

📍 GUNLOM FALLS, KAKADU NATIONAL PARK

# NONE OF A KIND

OPERATOR AND RTO TOOLKIT

BRAND AWARENESS CAMPAIGN – FY26



# CONTENTS

## CAMPAIGN OVERVIEW

WHAT IS 'NONE OF A KIND' – pg. 4

CAMPAIGN SUMMARY – pg. 5

QUICK INFO – pg. 6

WHO ARE WE TALKING TO? – pg. 7

## USING THE PLATFORM

CORE MESSAGES – pg. 9

IMAGERY – pg. 10

BRAND PLATFORM – pg. 11

BRAND IN ACTION – pg. 12

BRAND IN ACTION – pg. 13

## GET INVOLVED

ATDW LISTING – pg. 15

DISTRIBUTION – pg. 16

GET SOCIAL – pg. 17

SOCIAL TEMPLATES – pg. 18



# CAMPAIGN OVERVIEW

# WHAT IS NONE OF A KIND

*'None of a Kind'* positions the Northern Territory as a destination beyond comparison.

A world away, right at home.

It reflects a place that doesn't feel like anywhere else – and doesn't try to.

Not one of many. Not a variation of something familiar.

A destination in a category of its own.

The kind of destination you can't compare.

# C A M P A I G N S U M M A R Y

*None of a Kind* is the Northern Territory's new domestic and New Zealand brand campaign, running from 11 May to 13 July, designed to keep the Northern Territory front of mind and to protect our peak season.

Building on the long-standing *Different in Every Sense* platform, the campaign positions the NT in a category of its own, a place that feels a world away, but right at home - delivering the kind of adventure, culture and discovery travellers would normally seek overseas, right here in Australia.

The campaign responds to changing travel behaviours, with travellers becoming more deliberate about where they holiday and increasingly seeking experiences that feel meaningful, memorable and worth the investment. At a time when Australians are reconsidering international travel and looking closer to home for their next escape, the Northern Territory is uniquely positioned to offer world class experiences unlike anywhere else in the country.

Through an integrated campaign across TV, streaming, digital, social, out-of-home and travel media, Tourism and Events NT will drive consumers to [northernterritory.com](http://northernterritory.com) to explore NT itineraries, events, travel deals and tourism products. In addition, we'll have trade campaigns and airline sales in market to help drive conversion and visitation.

The campaign will showcase the landscapes, experiences, culture, people and events that together make the Territory *None of a Kind*.

The full campaign messaging:  
A world away – Right at home  
Northern Territory  
**None of a Kind**

For our tourism industry, this is an opportunity to align with a major national campaign and connect with audiences actively planning travel, to help convert increased destination interest into bookings.

# QUICK INFO

## WHEN WILL IT RUN?

11<sup>th</sup> May – 13<sup>th</sup> July 2026

## WHERE CAN I SEE IT?

1. Television & Streaming On Demand
2. Netflix, HBO Max, Amazon Prime
3. Out of Home (Billboards and Buses)
4. Social (Facebook, Instagram, TikTok and Reddit)
5. Press – Australian Traveller, Escape, Outback Magazine, Caravanning Australia, Sunday Life
6. Digital Press/Partners – We are Explorers, Australian Traveller, Escape, Traveller
7. Jetstar – In Flight Advertising
8. Google Search Campaign
9. YouTube (Mobile, Desktop and Connected TV)

## AFFORDABLE FLIGHTS?

During the campaign period, we'll be supporting direct bookings by offering flight sales with Webjet, Jetstar and Virgin Australia.

## DIRECT BOOKINGS TO ME?

You can take advantage of the campaign by updating your ATDW listing and reaching out to have your business included on our campaign landing page - driving bookings direct to you.

# WHO ARE WE TALKING TO?

## THE EXPLORERS

### **25+ | Experience Seekers**

This group is driven to experience new things, and chase new adventures. It may start at 25+ but adventure travel is a state of mind, not an age. This group have a high disposable income, Often travelling overseas, they're re-considering international travel and looking closer to home. They go out of their way to try new things and push boundaries – this is our high dispersal group – ready to drive to East Arnhem Land or hit some desert 4x4 tracks.

## OUTBACK EXPERIENCE

### **25+ | Animals, Events and Experiences**

This crowd want to understand the true outback Australia. The real desert or small-town culture. They come from cities and are seeking something outside of the hustle and bustle. This group are looking for the outback dream, cowboys, farm stays and NT Hospitality.

## NOSTALGIA CHASERS & BUCKETLISTERS

### **55+ | Detailed planners who look for small luxuries**

They may have visited many years ago and have been planning a return trip for a long time. They may have some of our iconic destinations on a bucket list. This is a group who have good intentions, high standards and expect things to be easy to navigate. We just need to push them to book.

## VISTING FRIENDS AND FAMILY

### **Have friends or family in the NT**

We know the NT has a highly transient population. Estimates indicate over 60% of the Territory weren't born and bred. This campaign aims to encourage friends and families of Territorians to make this the season to visit.



# USING THE PLATFORM

# OUR CAMPAIGN CORE MESSAGES

1. The Northern Territory is *None of a Kind* – a destination unlike anywhere else in Australia.
2. A world away – right at home, the Northern Territory delivers adventure, culture and experiences travellers would seek overseas.
3. The Territory offers meaningful, memorable and *None of a Kind* experiences worth the trip.
4. From ancient culture and remote landscapes, to wildlife, events and adventure, the Northern Territory delivers experiences that can't be found anywhere else.
5. The Territory offers space, perspective and connection, a chance to step away from the everyday.
6. Nowhere else offers access to the world's oldest continuous living cultures like the Northern Territory.

# OUR CAMPAIGN IMAGERY

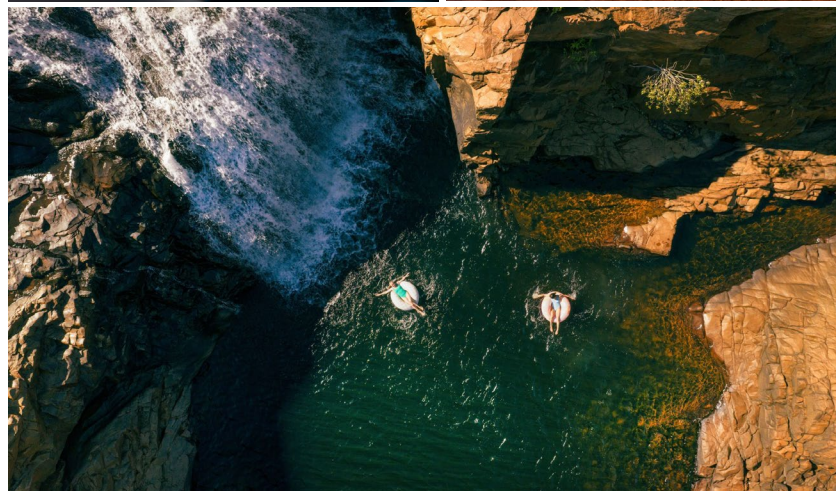
## 1. MAKE SURE YOU'RE REGISTERED FOR THE IMAGE GALLERY

Visit [www.imagegallery.tourismnt.com.au](http://www.imagegallery.tourismnt.com.au) and login or create an account if you don't already have one.

## 2. ACCESS DRIVE IMAGE SELECTS

Or you can explore the full range of videos and photos to use in your marketing. Just download any images or video files that catch your eye. We've got some selects – but you can also create your own content. Our campaign selects are linked below – just click the download button and make sure you're logged into the image gallery before accessing.

DOWNLOAD IMAGES



# OUR CAMPAIGN PLATFORM

None of a Kind Lockup | Font

N O N E O F A K I N D

VOLUME TC SANS – RUSTIC SOLID

Colour Pallet

WHITE

CMYK: 2, 0, 27, 0  
RGB: 255, 255, 196  
HEX: #FFFFC4

ORANGE

CMYK: 3, 49, 52, 0  
RGB: 237, 150, 120  
HEX: #E66300

DEEP CHARCOAL

CMYK: 44, 34, 22, 77  
RGB: 69, 67, 71  
HEX: ##1C1C1C

Deal Badge

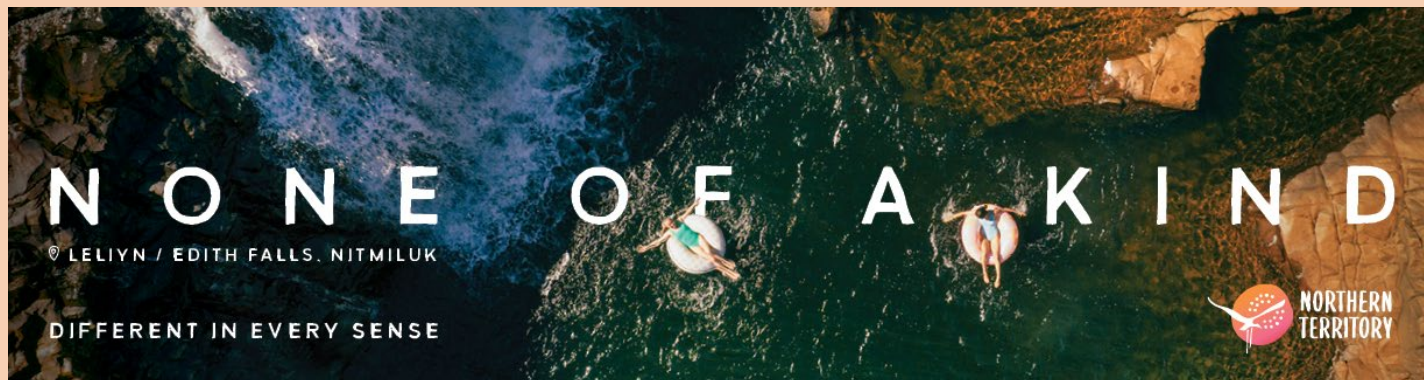


Different in Every Sense Lockup

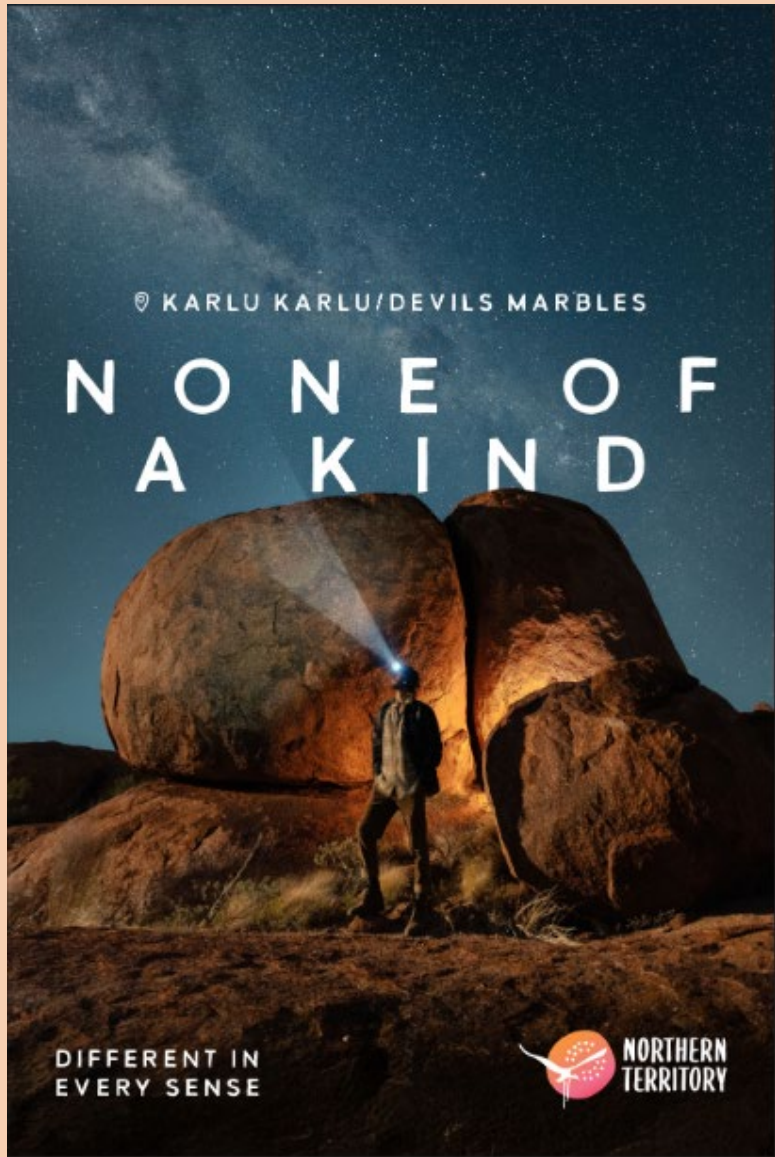
DIFFERENT IN  
EVERY SENSE

DOWNLOAD ASSETS

# BRAND IN ACTION



# BRAND IN ACTION





GET  
INVOLVED

# UPDATE YOUR ATDW LISTING

Do you have a 'NONE OF A KIND' experience to offer?

## TO SUBMIT

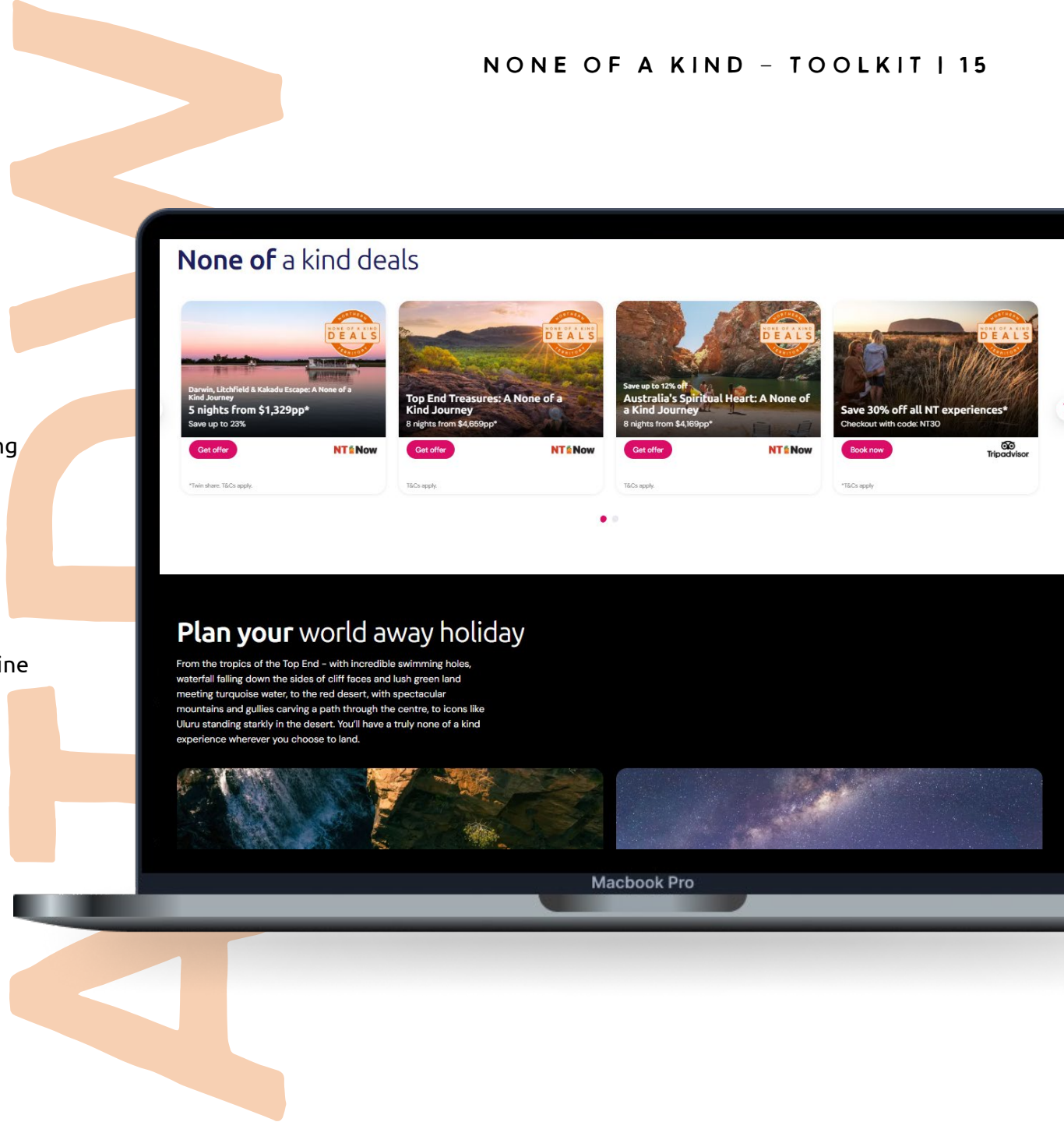
1. Ensure your ATDW listing is current and up to date (check photos and opening hours and product information).
2. Ensure your point of difference is clearly highlighted.
  - Is it something visitors can only do in the NT
  - What makes it distinctively NT
  - Why is it worth the trip?
3. Ensure your imagery accurately reflects your None of a Kind experience.
4. Email [support@atdw.com.au](mailto:support@atdw.com.au) to request inclusion in the None of a Kind campaign. Please quote your Profile name and in one or two sentences, outline your 'None of a Kind' point of difference.

If you have a distinct None of a Kind offer, we'll include your products on [northernterritory.com](https://northernterritory.com) which drives hundreds of thousands of site visits.

Your ATDW listing will appear via these pages on [northernterritory.com](https://northernterritory.com):

- [Deals and offers](#) page →
- [Campaign landing page](#) →

UPDATE LISTING



# GET INTO DISTRIBUTION

## DISTRIBUTE THROUGH CONVERSION PARTNERS

Get involved with packaging by reaching out to our distribution partners – we’re featuring package deals by Holidays of Australia/NT Now as well as TripAdvisor in this campaign.

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

## BECOME A MEMBER

Make sure you’re a current member with your RTO – Tourism Top End and Tourism Central Australia.



# GET INTO SOCIALS

**RE-SHARE OR TAG NORTHERN TERRITORY'S OFFICIAL SOCIAL ACCOUNTS WITH YOUR CONTENT (OR OURS).**

**Re-share @NTAustralia's content** on your channels – click the share button under the post.

**Tag @NTAustralia in any new content you create** and we might re-share it on our own channels – with hundreds of thousands of followers across social, it's an easy way to get your content out there.

Get creative with the brand elements for our campaign and get sharing on social. If you're getting off road or taking customers out on adventures to new places – we'd love to see your photos and highlight experiences!



# USE OUR SOCIAL TEMPLATES

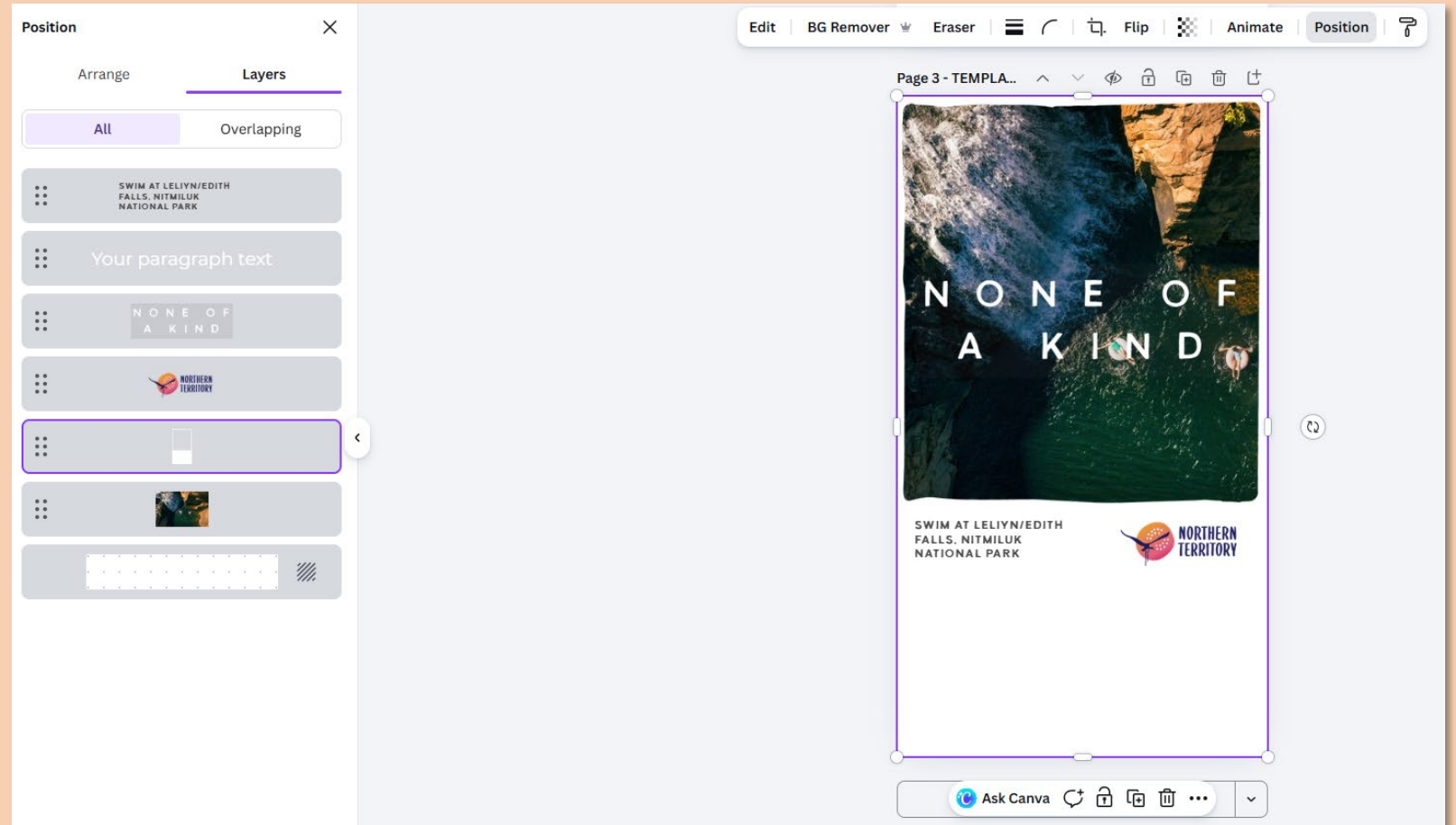
## USE OUR CANVA SOCIAL TEMPLATES

We've created social frames for you to edit with your own images and content.

Jump into the link below to create your own *'None of a Kind'* social posts. The template works for Stories and reels. Scroll to the third image to edit directly. We recommend making a copy in your own Canva account first!

To edit the template – use the Position option and replace the logo and image in the layers panel.

USE TEMPLATES





THANK  
YOU