



### WAKE UP IN VANUATU CAMPAIGN TOOLKIT

Vanuatu Tourism Office has launched a campaign in Australia **Wake Up in Vanuatu**. The campaign is aimed to grab the attention of Aussies to inspire them to dream about a Vanuatu holiday where they can do whatever they please.

The campaign message is an evolution of the Vanuatu destination brand *Discover What Matters* and has three content pillars to showcase a sample of what is on offer in Vanuatu for visitors and reinforce the *Wake Up In Vanuatu* message.

- Wake Up to Adventure
- Wake Up to Happiness
- Wake Up to Freedom

Assets have been produced to help you advertise and sell Vanuatu.

Campaign assets include:

- Wake Up In Vanuatu video – 45 seconds (3.5 hours from Sydney version and 2.5 hours from Brisbane version)
- Videos Happiness, Freedom and Adventure – 15 seconds
- Facebook cover photos
- Facebook Post images
- EDM header/ email footer

[Please click here to download the campaign assets.](#)