

Love The Murray

Campaign overview and toolkit

Prepared by Murray Regional Tourism Board



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Campaign overview

With international borders closed and everyone's attention shifted to domestic travel, Murray Regional Tourism Board (MRTB) recognised the need to develop a marketing strategy for the region to attract domestic travellers.

To do this, MRTB engaged a marketing agency to develop a campaign to highlight the best our region has to offer to ensure domestic travellers are choosing The Murray as their travel destination of choice – in essence, to *Love The Murray*.

The campaign aims to build awareness of our region and the experiences consumers can have within all 13 of our Local Government Areas (LGAs).

Love The Murray first launched in June 2020 and was the face of an advertising campaign across Facebook, Instagram, and Instagram Stories. Due to Melbourne's second lockdown and continuous border closures, this campaign was paused and has since been relaunched in March 2021.

In launching this campaign back in market, we want to ensure the region has a consolidated approach. As a result, we have created this toolkit for our operators to promote the region with a unified message: *Love The Murray*.



Background

The Murray has such a broad range of experiences to offer visitors – from food and dining to nature and outdoor adventures. At the heart of the campaign was the desire to highlight these key hero experiences to drive visitation to the region.

To achieve this, we grouped content into the follow hero experiences:

1. Nature (big skies, national parks, outdoor adventures, animals, and road trips)
2. Food and drink
3. Arts, heritage, history, and culture
4. Golf

As we wanted to ensure the campaign promoted the whole region, we invited each Local Government Area (LGA) to submit their best images that aligned with our hero experiences.

Using the supplied images, we branded up to 100 images, with each image designed with the *Love The Murray* branding and a geotag location to help visitors with planning where to go.



What's included?

To help you share the message on your social media channels and within your industry, the following is included in this toolkit:

- Creative assets sized for Facebook, Instagram, and Instagram Stories (as per images supplied by each LGA)
- Suggested social media captions for Facebook and Instagram for the four experience categories, along with required Call To Action (CTA) and hashtags
- 1 x Love The Murray branded email signature for each LGA

This toolkit also acts as a thought starter to help you generate ideas on how to incorporate the *Love the Murray* message into your own social media channels.



How can operators engage with the campaign?

We invite our operators to share the *Love The Murray* assets on your own social media channels (organic or paid), as well as adding the *Love The Murray* branded email signature for your region to your company email.

To help ensure a consistent message and promotion of the *Love The Murray* campaign, we have created a social media platform guide to further help you when posting on your channels.

The table on the following page includes all the specifications per platform to help guide you when posting to social media, including a suggested call to action (CTA) and hashtag requirements for each platform.

We have created a Dropbox folder for each LGA (see page 17), where you will find the assets separated based on the campaign content categories and named per image size.

The assets have been designed with the following aspect ratios to ensure they fit the platform.

For your reference:

A 1:1 aspect ratio for Instagram will ensure the whole image is captured in the preview on the Instagram feed. This will ensure the image, *Love The Murray* creative and geotag will be visible when previewing the post from the feed. This same aspect ratio is also recommended for Facebook.

A 9:16 ratio for Instagram Stories will ensure the *Love The Murray* creative and geotag will be visible without any additional resizing when posting. This is the sizing requirement for this platform.



Social Media Platform Guide

Platform	Facebook	Instagram	Instagram Stories
Image Size	Instagram 1:1 (aspect ratio)	Instagram 1:1 (aspect ratio)	Instagram 9:16 (aspect ratio)
Call to Action (CTA)	<p>Each post must include a CTA.</p> <p>The purpose of the CTA is to help consumers learn more about the hero experience/s in your region.</p> <p>Examples have been included in the caption bank.</p> <p>We recommend linking to a page on your own website, specific to the hero experience/s.</p>	<p>Each post must include a CTA.</p> <p>The purpose of the CTA is to help consumers learn more about the hero experience/s in your region and also engage with the post.</p> <p>Examples of CTA:</p> <ul style="list-style-type: none"> • Click link in our bio • Tag a friend • Comment below • Save this post • Share this post 	<p>No CTA should be included on Instagram Stories (IG Stories).</p> <p>IG Stories are created for brand awareness and to sit in your Highlights Reel (if you use one) as a snapshot of what consumers can experience in your region.</p> <p>No additional text should be typed over the creative image, as it is designed with the <i>Love The Murray</i> branding and a location geotag - they should 100% visual for your audience.</p>
Hashtags and tags	<p>Hashtags are not used on Facebook.</p>	<p>Each post should include the following three hashtags in the caption:</p> <p>#LoveTheMurray #visitthemurray #murrayriver</p> <p>We recommend also adding your destination hashtags here too, however no more than five hashtags should be included in the caption.</p> <p>If you would like to add more hashtags specific to your region and the experience, these should be added as the first comment. The total number of hashtags allowed per post (including both caption and first comment) is 30.</p>	<p>No additional hashtags should be included on Instagram Stories.</p> <p>No additional text should be typed over the creative image.</p>

Caption bank

To assist with organic posting of the Love The Murray assets, we have provided a caption bank, with four caption examples for both Instagram and Facebook for each content category.

Experience: Nature

Caption Example – Instagram

Caption Example – Facebook



(CAPTION) Looking for an outdoors experience but not sure where to go?

Come and visit our region – we've got national parks, lakes, rivers, and plenty of green space to share.

(CTA) Tag a friend who you want to escape to The Murray with next.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Looking for an outdoors experience but not sure where to go?

Come and visit our region – we've got national parks, lakes, rivers, and plenty of green space to share.

(CTA) Start planning your next visit 📍 [link to nature page on your website]



(CAPTION) Are you the type of traveller who likes to explore a region by boat, bike, or on foot?

(CTA) You'll love The Murray – click the link in our bio to discover our outdoor activities.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Are you the type of traveller who likes to explore a region by boat, bike, or on foot?

(CTA) You'll love The Murray – find out how you can explore 📍 [link to nature page on your website]

Experience: Nature

Caption Example – Instagram

Caption Example – Facebook



(CAPTION) Have you spent enough time relaxing indoors?

Swap the couch for one of our beaches, parklands, or camping grounds.

(CTA) Click the link in our bio to start putting together your next outdoor getaway.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Have you spent enough time relaxing indoors?

Swap the couch for one of our beaches, parklands, or camping grounds.

(CTA) Start putting together your next outdoor getaway 🏡 [link to nature page on your website]



(CAPTION) Whether it's a long weekend or school holiday break – our region is the perfect place to set up camp with the family.

(CTA) Click the link in our bio to start planning your next family camping trip.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Whether it's a long weekend or school holiday break – our region is the perfect place to set up camp with the family.

(CTA) Start planning your next getaway now 🏡 [link to nature page on your website]

Experience: Food and Drink

Caption Example – Instagram

Caption Example – Facebook



(CAPTION) Who says you can't get barista-made coffee in regional towns?

Our local baristas are passionate about delivering the perfect cup of joe.

(CTA) Comment below if you always seek out the best coffee when travelling.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Who says you can't get barista-made coffee in regional towns?

Our local baristas are passionate about delivering the perfect cup of joe.

(CTA) Find out where to grab a coffee before you arrive 📍 [link to a page on your website which highlights your dining offering in your region]



(CAPTION) Treat the tastebuds with a trip to The Murray.

From food trails to wine, whisky and chocolate tastings – our region has plenty of tasty treats for you to try.

(CTA) Tag a friend who is seeking a new food experience.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Treat the tastebuds with a trip to The Murray.

From food trails to wine, whisky and chocolate tastings – our region has plenty of tasty treats for you to try.

(CTA) Start putting together your tastebud trail 📍 [link to a page on your website which highlights your dining offering in your region]

Experience: Food and Drink

Caption Example – Instagram

Caption Example – Facebook



(CAPTION) Don't think it's just the big smoke that knows how to hero fresh produce on a plate.

Our region's chefs are passionate about serving fresh, seasonal produce.

(CTA) Click the link in our bio to learn more about food experiences in our region.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Don't think it's just the big smoke that knows how to hero fresh produce on a plate.

Our region's chefs are passionate about serving fresh, seasonal produce.

(CTA) See what our region has to offer 🍷 [link to a page on your website which highlights your dining offering in your region]



(CAPTION) "You can't find a fine dining restaurant in regional towns," said no one who has visited The Murray.

Let our region's restaurants spoil you.

(CTA) Click the link in our bio to start planning your next foodie tour now.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) "You can't find a fine dining restaurant in regional towns," said no one who has visited The Murray.

(CTA) Start putting together your itinerary for your next food tour with this guide 🍷 [link to a page on your website which highlights your dining offering in your region]

**Experience:
Arts, Culture, History, Heritage**

Caption Example – Instagram

Caption Example – Facebook



(CAPTION) Let your children experience a classroom of a different kind.

Our region is packed with cultural experiences for your family to experience.

(CTA) Tag a friend who is seeking a new cultural experience for the family.

[#visitthemurray](#) [#murrayriver](#) [#LoveTheMurray](#)

(CAPTION) Let your children experience a classroom of a different kind.

Our region is packed with cultural experiences for your family to experience.

(CTA) Start planning your culture experience 🗨️ [link to art, culture, history or heritage experiences on your website]



(CAPTION) Think you'll only find art hanging in galleries?

You'll love our outdoor sculptures and displays throughout the region.

(CTA) Click the link in our bio to discover art in our region.

[#visitthemurray](#) [#murrayriver](#) [#LoveTheMurray](#)

(CAPTION) Think you'll only find art hanging in galleries?

You'll love our outdoor sculptures and displays throughout the region.

(CTA) Find out what there is to see before you arrive 🗨️ [link to art, culture, history or heritage experiences on your website]

Experience:
Arts, Culture, History, Heritage

Caption Example – Instagram

Caption Example – Facebook



(CAPTION) Are you an art-lover-at-heart?

You'll love The Murray – from art galleries to outdoor sculptures, our region has plenty of artworks to explore.

(CTA) Click the link in our bio to discover the art scene in our region.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Are you an art-lover-at-heart?

You'll love The Murray – from art galleries to outdoor sculptures, our region has plenty of artworks to explore

(CTA) Start planning your next art tour 📍 [link to art, culture, history or heritage experiences on your website]



(CAPTION) Not all art and history lessons are taught in the classroom.

Visit The Murray and learn about our region through paintings, sculptures, and historical displays.

(CTA) Tag a friend who is seeking a cultural escape.

#visitthemurray #murrayriver #LoveTheMurray

(CAPTION) Not all art and history lessons are taught in the classroom.

Visit The Murray and learn about our region through paintings, sculptures, and historical displays.

(CTA) Plan your next cultural tour 📍 [link to art, culture, history or heritage experiences on your website]

Experience: Golf

Caption Example – Instagram

Caption Example – Facebook



[Caption] Have you been stuck watching old coverage of the Presidents Cup?

[CTA] Book a trip to The Murray for a new golf experience.

#visitthemurray #murrayriver #LoveTheMurray

[Caption] Have you been stuck watching old coverage of the Presidents Cup?

[CTA] Book a trip to The Murray for a new golf experience 📍 [link to a page on your website which highlights golf in your region]



[Caption] Have you worn down a patch of grass in your front yard practising your putting?

[CTA] Tag a friend who you would love to tee-off with at one of our golf clubs.

#visitthemurray #murrayriver #LoveTheMurray

[Caption] Have you worn down a patch of grass in your front yard practising your putting?

[CTA] Book a trip to The Murray and tee-off at one of our golf clubs 📍 [link to a page on your website which highlights golf in your region]

Experience: Golf

Caption Example – Instagram

Caption Example – Facebook



[Caption] If your golf clubs have been collecting dust the past few months, we understand.

[CTA] Plan a trip to The Murray and book a game of golf at one of our local clubs.

#visitthemurray #murrayriver #LoveTheMurray

[Caption] If your golf clubs have been collecting dust the past few months, we understand.

[CTA] Plan a trip to The Murray and book a game of golf at one of our local clubs 🏌️ [link to a page on your website which highlights golf in your region]



[Caption] Need to work on your drive, short game and putting?

[CTA] Head to The Murray and practise your swing at one of our courses surrounded by nature.

#visitthemurray #murrayriver #LoveTheMurray

[Caption] Need to work on your drive, short game and putting?

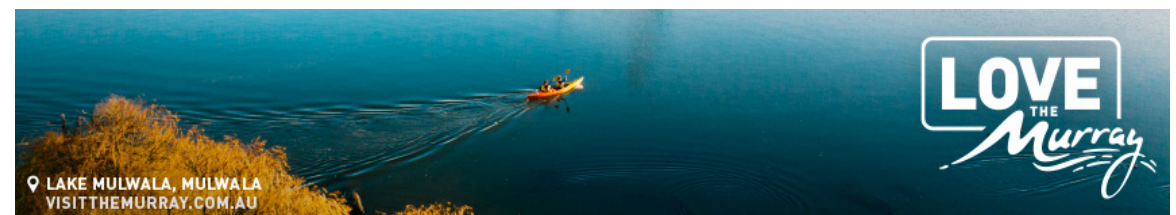
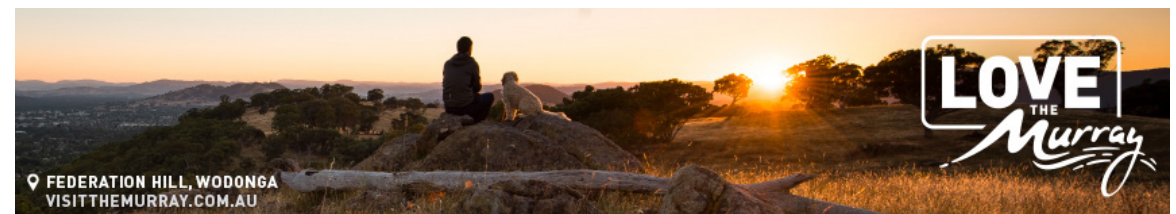
[CTA] Head to The Murray and practise your swing at one of our courses surrounded by nature 🏌️ [link to a page on your website which highlights golf in your region]

Email signatures

As part of the campaign, we have created an email signature for each LGA to use.

Images were chosen to suit the dimension of the email signature.

You will find your email signature in your LGA-specific Dropbox, as per the following page.



Where to access *Love The Murray* assets?

We have collated your *Love The Murray* branded images and email signature in individual Dropbox links, separated by each LGA.

Within each LGA folder, the assets are sorted by experience and named as per their aspect ratio (1:1 or 9:16).

Please save these down to your individual Dropbox for use on your social channels.

Local Government Area	Image library
Greater Hume Council	https://www.dropbox.com/sh/r1a7ji00v7jx0hm/AACrvQ_KpowaNy9Xliw_wEq2a?dl=0
AlburyCity Council	https://www.dropbox.com/sh/t0bzaogp3hfxg3g/AADcdkcPjreDvpaYtOfhn4DSa?dl=0
Wodonga City Council	https://www.dropbox.com/sh/7cy7pz1of65kzso/AADRoBTd5oDi1y0dWJ_cg2WGa?dl=0
Federation Council	https://www.dropbox.com/sh/qju8d4yo4xnxrjl/AABM1E_n3f3HFvpbX1N0koBga?dl=0
Moira Shire Council	https://www.dropbox.com/sh/433rrirva4zb62y/AAC5-o7i0RMbJAZb7V4UxH09a?dl=0
Berrigan Shire Council	https://www.dropbox.com/sh/8v8zshtv7sx75j7/AAA5G2NSTOC7YZuQti7INmhya?dl=0
Edward River Council	https://www.dropbox.com/sh/cdwiokokncmadr8/AAB4AGPu7TofPbUEeKm9qU9_a?dl=0
Murray River Council	https://www.dropbox.com/sh/xjd0435disgvs89/AAafeoC9HTNi86XCBodyWkja?dl=0
Campaspe Shire Council	https://www.dropbox.com/sh/br7nyi9dfrc7smr/AAC_8f3kAW65819hxiBamfuja?dl=0
Gannawarra Shire Council	https://www.dropbox.com/sh/wpj9f5zgi1qq5m4/AABJsm3mobQA-1cH-tr8uniCa?dl=0
Swan Hill Rural City Council	https://www.dropbox.com/sh/fpbcnmasa8uyvuu/AADhlqCYynBzWNP43KF2t64ka?dl=0
Mildura Rural City Council	https://www.dropbox.com/sh/coh4pmwu7n04z0m/AADTauRR4WjsWD2A-TDJv7-Wa?dl=0
Wentworth Shire Council	https://www.dropbox.com/sh/o9wqbnldw6cyb5f/AAAXP0Fo8sE_pUbjGtgKcezua?dl=0



For more information about this toolkit, please contact industry@mrtb.com.au

THE
Murray