



# DRIVE YOUR STORY CAMPAIGN TOOLKIT

01

**MARGARET  
RIVER  
REGION**

ON WADANDI BOODJA



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02

What we have lined up for this year





## **Make the most of your next holiday**

Self-drive routes offer so much more than passive travel, allowing exploration without being paralysed by choice of what's on offer.

Drive Trails allow holidaymakers to create their own itinerary, providing the best suggestions to make sure the story they bring home means more than just a good getaway.

# **CAMPAIGN SUMMARY**





# CAMPAIGN OBJECTIVE

## Primary

Convert interstate visitors considering WA as a travel destination by showing them how to travel through the Margaret River Region to get the best out of its diverse and generous offering through Margaret River Region Drive Trails.

## Secondary

Increase awareness of the Margaret River Region among interstate market and position the MRR Drive Trails as a must do experience.

## Tertiary

Increase member referrals through the drive trails content (interstate and intrastate audience).

# DRIVE YOUR STORY CAMPAIGN CONCEPT

## Find more than you were looking for

Travel isn't just about reaching a destination. There's a bit more to it than that. We travel because we're curious about new experiences and encounters. There's an innate desire in us to be more alert to our physical surroundings and to the people, the flavours and the smells that present themselves along the way. Nature has been so generous to the Margaret River Region, that if you only find what you've been looking for you've missed a whole lot.

## Guidebook not a rulebook

Self-drive routes offer so much more than passive travel, allowing exploration without being paralysed by choice of what's on offer.

These Drive Trails are intended to guide you towards the parts of the Margaret River Region you're looking for and the parts you definitely shouldn't miss.

Follow them to the letter or use them as your North Star to get back on track if you've wandered off the beaten path (and we hope you do).

# KEY MESSAGES

Below are some examples of the tone and language you can consider when promoting the Drive Your Story Trails.

## Overarching Campaign Taglines

- Five unmissable coast and country drives. Endless stories.
- Find more than you were looking for at Driveyourstory.com
- All roads lead to a new story
- Make the most of your next WA holiday. Your story starts here.
- Timeless memories. Unlimited stories.
- The best way to drive your next holiday in WA.

## Short Form

- Get side-tracked in beautiful places with self-drive trail guides for the naturally adventurous. Whether you are driving from Perth to Margaret River or flying straight into Busselton Margaret River Airport. See more of what matters with these recommended routes to take in your own time.
- Feel the adventure unfolding in your hands as you explore beyond the expected. Discover wild places, culture, produce, ideas and inspiration to make your next getaway an unforgettable experience.
- A curated collection of five coast and country drive trails guiding you towards the parts of the Margaret River Region you're looking for and the parts you didn't expect. Follow them to the letter or use them as your North Star to get back on track if you've wandered off the beaten path (and we hope you do).
- Plan ahead then feel free to get a little sidetracked while finding new favourites, slowing down with a swim, or stopping into a hidden gem. Linger a little longer to bask in the glow of sunset then bring home a story that's all your own.

**COPY BLOCKS**

# TONE OF VOICE

## Eco-conscious and Respectful

Above all else, we're respectful and considerate of this precious patch of earth. We need to protect it so that it can be enjoyed for generations to come. While we love to share insider secrets to what makes this place so special, we do so with care and consult with the wider community when we need to.

## Generous and Inviting

Behind each experience on the drive trails are a bunch of real-life locals who genuinely love this place. We share tips for trips with the world like we would our friends (keeping in mind the point above). Our tone must be conversational and reflect our warm, relaxed style. Our campaign touchpoints highlight the humans behind them whether that be our friendly Destination Experts, local tour guides and business owners, local writers, or community characters.

## Sensory and Emotive

Whether it's written, audio or visual, we activate all the senses (e.g. touch, taste, hear) to immerse the traveller in the moment. Our stories invoke a sense of wonder and a feeling that lingers long after they leave.

We share our stories.

We give back.

We connect visitors with locals.

# CAMPAIGN LANDING PAGE

[Driveyourstory.com](https://driveyourstory.com)

This is the home of the trails - housed on margaretriver.com with a unique URL for simplicity and salience. All campaign activity will lead here.

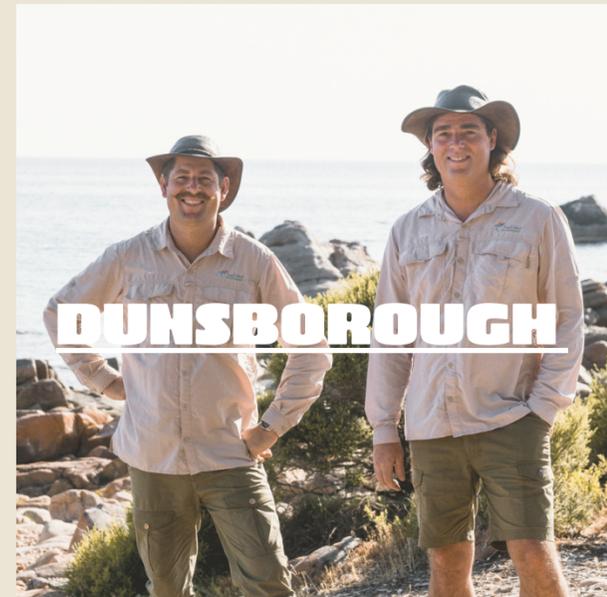


DRIVE YOUR STORY CAMPAIGN TOOLKIT

# IMAGE GALLERY

Consistent use of high-quality imagery that will engage our audiences is of key importance to this campaign. For ease of use, we've as curated a selection of images for each of the five drive trails as well as a master campaign gallery. As the project grows MRBTA will add to these libraries.

As the images come from a variety of sources, including members, it is important to check the metadata and credit appropriately.





# MAPS



## Online at [driveyourstory.com](http://driveyourstory.com)

This is the home of all the drive trails that links off to the individual trail content.

## Individual Print Maps

Copies will be distributed to hand out on site.

## Master Guide

This is a combined downloadable Master Guide.

[Master Guide](#)

# WEBSITE

Below are some links to the most important assets you'll need for promoting the trails on your website.

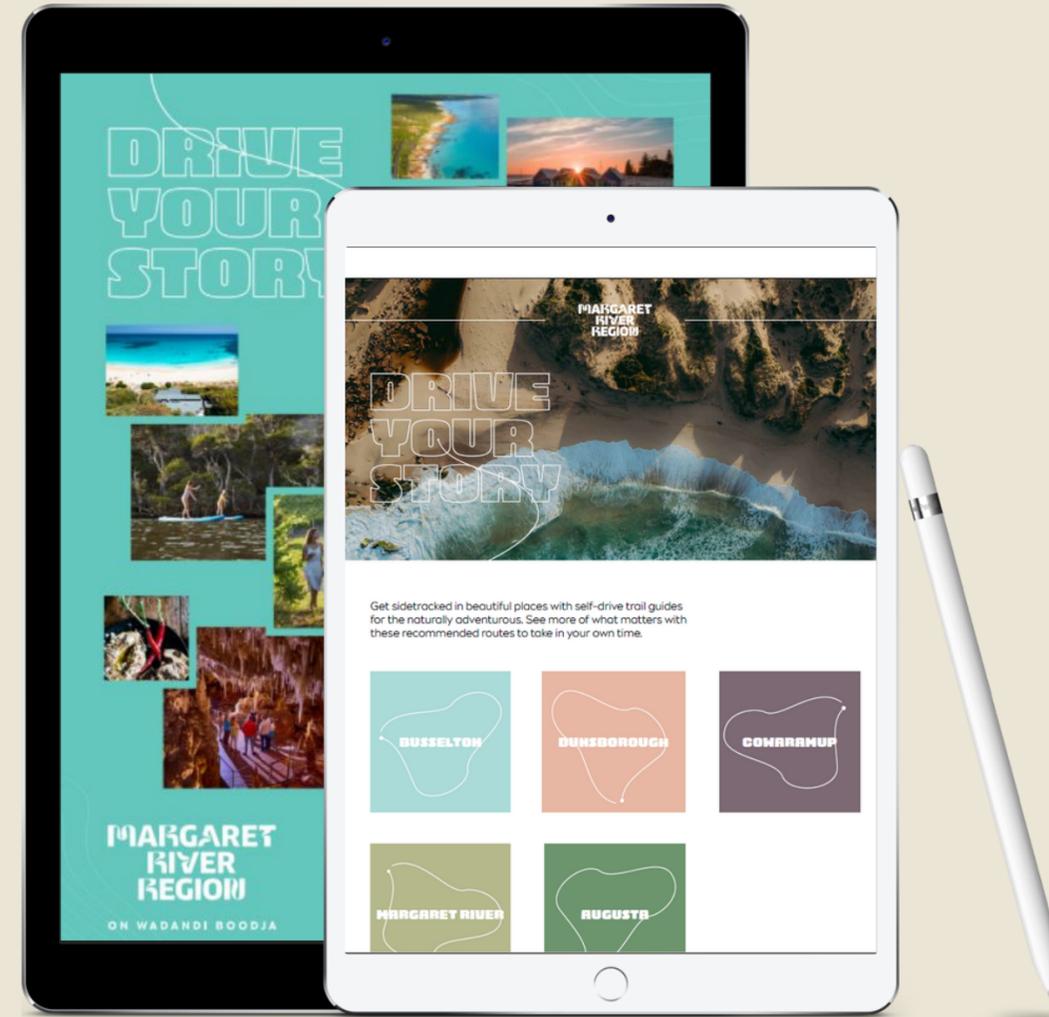
[TRAIL BADGES](#)

[COPY BLOCKS](#)

[MASTER GUIDE](#)

[IMAGE GALLERY](#)

[MAP GRAPHICS](#)



## TRAIL BADGES

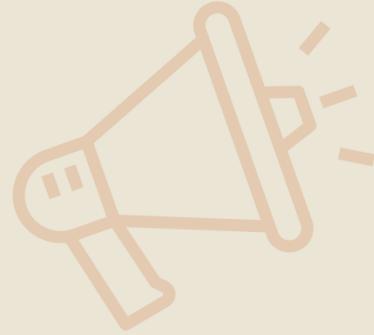
These can be added to your website with a hyperlink to the trails or relevant print collateral.



# SOCIAL MEDIA

We've created some assets to get you started on promoting the trails via Instagram & Facebook. If you are feeling creative you can add your own photo to using our easy to use Canva templates.

Remember to tag your fellow participants on the trail. Use our handy copy and paste list below.



**IG/FB STORY GRAPHICS**  
(1080 x 1920)

**IG/FB STORY**  
Add Your Own Image

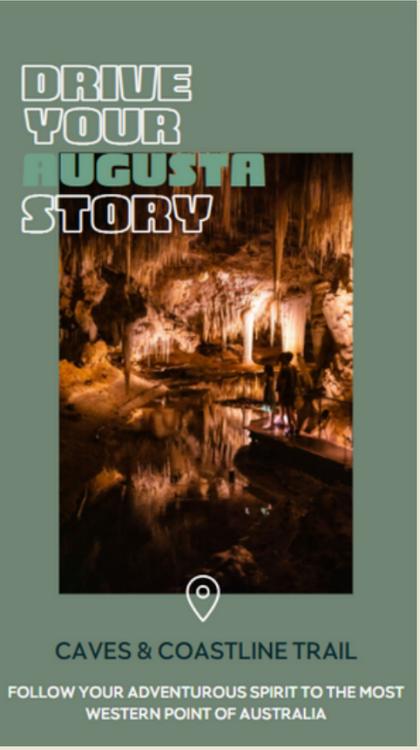
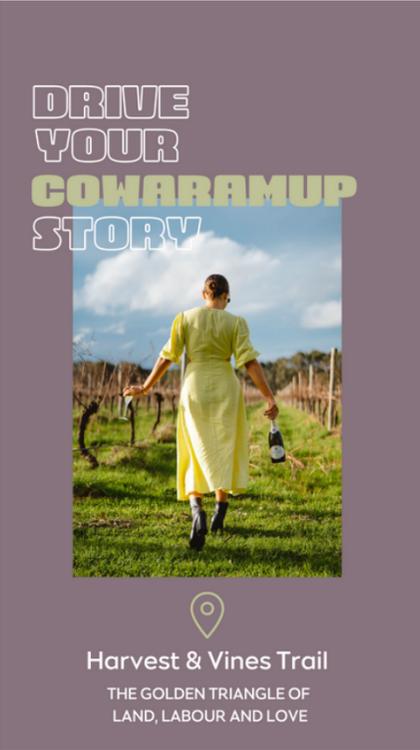
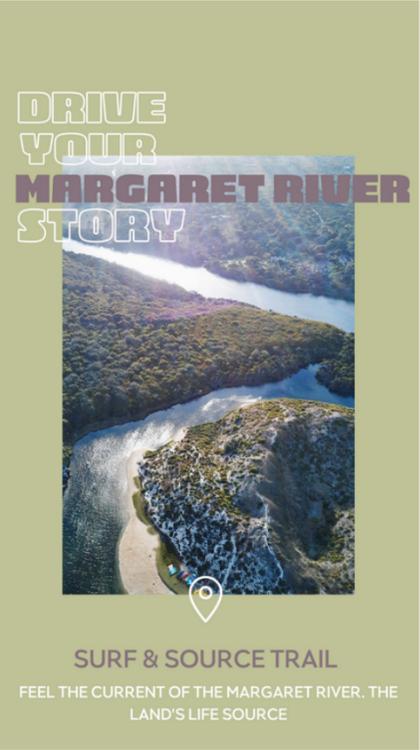
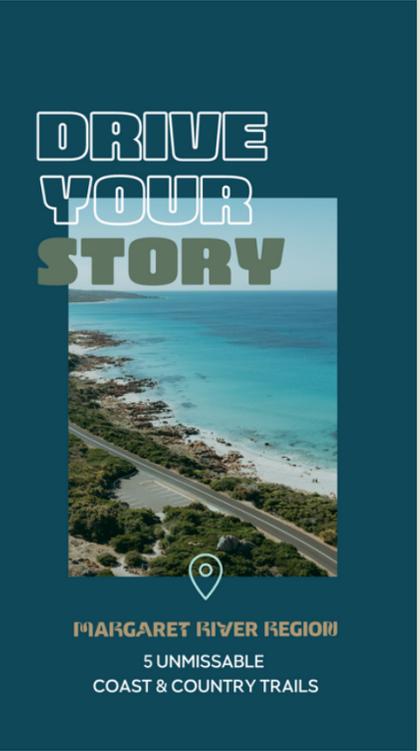
**IG/FB POST**  
(250 X 250)

**Campaign Video**  
Coming Soon!

**Copy Blocks & Tags**

**Primary Hashtag**  
#driveyourstory

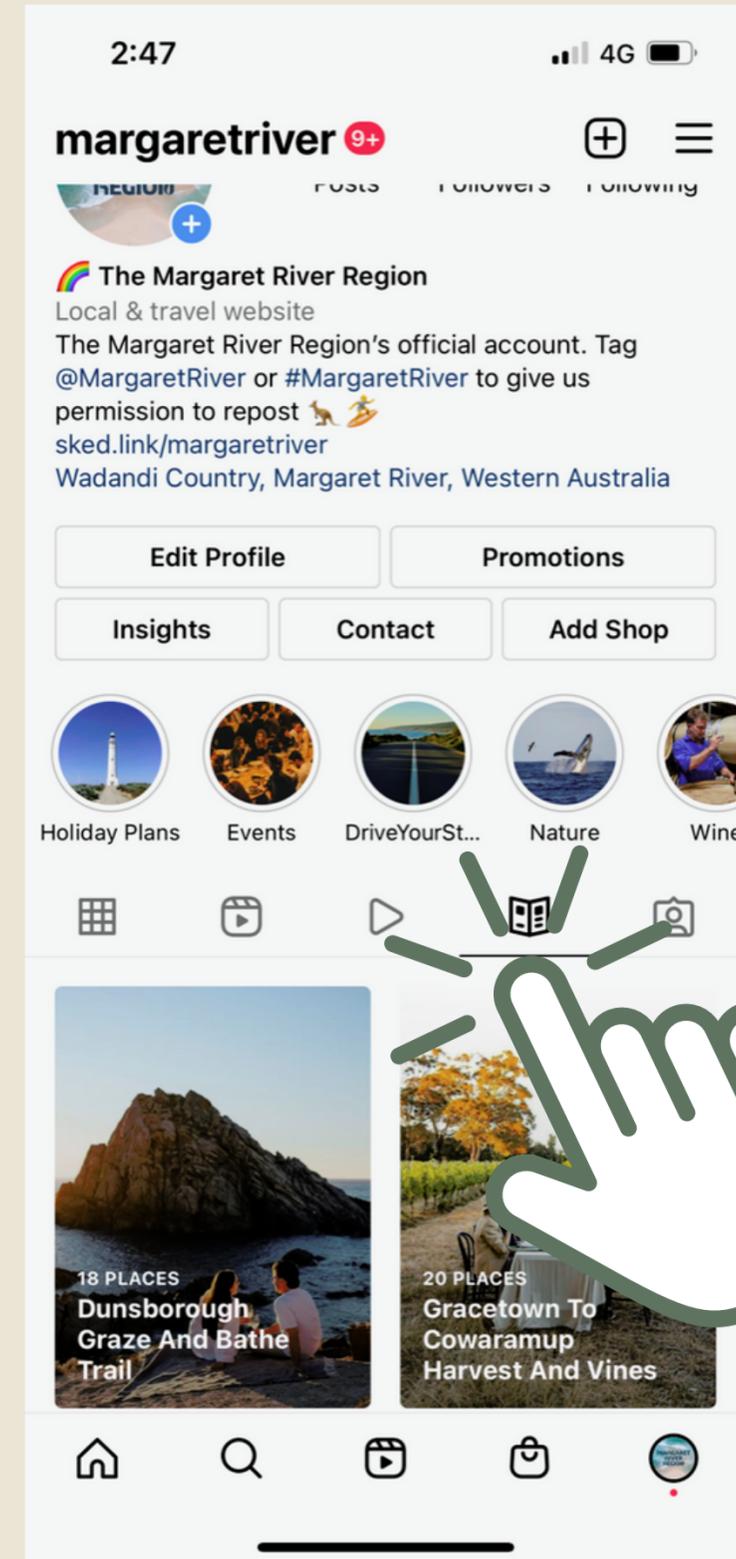
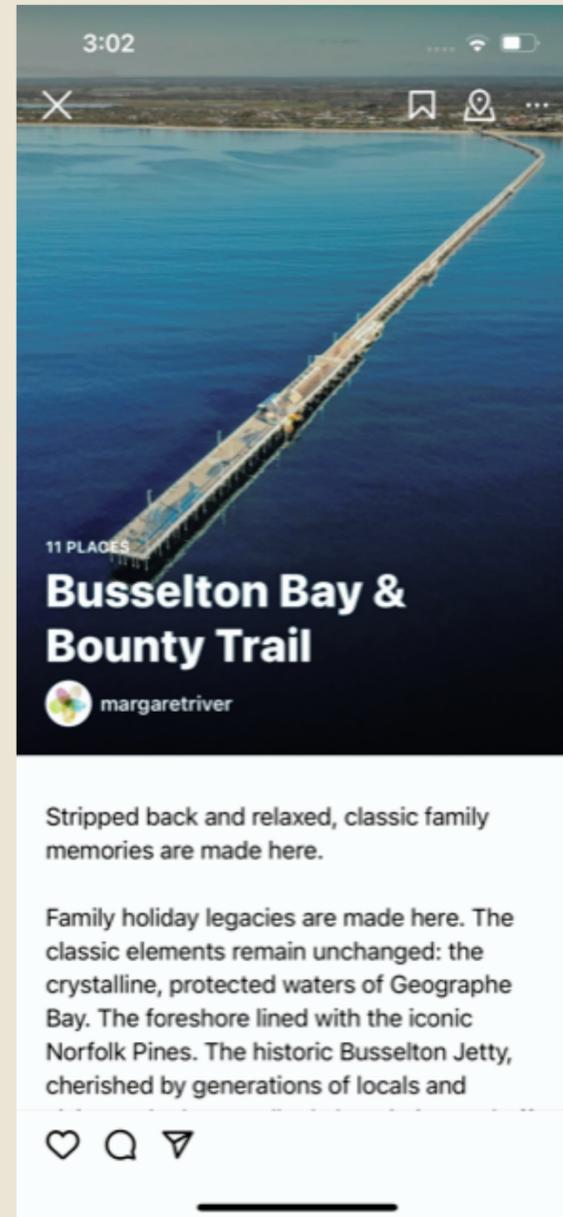
**Secondary Hashtags**  
#margaretriver #busselton #dunsborough  
#cowaramup #augusta #margaretriverregion



# INSTAGRAM GUIDES

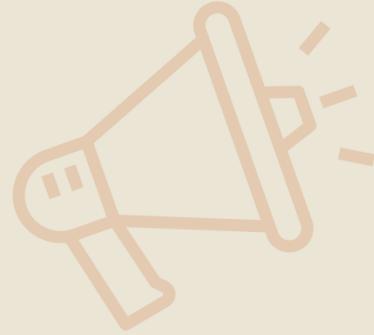
**We're also trialing Instagram Guides for the first time to launch the trails. We think this will be a really easy, accessible way for consumers to access the trail businesses and build awareness of the trails.**

You can share these with your followers too.



DRIVE YOUR STORY CAMPAIGN TOOLKIT

# SOCIAL MEDIA COMPETITION



Instagram Media Competition targeting the VFR market.

To celebrate the launch of our Drive Your Story Trails we're giving away:

- 2 x return flights from any interstate capital city (QLD, VIC, SA, ACT, NSW, NT, TAS) to Perth (or Melbourne – Busselton Margaret River Airport) to the value of \$1500
- A Margaret River Region Gift Voucher to the value of \$1000 to be redeemed on accommodation or experiences available on margaretriver.com

We encourage you to share [this post](#) with your audience on Instagram. The competition closes 8 June.

Full terms and conditions can be found [here](#).

## PRIZE

2 x Jetstar flights from Melb - Busselton  
\$1000 Margaret River Region gift voucher



[VIEW HERE](#)

# EMAIL MARKETING



Here are some assets and inspiration to get you started on marketing the trails via email.

EDM example: we sent this email to our interstate database introducing all the trails and announcing the competition. So far we've seen a 35% open rate and a 5% click through rate which is above industry standard.

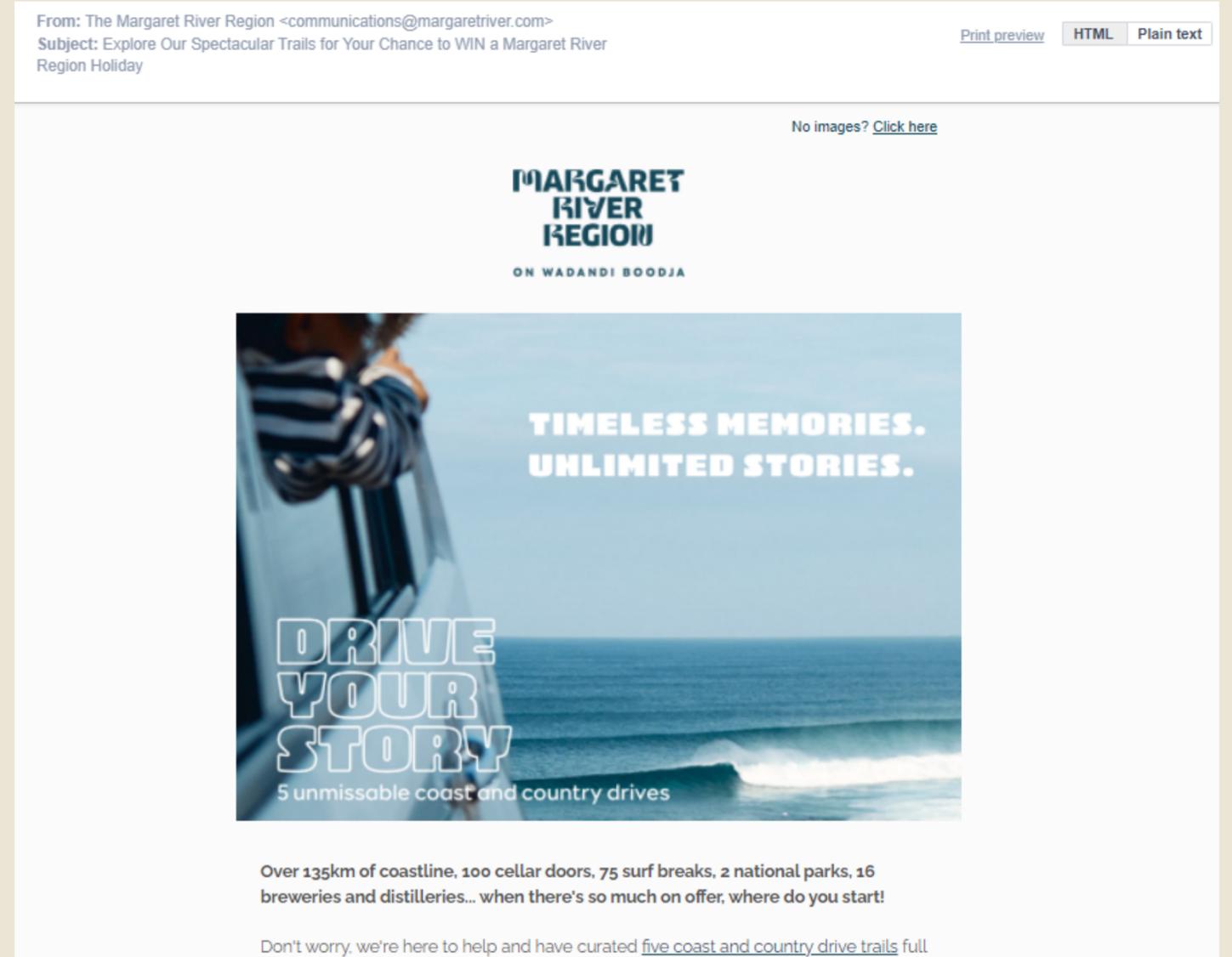
Email Graphic: this is a full-width graphic that you may want to insert into your email to drive click-throughs to the landing page.

Leaderboard Banners: another graphic size that you can insert into your email. There are generic and trail-specific options here.

**EDM  
EXAMPLE**

**EMAIL GRAPHIC  
997 x 700 px**

**LEADERBOARD  
BANNERS  
728 X 90**





# TIMELINE

**March**

**April**

**May**

**June**

**July**



**Trails online &  
print**

**Jetstar  
Flights  
Commence**

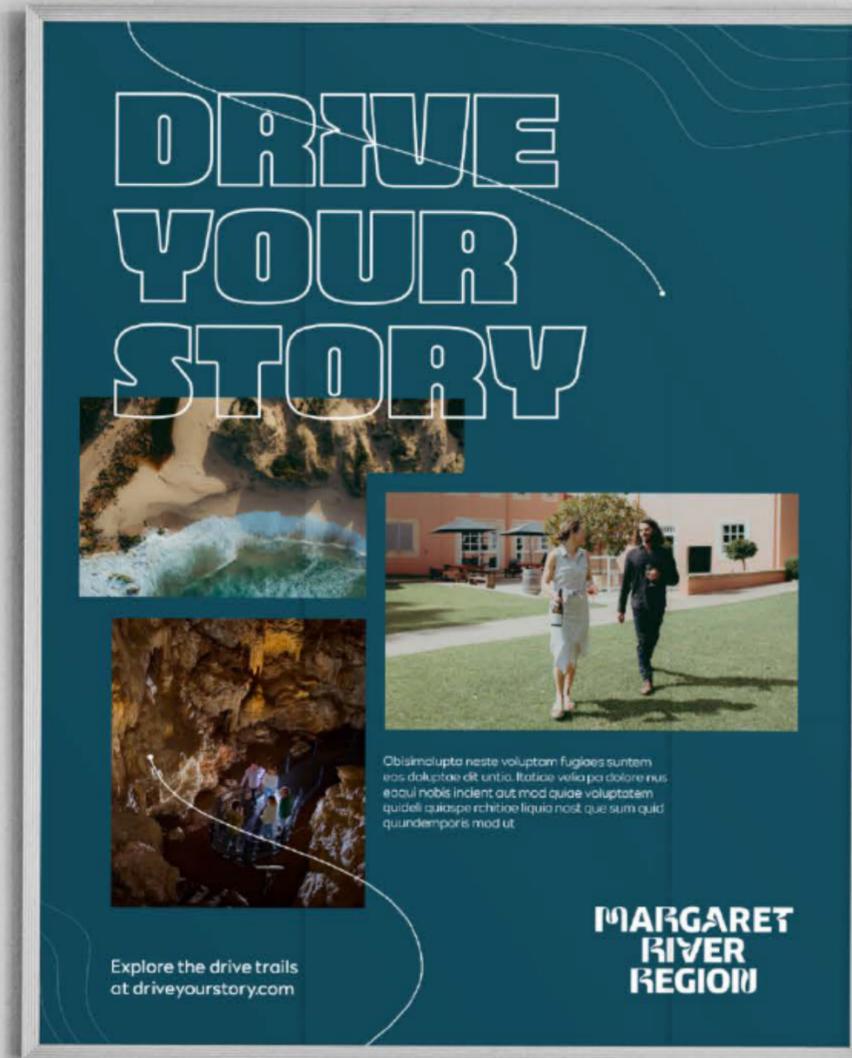
**VFR Social Competition**

**Australian Traveller 100 Best Road Trips**

**Paid Digital Campaign**

# STAY TUNED! OTHER CREATIVE EXAMPLES

## SIGNAGE



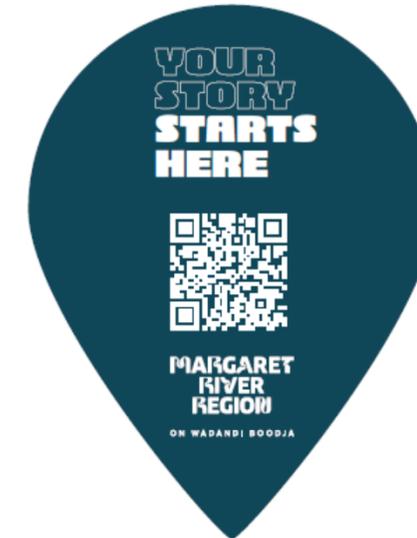
# STAY TUNED! OTHER CREATIVE EXAMPLES

Road signage: Key destination indicators 200mtrs before turn off, could be stenciled chalk/ or alternative driving messaging. To be located on safe sections of road where the visibility is good and the speed limit is low.



# STAY TUNED! OTHER CREATIVE EXAMPLES

Giant destination drop pins: Links to MRBTA Social media tags for the visitors to post and share on their channels



SHARE  
YOUR  
STORY

POST  
YOUR  
VIEW

SHARE  
A GLASS  
OF WINE

WHY  
NOT BE  
SOCIAL

LET  
FRIENDS  
KNOW

SHARE  
THE  
LOVE

# STAY TUNED! OTHER CREATIVE EXAMPLES

Existing tourism signage non-invasive guerrilla hack.

