

Roma Revealed

Tourism Operator, Business & Event Toolkit

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A horizontal line composed of five colored segments: yellow, orange, red, blue, and light blue.

Your guide to utilising the new Roma Revealed brand

Purpose of this toolkit

This toolkit has been prepared by Maranoa Regional Council as a guide for how to utilise the new Roma Revealed brand to promote your product. Inside this toolkit you'll find a number of ideas and creative assets, which you can use across your marketing efforts to benefit from the domestic marketing activity currently led by Maranoa Regional Council.

Why is this toolkit important?

We all have a common goal – to drive more visitation to our region. When we market collectively, our region stands to make a much greater impact on the consumer than with multiple, different and diluted messages released into the market. We want our customers to think 'I need a holiday' and book Roma and the surrounding towns. This can only be achieved through a collective marketing response.

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BACKGROUND

Background of the re-brand

Maranoa Regional Council underwent a rebranding strategy in 2020 to help connect more visitors with the Roma brand. This process included extensive community consultation; meetings with in-region and broader tourism stakeholders and focus groups, as well as a comprehensive asset audit.

The result was changing the consumer-facing name from Visit Maranoa to Roma Revealed. With the new name, came a new logo, consumer facing brand and tagline 'Where Country Meets the Outback'.

The impetus for Roma Revealed, rather than Maranoa, was to provide a clear and recognisable brand for the region's target audience, who had limited recall for the name 'Maranoa'.

The re-brand was the first step in achieving the two key tourism goals for the region:

- Increase visitation to the Roma Region in the first place
- Once in region, increase visitor's length of stay

With the brand in place, Maranoa Regional Council has embarked on a comprehensive content marketing strategy to encourage domestic visitors and key source markets to visit.

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where country meets the outback



Overview of Roma Revealed

It's important to note that Roma Revealed is the new consumer brand to attract visitors to the region. It does not replace Maranoa Regional Council or 'Maranoa' in a corporate sense – it's purely how we connect with and engage with visitors in our consumer-marketing.

You can read the whole brand strategy [here](#), but the brand can be summarised by the following key objectives. Roma Revealed:

- Provides a clear tourism identity for the whole Maranoa region
- Portrays the character and personality of the Maranoa region
- Effectively promotes the Maranoa's strengths and points of difference
- Captures the essence of the Maranoa region and inspires people to visit
- Encourages length of stay by providing a reason to stop and stay
- Diminishes perceived weaknesses – the lack of visitor (target markets) recognition of the word and location of Maranoa
- Engages with the local community by encouraging the community to support and participate in promoting the brand
- Develops a sense of pride and unity in the local community
- 'Roma Revealed' suggests a sense of discovery and surprises to uncover or unveil – a fresh destination with attractions waiting to reveal themselves to visitors – a destination that has a lot more to offer than first meets the eye
- The brand also reflects that visitors to the region are surprised at the variety of product and experiences available in the destination

The logo is also supported by a tagline

"Where Country meets the Outback"

This tagline provides key direction for marketing communications and messaging.

As businesses within the Maranoa, you're encouraged to use this messaging in your marketing – whether it's the wording on your website, how you greet customers as they walk through the door or your social media captions to name a few ways to incorporate it into your marketing.

How do you support this tag line?

- Show a mix of Outback experiences available in the Maranoa in your marketing materials through words, images and videos
- Create visual content that shows visitors "doing" things and having hands-on country/ Outback experiences
- Use words which explain the benefits of having Outback experiences with the convenience of easier access and shorter distances from major centres e.g. Brisbane/Toowoomba
- Show amenities not often associated with the Outback e.g. shops and accommodation; quality cafes, restaurants, liveability

ASSETS & CHANNELS



Roma Revealed parent brand

You may have already seen our new logo in market. This is the parent brand to support the region. It's used as the primary logo-face to all consumer marketing efforts.

You're welcome to use this logo or the sub-brand logo (if more relevant to your location) in co-marketing your business or event.

Click [here](#) to download the parent brand logo and style guide.



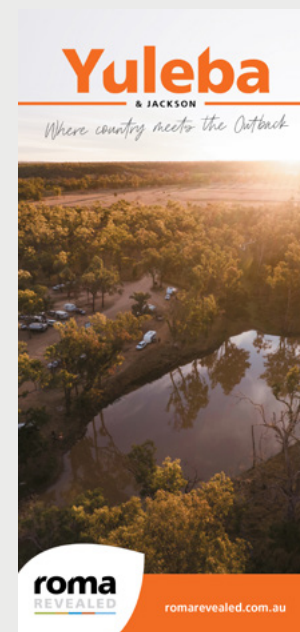
Introducing the sub-brands

To support the parent brand, we developed a number of region-specific logos (sub-brands), which can also be used to support your marketing.

When using the sub-brand logo, you do not need to use the Roma Revealed parent brand.






Please only use the relevant sub-brand relevant to your location. In the absence of a region-specific sub-brand, please revert to the parent logo.

[Click here](#) to download the sub-brands logos.



Marketing channels we use

As part of the launch of the Roma Revealed brand, Maranoa Regional Council has consolidated their consumer communication into the following channels to directly speak to the consumer. We'd encourage you to subscribe and follow these channels as they are the primary communication tool with our core market.

	 Website	 Facebook	 Instagram	 eNewsletter	 YouTube
Channel	Romarevealed.com.au	www.facebook.com/romarevealed	@romarevealed	Monthly send (subscribe via Romarevealed.com.au)	https://www.youtube.com/channel/UCNwk2M3PeNynCrtVuaBmx8Q/featured
Audience	The website is consistently achieving 8-11K sessions per month	15K Followers as of June 2021 and is averaging over 1,000 new likes each month. Average impression are over 940.4K each month.	1K Followers as of May 2021 and reached over 510.7K people in the past month	1,777 plus subscribers as of June 2021 and growing each month	Launched March 2021, subscriber acquisition in motion.

Assets available to you

As part of launching the new brand, Maranoa Regional Council has developed the following creative assets which you're welcome to use for your own marketing purposes.

IMAGES – [LINK](#)

The unbranded images have been bought joint copyright by the Maranoa Regional Council, for use in marketing purposes. Please credit @romarevealed where possible when using the images on social media.

VIDEOS –

These two hero videos have been developed as part of the campaign, which can be used in your own marketing and promotion across website and social media. You can embed their YouTube links into your social media or website. Please credit @romarevealed when using on social media.

HERO VIDEO 1: [YT LINK](#)

HERO VIDEO 2: [YT LINK](#)





Creative Examples

Aside from the logo-free assets outlined on page 12, we have created a suite of branded social media tiles with the parent brand for you to use on your own website and social media.

Click on relevant link/s below for branded images for use on your own channels:

Branded 1:1 tiles [LINK](#)

Branded landscape images [LINK](#)

Branded portrait images [LINK](#)

How to use the branded images

Platform	 Facebook	 Instagram
Image Size	1:1	1:1
Call to Action (CTA)	This could be: romarevealed.com.au OR your own website	Each post must include a CTA for consumers. Examples include: <ul style="list-style-type: none">• Tap the link in our bio• Jump over to our DM's for more information• Hit the call / email button in our bio
Notes / Hashtags and tags	Hashtags are not used on Facebook	Each post should include the following hashtag in the caption: #romarevealed If you would like to add more hashtags specific to your region and the experience, these should be added as the first comment and no more than 29 hashtags (total 30).

HOW YOU CAN GET INVOLVED

How to leverage the Roma Revealed brand?

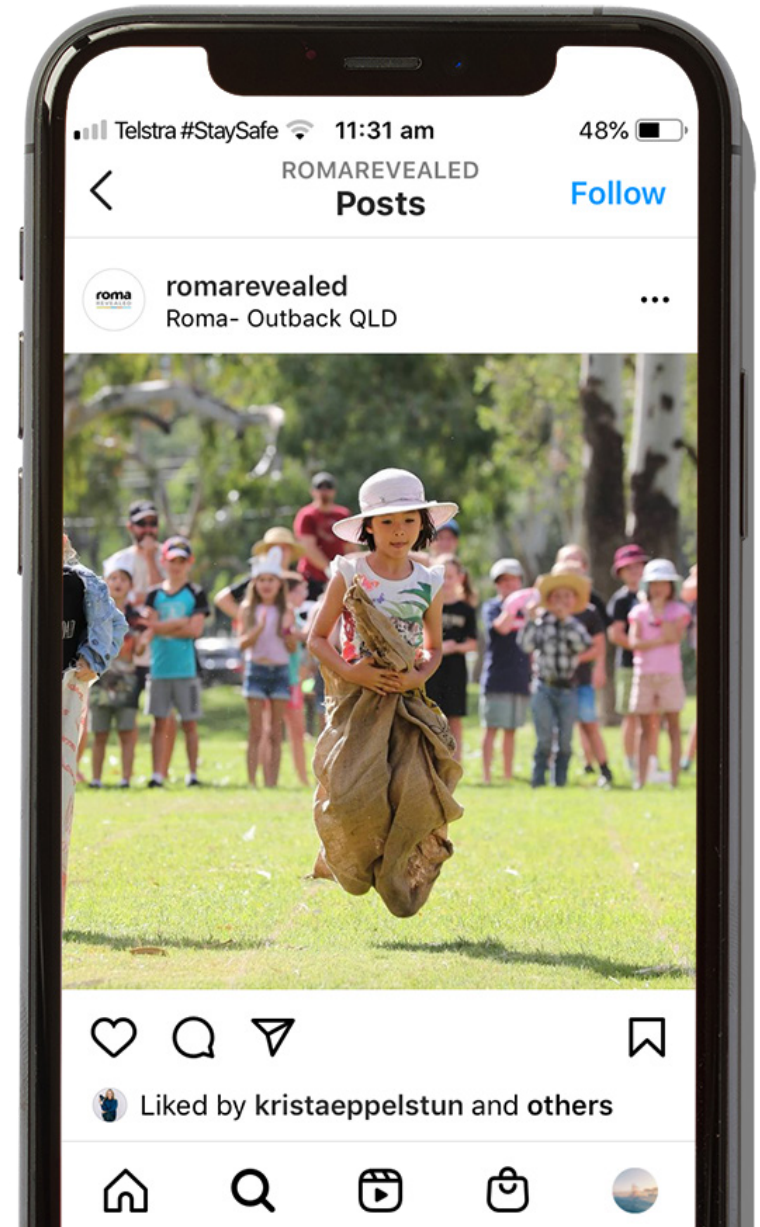
Social media is the best (and cheapest) way for you to connect you with the Roma Revealed brand.

Below are some ways you can leverage the campaign on social media:

- Use #romarevealed hashtag in your social media post copy. This will help Maranoa Regional Council to see your content and consider it for re-sharing across Facebook and Instagram
- When posting an image, you can superimpose the Roma Revealed logo on your images and videos like the examples we've made using your own images and the parent brand (or sub brand) logo found on page 9
- Utilise the visual library of branded or unbranded stills and videos created by Maranoa Regional Council across your social media channels (don't forget to credit @romarevealed on social media) found on page 13
- In your captions, remind your followers of the key messages outlined page 7
- Explain through storytelling why Roma is a great place for a holiday – remember to show your audience, not tell your audience that it is – give them as much detail as possible
- Encourage those who visit you to share their experience by tagging you and using #RomaRevealed in their social media posts, along with your own hashtag of course
- Promote the most inspirational images that encourage people to travel in all consumer communications

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Other ways you can connect with the brand

- Share a deal / offer for consumers for promotion via the monthly Roma Revealed consumer eNews
- Review your business / event's content on romarevealed.com.au for accuracy
- Share any images / videos of your business / event with the Maranoa Regional Council for use on social media

Continue to leverage our stakeholders

In all social media activity, don't forget to tag and hashtag our tourism stakeholders:

@Australia #SeeAustralia #HolidayHereThisYear

@queensland #thisisqueensland

@outbackqueensland #outbackqueensland

@qldparks #QldParks (for National Park content only)

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We look forward to working with you to bring to life the Roma Revealed brand

For more information please contact Maranoa Regional Council:

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