

Daylesford Macedon Ranges

COME BACK TO LIFE

BRAND PLATFORM TOOLKIT
Release 1.0 September 2024



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This toolkit offers an introduction to the "Come Back to Life" brand platform and campaign. It provides guidance on how tourism operators and stakeholders across Daylesford and the Macedon Ranges can leverage this new brand platform to rejuvenate and inspire visitors to return to the region.

Daylesford Macedon Ranges

COME BACK TO LIFE

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ACKNOWLEDGEMENT OF COUNTRY

We acknowledge and extend our appreciation for the Dja Dja Wurrung, Taungurung and Wurundjeri Woi Wurrung Peoples, the Traditional Owners and Custodians of the land and waterways of our region.

We pay our respects to leaders and Elders past, present and future. We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.



ABOUT DAYLESFORD MACEDON TOURISM

We are the leading tourism body for the Daylesford and Macedon Ranges region, officially recognised by Visit Victoria and Tourism Australia. As a not-for-profit organisation, all our profits are reinvested in developing and promoting our region.

We highlight what makes our area special through smart marketing, strong partnerships, and working closely with both industry and government. We're also here to help local businesses thrive by offering training, mentoring, and securing funding for new products and infrastructure, all guided by our 2024-2029 Destination Management Plan.



A BOLD NEW CAMPAIGN FOR DAYLESFORD MACEDON RANGES

Close your eyes. Take a deep breath, in and out.

Imagine a natural energy flowing through
your entire body with every breath.

Feel your taste buds tingling as a
mouthwatering dish and drink is placed in front of you.

Feel your pulse quickening,
as you snuggle up close by the fire.

Feel your body melting, as you lie back
in a rejuvenating mineral spa.

Now open your eyes.

You're in the Daylesford Macedon Ranges.

Come back to food and art,
romance and rejuvenation.

Daylesford Macedon Ranges

COME BACK TO LIFE

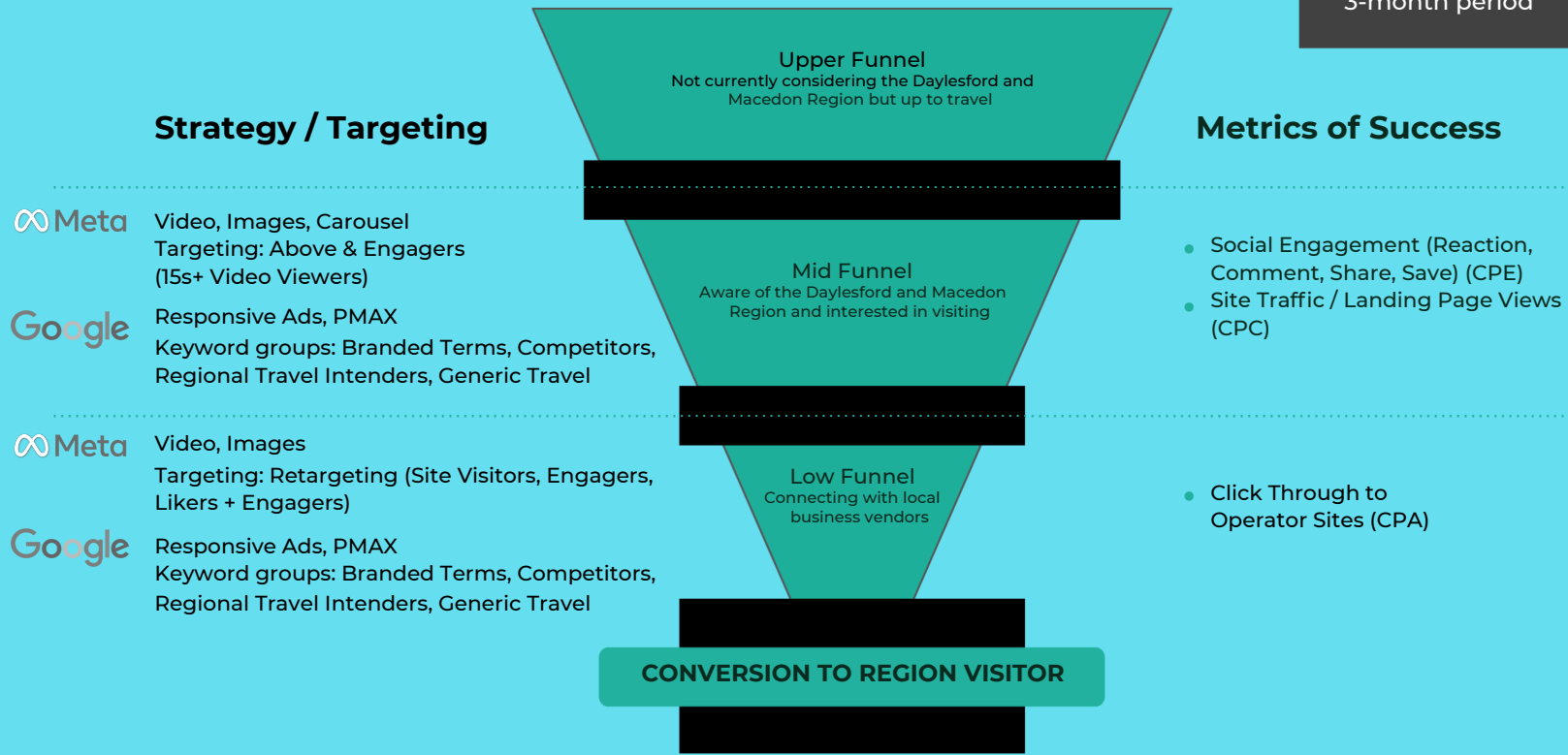


DMT MID-FUNNEL CONVERSION

With Significant Media to Create Impact & Conversion 'Mid funnel' consideration-to-conversion media designed to activate impressions from campaign to DMT then click-through direct to operators.

'Come Back to Life' is designed to rejuvenate mind and body. Our strategy moves from this vision to action, guiding visitors from awareness to decision. Each tactic is crafted to evoke tranquillity, luxury, and connection, ensuring our campaign delivers both emotional impact and measurable results.

- Phase 1 launches September 1 2024
- 1.5m total impressions in first 3-month period



BRAND TONE

Our tone is focused on storytelling that highlights the unique experiences and character of the region, always reflecting the natural beauty and charm of Daylesford and the Macedon Ranges. Our goal is to create a connection with the audience, making them feel part of the story.

• *Creative* • *inspiring* • *rejuvenating* •
welcoming • *luxurious* • *sophisticated* •
warm • *genuine* • *inclusive* • *engaging*
• *compelling*



BRAND LANGUAGE

We use the language of “coming back” as our consistent language. What life they’re coming back to we express in the naming of our itineraries. Here are some prepared lines as inspiration or copy directly for your use.

Come back to...

romance

nature

finer dining

creativity

adventure

wellness

tranquillity

history

luxury

craft

connection

exploration

celebration

the arts

relaxation

The life

The Romantic Life

The Outdoor Life

The Foodie Life

The Creative Life

The Adventurous Life

The Healing Life

The Historic Life

The Luxurious Life

The Artistic Life

The Farm Life

The Festive Life



The “Come back to life” platform positions Daylesford Macedon Region as a rejuvenating place you can easily just go to, when you feel urban life starting to wear you down.

WRITING TIPS

Writing Tips for "Come Back to Life" Campaign

- **Conversational Tone:** Write as if speaking directly to the reader. Keep it warm and inviting. E.g., "Imagine yourself sinking into a mineral spa, the warm water soothing every muscle."
- **Sensory Language:** Engage the senses to create vivid imagery. E.g., "Feel the crisp morning air as you walk through our lush gardens."
- **Highlight Benefits:** Focus on what the visitor will gain, not just what they will do. E.g., "Reconnect with creativity in our vibrant art gallery."
- **Use "Come Back to" Theme:** Integrate this language to reinforce the campaign's message. E.g., "Come back to nature and rediscover the beauty of the outdoors."
- **Be Inclusive:** Use welcoming, jargon-free language that resonates with all audiences. E.g., "There's something here for everyone."
- **Descriptive Yet Concise:** Paint a picture with your words, but keep it to the point. E.g., "Explore local shops, then retreat to your boutique accommodation for a serene night's sleep"
- **Highlight Unique Points:** Emphasise what makes the region special with specific examples. E.g., "Discover the tranquillity of our farm stay and enjoy our workshops surrounded by natural beauty."
- **Strong Call to Action:** End with an inviting call to action. E.g., "Start planning your getaway today and come back to life."
- **Stay On Brand:** Maintain the brand's tone: creative, inspiring, luxurious, warm. E.g., "Discover the art of living well, where luxury meets nature."
- **Proofread:** Ensure clarity, accuracy, and alignment with the campaign. E.g., Double-check all facts and details before publishing.

THE CAMPAIGN

THOUGHT

Living the urban rat race slowly wears us out. While we can look forward to the big holidays, research shows that we need shorter breaks in between for our wellbeing and mental health.

GET:

Urban Victorians who know of, and have an affinity for, Daylesford Macedon Ranges

WHO:

Are experiencing the pressures and stresses of urban life

TO:

Make a spontaneous decision to visit the region

BY:

Bringing to life that there's no time like now for a rejuvenating Daylesford Macedon Ranges break

IDEA

From natural wonders to creature comforts, Daylesford Macedon Ranges has just what weary urbanite need to re-invigorate and rejuvenate their mind, body and soul.

WHO ARE WE TALKING TO?

Affluent travellers within the following markets: Melburnians & Urban Victorians with a focus on:



Last Minute Millennials & Young Professionals

- Location: Metro Melbourne and surrounding regional areas of Daylesford (excluding a 20 km range around Daylesford).
- Age: 25-43
- Interests: Adventure travel, concerts, gourmet food, music festivals, spas, health and wellness, beer brewing, fashion, yoga, wine tasting, cultural tourism, and weekend getaways.
- Behaviours: Frequent travellers.
- Estimated Audience Size: 2.2 to 2.6 million.

Discerning Retirees Enjoying the Good Life

- Location: Metro Melbourne and surrounding regional areas of Daylesford (excluding a 20 km range around Daylesford).
- Age: 55-65+
- Interests: Art museums, genealogy, gardening, gourmet food, saunas, wineries, road trips, wine tasting, cultural tourism, DIY, historic preservation, and weekend getaways.
- Behaviours: Frequent travellers.
- Estimated Audience Size: 936,000 to 1.1 million.

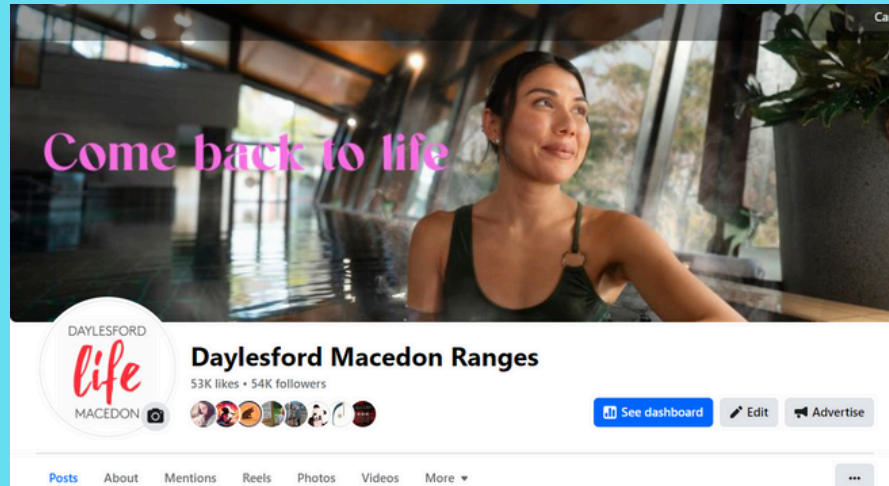
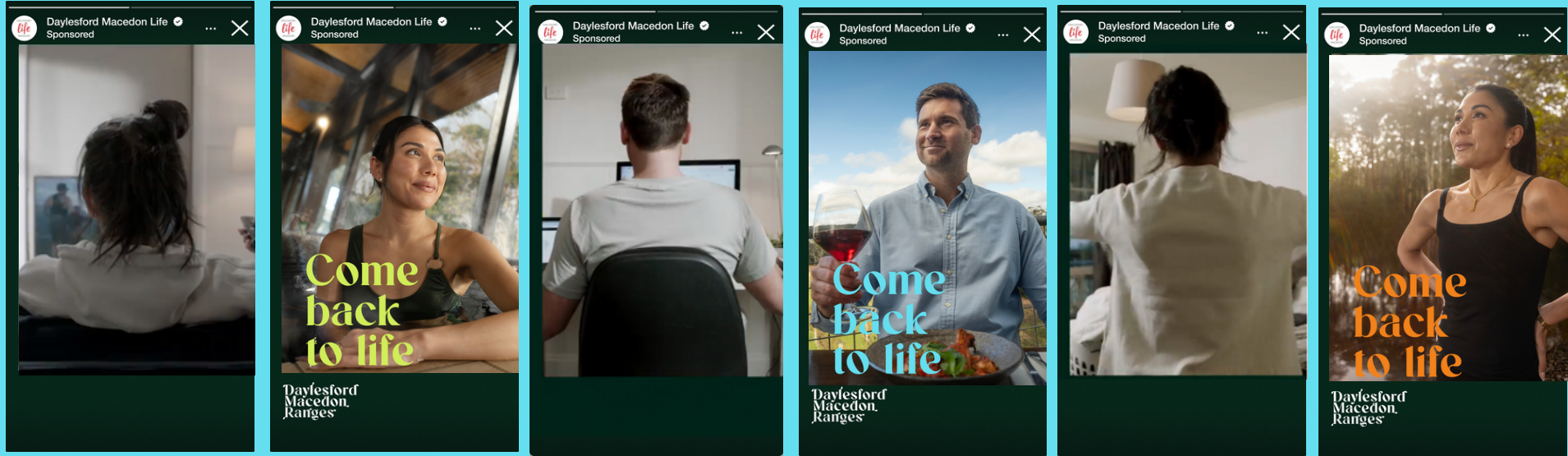
HOW IS THE CAMPAIGN BEING IMPLEMENTED?

The campaign will reach audiences through the following channels:

- Social Media
- Search Engine Marketing (SEM) and Search Engine Optimisation (SEO)
- Retargeting
- Website and Landing Pages
- Creative Assets
- Online video
- Social media
- Display advertising
- Website
- Search engine marketing
- Email marketing
- Public relations
- Content partnerships (pending overall operator buy-in and budget)

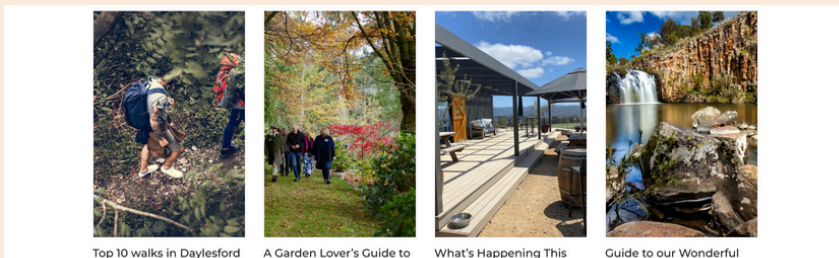
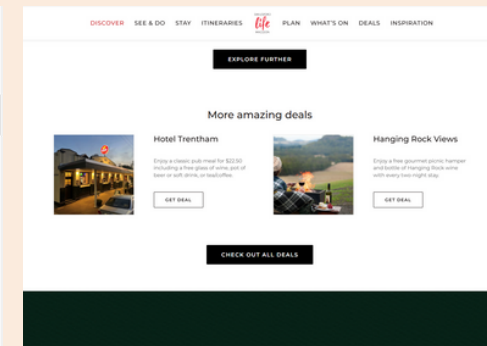
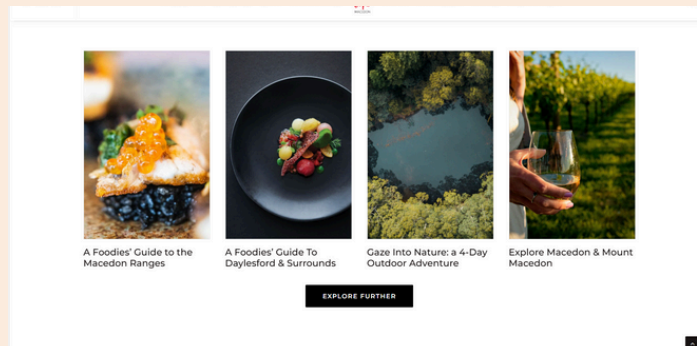
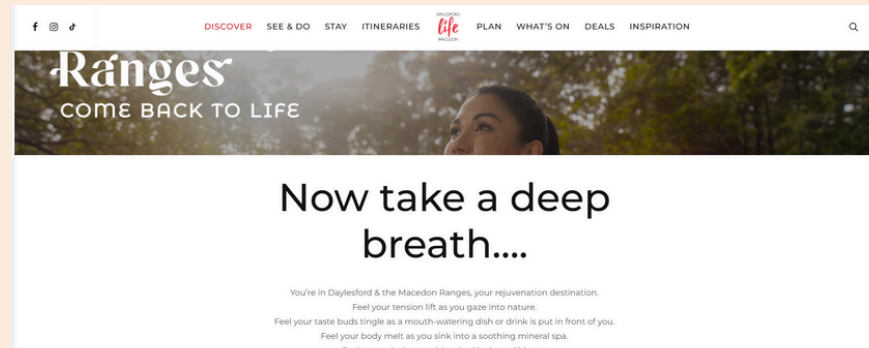
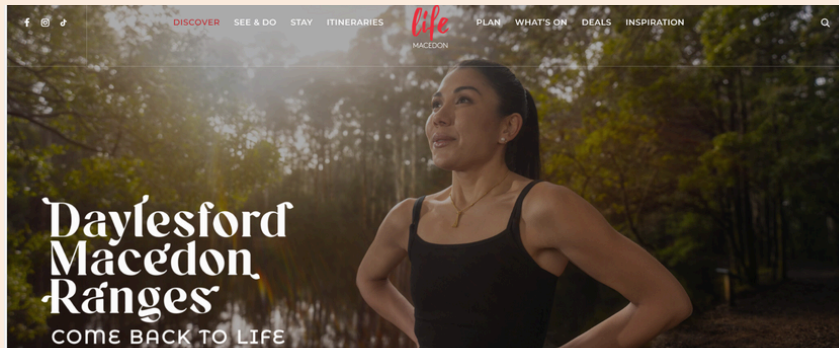


LAUNCH ASSETS - SOCIAL



WEBSITE - CAMPAIGN LANDING PAGE

A dedicated landing page for the 'Come Back to Life' campaign: a central hub showcasing your business. From hot deals to itineraries, it will attract more visitors and inspire bookings in our stunning region.

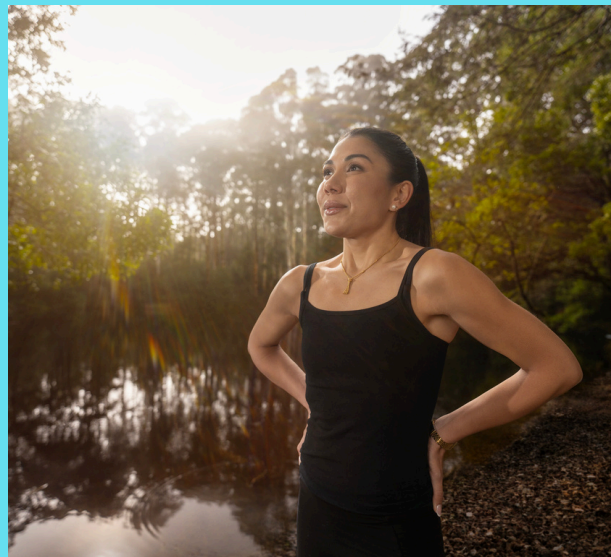


daylesfordmacedonlife.com.au/come-back-to-life

PHOTOGRAPHY

- Natural Light and Soft Focus: Capture the region's beauty with soft, warm lighting, ideally in the early morning or late afternoon.
- Authentic, Candid Moments: Show genuine, spontaneous interactions, like dining or relaxing, to connect with the audience.
- Muted, Earthy Tones: Use greens, browns, and soft blues to highlight tranquillity and rejuvenation.
- Detail-Oriented: Focus on luxurious details like food textures, steaming tea, or soft blankets to evoke comfort.
- Wide Shots Balanced with Close-Ups: Blend sweeping landscapes with close-ups to showcase the region's grandeur and intimate experiences.

The campaign photography supports the narrative of rejuvenation and luxury in Daylesford and the Macedon Ranges:



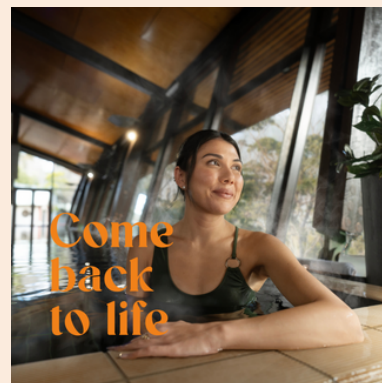
[DOWNLOAD PHOTOGRAPHY HERE: REGIONAL IMAGE CONTENT HUB](#)

ASSETS FOR INDUSTRY

SOCIAL TILES

Share the Come Back To Life campaign on your social channels with our suite of social tiles.

You will find a square (1:1) and vertical (9:16) tile to use on your Feed or Stories.

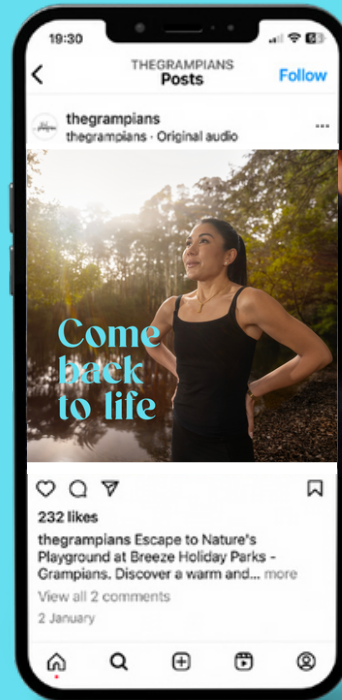


ASSETS FOR INDUSTRY

INSTAGRAM CAROUSELS

An Instagram carousel allows users to swipe through up to 10 images or videos in a single post.

For our 'Come Back to Life' campaign, you can start your carousel with one of our branded social tiles, followed by images that highlight what makes your business or region unique.



Example of a carousel using social tiles and partner images sourced from Visit Victoria.

[CLICK HERE TO LEARN HOW TO CREATE A CAROUSEL](#)

ASSETS FOR INDUSTRY

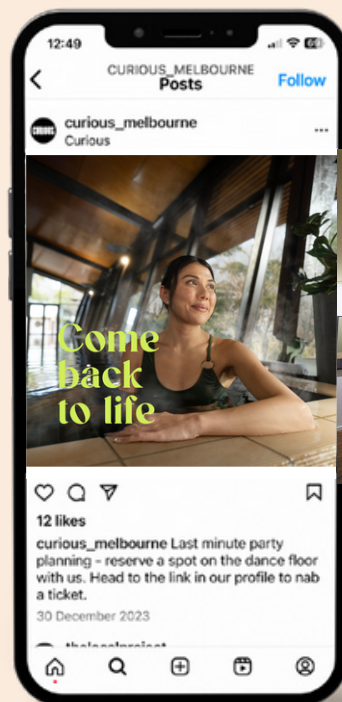
SOCIAL TEMPLATES

Leverage Come Back To Life's campaign look and feel with our social templates for carousels.

What is different about your venue? Play into our campaign language by sharing five of your top tips, best menu items or fun adventures to be had at your venue or region. These templates are in .png overlay format.

Sample copy to accompany carousel:
Swipe to see why our venue is a must-visit next time you're in Daylesford Macedon Ranges.

#ComeBacktoLife
#EscapeAndRejuvenate
#DaylesfordMacedonLife
#DaylesfordMacedonRanges



Example of a carousel using social tiles and partner images sourced from Visit Victoria.

ASSETS FOR INDUSTRY

SOCIAL TEMPLATES CONT.

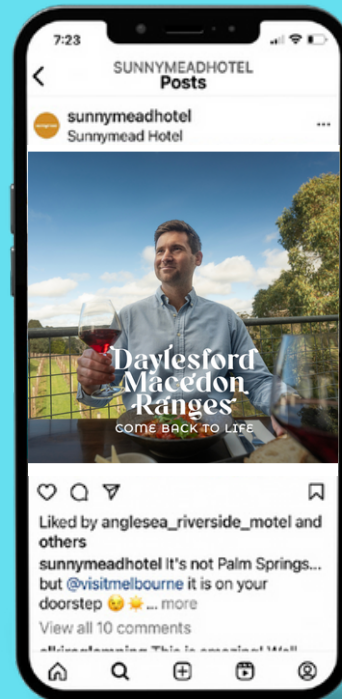
Instructions for designers:

- Open your desired .png overlay in Photoshop.
- Add your own image as another layer.
- Ensure the overlay is the top layer.
- Export the image and save it on your phone.
- Build a carousel with all your templated images

as per instructions on page 14

Sample copy to accompany carousel:
Here are five different things to do in Daylesford and the Macedon Ranges.

#ComeBacktoLife
#EscapeAndRejuvenate
#DaylesfordMacedonLife
#DaylesfordMacedonRanges



Example of a carousel using social tiles and partner images sourced from Visit Victoria.

[DOWNLOAD ASSETS HERE](#)

RESOURCES

Head to dmrtourism.com.au/content-hub access more resources, such as: ATDW & Visit Victoria, Frequently Asked Questions, Customer Profiles, Destination Management Plan and more.

WANT TO FIND OUT MORE?

Keep up to date with the campaign by signing up to hear from Daylesford Macedon Tourism through our industry e-news. For more information on how your business can engage with the campaign dmrtourism.com.au

