

# ANSWER. THE CALL OF Vanuatu

A TOOLKIT TO HELP  
SUPPORT OUR NEW BRAND

6.30pm Mt Yasur, Tanna







# LIFE IS ABOUT MOMENTS

There are moments that make us laugh, cry, change our perspective and open our eyes and hearts.

The moments we remember are those of consequence and significance – the ones we file away in the scrapbooks of our lives. That’s especially true when it comes to holidays and creating moments to treasure.

A visit to Vanuatu holds the promise of incredible moments to be made, remembered and shared. It’s these moments that define our experiences and call us back for another stay.

This is less about a simple list of things to see and do – and more about how Vanuatu makes you feel. It’s about the key moments that connect us to people, places and emotions.

When you Answer the call of Vanuatu, you’ll be swept away in any number of incredible moments that will make you feel good.

While the imagery showcases Vanuatu’s incredible beauty, the tone of our new campaign is light-hearted and cheeky.

It reflects the happy and informal nature of the Ni-Vanuatu people – and how we want people to experience their time with us. A holiday isn’t meant to be taken too seriously; it’s about letting go and getting ready to leap into your next adventure.

I am excited to introduce Vanuatu’s new brand and destination marketing campaign: Answer the call of Vanuatu. It focuses on the promise of real, life-changing adventure that offers consumers a more exciting way to relax.

The information that follows will help you understand and get involved in the new direction for marketing Vanuatu.

We’re all excited. And we hope you are, too.



Adela Issachar Aru  
Chief Executive Officer  
Vanuatu Tourism Office



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# HOW WE ARRIVED HERE: THE PROCESS

The new campaign is the culmination of 12 months' consumer research, consultation and the development of a strategic platform that consolidates our marketing brand position.

During the process we:



# TANKIU TUMAS A MILLION

This project has been a massive undertaking for Vanuatu, and so many people have been integral in creating the end product.

The New Zealand Aid program has been unwavering in its support of this marketing journey. With the key objective of setting a strong and positive foundation for the future, it has funded every single stage of the project. Tourism in Vanuatu will be stronger for it.

We'd also like to thank all our industry partners who have contributed through their input, time and support in a 1000 different ways.

This is for all of you. We will continue to seek your support as the call of Vanuatu grows, this campaign will only be as strong as the support we give it as a destination.

Our advertising agency, Engine Group, has been with us throughout this journey – and Tim, Sarah, Mark and Ross have all fallen in love with Vanuatu in the process. Then there's our production crew, including director Tristan, photographers Israel and Bryan, and producer Jill, who all survived an epic 18-day shoot.





10.30am Tanna



# PART 1 TARGET MARKETS

## OUR TARGET AUDIENCE IS: EXPERIENCE COLLECTORS

Experience Collectors are found across all our source markets and across all different age groups. What they all share is a mindset to discover and explore. No matter if they are millennials from Shanghai, an older couple from Melbourne, or a family from Auckland.

They're free-spirited, active, well-travelled and young-at-heart. They enjoy an adventure and, as they're interested in cultural experiences, they are keen to engage with people and place – and to delve beneath the surface to discover the 'real' destination.

They are looking for a more exciting way to relax.

## GLOBAL ADVENTURE SEEKERS

These people travel to pursue their passions, undertake off-the-beaten-track experiences, and actively seek out remote locations. They have a greater propensity to travel to undiscovered destinations and are actively looking for challenges that focus on nature, cultural immersion, or thrill-seeking.

Targeting this 'tribe' will be of particular benefit to our outer island locations, which have market-ready products and experiences for those looking to explore and connect.



# PART 2 MAKING VANUATU STAND OUT FROM THE CROWD OUR NEW BRAND POSITIONING

11.30am Lakatoro Beach, Malekula

## WHAT IS A BRAND?

It's much more than a name and a logo.

A brand is the idea or image people have in mind when they hear your name. It's a gut feeling.

Successful brands today are always built on emotion. From Nike and Apple to Toyota and L'Oréal, the brands we love and respect are those that hold great emotional meaning.

And here's the important point: brands are not just built through advertising. People's perceptions of products, services and organisations are formed by their total experience with the brand.

Every touchpoint matters. Every moment counts. So we all have a part to play in the Vanuatu brand.



# BRAND STRATEGY & POSITIONING ARCHITECTURE

Here's a quick guide to understanding the key marketing terms used in this document:

**Brand positioning:** the space a brand occupies relative to its competitive set,  
aligned to the needs of the defined target audience

**Brand platform:** the anchor point

**Brand story:** the emotive expression of the brand strategy and its associated attributes

**Brand attributes:** the proof that supports the brand positioning

**Brand personality:** the expression of the values and characteristics of the brand

**Brand tone of voice & language:** the unique style, pitch and words that we use for consistency

# BRAND TRUTH

83 islands of adventure, natural wonders,  
culture and real people



OUR BRAND POSITIONING LINE IS:  
VANUATU DELIVERS A REAL,  
LIFE-CHANGING ADVENTURE

We're not polished. We're a rough diamond and we can't keep still. There are so many wonders to behold and adventures at every turn. Vanuatu brings you back to earth, clearing your mind of all the stuff that doesn't matter and replacing it with a head full of amazing stories to tell.

BY OFFERING A  
MORE EXCITING WAY TO RELAX

Adventure, in its many forms, plays a big part in the Vanuatu experience – from the adrenaline-pumping activities to the more sedate cultural experiences and soft adventures, such as snorkeling and walking. Vanuatu is where you can leave your comfort zone and still feel safe.

WHAT IS  
ADVENTURE IN VANUATU?

*Adventure* - The dictionary definition is an exciting or remarkable experience.

The great thing about adventure is its elasticity: it has the scope to mean different things to different people. In Vanuatu adventure means:

- Doing something different
- Pursuing your passions
- Listening to your heart, not your head
- Stepping outside your comfort zone – but still feeling safe
  - Going where others are not
- Seeing the world from a different perspective
  - Taking the local bus
- Discovering there is more that unites us than divides us





# BRAND ATTRIBUTES

Here are five key attributes that make Vanuatu so special:

## **Kastom & culture**

We take pride in our rich history, our unique way of life and our deeply-held beliefs.

## **Vanuatu is its people**

Friendly, welcoming and happy – we show respect for one another and our natural world.

## **A symphony of the senses**

Vibrant colours. Incredible sounds. The feeling of sand between your toes and the revitalising effects of our pure waters... Vanuatu makes you feel good in every sense.

## **Raw, edgy and liberating**

A chance to get back to nature and back to basics. To untangle yourself from the stresses of modern life and live free.

## **Vanuatu takes you on an adventure**

From climbing volcanoes to diving on reefs and exploring rainforests, you're never far from an adventure in Vanuatu.

# BRAND PERSONALITY

It's reflective of the Ni-Vanuatu people – friendly, fun and genuine. And also like the experience itself – exciting and unexpected.

**We don't talk at people, we talk with them**

**We are strong and proud, yet gentle and humble**

**We are softly spoken, yet fiercely passionate**

**We are safe and warm, yet sometimes unexpected**

**We are uncomplicated and practical**

**We talk from the heart, not in clichés**

**We are fun and informal**

# OUR TONE OF VOICE AND LANGUAGE

We're down-to-earth and genuine. We don't take many things too seriously, but we have upmost respect for our history, culture, environment and people.

**We talk from the heart, not the head**

**We stir the soul with compelling stories**

**We invite people into our world – not talk at them**

**We use unexpected language to create sparkle**

**We talk with a smile and a sense of humour**

**We speak with depth and meaning**

**Cheekiness and laughter are in our DNA**



PART 3

# ANSWER. THE CALL OF Vanuatu

4.30pm Mt Yasur, Tanna

OUR BRAND PLATFORM IS:


# ANSWER. THE CALL OF Vanuatu

This line takes the many threads that make up the Vanuatu experience and ties them together into one unifying call-to-action.

It reflects our culture and kastom – a guiding voice that connects people to each other and the natural world. And it's an invitation to escape the everyday – that voice in your head urging you to go on an adventure; to feel free and alive.

It's also a call for locals to get behind their country. To be more self-sufficient, to live by its values and proudly promote them to the world.





# BRAND STORY

## WHAT IT IS TO ANSWER THE CALL OF VANUATU

It's the sound of an ancient way of life  
Resonating through the ages.  
The echo of the conch horn.  
The rhythm of the water music.  
The thud of warriors dancing as one.

It's the voice of Mother Nature.  
The urge to wander far away from the everyday  
To disconnect and reconnect.  
To become part of the landscape.

It's the distant rumble of a volcano.  
The thumping hearts of brave land divers.  
And the ticking engine of a four-by-four  
Waiting to take you on the best adventure by far.

It's the sound of wind rushing through your hair  
Waves lapping on the shore  
And the crackle of campfires on the beach.  
The soundtrack to the good old days  
When life was as it should be.

It's the call of the sea.  
To sail away to distant shores  
That lie a stone's throw away.  
And to be just one step into the ocean  
From another world of sunken history  
And breathtaking beauty.

It's the laughter that fills the air.  
The warmest of welcomes.  
The promise of arriving as a guest  
And leaving as a friend.

The best places, they talk with you – not to you.  
They build a lifelong bond  
By inviting you to be part of their story.

They say life is either a great adventure or nothing.  
To that, we say  
**Answer the call of Vanuatu.**

## HOW WILL IT BE USED? CONSUMER

This campaign will move us beyond a collection of things to see and do to an emotive place that highlights the amazing moments that happen here in Vanuatu.

The focus will be on how such moments make you feel. Whether it's that sense of connection with the Ni-Vanuatu locals; the freedom of living without boundaries; or the revitalising effects of a dip in a blue hole – we'll present Vanuatu through the lens of those who have experienced it.

## RALLY CRY

Answer the call of Vanuatu is the perfect rallying call to secure support for all things that impact tourism within the local community.

To Answer the call means to get behind your country. To be more self-sufficient. To live by its values. And to proudly promote Vanuatu to the world.

You may choose to fly with your local airline, pick up your rubbish and keep Vanuatu clean or to get drastic on plastic. Or you could answer the call by offering the very best in customer service, helping someone who is lost, or simply telling your story.



RALLY CRY EXAMPLE

## IT'S TIME TO GET DRASTIC ON PLASTIC

### A ban on single-use plastics

Vanuatu is leading the way in environmental protection. Following a ban on single-use plastic bags, drinking straws and Styrofoam food containers, we now propose to extend the ban to disposable diapers, plastic cutlery and other grocery packaging by December 2019.

It's everyone's responsibility to answer the call of conservation.

So please play your part by saying no to single-use plastics.

ANSWER  
THE CALL OF  
Vanuatu

RALLY CRY EXAMPLE



## ANSWER THE BOARDING CALL OF VANUATU

Air Vanuatu is our national airline – proudly flying the flag of our country across the South Pacific and beyond. We support hundreds of local jobs, keep our communities connected and play a vital role in attracting tourism investment to Vanuatu.

So when you fly with us, you're actually helping an entire nation take off.  
We're here to Answer the call of Vanuatu – and we'd love to have you onboard.

ANSWER  
THE CALL OF  
Vanuatu









## PART 4 CAPTURING A MOMENT, CREATIVE EXECUTION

5.30pm Pele Island

# COMMUNICATING OUR BRAND THROUGH CAPTURING MOMENTS

The key to our marketing communications will be to demonstrate “The Moments” that happen when you Answer the call of Vanuatu.

We want to demonstrate this by showing the build-up, the wonder and feelings that ensue when you experience the ‘moment’ you’ll lock away in your memory forever.

What our moments will do:

- Inspire people to visit,
- Inspire people to look for more information
- Inspire people to book

We will also ask visitors to share their own “Vanuatu Moments” while on holidays – to inspire others to visit.  
**#Vanuatumoments**



## WHAT IS A MOMENT?

It's a very brief period of time. A snapshot of an experience or occasion that felt very special at the time, which we retain for posterity.

It's these magical moments that make Vanuatu so incredible. There are times when it's like any other great holiday – relaxing on the beach or by the pool. But then you stumble upon something wonderful and realise this is no ordinary place.

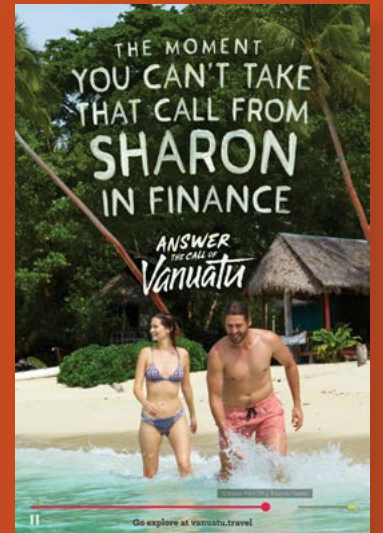
Before you know it, you're dancing with strangers at a fire show, embracing the chief of a remote tribe, standing on the rim of an active volcano or exploring maritime wrecks.

When you allow yourself to be swept up in the moment – that's what it means to Answer the call of Vanuatu. It's all about connection – with the people we meet and the places we visit; with special moments in time and with ourselves.

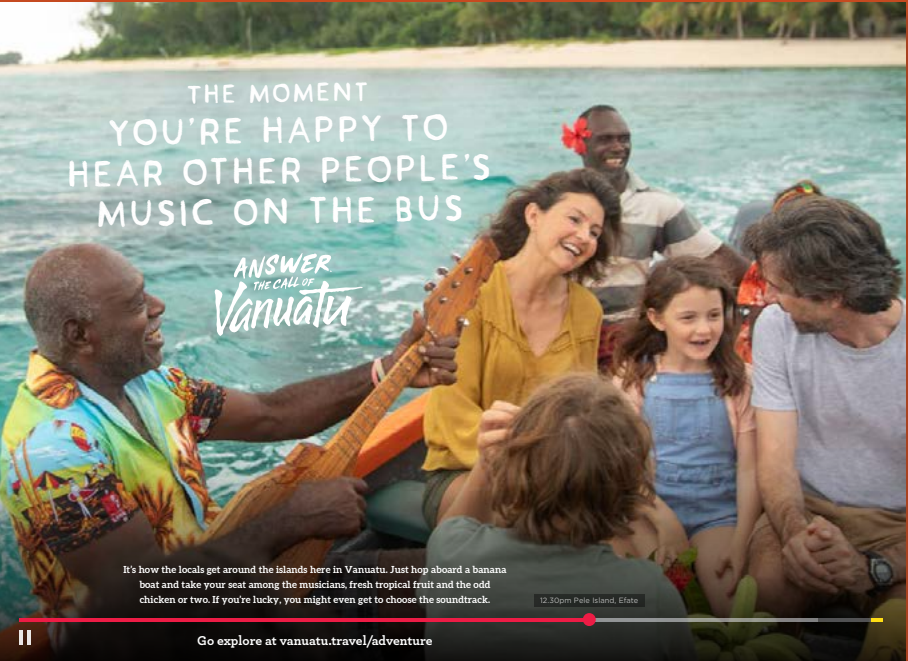
A quick glance over TripAdvisor reviews for Vanuatu's signature experiences will reveal the same comments coming up time and again. *A bucket list moment. A day I'll never forget. A once-in-a-lifetime experience.*

It's true that Vanuatu never leaves you. And it's these precious moments that are there to be enjoyed when you **Answer the call of Vanuatu.**

## BRAND EXAMPLES










# TACTICAL EXAMPLES

PRINT



THE MOMENT  
YOU DECIDE TO  
TAKE THE PLUNGE

4:30pm Matavulu Blue Hole, Espiritu Santo

RAMADA RESORT  
SAVE OVER  
**50%**  
END OF YEAR OFFER


WHITE GRASS  
STAY & SAVE  
**40%**  
OFF 3 NIGHTS OR MORE

WARWICK  
OFF 3 NIGHTS  
OR MORE  
**30%**

Air Vanuatu  
RETURN AIRFARES  
EX SYDNEY FROM  
**\$512**

Book now at [airvanuatu.com](http://airvanuatu.com)

ANSWER  
THE CALL OF  
Vanuatu



AMAZING MOMENTS  
ON SALE NOW

6:30pm Eratap Point


WARWICK  
OFF 3 NIGHTS OR MORE  
**30%**

Air Vanuatu  
RETURN AIRFARES EX SYDNEY FROM  
**\$512**

Book now at [airvanuatu.com](http://airvanuatu.com)

ANSWER  
THE CALL OF  
Vanuatu

PRINT



THE MOMENT  
VANUATU LOOKS  
EVEN MORE  
ATTRACTIVE


9:30am Champagne Beach

RAMADA RESORT  
SAVE OVER  
**50%**  
END OF YEAR OFFER

WHITE GRASS  
STAY & SAVE  
**40%**  
OFF 3 NIGHTS OR MORE

Book now at [airvanuatu.com](http://airvanuatu.com)

ANSWER  
THE CALL OF  
Vanuatu



THE MOMENT  
THE CALL OF  
VANUATU  
GETS EVEN  
LOUDER

1:30pm Tanna

RAMADA RESORT  
SAVE OVER  
**50%**  
END OF YEAR OFFER

WHITE GRASS  
STAY & SAVE  
**40%**  
OFF 3 NIGHTS OR MORE

WARWICK  
OFF 3 NIGHTS  
OR MORE  
**30%**

Air Vanuatu  
RETURN AIRFARES  
EX SYDNEY FROM  
**\$512**

Book now at [airvanuatu.com](http://airvanuatu.com)

ANSWER  
THE CALL OF  
Vanuatu



# LINKAGE WITH ANSWER THE CALL OF VANUATU

**Answer the call of Vanuatu** is our new brand platform. By this, we mean it's the foundation for every piece of communication and, as a result, the set of associations consumers make with our brand.

We want to assimilate Vanuatu with living a life less ordinary; it calls out to you to escape the everyday and go on an adventure. Every consumer, trade body and stakeholder should see Vanuatu framed within this context - a place that is adventurous, life-changing, relaxing and exciting all at the same time.

## TALKING TO CONSUMERS

When talking to potential visitors, this campaign has to work on an emotional level. It's not enough to simply promote adventurous things to see and do. We need to convey how the Vanuatu experience makes you feel. That's where the moments idea comes in.

By focusing on the moment you Answer the call of Vanuatu, we can make it more intimate and personal; highlighting a particular moment in time and what it means on an emotional level to the individual.



PART 5

GETTING INVOLVED

6.30pm Eratap Point



## HOW CAN INDUSTRY GET INVOLVED?

The most successful tourism campaigns are those embraced by the industry and stakeholders.

Here are a few ways you can Answer the call of Vanuatu and bring the creative to life.

- We have a range of templates for industry use that follow the campaign's creative theme. Please feel free to use them in your marketing material.
- Ask customers to share their favourite moments on TripAdvisor and other review channels.
- Think about ways to create special moments when you have a famil. What special something can you do to surprise and delight – and make your property stand out from the crowd?
- Offer 'Special Moments Packages' e.g. for honeymoons, anniversaries, birthdays etc. Or simply create holiday moments to remember – such as giving parents the chance to have time to themselves.
  - Create short videos that show your guests or staff answering the call of Vanuatu.
  - Get creative and think “Vanuatu Moments” in all your marketing activity.

## A FEW IDEAS TO GET YOU STARTED

This is a campaign designed to make it easy for stakeholders to get involved and own the work. Every operator can use their tourism insights to identify the moments that matter in their particular field.

We've provided a few examples of how the 'The moment...' thought could pan out, but the scope of this campaign is huge. From spa retreats to five-star hotel service; volcano tours to high-adrenaline adventures; this is an insight-driven campaign that explores what it feels like to Answer the call of Vanuatu.


And who better to cast light on this than the stakeholders who live it every day?

The following pages are examples of how the new brand can be brought to life for your business promotions. Think about how your own images can work with the headline examples.



# INDUSTRY EXAMPLES

## PRINT



AMAZING MOMENTS  
**ON SALE NOW**

Vanuatu from just **\$499** return ex Sydney

2.30pm Blue Cave

**Air Vanuatu** Book now at [airvanuatu.com](http://airvanuatu.com)

**ANSWER**  
THE CALL OF  
*Vanuatu*

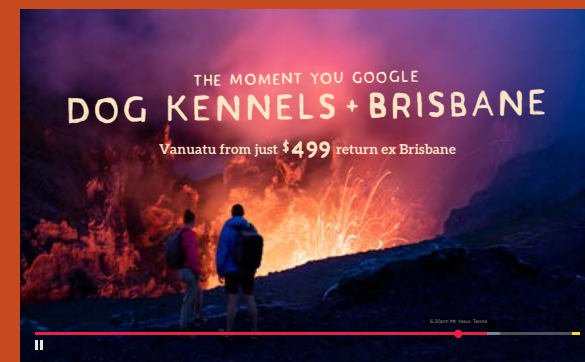


THE MOMENT  
YOU CELEBRATE SAVING  
**OVER 50%**  
AT RAMADA

Breakfast daily Airport transfers Day spa voucher

Book now at [airvanuatu.com](http://airvanuatu.com)

**ANSWER**  
THE CALL OF  
*Vanuatu*



THE MOMENT YOU GOOGLE  
**DOG KENNELS + BRISBANE**

Vanuatu from just **\$499** return ex Brisbane

Book now at [airvanuatu.com](http://airvanuatu.com)

**ANSWER**  
THE CALL OF  
*Vanuatu*

## PRINT




THE MOMENT THAT  
**IGNITES THE FIRE WITHIN**

Stay **5** nights pay for **4**

**WARWICK**  
L & L LARSEN + VANUATU

Book now at [airvanuatu.com](http://airvanuatu.com)

**ANSWER**  
THE CALL OF  
*Vanuatu*



THE MOMENT  
**EVERY LITTLE WORRY  
WASHES AWAY**

Complementary 1 hour massage

11.20am Matevulu Blue Hole, Espiritu Santo

**Acre**  
ISLAND RESORT

Book now at [airvanuatu.com](http://airvanuatu.com)

**ANSWER**  
THE CALL OF  
*Vanuatu*



## PRINT



FLY DIRECT  
TO VANUATU  
IN A MOMENT

from \$499 return

1:30pm Port Vila

Air Vanuatu Book now at [airvanuatu.com](http://airvanuatu.com)

ANSWER  
THE CALL OF  
Vanuatu



THE MOMENT  
YOU GET OVER THE  
FACT YOU'RE NOT  
SPENDING THE  
AFTERNOON  
CANOODLING

Half day tours \$125

2:30pm Bor-Bor River

Island Time Kayaking  
A 100% Expertise Vessel

Book now at [airvanuatu.com](http://airvanuatu.com)

ANSWER  
THE CALL OF  
Vanuatu

## OTHER HEADLINES YOU CAN COMBINE WITH YOUR OWN IMAGERY AND PROMOTIONAL OFFERS

THE MOMENT YOU REALISE WE DON'T DO ORDINARY

THE MOMENT YOU KNOW MOTHER NATURE IS JUST SHOWING OFF

THE MOMENT YOU DROP OFF YOUR EMOTIONAL BAGGAGE

THE MOMENT YOU KNOW RELAXING AND DOING NOTHING ARE NOT THE SAME THING

THE MOMENT YOU FINALLY ACCEPT THE WATER HASN'T BEEN PHOTOSHOPPED

THE MOMENT YOU'LL FILE UNDER MOST TREASURED

THE MOMENT YOU'LL TELL YOUR BOSS YOU'VE GOT A FAMILY EMERGENCY

Tourism Industry Partners are able to use these headlines in their own marketing material



# FAMILS A GREAT PLACE TO SHARE VANUATU MOMENTS

We want all our famil participants to feel like their clients or readers will – we want them to experience a Vanuatu Moment as they learn and explore all the parts of Vanuatu.

## Ideas to get you started.

- Have your team sing a heartfelt welcome song as the group arrives.
- Share with the group some special moments that your guests have had while staying with you.
- Surprise them with some entertainment or a special treat in one of the rooms – some music, entertainment or a gift.
- Just stop in a special place and let them appreciate the surroundings.
  - Create a moments fact sheet.
  - Re-enact one of your latest TripAdvisor reviews.
  - Challenge the group to a sing off.
  - Share your team's stories and pride in Vanuatu.

Remember these moments should be fun and light hearted – just like our brand personality.

(Oh and by the way – it will also make you stand out from the crowd)



Providing touchpoints that allow the brand to connect with visitors in everyday situations will help sustain the relevance and immediacy of the campaign.

- After touch down in Vanuatu, Air Vanuatu cabin crew's welcome announcement would be: "Thank you for answering the call of Vanuatu and we hope you treasure every moment."
- An Instagram opportunity when people step out of the airport that lets people record and post their 'first moment in Vanuatu.'
- At reception in their hotel/accommodation visitors are greeted with a welcoming mocktail called a Vanuatu Magic Moment.
- Replace the Do Not Disturb signs on hotel rooms with Give Me A Few More Moments.
- Rebrand all the bus stops with The Bus Will Be Here In A Moment.
- Tourism-related employees wear t-shirts or badges that say 'Ask me – I've got a moment'. This encourages people to ask them general tourism questions but also allows each individual employee to think of a moment they can particularly recommend to visitors.
- We ask departing travellers, 'What was the moment that will live with you forever?'
- We stamp their passports with an 'I answered the call of Vanuatu' stamp.



# ITINERARY MOMENTS



## DAY ONE: EFATE PORT VILA

Your adventure starts the moment you arrive in Port Vila. Treat yourself to dinner at one of the many restaurants in town or at your hotel. You'll discover Vanuatu is a paradise for food lovers, whether you decide on French cuisine, modern Asian fusion or delectable, freshly caught seafood.

### THE MOMENT

The moment you touch down and surrender to the magic of Vanuatu.



## DAY TWO: TANNA

**Morning:** Depart Port Vila for Tanna (a 40 minute flight with Air Vanuatu - allow one hour for check-in time for all domestic flights and note there is a provincial departure tax of VT200/ person to pay at each domestic airport after your check-in).

**Afternoon/Evening:** Cross the moonscape ash volcanic plains of Mount Yasur by 4WD before your guide brings you to the crater's edge for an awesome volcanic pyrotechnic experience at one of the world's most accessible active volcanos. Start the tour in the afternoon to see Mt Yasur really come to life at nightfall.

### THE MOMENT

The rumble beneath your feet as you approach the crater for the first time.

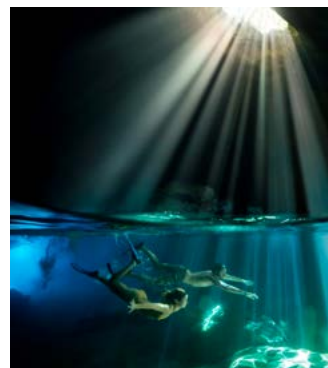


## DAY THREE: TANNA

Take a cultural tour to one of Tanna's Kastom Villages. Villagers will introduce you to their customs and culture, and share knowledge of traditional medicine, crafts and styles of cooking. You'll be entertained by dancing demonstrations and inspired by a completely different way of life. Ask your island bungalow or resort on Tanna to organise and book your tour.

### THE MOMENT

Realising you have two left feet, and not caring at all.



## DAY FOUR: TANNA

**Morning:** A visit to the magnificent Lemnap underwater cave. A quick duck dive brings you into a stunning turquoise grotto 60 metres in diameter, lit by a shaft of brilliant sunlight streaming through a 5 metre hole in the roof above you.

**Afternoon:** In the afternoon depart Tanna for Port Vila (allow one hour for check-in time for all domestic flights and note there is a provincial departure tax of VT200/person to pay at each domestic airport after your check-in).

### THE MOMENT

The thrill of breaking the surface in a cathedral of light and liquid.



## DAY FIVE: EFATE PORT VILA

**Morning:** Port Vila is a great place to start a half-day adventure, with a whole raft of fun and exciting tours on offer. Jet skiing, snorkelling, kayaking, horse riding, waterfalls and zip lining are just some of the many activities you can try your hand at. Even better, you can still be back at your resort or Port Vila in time for lunch!

**Afternoon:** Time for a little retail therapy. Port Vila is Vanuatu's only duty-free port and a shopper's delight with its colourful blend of French, English and Melanesian cultures.

# NEVER MISS A MOMENT

Social media is built for 'moments' - showcasing moments and sharing moments. Capturing that feel of instant excitement and the desire to share your discovery with the world should be what drives our social media persona.

Across all social channels, we should keep videos, posts, live streaming and content short and to the point to help focus the viewer on the idea of 'the moment'.

#Vanuatumoments



## FACEBOOK

Technically, Facebook videos can be almost any length, but we're building a brand that's all about 'the moment', so let's keep it short.

Facebook Live and Facebook Stories are both strong channels for delivering in-the-moment content, but again it's important to have a clear idea of what we want to say in order to maximise the opportunity and not overstay our welcome.

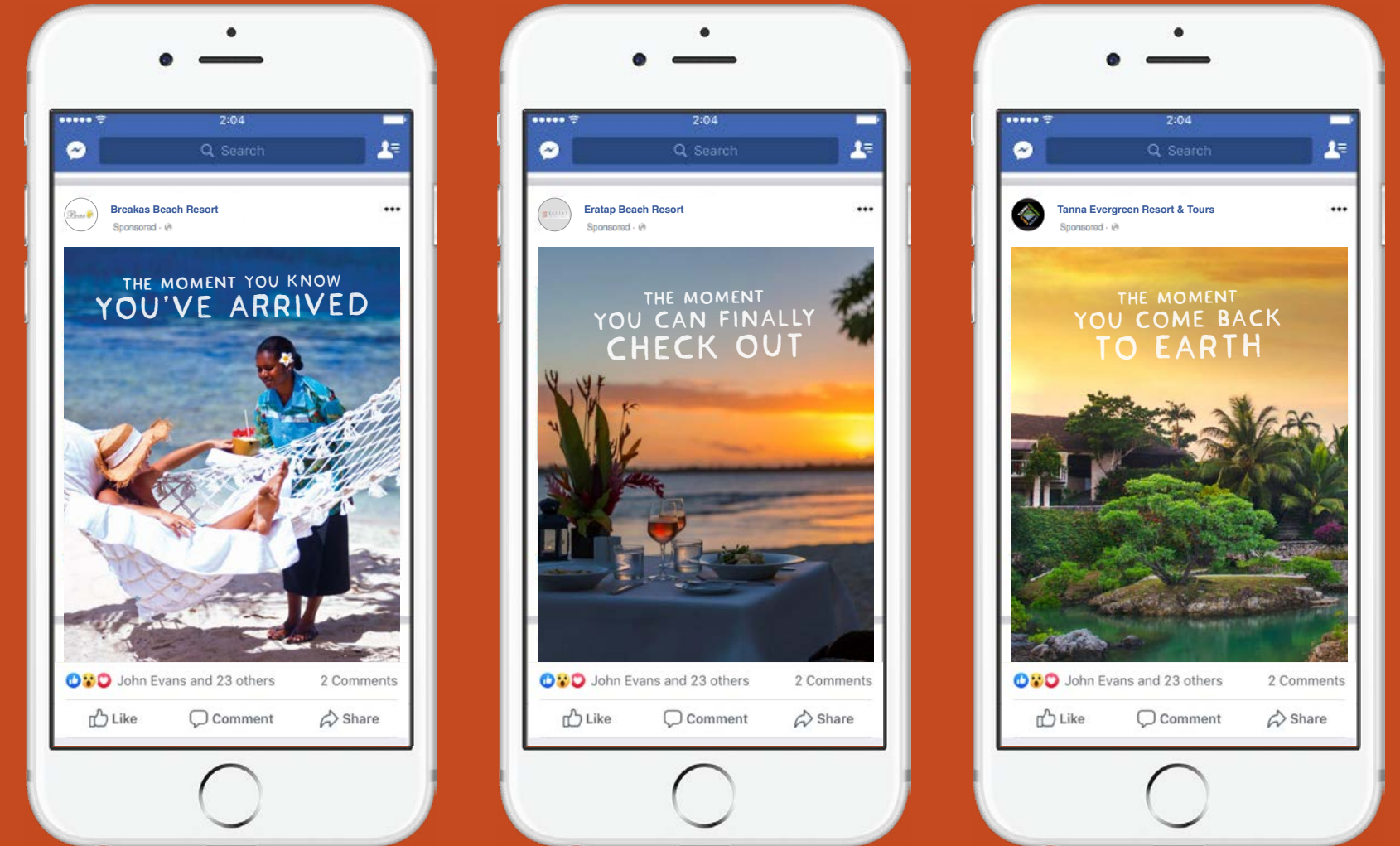
Only 15% of Facebook videos are watched with the sound on, so video content must be visually strong, accessible and always have captions.

Every post must end with a call to action - we don't just want likes, we want bookings.

## INSTAGRAM

Live videos are great for showing unique experiences but photo posts generate 36% more likes than videos on Instagram. So we should limit our use of live video experiences and focus on snapshots of our iconic 'moments'.

Hashtags are important (posts with at least one hashtag generate 12.9% more engagement than those without), but don't go # crazy. Keep them simple and limit the number to five or six. Let people know the emotion or feeling they'll experience, the location, and three key brand attributes, e.g. **#breathtaking #blueholes #spiritusanto #treasurethemoment #answerthecall #vanuatu**







ANSWER.  
THE CALL OF  
*Vanuatu*

This is the **primary** Answer the call of Vanuatu logo

ANSWER.  
THE CALL OF  
*Vanuatu*

This is the **secondary** Answer the call of Vanuatu logo

ANSWER.  
THE CALL OF  
*Vanuatu*

This is the **reversed** Answer the call of Vanuatu logo



# IMAGE STYLES

The approach to the brand imagery is simply a reflection of moments in time that reflect the new brand platform.

The images are all about showcasing different environments, cultural influences, landscapes, and human activities in an honest, realistic way.

The colour, passion and emotion of Vanuatu should be showcased through the imagery and while vibrancy is key, we are not looking to oversaturate colours.





The moments lock up should be used when the timeline graphic element is not in use.



This is the **grey** Moments lock up.  
This should be used on light backgrounds and imagery.



This is the **reversed** Moments lock up.  
This should be used on dark backgrounds and imagery.

FONTS  
 INDUSTRY VERSIONS

ACRYLIC HAND SANS  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 USED FOR HEADLINES

Aleo

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Used for body copy

Gotham

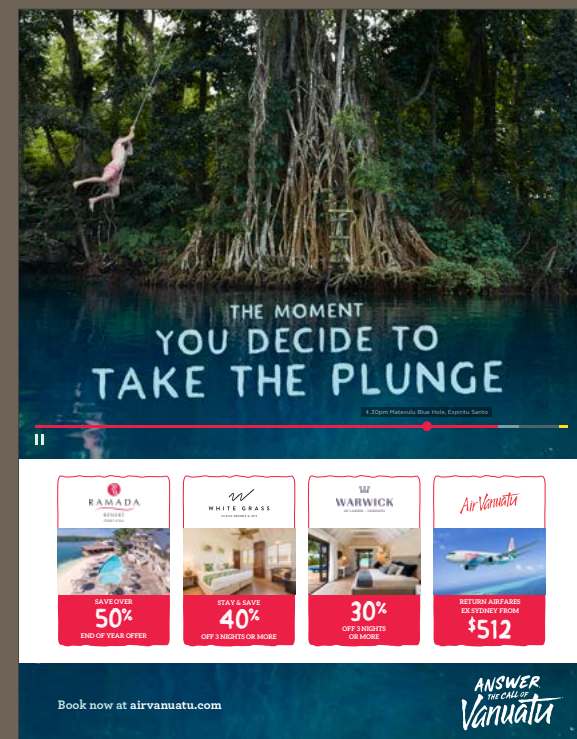
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

Used for body copy



Colours from the images used in artwork can be used for headlines. For example: Orange from the volcano and yellow from the tshirt has been sampled for the headline colour.

It is at the discretion of the designer to ensure the colour chosen for the headline is legible.



# USAGE GUIDELINES

While we are keen to get our industry partners involved we do need to have some rules around the usage of the logo, fonts, and imagery. If you are in doubt please contact us. Using the brand in ways it is not intended will reduce the effectiveness of the work we are trying to do in attracting visitors to Vanuatu.

- Usage of images and material contained in this toolkit is restricted to Vanuatu Tourism Industry Stakeholders, partners and contributors to Tourism Market Development Levy.
- The material is for the sole purposes of marketing and promoting Vanuatu as a tourism destination.
  - Usage outside this must be agreed to in writing by the Vanuatu Tourism Office.
- Logos and brand guidelines will need to be secured through the Vanuatu Tourism Office site where you will find more information.
- Please be aware of usage rights for all images and materials before building them into your own activity to ensure the correct credits are being incorporated

[vanuatu.travel/answerthecall](http://vanuatu.travel/answerthecall)





- THE MOMENT YOU -

ANSWER

THE CALL OF

Vanuatu