

# **Brand Australia**

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# Brand Development 1967-2000

- **Prior to 1983 - brand investment based on trade and publicity work**
- **1983 - launch of the Hogan campaign in the US**
- **1987 - television advertising rolled out globally**
- **1995 - launch of the Brand Australia campaign**
- **1999 - launch of Millennium campaign**
- **2000 – Olympic campaigns**



# Brand Australia

## Attributes

- **Big nature**
- **Clean and safe cities in harmony with nature**
- **Optimistic, gregarious people**



# Brand Australia

## Values

- **Genuine**
- **Open**
- **Unpretentious**



# Brand Australia

## Personality

- **Colourful**
- **Optimistic**
- **Free Spirited**
- **Engaging**



# Brand Australia

## Benefits

- Freedom from cultural restraints (Asia)
- Freedom from spatial restraints (Europe)
- Freedom without boundaries (USA)
- Freedom from physical & societal restraints (Japan)
- Freedom from inhibition/self release (New Zealand)

# Global Brand Essence

NATURALLY FREE SPIRITED



# Average Consumer Knowledge

- Sydney
- Bridge
- Opera House
- Nature/wildlife
- Crocodile Dundee
- Friendly people
- Outback/rural
- Aboriginal people

# Mentality

- **Openness**
- **Generosity**
- **Multi-dimensional (appeal of the unknown)**
- **Up-beat**
- **Honest**
- **Relaxed**
- **A young country - a new world**
- **Balanced perspective**
- **Extroverted**
- **Contemporary/modern (post Olympics)**



Australian Tourist  
Commission



# Some Issues to Work On

- **Western - but not setting trends (Asia)**
- **Lacking cultural identity - not seen as a country that can offer learning through history and culture (UK/Asia)**
- **Not intensely urbanised (Japan)**
- **Too familiar (New Zealand)**

# People

- **Friendly/warm**
- **Spirited**
- **Genuine**
- **Independently minded**
- **Vital**
- **Healthy**
- **Not stressed**
- **Resourceful (post Olympics)**
- **Efficient (post Olympics)**

# People

- **Capable**
- **Ready to take on any adventure**
- **Reliable**
- **Have principles**
- **Well balanced**
- **Trustworthy**

# Some Issues to Work On

- **Friendliness tempered by racism (Asia)**
- **Lacking style/sophistication (Japan/UK)**
- **Patronising (New Zealand)**

# Emerging Dimensions

- **A sense of Australian style**
- **Wine and food**
- **Urban/contemporary Australia**
- **Cultural Diversity**



# Implications for the Wine Industry

- **Universal Assets**
- **People personality**
- **Australian approach**
- **Australian style**
- **Australian clean natural environment**
- **Reputation**

# Opportunities

- **Promotion**
- **Extend the personal endorsement by encouraging visitation to wine areas.**
  - 10% or around 435,000.
- **Know the wine tourism consumer**
- **Embellish the experience**

# Moving Forward

- **Leverage the strengths of Brand Australia.**
- **Access partnership opportunities with other industries.**
- **Continue development of the Australian wine tourism experience.**
- **Educate the consumer.**