

BUSINESS TOOLKIT

2024 BRAND CAMPAIGN | THIS IS FREMANTLE



**THIS IS
FREMANTLE**



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CAMPAIGN SUMMARY

PROPOSITION

“Visit Fremantle and weave vibrant, unexpected journeys through salty ports and hidden laneways.”

STRATEGY

The THIS IS FREMANTLE brand campaign is the biggest, boldest and most ambitious video campaign we've ever undertaken. And for good reason. We believe that Fremantle's story deserves to be told in a way that's as captivating as the city itself.

Through consistent use of THIS IS FREMANTLE in our marketing touchpoints, we aim to position Fremantle as the most eclectic and spirited seaside destination in the world. A maritime city with spirit and soul, full of vibrancy, colour and culture.

TIMING

Campaign launches 19 June 2024.

Timing in-market will be phased around high-impact bursts of paid activity at key times throughout the year.



AUDIENCES

This campaign primarily targets 'young professional' and 'family' audiences aged between 25 and 55 (slight female skew) in Perth Metropolitan area. A secondary focus is on 'family' audiences in regional WA. Further targeting is based on FOUR interest category segments:

WINING, DINING & NIGHTLIFE



FAMILY FUN



BOUTIQUE SHOPPING



ART & CULTURE LOVERS



HOW WE REACH THEM:

The campaign will air on metro television and across a statewide digital campaign, targeting young professionals and families, showcases Fremantle's rich heritage, vibrant arts scene, culinary delights, and stunning coastal landscapes. It celebrates the city's diversity, its welcoming community, and the endless experiences that await visitors.

Our hero THIS IS FREMANTLE campaign video will be featured on TV (Channels 7 and 10), catch-up TV apps, YouTube and a Meta campaign across Facebook and Instagram. Six shorter, targeted videos will be featured on TV alongside the hero video (in some instances in the same ad break), across YouTube and Meta. Multiple campaign landing pages will house specific content relevant to each audience of the shorter videos. These include articles, What's On guides, itineraries, accommodation recommendations, and write ups from local artists.

HOW TO GET INVOLVED

SHARE THE CAMPAIGN

We want businesses to help amplify the campaign by sharing campaign assets on their channels and leverage the campaign messaging in their communications

See pages 6-8 for more information including a fantastic prize that is up for grabs!

[DOWNLOAD CAMPAIGN ASSETS HERE](#)

SUBSCRIBE

Stay in touch by subscribing to our newsletters:

[Consumer News](#) | monthly updates on what's on in Fremantle (we won't bombard you with emails and we won't share your info with anyone else).

[Business News](#) | monthly updates specifically tailored to the Fremantle business community (including upcoming opportunities for businesses).



SHARE THE CAMPAIGN

Your business can help spread the word about what makes Fremantle so unique.

You can use the suite of content and assets provided in this toolkit in your internal communication channels, in e-newsletters (direct to consumers, and across your social channels. We've developed them especially to highlight Freo's spirit and soul.

Whether it is WHAT'S ON this weekend, award-winning restaurants and bars, special retail offers or fun for the whole family...

HERE ARE SOME ARTICLES FOR EACH AUDIENCE TO GET YOU STARTED:



WINING, DINING & NIGHTLIFE

[Spend a Day Wining & Dining](#)

[MasterChef Australia Contestant's Guide](#)

[WA's Top Restaurants](#)

[Discover Fremantle's Secret Spaces](#)

[Best Spots for Sunset Cocktails](#)

[Bar Hop](#)

[Fremantle Day Trip](#)



FAMILY FUN

[30 Ways to Keep the Kids Busy in Winter](#)

[Kid-Friendly Cafes & Restaurants](#)

[Cool Stuff to do for Free](#)

[Island Hopping Adventurers](#)

[Fremantle Day Trip](#)



BOUTIQUE SHOPPING

[Spend a Day Boutique Shopping](#)

[Why Kate Loves Her Freo Store](#)

[Vintage, Retro & Antiques](#)

[Fremantle Day Trip](#)



ART & CULTURE LOVERS

[Spend a Day Exploring Arts & Culture](#)

[Fremantle street art trail](#)

[7 reasons to visit Fremantle Arts Centre](#)

[A rock star's guide to Fremantle](#)

[Fremantle Day Trip](#)

INSPIRATION FOR YOUR SOCIAL POSTS

EXAMPLE TEXT YOU CAN USE IN YOUR SOCIAL MEDIA POSTS

Visit Fremantle and weave vibrant, unexpected journeys through salty ports and hidden laneways.

Discover otherworldly places and transformed spaces in Fremantle. Where arts and culture collide.

Make memories with your family in Fremantle! Colourful, bold, full of treasures.

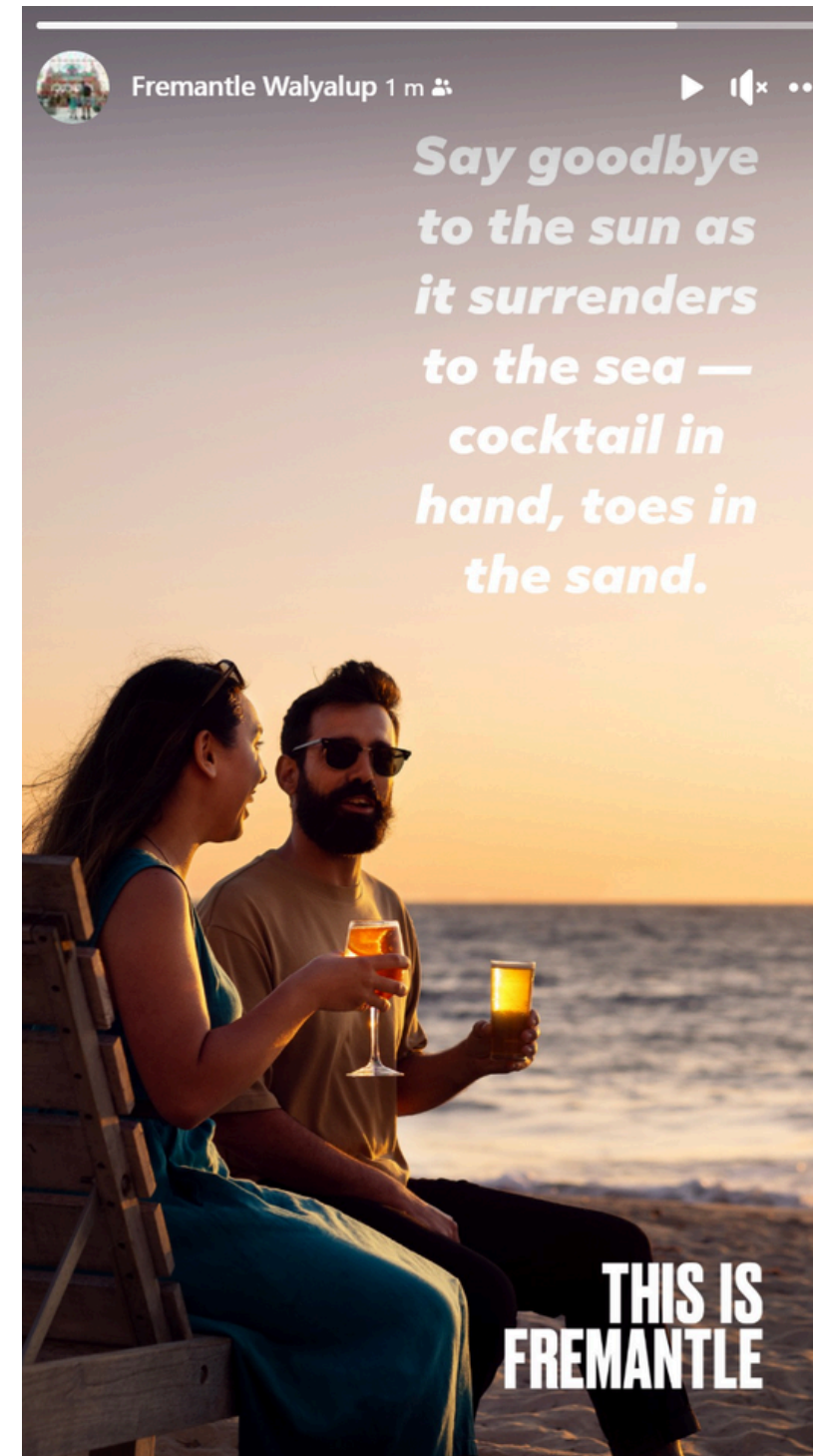
Discover open-air shopping in Fremantle's heritage streets, surrounded by vibrant cafés, restaurants and small bars.

Discover Fremantle's secret spots — experience world-class restaurants, historic pubs and cool cafés.

Say goodbye to the sun as it surrenders to the sea — cocktail in hand, toes in the sand. Enjoy a side of 'soul' in Fremantle.

[**DOWNLOAD CAMPAIGN ASSETS HERE**](#)

TAG @VISITFREMANTLE & #THISISFREMANTLE



SHARE TO WIN!

WIN \$500 TO SPEND AT WARDERS HOTEL & EMILY TAYLOR

Thanks to the wonderful team at Warders Hotel & Emily Taylor, a \$500 gift card is up for grabs!

All you need to do to WIN is share the [THIS IS FREMANTLE campaign videos](#) on your Fremantle business social media channels.

- You must represent a business based in the Fremantle LGA
- Share at least one of the campaign videos and tag @visitfremantle #thisisfremantle
- [Complete the entry form](#) on our competition app and upload a screenshot of your post

Terms and conditions apply at visitfremantle.com.au/terms-conditions



GET IN TOUCH

CONTACT

The Visit Fremantle team at the City of Fremantle (Investment and Growth) would love to hear from you!

If you have any queries about the campaign or any updates about your own business that you'd like to share with us, please email us at marketing@visitfremantle.com.au.

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