

Tourism Australia

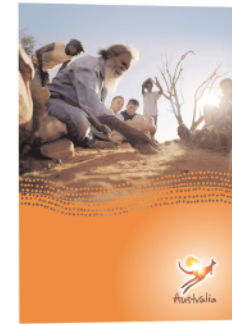
Life in a different light

In 2003 the Australian Government committed more than \$AU350 million over four years to promote Brand Australia around the world. Aimed at boosting international tourism in the wake of terrorism and SARs, the broader intent was to build a powerful brand that could be leveraged by all parts of the Australian Government and commercial partners to help sell Australian products and services. FutureBrand was asked to refresh Brand Australia's image by developing a new identity system based on the idea of 'life in a different light', and translating this into master brand architecture that would, for the first time, unite national marketing entities and campaigns.

FutureBrand interpreted 'different light' as the spirit of optimistic vitality that imbues both Australians and visitors with an irrepressible desire to 'have a go'. FutureBrand evolved Australia's iconic kangaroo into a landmark that bursts with dynamic energy and vitality. Photographic light treatments, subtle colours and graphic elements inspired by indigenous art combine to create a highly distinctive look and feel. The result is a single-minded brand identity that can be used to tell ever-unfolding stories about subjects ranging from Bondi beach to the bionic ear.

Now used by five creative teams in different regional markets around the world, the new brand identity and comprehensive branding guidelines have for the first time established a consistent global presence for Brand Australia.

Date 2004



FutureBrand

