

# FEEL NEW SYDNEY CAMPAIGN LAUNCH

## FACT SHEET





## FEEL NEW VISITOR BRAND OVERVIEW

Building an inspiring brand is essential to rebuilding the New South Wales visitor economy. FEEL NEW empowers New South Wales to stand apart with its own voice, own personality and its own story. It will help us deliver growth in visitor nights and spend while creating a more unified voice for NSW.

The NSW Government is investing in the FEEL NEW visitor brand for the long term. The development of a visitor brand for NSW and Sydney is one of the key strategic pillars of the NSW Visitor Economy Strategy 2030 and the objective is to make NSW and Sydney the premier visitor economy in the Asia Pacific by 2030. FEEL NEW will continue to evolve to ensure it remains relevant to audiences and adapts to the changing environment.

### KEY DATES

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#### 24 October 2021

FEEL NEW TV commercial in market, to excite and inspire future travel

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#### 14 November 2021

RENEW recovery campaign in market to drive immediate visitation and increase spend

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#### 1 December 2021

FEEL NEW SYDNEY TV commercial goes to air to drive visitation to Sydney

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#### 1-6 January 2022

ELEVATE SYDNEY a six day entertainment and cultural celebration on the Cahill Expressway

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#### Feb 2022

FEEL NEW SYDNEY and FEEL NSW campaign, goes back to market, to encourage planning and booking for the year ahead

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### QUICK LINKS

[VIEW THE FEEL NEW BRAND CAMPAIGN LAUNCH WEBINAR](#)

[DOWNLOAD THE FEEL NEW BRAND RESOURCES](#)

[VIEW THE FEEL NEW TV COMMERCIAL](#)

[DOWNLOAD THE FEEL NEW INDUSTRY TOOLKIT](#)



## FEEL NEW SYDNEY CAMPAIGN OVERVIEW

The introduction of FEEL NEW SYDNEY is part of the overarching FEEL NEW brand that reinforces and showcases the collision of nature and vibrant culture that energises you long after. FEEL NEW SYDNEY aims to have its own distinct voice and point of difference, build pride and advocacy amongst Sydney residents, inspire local visitor economy businesses, and drive much-needed visitation from domestic markets now that restrictions have eased, and as borders reopen.

**In Market Dates:** From 1 December 2021

**Advertising Channels:** Broadcast TV, Catch Up TV, Print, Digital and Cinema

**Target Audience:** 18 – 54 year olds in the Sydney, regional NSW, ACT and Melbourne markets

### Objectives

- ▶ Drive awareness and promote understanding of what differentiates Sydney from competitor destinations
- ▶ Build and maintain strong destination perceptions
- ▶ Maximise brand reach, frequency, recognition, and engagement
- ▶ Encourage new and repeat visitors to Sydney

### Creative Approach for Sydney:

1. Build on the FEEL NEW position by giving Sydney its own distinct voice while maintaining elements from the NSW campaign
2. Re-framing the perceptions of Sydney by showing the depth and breadth of experiences beyond the icons, building a strong sense of welcome and moving away from picture perfect people and blue skies
3. Dialling up the contrast of a global city immersed in nature.

[VIEW THE FEEL NEW SYDNEY  
TV COMMERCIAL](#)

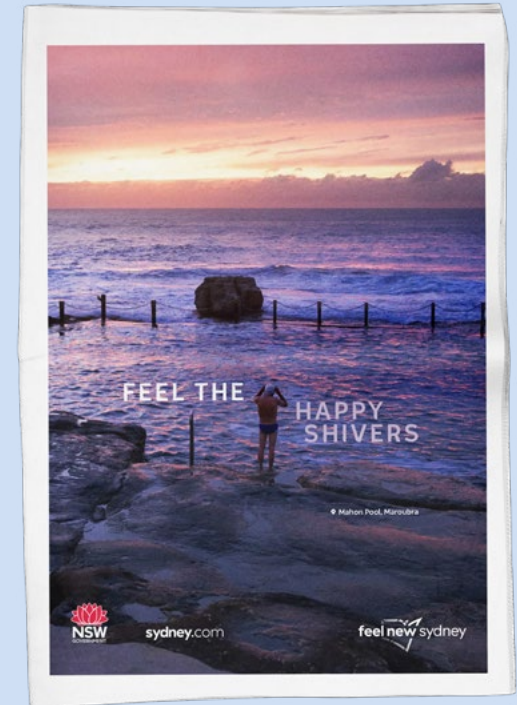


### PAID MEDIA OVERVIEW

The paid media strategy generates awareness of the FEEL NEW SYDNEY Brand Film using high impact, emotive and visual formats to grab and hold attention.

Media channels include:

- ▶ Broadcast TV
- ▶ Cinema
- ▶ Catch up TV
- ▶ Print
- ▶ Digital display



Print



Cinema



Broadcast TV



## PUBLICITY OVERVIEW

An extensive program of publicity activity will drive awareness and fuel media placements to support Feel New Sydney in key domestic markets from launch through to Phase 2:

- ▶ Distribution of Sydney campaign launch content package including media release, VNR, editorial and campaign assets
- ▶ Promotion of Feel New track release to Digital Streaming Platforms, including Spotify and You Tube, with a media listening event for key media and influencer targets to drive Sydney campaign awareness, coverage and advocacy
- ▶ Media famils with thematic feelings-based itineraries for top tier Sydney, interstate and intrastate media
- ▶ Broadcast integrations in news and lifestyle programming including Weekend Sunrise
- ▶ Editorial placements in top tier target outlets including Traveller and Escape
- ▶ Paid content partnerships in Explore, Time Out, Broadsheet and Concrete Playground
- ▶ Media relations including targeted story pitching and Media Centre takeover.



## GET INVOLVED

You can get involved in the FEEL NEW SYDNEY campaign by:

- ▶ Accessing the new **Sydney brand mark** from the [Destination NSW Resource Hub](#) to use in your marketing materials
- ▶ Using the campaign hashtag **#feelnewsydney** and **#ilovesydney** in your social posts
- ▶ Using the **animated campaign stickers (GIFs)** in your Instagram Stories or Reels, Facebook Stories and TikToks. Watch how to add to apply the animated sticker to your Instagram Stories [here](#)
- ▶ Get more tips on social media and selling online through the [NSW First Program](#)

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NSW visitor economy businesses are reminded to follow the latest health advice and stay up to date with restrictions on [nsw.gov.au](https://nsw.gov.au)

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For more information or if you have any questions about the new Brand Campaign, please contact us [here](#)