

ROAD TRIP ADVENTURES

DRIVE THE DREAM



DRIVE THE DREAM IS AN INVITATION TO LEAVE THE EVERYDAY BEHIND, HIT THE OPEN ROAD AND CONNECT WITH SOMETHING UNSPOILT IN WESTERN AUSTRALIA.

Western Australia is brimming with wondrous road trip adventures.

Our global campaign encourages High Yield Travellers to embrace the freedom of a road trip – an adventure that unlocks one-of-a-kind experiences and the chance to truly reconnect.

Drives that take you through dreamlike landscapes and into wondrous worlds. A place where connecting with the land helps you reconnect with yourself.

DRIVE THE DREAM WITH DANIEL RICCIARDO

This cinematic short film captures the unscripted and authentic moments as Daniel Ricciardo and his best mate, Blake, embark on a Western Australian road trip adventure.

Daniel and Blake's first-ever road trip along the Coral Coast Highway is an epic adventure of dreamlike landscapes and once-in-a-lifetime experiences. From the otherworldly hues of Hutt Lagoon to the World-Heritage-listed wonders of Shark Bay (Gutharraguda) and Ningaloo Reef (Nyinggulu). Connection with Aboriginal culture, the exhilaration of swimming with majestic whale sharks, and the freedom of the open road.

Daniel's journey is one of wonderment, anticipation, joy and reconnection – with Western Australia and his best mate. His global reach, profile and pride for his home State will connect with High Yield Travellers to inspire their driving holiday in Western Australia.

Watch Daniel Ricciardo Drive the Dream

DRIVE THE DREAM

For those seeking the freedom to embark on new adventures, step outside of the everyday and hit the open roads.

Just like a dream, sometimes everything is quite real, sometimes quite otherworldly.

This is an invitation to connect with something unspoilt in Western Australia. A dreamlike place, brimming with otherworldly landscapes, big sky country, and unique experiences. A place where connecting with the land helps you reconnect with yourself.

THE CAMPAIGN

'Drive the Dream' is an experience-led campaign that forms part of the 'Walking On A Dream' brand extension creative set.

The global campaign was launched on paid, earned and owned channels in priority domestic and international markets on 28 September 2023.

Creative will showcase road trips from across the State's five incredible regions.



SHOW

Inspire travellers by using otherworldly road trips imagery from our Image Library. Use supernatural contrasts of colour and texture. Seek out unexpected angles and perspectives that inspire the 'Spirit of Adventure' in travellers. Capture people and emotion — sometimes up close, sometimes from afar — that engages the viewer and draws them into the scene.

SHARE

Use #WAtheDreamState in your social media posts and tag us. Follow our social media channels and share the short film with your audience.



Invite travellers (your audience) to the 'Drive the Dream' campaign landing page on our website: westernaustralia.com/roadtrips

TELL

Tell your story with language that conveys Western Australia as a wondrous and otherworldly place for a dream driving adventure.

- Embed 'Drive the Dream' in your own brand messaging
- Weave in dreamlike language
- Use a smooth tone and relaxed pace to match the dream
- Be descriptive and romantic to bring Western Australia to life in a visceral and meaningful way
- Seek to connect and evoke emotion, writing with soul and spirit

Examples include:

'Drive the dream to Bullara Station and immerse yourself in an authentic outback experience.'

'Leave the everyday behind and hit the open road in Western Australia.'

'Drives that take you through dreamlike landscapes and into wondrous worlds.'

'The freedom to embark on one-of-a-kind experiences and the opportunity to truly reconnect.'

'From captivating 4WD tracks to surreal coastal highways, Western Australia is brimming with boundless road trip adventures.'

Our [Brand Style Guide](#) provides additional guidance and examples on brand expression and tone of voice to help you build the dream in your own way.

MORE INFORMATION

Visit our corporate website to learn more. Please contact your Tourism WA representative with any queries, or email: brandandmarketing@westernaustralia.com

