

ROAD TRIP ADVENTURES

DRIVE

THE

DREAM

FAQS



WESTERN
AUSTRALIA
WALKING ON A DREAM

FAQs

LEAVE THE EVERYDAY BEHIND AND HIT THE OPEN ROAD IN WESTERN AUSTRALIA.

WHAT IS THE NEW ROAD TRIPS CAMPAIGN?

'Drive the Dream' invites travellers to experience the diverse road trip itineraries that make Western Australia the ultimate destination for a self-drive holiday.

The new road trips campaign positions Western Australia as synonymous with an epic road trip holiday – by connecting and showcasing the diversity of iconic destinations and experiences on offer in Western Australia on a road trip.

HOW LONG WILL IT BE USED FOR?

The campaign will be rolled out domestically and in Tourism WA's key international markets over the next 12 months.

WHO IS THE TARGET AUDIENCE?

The target audience for Tourism WA's new road trips campaign is the High Yielding Traveller (HYT). This is not a financial demographic (e.g. HYTs are not the same as High Net Worth Individuals).

HYTs have an adventurous spirit. They seek authentic experiences beyond the expected, fuelled by a desire to get away from the well-known and well-trodden. They share the following characteristics:

- Highly engaged travellers with an affinity for Australia.
- Holiday desires align closely with experiences in Western Australia.
- Above average trip expenditure.
- Higher likelihood to stay longer.
- High likelihood to disperse further into the regions.

WHAT ASSETS HAVE BEEN CREATED?

The campaign is led by West Australian Formula 1 driver Daniel Ricciardo, who showcases the state's dreamlike landscapes and wondrous experiences through a road trip from Perth (Boorloo) to Exmouth (Warnangoora) along the Coral Coast Highway with his best mate Blake.

A cinematic docu-inspired short film captures the stripped-back, unscripted and authentic moments as Daniel and Blake feel the freedom of a road trip adventure in Western Australia for the first time.

As well as the above hero asset, shorter films, print, outdoor billboards, digital display and paid social assets have also been created. Tourism WA has developed additional creative assets that highlight a hero road trip for each region for domestic and international markets and a toolkit for tourism operators and industry partners.

WHICH DESTINATIONS HAVE BEEN FEATURED IN THE PRIMARY ASSET? HOW WERE THEY CHOSEN?

The campaign features Daniel Ricciardo's road trip from Perth (Boorloo) to Exmouth (Warnangoora) along the Coral Coast Highway with his best mate Blake. The Coral Coast Highway road trip is one of the most iconic road trips in the state.

A four-week Qantas partner campaign is also showcasing accommodation and car hire deals along the Coral Coast Highway through to Australia's South West and in the Kimberley.

Two other global trade partners, Trip.com and Expedia, will also utilise the creative assets to drive additional awareness and conversion. Globally, campaigns will be commencing throughout the coming months.

The Drive the Dream campaign has been developed as an experience-led campaign that forms part of the Walking On A Dream brand extension creative set.

HOW CAN INDUSTRY GET INVOLVED?

An industry toolkit has been developed to support the WA tourism sector to leverage the new Drive the Dream campaign. This toolkit includes guidance to leverage the campaign in marketing materials, and incorporate messaging into operators' own activities.

HOW MUCH HAS THIS CAMPAIGN COST? HOW MUCH DID YOU PAY DANIEL RICCARDO?

Drive the Dream will be launched domestically and in WA's key global markets with activity over the next 12 months at a combined cost of \$3.6 million.

WHERE WAS THE CAMPAIGN FILMED?

The short film launched today was filmed in locations along the Coral Coast Highway between Perth (Boorloo) to Exmouth (Warnangoora).

WHO IS THE CREATIVE AGENCY BEHIND THE NEW CAMPAIGN? HOW MANY LOCALS WERE EMPLOYED TO WORK ON THE PRODUCTION OF THE NEW CAMPAIGN?

Tourism WA engaged Perth-based agency, Rhythm Creative which led a West Australian cast and crew to create the film and hero photographic assets. Assets were shot on location with a West Australian-led crew. Twenty-one people were involved in the creation of the Drive the Dream content, as well as four WA tourism operators.

All music featured in the short film is also proudly Australian.

WAS INDUSTRY CONSULTED TO DEVELOP THE CAMPAIGN?

Drive the Dream is an experience-led campaign that forms part of the Walking On A Dream brand. Walking On A Dream was developed in close consultation with tourism industry stakeholders from across WA's five regional tourism areas and through working closely with WA's Aboriginal tourism sector, and Aboriginal Elders from across community.

WHERE IS THE NEW CAMPAIGN BEING LAUNCHED DOMESTICALLY?

The new campaign is being launched domestically from Thursday 28 September 2023. Online video, out of home, print, paid social and digital display will go live from Thursday 28 September for an initial period of four weeks in the key markets of New South Wales, Victoria and Queensland.

Drive the Dream will be promoted for the next 12 months.

WHEN / WHERE IS IT BEING LAUNCHED GLOBALLY?

Drive the Dream will be launched in Tourism Western Australia's key international markets, with paid media activity in China, Italy, Japan, Malaysia, Singapore, Germany, USA and the UK. Three global trade partners, Qantas, Trip.com and Expedia, will also utilise the creative assets to drive additional awareness and conversion to bookings. Globally, campaigns will be commencing throughout the coming months.

WILL IT BE PROMOTED TO WEST AUSTRALIANS?

Tourism WA's organisational purpose is to market Western Australia as an incredible holiday, events and business events destination to interstate and international travellers.

Tourism WA will work with RTOs to launch the Drive the Dream campaign in the intrastate market through online video, paid social and print.