

# WESTERN AUSTRALIA WALKING ON A DREAM

TOURISM WESTERN AUSTRALIA'S NEW GLOBAL TOURISM BRAND —  
WALKING ON A DREAM — WAS LAUNCHED 7 SEPTEMBER 2022 ON PAID,  
EARNED AND OWNED CHANNELS IN PRIORITY DOMESTIC AND  
INTERNATIONAL MARKETS.

## AUDIENCE INSIGHT

Walking On A Dream beckons High Yield Travellers (HYTs) across the globe, appealing to their desire for unique and authentic travel experiences, and adventures that transcend the well-known and the well-trodden. HYTs are looking to experience world class nature and wildlife, premium food and wine, world class coastlines, beaches and marine life, and friendly hospitality. Western Australia is brimming with every type of adventure that HYTs seek.

## CREATIVE INSIGHT

The campaign has taken inspiration from Aboriginal culture. Through this lens, every part of the natural world can be seen as interconnected - the people, the animals, the plants and even the landforms can be seen as interconnected bodies in constant conversation with each other.

## CREATIVE IDEA

We are showcasing Western Australia in the form of a dream. A metaphor for the natural connection felt by those who come here. And just like a dream, sometimes everything is quite real, sometimes quite otherworldly.

The blurring of the lines between reality and dreamscape will capture imaginations globally and provide the visual uniqueness and cut-through to be distinct and memorable.

The campaign seeks to forge a connection long before a traveller arrives, using the creative to inspire, engage and motivate the audience to visit Western Australia.

# WALKING ON A DREAM

An active invitation to explore Western Australia.

Feeling the sand, earth and water  
beneath your toes. Ground yourself,  
reconnect with the land.

A journey of connection and discovery.

Otherworldly.

An evocative, bold claim of wonder... that's actually true.  
The people, the animals, the plants and even the landforms,  
interconnected in a dreamlike place.

Blurring the lines between reality and dreamscape.

## LEVERAGING THE BRAND

Walking On A Dream belongs to all businesses and tourism operators in Western Australia. An inspiring and unified destination brand is essential to our success. If we all build the dream in our own way, then we can harness the collective power of our industry.



## TELL

Guidance on how to tell the Walking On A Dream story.

### WEAVE-IN DREAMLIKE LANGUAGE TO HIGHLIGHT WESTERN AUSTRALIA:

'wondrous', 'dreamy', 'dreamlike', 'magical', 'supernatural', 'enchantment', 'wonderland', 'transcendent', 'otherworldly contrasts of colour and texture', 'ancient stories', 'kissed by the gods', 'will leave you starstruck', 'the adventure of your dreams', 'creating a rich dreamscape', 'dive into a marine wonderland of colour and coral'.

### USE A SMOOTH TONE AND RELAXED PACE TO MATCH THE DREAM:

'cruise alongside', 'glide with', 'journey through', 'gaze at', 'soar over', 'beckoning you', 'slip into Broome Time', 'feel the freedom', 'soak up the sun', 'wander secluded sandy beaches', 'drift and watch the passing parade of sea life', 'slow down and stand in the stillness of an ancient cave', 'float in tranquil swimming holes', 'relax on pristine beaches, each blessed with dreamy Indian Ocean sunsets', 'pause to marvel at its otherworldly hues', 'witness a sunset from the saddle of an unhurried camel', 'relax with friendly sunbathing kangaroos'.

### BE DESCRIPTIVE AND ROMANTIC, TO BRING WESTERN AUSTRALIA TO LIFE IN A VISCERAL AND MEANINGFUL WAY:

'crystal-clear rock pools below thundering waterfalls', 'watch Mother Nature paint another fiery sunset over the sparkling Indian Ocean', 'where tall-timber forests meet turquoise oceans', 'a floral fantasy bursting into bloom', 'natural phenomena shaped by billions of years', 'surreal pink hues', 'where the cool ocean breeze helps create world-famous wines', 'camp out under an endless canopy of constellations', 'a cosmopolitan city, nestled in nature', 'watch a staircase climb to the moon', 'roam dazzling salt lakes and sweeping outback plains', 'a labyrinth of giant beehive-like domes', 'jewel-like caves'.

### SEEK TO CONNECT AND EVOKE EMOTION, WRITING WITH SOUL AND SPIRIT:

'boundless', 'reconnecting with the land helps you reconnect with yourself', 'treasured memories', 'true awe', 'open your soul', 'recharge your spirit', 'quiet your mind', 'The Kimberley grounds you and its red dust never leaves you', 'hit the road less travelled', 'meet plenty of friendly locals eager to share their stories', 'immerse yourself in Saltwater Country', 'where friendly, passionate locals welcome you in', 'return home inspired after profound Aboriginal adventures', 'lose yourself amongst massive gorges and crystal-clear rock pools', 'escape to your own secluded beach', 'stargaze with the world's first astronomers on an Aboriginal tour'.

## SHOW

Inspire travellers by using otherworldly imagery from our [Image Library](#). Use supernatural contrasts of colour and texture. Seek out unexpected angles and perspectives that inspire the 'Spirit of Adventure' in travellers. Capture people and emotion — sometimes up close, sometimes from afar — that engages the viewer and draws them into the scene.

## SHARE

Use #WAtheDreamState in your social media posts and tag us. Follow our social media channels and share posts relevant to your audience. Invite travellers (your audience) to the Walking On A Dream campaign landing page on our new website: [westernaustralia.com/walkingonadream](https://westernaustralia.com/walkingonadream)

## MORE INFORMATION

Visit [our corporate website](#) to learn more and download the Brand Style Guide. You can also explore key resources, including Our Story: The Spirit of Adventure and the How to Work with Tourism WA guide.

Please contact your Tourism WA representative with any queries, or email: [brandandmarketing@westernaustralia.com](mailto:brandandmarketing@westernaustralia.com)



WESTERN  
AUSTRALIA