

# CAMPAIGN TOOLKIT

SEPTEMBER 2025



**FOLLOW THE ROO**



**WIN A RED CENTRE ADVENTURE**

# KANGAROO

FILMED IN THE NT | IN CINEMAS NOW



# CAMPAIGN OVERVIEW

**FOLLOW THE ROO**



## CAMPAIGN OVERVIEW

# We're getting behind the launch of Kangaroo

Kangaroo, a new Australian film from STUDIOCANAL launched in cinemas across Australia on the 18<sup>th</sup> September. Filmed in and around Alice Springs and inspired by the life of Chris 'Brolga' Barnes, founder of the Kangaroo Sanctuary in Alice Springs, the film offers a heart-warming portrayal of small-town friendship formed in the outback.

Tourism NT will take advantage of the interest generated by the launch of Kangaroo domestically and globally to highlight the Red Centre and Alice Springs as an iconic destination. We've worked closely with STUDIOCANAL and Screen Territory to tie the movie to the experiences on offer in the heart of Australia.

[WATCH TRAILER](#)



# CAMPAIGN OVERVIEW



## About the creative meet Roo-R Codes

To leverage the buzz around the film, Tourism NT has launched Roo-R Codes, a playful national campaign spanning out of home (OOH), digital and cinema channels that brings the Territory's adventurous spirit to unexpected places - from city train stations to shopping centres, sparking curiosity and inspiring families to swap predictable holidays for something wilder.

At the heart of the campaign are familiar kangaroo road signs reimagined with scannable QR codes, appearing in high traffic locations across Brisbane, Sydney and Melbourne, including a Sydney Central Plaza food court takeover and a large Chapel Street mural. These signs invite passers-by to 'follow the roo', unlocking a digital journey into the NT - with a chance to win a Red Centre adventure, including flights, accommodation and iconic experiences.

## CAMPAIGN OVERVIEW

# We're getting behind the launch of Kangaroo

**POSITION:** Follow the Roo to the Red Centre

**CAMPAIGN OBJECTIVE:** Boost interest and bookings in the Red Centre Region off the back of movie viewings and interest in the film 'Kangaroo'.

**TARGET AUDIENCES:** Families and cinema goers with an interest in travel.

### MEDIA:

1. Chapel Street Mural
2. Print OOH – Melbourne Mega Sites
3. Rail OOH
4. Retail OOH including Brand takeover of Sydney Central Plaza Food court.
5. Cinema Advertising – to play ahead of all Kangaroo screenings.
6. Content Partnerships with Escape, Australian Traveller and Holidays with Kids
7. Social and YouTube advertising.



# GET INVOLVED

**FOLLOW THE ROO**

**CAMPAIGN**  
**CINEMA ADVERTISMENT**



## GET INVOLVED OVERVIEW

# We're asking travellers to follow the roo to the Red Centre

Get involved in the Red Centre Kangaroo campaign. Use our images and tags to build on the hype around the release of the movie 'Kangaroo'.

**USE OUR IMAGES** by visiting [Tourism NT Image Gallery](#) and login or create an account if you don't already have one. Use our selects or explore the full range of Tourism NT's videos and photos to use in your marketing.

**GET SOCIAL** and celebrate the launch of 'Kangaroo' by sharing your Territory content and using **#NTAustralia**, **#kangaroomovie** or tagging **@NTAustralia** in your posts.

If we like it, we'll re-share it!

**DOWNLOAD IMAGES**

**DOWNLOAD ROO STICKER**



# GET INVOLVED

## OVERVIEW

### Exploring the Red Centre



FOLLOW THE ROO

uary Alice Springs



FOLLOW THE ROO

Alice Springs Region  
Arltunga Bush Pub and Eco Retreat  
\$50 – \$500



FOLLOW THE ROO

Alice Springs Region  
Red Centre Adventures  
\$160 – \$350



FOLLOW THE ROO

Alice Springs Region  
Wintersun Cabin and Caravan Park  
\$45 – \$195



FOLLOW THE ROO

Park



FOLLOW THE ROO

Alice Springs Region  
Outback Ballooning  
\$365 – \$440



FOLLOW THE ROO

Alice Springs Region  
Royal Flying Doctor Service Alice Springs Tourist Facility & Museum



FOLLOW THE ROO

Alice Springs Region  
Araluen Arts Centre

Show more ▾

Macbook Pro

# We're asking travellers to follow the Roo to the Red Centre

Add the campaign landing page to your website

We're live at [northernterritory.com/kangaroo](https://northernterritory.com/kangaroo)

**ATDW LISTING FEATURE:** If you have a product or experience that aligns with Kangaroo (think outback, adventure, dramatic landscapes and stations stays or experiences) – get your listing on the campaign page.

Email [support@atdw.com.au](mailto:support@atdw.com.au) advising you would like to be included and they will ensure your ATDW listing is featured on the campaign landing page for Kangaroo.

**DISTRIBUTION** - Take advantage of potential NT travellers looking to book outback experiences via NT Now and AAT Kings.

For distribution assistance get in touch at [distribution.tourismnt@nt.gov.au](mailto:distribution.tourismnt@nt.gov.au)

For any questions on the Kangaroo campaign activity please reach out to [marketing.tourismnt@nt.gov.au](mailto:marketing.tourismnt@nt.gov.au)

# SUPPORT THE FILM

**BOOK YOUR TICKETS HERE →**



**FOLLOW  
THE ROO**



**NORTHERN  
TERRITORY**