



CAMPAIGN TOOLKIT – SECONDARY MARKET: ADVENTURE

Campaign Period

The 'Wake up in Vanuatu' campaign runs in 2018

This toolkit is for the secondary adventure market

Campaign Copy

Only a short flight from Australia's east coast, Vanuatu's islands are the perfect place to discover and explore a world of adventure.

There is no better place to explore in the South Pacific than Vanuatu with active volcanoes, rich cultures with a backdrop of lush rainforests and jaw dropping blue seas.

Together VTO and We Are Explorers (<https://weareexplorers.co>) have produced a video and editorial series to inspire you to take your next adventure.

The outdoors is an awakening. It is time to Wake Up in Vanuatu.

Campaign Logo

White

https://www.dropbox.com/s/fx2nyroib15zvww/VTO_AU_Brand_Imagery2018_Logo.png?dl=0

Teal

https://www.dropbox.com/s/rzajfqi3yhg1nld/WakeInVanuatu_Aqua%5B5%5D.png?dl=0

Campaign Colour Palette

Aqua: Pantone 319 C
Blue: Pantone 7460 C
Yellow: Pantone 116 C
Orange: Pantone 1575 C

Campaign Font

<https://www.dropbox.com/sh/bpuc6r3v8bfqhl2/AABiAD8jTwjpTb5JuW1nuRz8a?dl=0>

Videos

- These can only be used across social media and digitally

Video 1 – Beach

<https://www.dropbox.com/s/gumjdygxgh1wc1v/Video%201%20%28Beach%29%20cinematic.mp4?dl=0>

Video 2 – Soft Adventure

<https://www.dropbox.com/s/fx8g44pbmmvjgfz/15%20second%20%2016%20x%209.mp4?dl=0>

Video 3 – Santo

<https://www.dropbox.com/s/7x8x74p8gxs6a1u/Video%204%20Santo.mp4?dl=0>

Video 4 – Tanna

<https://www.dropbox.com/s/doiwxqe4dm1alne/Video%205%20Tanna.mp4?dl=0>

Video 5 – Efate

PENDING

Images

- These can only be used across social media and digitally

<https://www.dropbox.com/sh/sgucqigru98pmh6/AACc-ZPN4WBIGzoviUI5Uv7wa?dl=0>

Creative Approved Concepts

Volcano

https://www.dropbox.com/s/6u7dayoifcnatI4/VTO0019_DigitalPanel_EntryExit_1232x336_FI_REWORKS%5B3%5D.jpg?dl=0

Blue Hole

https://www.dropbox.com/s/r32y8jw3owa3n9m/VTO0019_DigitalPanel_EntryExit_1232x336_COFFEE%5B3%5D.jpg?dl=0

Waterfall

https://www.dropbox.com/s/a6g29gscdw4jigp/VTO0019_DigitalPanel_EntryExit_1232x336_POOL%5B3%5D.jpg?dl=0