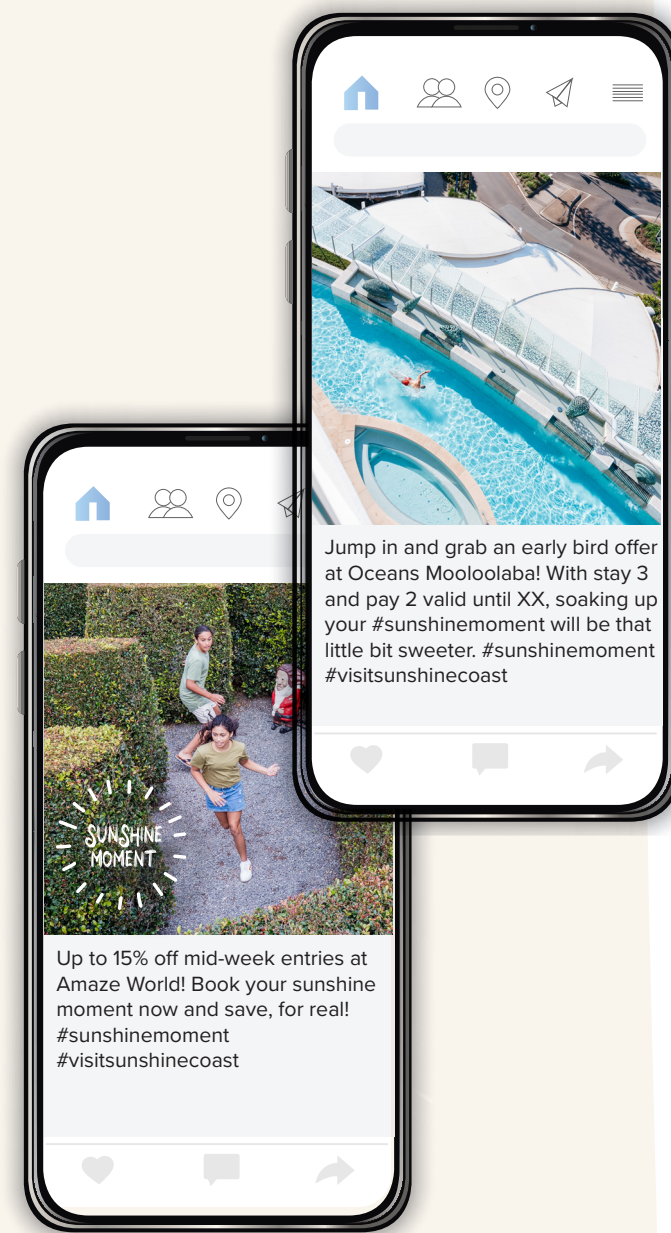
**Put forward your point of difference:** Consider what makes your experience or product unique for the visitor.

Use **#visitsunshinecoast** and **#sunshinemoment**

## ASPIRATIONAL EXAMPLES:



## TACTICAL EXAMPLES:



# HOW TO GET INVOLVED

## INDUSTRY CHECKLIST

- ✓ Engage with Visit Sunshine Coast's social media channels on Facebook, Instagram, Twitter, YouTube and TikTok
- ✓ Share your Sunshine Moments by posting to social media and using the **#visitsunshinecoast** hashtag. This will help us to see your content to consider for resharing
- ✓ Download and use the imagery, as well as the campaign stamp across your marketing materials and channels
- ✓ Encourage those who visit to share their experience by tagging your product and using **#visitsunshinecoast** and **#sunshinemoment**

## THE OPPORTUNITY FOR MEMBERS

### Free opportunities:

1. Put forward a compelling deal via Australian Tourism Data Warehouse for one or both of the following categories (see below for details)

- Mid-week Moments
- Early Bird Savings

[Click here to download the Campaign Industry Guide](#)

2. While you're there, ensure your ATDW product listing is up to date. For more information on managing your ATDW listing, [click here](#).
3. Share your good news with us! Have you innovated your product offering? What is your product or business doing to be more sustainable? Let us know at [media@visitsunshinecoast.com](mailto:media@visitsunshinecoast.com)

### Paid opportunity:

Participate in VSC's co-operative marketing pages. [Click here for details](#).





For further information or assistance email [marketing@visitsunshinecoast.com](mailto:marketing@visitsunshinecoast.com)