



## Creative Brief

### Orana Regional Relocation Marketing and Branding Project

**Client:** Regional Development Australia – Orana (On behalf of the Orana Relocation Marketing and Branding Control Group)

**Project:** Orana Relocation Marketing and Branding Project

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#### Introduction/Overview

The aim of the Regional Relocation project is to drive economic growth in the region by addressing existing and future skills gaps. This will be achieved by promoting the benefits of living, working and investing in the Orana region.

A new brand, website, social media tools, and brochure are to be developed for the purpose of effective communication of key messages and information. Participating LGAs will be working collectively under the new brand to facilitate growth in the Orana region and respective local areas.

A consultation and discovery workshop has already been facilitated by Bushmedia to define a set of core values for the development of the brand and to define the project scope.

#### Objectives

- To create a unique brand that can effectively reflect the benefits of the region and communicate key messages of the project.
- To promote the benefits of living and working in the Orana region and respective local areas.
- To assist families and businesses wanting to relocate to the Orana region.
- Raise awareness of any existing or future regional relocation grants available through the NSW government.
- To address the existing and future skills shortages in the region by attracting skilled workers and communicating skills shortages to potential residents.

## Tone of Voice

The brand mark, visuals, tagline and positioning statement should reflect the positive benefits of the region and deliver key messages in a direct and informal way, with the possibility of utilising a 'cheeky' tone to accurately convey the 'way of life' in the region.

Clichés are to be avoided to assist in portraying the region in a fresh light.

It is important that the overall tone of the brand doesn't provide a false impression in relation to regional disadvantages, as it is ultimately beneficial to anyone relocating to the region to have accurate expectations.

Any similarities with existing campaigns such as *Evocities* and *Great Western Plains* are to be avoided.

### Keywords:

- Connect
- Change
- Inclusive
- Diversity
- Fun

## Brand Visuals

The overuse of cliché colours and images extensively to portray the region **are to be avoided** e.g. Orange & browns, farming & cowboy hats.

Images that portray community inclusion and convey a feeling of fun and opportunity are to be favoured.

### Image sources:

All participating LGAs are to provide a selection of available images for review to determine suitability and collective consistency of style.

It is preferable that images from existing sources be used for budget reasons, although additional photographs may need to be sourced from commercial photo libraries or photographers for the benefit of visual diversity and consistency.

Additional requirements for image selection will be determined following review of existing images by Bushmedia and project committee.

## **Target Audience**

The intent is to attract a young but qualified skilled workforce, prior to buying a home (settling) in a major regional/metropolitan centre

- Skilled workers 22-30
- Younger regional returners 22-30
- Young families
- Sydney/Wollongong/Central Coast/Newcastle/Hunter regions
- Business people
- Home buyers

## **Key Messages**

- Short commute times, no traffic congestion
- More time for leisure, family/friends and lifestyle
- Access to wide open spaces and beautiful natural environment
- Diverse employment and investment opportunities
- Affordable housing and financial flexibility
- Safe and friendly smaller community life
- Accessible health and education facilities
- Increasing access to improved remote communications