



# Share The Love 2020

INDUSTRY  
TOOLKIT





# Assets

Destination Southern Highlands (DSH) has created key campaign assets and messaging guidelines for use in promotional activity.

This includes:

- 1 **Logo**
- 2 **Messaging**
- 3 **Social Media Usage**





# Campaign Overview

We have had a difficult start to 2020 with so many businesses in our region being affected both directly and indirectly by the bushfire crisis.

Share The Love is a new campaign encouraging:

- 1 Local residents to support local business
- 2 Locals to invite their friends and relatives to visit
- 3 Key target markets to revisit and spend their tourism dollars in the Southern Highlands in 2020

Campaign dates - 12th February to 30th June

It's time to tell everyone that the Southern Highlands is **Open For Business** and that we are ready to welcome visitors. We are urging everyone to **Share The Love** of the Southern Highlands to help our region and our local businesses to recover and rebuild.

Share The Love inspires everyone to visit, stay and spend in the Southern Highlands. We want visitors to Share The Love of our unique destination, meet our incredible tourism and business operators, and support them when we need it most.

DSH has created a Share The Love campaign landing page on our regional website:

[visitsouthernhighlands.com.au/share-the-love](https://visitsouthernhighlands.com.au/share-the-love)

For further campaign information you can visit our corporate site:

[shcorporate.com.au](https://shcorporate.com.au)





# How You Can Support the Campaign

1

## Offers

Create a unique Offer or Experience for promotion in the Campaign.

2

## Value Add Deals

Provide a Value Add Deal to encourage customers into your business.

3

## Gift Vouchers

Agree to selling \$25 Gift Vouchers which can be used by the purchaser to spoil themselves, or give to friends or pass onto a local volunteer, from the RFS or SES.

4

## Open for Business

Let everyone know that you're open for business by posting on social media with the #ShareTheLove hashtag and engage with the posts by commenting and sharing photos.

5

## User Engagement

For further leverage you can join the Tourism Australia Facebook Event which will encourage users to commit to holidaying in Australia #holidayherethisyear, and the Destination NSW 'Time To Love NSW' #LoveNSW campaign.





# Campaign Logo

A Share The Love logo has been created to be used across the campaign.

We invite you to use this asset to create any marketing collateral for your business when promoting the Southern Highlands. Think of this visual asset as a stamp that can be applied to any promotional material.

Download the logo from our corporate website:

[shcorporate.com.au/destination-southern-highlands/share-the-love](http://shcorporate.com.au/destination-southern-highlands/share-the-love)



# Logo Fine Print

Social campaign specifications for the Southern Highlands Share The Love Campaign 2020

## Clear Space

As a general rule, it is important to ensure there is a minimum amount of clear space around a logo. We show the recommended clear space area below which is the same height in relation to the letter r.



## Minimum Size

Minimum size conditions ensure clear reproduction and appropriate scale of the 'Share The Love' logo.

Please ensure the minimum height of the logo is 15mm for print and 40 pixels for digital applications.

## What NOT to do

The logos should never be modified or applied incorrectly as illustrated below. Here you can see some examples of how NOT to use the Share The Love logo.

### Red Coloured Background



### Stretched or Condensed



### Cropped



### Altered or Adjusted



### Change of Colour



# Share The Love Messaging

## Headline Options

- Share The Love
- Share The Love with the Southern Highlands

## Byline Options

- Share The Love with the Southern Highlands and we'll share it right back
- Support our bushfire affected community

## How it Works

There are 3 simple ways to Share The Love:

- 1 Visit Us**
- 2 Stay with Us**
- 3 Spend with Us**

[visitsouthernhighlands.com.au/share-the-love](https://visitsouthernhighlands.com.au/share-the-love)

## Share The Love Online

If you can't visit our region and would still like to Share The Love, you can purchase Gift Vouchers online:

- 1** Buy online now and spoil yourself later
- 2** Buy online now and gift to a friend
- 3** Pay it forward - buy online and donate your gift voucher to an RFS or SES volunteer

## Tags

When posting 'Share The Love' content on social media, you must tag Destination Southern Highlands (in photo and/or text) using:

### Facebook

[@destinationsouthernhighlands](https://www.facebook.com/destinationsouthernhighlands)

### Instagram

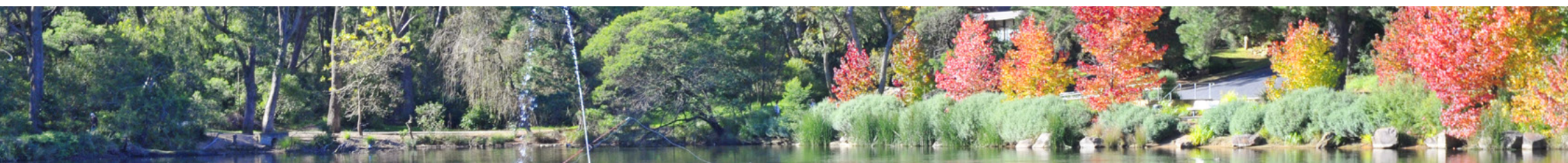
[@visitsouthernhighlands](https://www.instagram.com/visitsouthernhighlands)

## Primary Hashtags

#ShareTheLove  
#VisitSouthernHighlands

## Additional Hashtags

#MySouthernHighlands  
#LoveNSW  
#HolidayHereThisYear  
#OpenForBusiness  
#SpendWithThem  
#EmptyEsky  
#SupportLocals  
#Bushfires  
#BuyFromTheBush  
#StayInTheBush





# Social Media Usage

When posting social media posts about the Share The Love Campaign, use the **#ShareTheLove** and **#VisitSouthernHighlands** hashtags in your copy, and tag Destination Southern Highlands (in photo and/or text) using **@destinationssouthernhighlands** for Facebook and **@visitsouthernhighlands** for Instagram.

## Additional Hashtags

#MySouthernHighlands	#EmptyEsky
#LoveNSW	#SupportLocals
#HolidayHereThisYear	#Bushfires
#OpenForBusiness	#BuyFromTheBush
#SpendWithThem	#StayInTheBush

Remember, the Share The Love messaging is flexible. Adapt it to align with your current marketing activity, or create a brand new message for your audience on your website, social media channels or in your email marketing.

When posting about the initiative, always use the **#ShareTheLove** hashtag in your copy.

When posting an image, use the Share The Love logo on your images and videos with a sticker (make sure you own the image or video, or have the permission from the photographer to add a logo on their work).

Remind your followers that the Southern Highlands is Open for Business, and showcase what makes the Southern Highlands destination somewhere you want to Share The Love!





# Deals

## Have you provided a deal for your business?

Deals are a great way of encouraging customers into your business. Make your deal something customers want, i.e. a Value Add, or unique offer/experience, not just a percentage off!

### For more info visit

[www.shcorporate.com.au/destination-southern-highlands/share-the-love](http://www.shcorporate.com.au/destination-southern-highlands/share-the-love)

[Click here to upload your deal](#)





# Gift Vouchers

## Have you agreed to offer gift vouchers?

We want businesses to advise us that they have \$25 vouchers for sale.

These vouchers can be used by the buyer, gifted to a friend or paid forward to a volunteer.

### For more info visit

[www.shcorporate.com.au/destination-southern-highlands/share-the-love](http://www.shcorporate.com.au/destination-southern-highlands/share-the-love)

Email us to confirm that you would like to sell gift vouchers





# Campaign

Where consumers will find out about the Share The Love campaign

## TV



## Radio



## Digital



## Online

[visitsouthernhighlands.com.au](http://visitsouthernhighlands.com.au)  
[mysouthernhighlands.net.au](http://mysouthernhighlands.net.au)  
[thefoldsouthernhighlands.com.au](http://thefoldsouthernhighlands.com.au)

## Print

**Southern Highland News**  
**The Highlands Post**

## Electronic Direct Mail (EDMs)

**Destination Southern Highlands**  
**Wingecarribee Shire Council**  
**Destination NSW**

## YouTube

**Visit Southern Highlands**

## Example Press Ad

**Share the Love**

Support our bushfire affected community  
 Help us by spoiling yourself!

Our beautiful Southern Highlands was greatly impacted by the recent bushfires. Our heart goes out to people that lost homes and property. Many businesses that employ so many of our locals have also been affected. Our volunteers did us proud, and our community has been amazing. Now it's time to rally and recover.

*3 simple ways to support our region...*

**1 Visit us**  
**2 Stay with us**  
**3 Spend with us**

*How can I help?*

**Invite your family and friends!**  
 Now is the time to invite your family and friends to our wonderful region. The long overdue catch-up, celebrate a family birthday or anniversary. Take them to an attraction they've never seen before.

**Do a good deed for a volunteer**  
 We have gift vouchers online from local businesses that you can buy for yourself, gift to a friend or better still pay it forward to one of our amazing volunteers from the RFS, WAPES and SES.

**Go to our website today**  
 We have an array of great "Share the Love" deals you can buy online and gift vouchers you can order. Share the link with friends who can't visit at the moment.

#ShareTheLove  
 #VisitSouthernHighlands  
 DestinationSouthernHighlands  
 VisitSouthernHighlands

Destination Southern Highlands

visit southernhighlands.com.au /share-the-love

# Social Media



/DestinationSouthernHighlands



@visitsouthernhighlands



/TheSouthernHighlands

1 Visit us



#ShareTheLove

2 Stay with us



#ShareTheLove

3 Spend with us



#ShareTheLove

20%  
off the  
Treetop  
Walk!

Enjoy 20% off the Treetop  
Walk at Illawarra Fly!



#ShareTheLove

#ShareTheLove

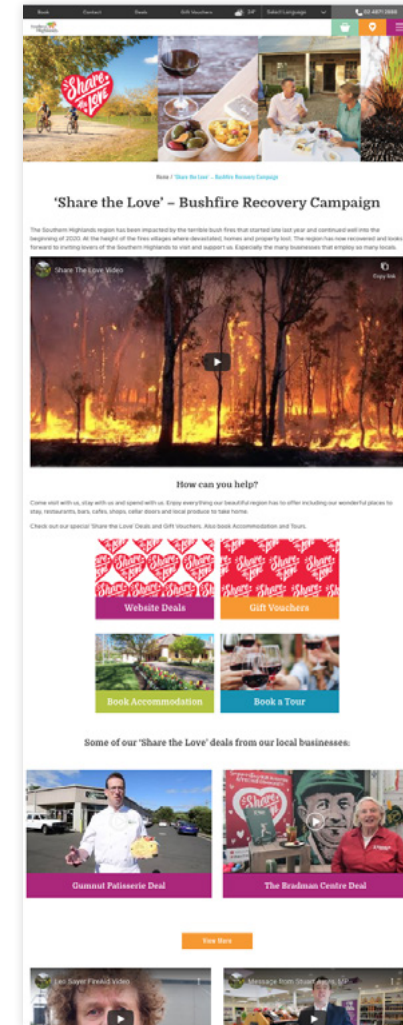
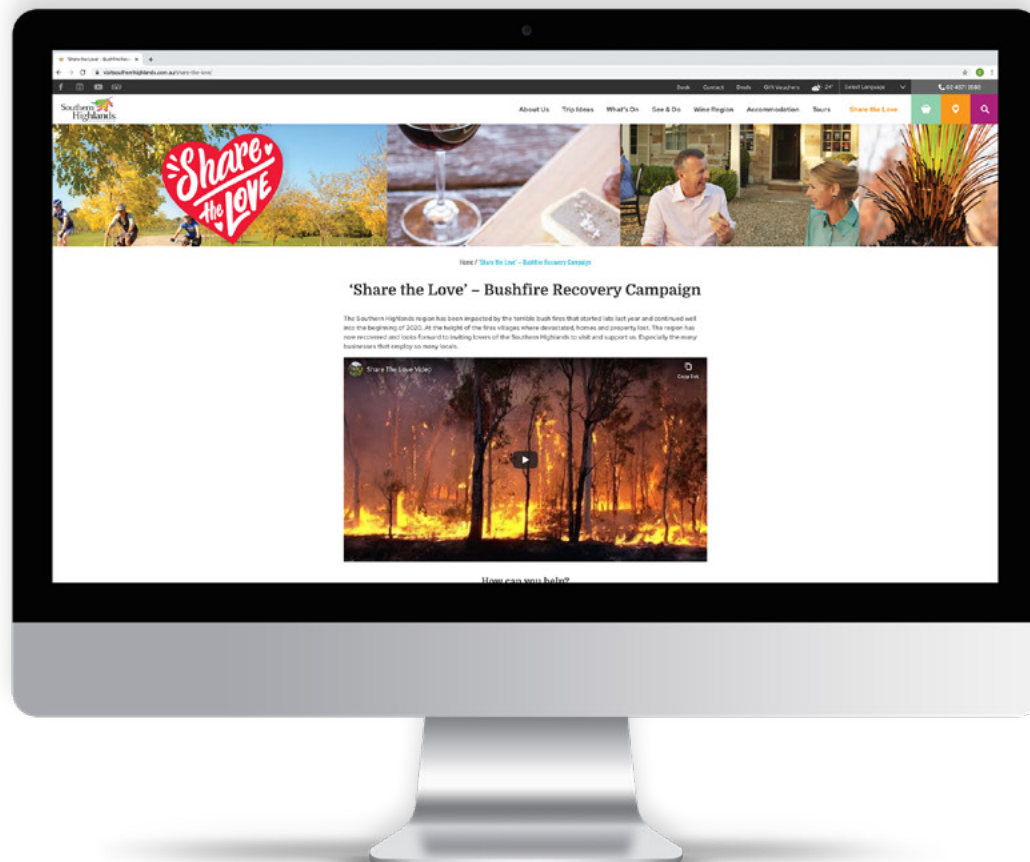


#ShareTheLove



# Campaign Landing Page

[visitsouthernhighlands.com.au/share-the-love](https://visitsouthernhighlands.com.au/share-the-love)



Destination   
Southern  
Highlands®

# Share The Love 2020



Further information can be obtained by  
contacting Destination Southern Highlands  
on **02 4871 2888**,  
email to **trish.bow@wsc.nsw.gov.au**  
or visit our corporate website  
**[www.shcorporate.com.au/](http://www.shcorporate.com.au/)**  
**[destination-southern-highlands](http://destination-southern-highlands)**



*Southern Highlands*