



Frequently Asked Questions about Answer the Call of Vanuatu

Will the tagline Answer the Call of Vanuatu replace ‘Discover What Matters’?

Yes. ‘Discover What Matters’ will be phased out over the next two months. VTO will also be updating the VTO corporate identity in line with the new branding.

What is the objective of the brand and campaign?

The objective is to continue to grow visitation to Vanuatu by presenting a new and interesting face to the destination. We are leveraging our points of difference in the marketplace to position ourselves against our key competitors. Tourism is a highly competitive business, and Vanuatu needs to be able to develop an emotive connection with the market which both reflects the destination and improves the value proposition for the destination. The new strategic brand messaging and creative prepares Vanuatu’s tourism sector for our next stage of growth.

What does success look like for this campaign?

Ultimately, success will be measured by increased visitation and the achievement of the KPIs set out in the 2030 Vanuatu Tourism Market Development Plan. However, we will also be reviewing our success based on a number of other factors such as increased stakeholder engagement, and increased consumer knowledge about the destination and consumer perceptions of Vanuatu. We are aware this won’t happen overnight and will only come about through a focused, sector-wide commitment on living the brand positioning of Vanuatu as a real-life changing adventure.

How will VTO be working with industry and stakeholders?

We have produced an extensive industry toolkit that will provide everything our partners need to get started. The toolkit is available at www.vanuatu.travel/answerthecall. We are encouraging people to be creative and think about moments they can share across their own marketing activities. The tourism industry is encouraged to think about ‘Answer the Call of Vanuatu’ not in terms of just advertising, but rather how they build ‘Vanuatu Moments’ into families—and their

normal everyday business. We encourage people to ask themselves how *they* can “Answer the Call of Vanuatu”.

How was the music produced?

The music is a mix of sounds that were recorded as the film crew travelled around Vanuatu. It includes the sounds effects of diving into the water, clapping, laughter, bird song, and of daily life around the country. We are grateful to all those who participated, all those who shared their kastom and culture and gave their permission for us to come into their communities.

Who produced and directed the campaign?

The creative agency working with the Vanuatu Tourism Office to produce the new brand is Engine Group, based in Brisbane. The Engine team has worked tirelessly through an iterative process of brand review and creative development. This new take on the Vanuatu brand brings a connection and an emotional resonance to our destination marketing that we have never captured before.

Taxi Film Productions and Director Tristan Houghton have delivered amazing visuals of Vanuatu, including some locations and experiences that haven't been filmed previously. Vanuatu provided the film sets; the team at Taxi has brought them to life in a fresh and captivating way.

What are the next steps in Answer the Call of Vanuatu?

A campaign has been released in Australia and New Zealand this week featuring the new creative. The next steps are:

1. Producing the logos and campaign elements in French and implementing the new brand in the New Caledonia market in September 2019;
2. Working with industry partners to develop programs in which they can be involved and to help them share ‘Vanuatu Moments’;
3. Reviewing all images and footage and uploading them to the Vanuatu Tourism Office’s digital asset management system;
4. Update existing marketing material to use the new campaign branding and messaging—particularly the diving material we have currently been using.²

Will other ‘Vanuatu Moments’ be created over time?

Yes. During filming, we captured a huge range of locations and experiences around Vanuatu. We will continue to produce new versions and moments to suit the objectives of the activities we are undertaking. We will also be evaluating those that are having the biggest impact. All content production and campaigns will be under the theme of ‘Vanuatu Moments’. Our visitors share Vanuatu Moments every day on social media. The images and stories created by our visitors are the online equivalent of ‘word-of-mouth’ marketing, and are as effective as they are authentic. This has been an important part of our marketing strategy for the last two years, and we will continue to use the Vanuatu Moments shared by our visitors and

encourage them to share more. Working together with our industry and provincial teams, we will also continue to grow the 'Vanuatu Moments' that our target markets find appealing.

Will Answer the Call of Vanuatu be translated into another language?

We will translate the campaign first into French over the next month. The campaign will be the same across all markets with local tweaks to style and delivery to ensure our creative is culturally appropriate, relevant and reflects the experiences each of our source markets are looking for.

What does the marketing campaign include?

Campaigns have started in Australia and New Zealand this week. Australia includes branding across buses, print advertising in *Traveller* in the major metropolitan newspapers, campaigning with Expedia, and catch-up television on the Nine. New Zealand will focus on a television campaign and advertising across shopping malls in Auckland and Christchurch. Tactical activity will be run with our New Zealand partners Our Pacific and House of Travel.

Why wasn't the campaign produced by local providers?

We selected the producers of the campaign through a competitive tender process. Taxi Productions was selected as the successful candidate. It is important when producing a campaign of this magnitude that it is developed with a deep understanding of the mindsets of our target markets. The producers needed to be able see Vanuatu through the eyes of the tourism consumer.

What do you say to those who do not think this is a true representation of Vanuatu?

Creative concepts are always very subjective. Naturally, different people will have different responses. Nevertheless, it is important to keep in mind that the main purpose of this branding is for our target markets to see relevance and meaning in the messaging and to prompt them to seek more information for booking a holiday in Vanuatu.

Will Air Vanuatu be involved?

Of course! We are looking forward to working with them to increase awareness and visitation to Vanuatu. There are many ways in which we can work together on the new brand. We will be working with them to consider everything from joint campaigns, to how they may build the brand into their service delivery either through inflight announcements – for example, “Thanks for Answering the Call of Vanuatu—we know you will love every moment”.

Will there be signage at the Airport?

This is being installed as we speak and we will be working with Airports Vanuatu Limited to make sure the signage has high visibility at these important entry and exit points.

What are the new social media hashtags that we should start using?

We will be changing our social media hashtag to support the campaign. Our new hashtag is **#VanuatuMoments**.

