

**PLOT  
YOUR COURSE**  
THROUGH *History*

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# CAMPAIGN OVERVIEW



# KEY MOMENTS

CAMPAIGN DATES  
FEBRUARY - JULY

**15 February**  
PR Activation

**19 February**  
Bombing of Darwin Anniversary

**20 July**  
Exercise Pitch Black

**16 February**  
Ministerial Announcement

**25 April**  
ANZAC Day



# OVERVIEW

## STRATEGIC OBJECTIVE:

*Raise awareness of the Territory's unique World War II history.*

## WHAT:

Integrated campaign to create awareness in the domestic market of the NT as military tourism destination, driving engagement with military content and conversion to operators and trade partners through the AI military trip planner.

## WHEN:

February - July

## WHO:

Audience is 55+ domestic travel intenders, with focussed segments:

- Legacy Seekers with personal or family military connections
- Heritage Explorers, often families or culturally engaged travellers
- Veterans and the defence community, who actively seek military experiences
- Education and Experience Seekers, combining learning, history and adventures

## WHY:

It exists because NT owns the military story in a way that nowhere else does. The NT is where Australia's military history is not confined to museums or archives but experienced in the places where it unfolded.





# INCLUSIONS

## **BRAND:**

Press Ads and Partnerships – RAAFANSW Publications, Australian War Memorial Magazine, Navy News, Army News, Air Force News, Australian & NZ Defender Magazine, Newscorp, Nine (SMH and The Age)

Social – Reddit (military and aeroplane sub Reddits) Meta (Instagram & Facebook) YouTube.

Search – Google Search, Bing

Lead Story – 3x Lead Story inclusions on network (including LG and Samsung native networks).

## **DIGITAL:**

Landing page → [northernterritory.com/military](http://northernterritory.com/military)

AI Trip Planner

Bookings pushing to TCA and TTE

## **TRADE:**

Trip Advisor Sale, Holidays of Australia/NT Now packages with direct trip planner booking options, AAT Kings.

## **CONTENT & SOCIAL:**

Influencer and content creator famils.

Always on social posting and content through the campaign period

New military itineraries for Red Centre and Top End

## **PR ACTIVATION & EDITORIAL:**

Bombing of Darwin awareness activity and media outreach

Broadcast partnership inclusions with Channel 9 Journey to the NT

Always on familiarisation trip inclusions

## **INDUSTRY DEVELOPMENT:**

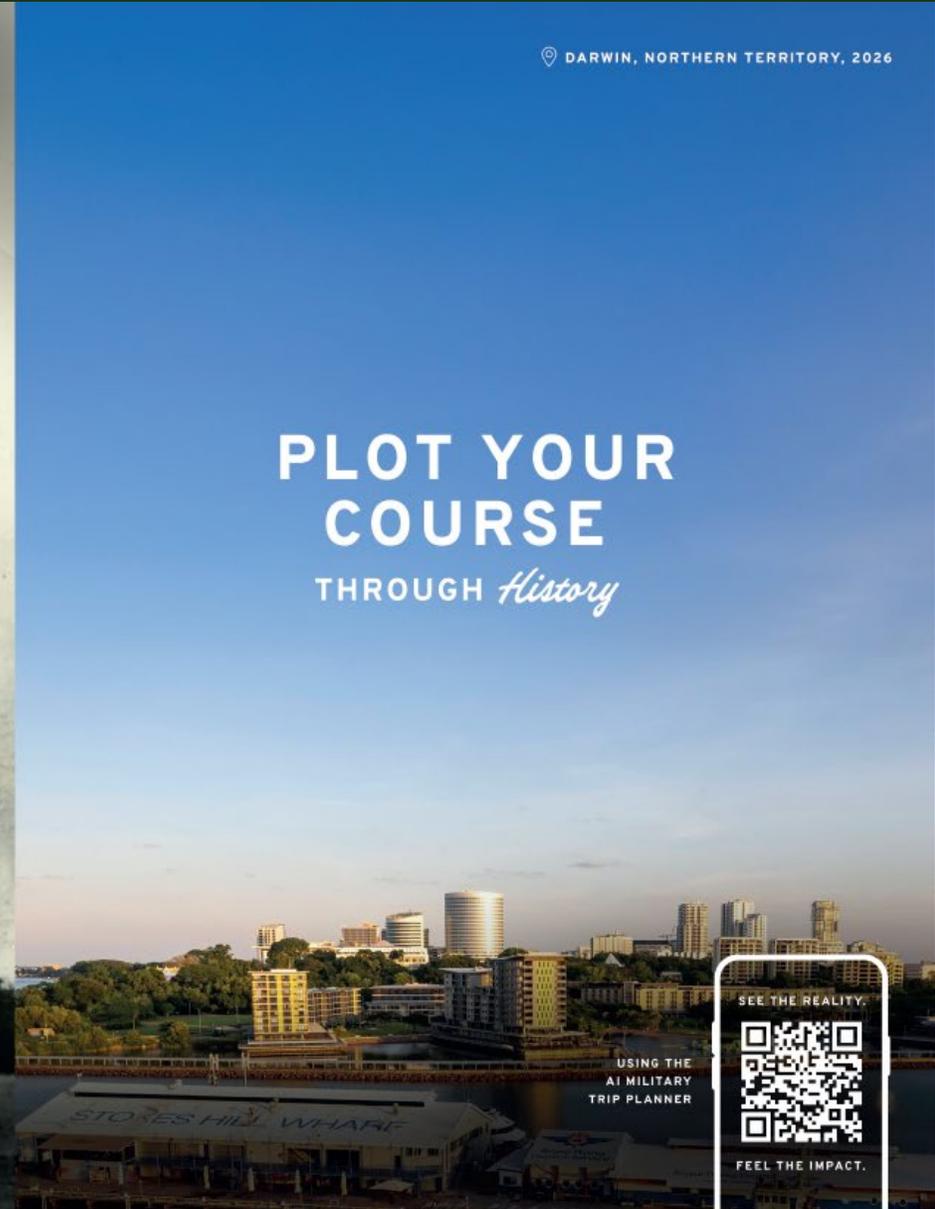
Alignment with Industry development projects including murals, and VR inclusions.

# CAMPAIGN CREATIVE

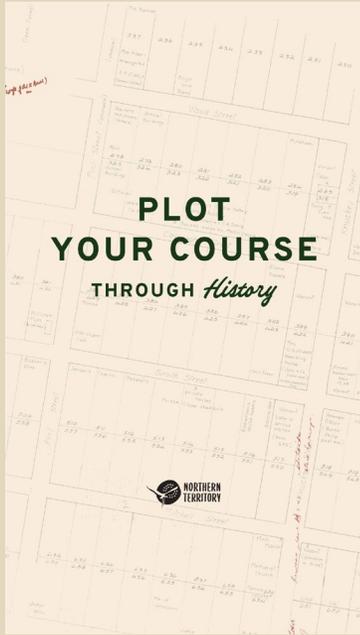
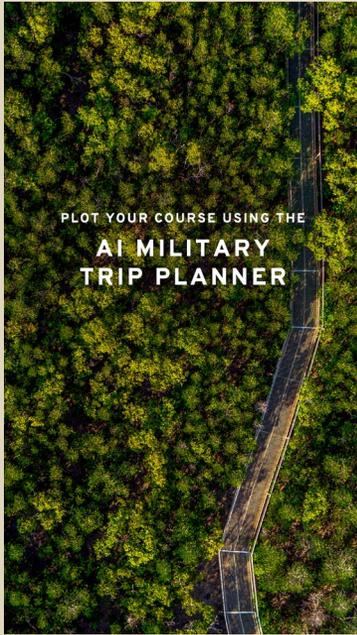
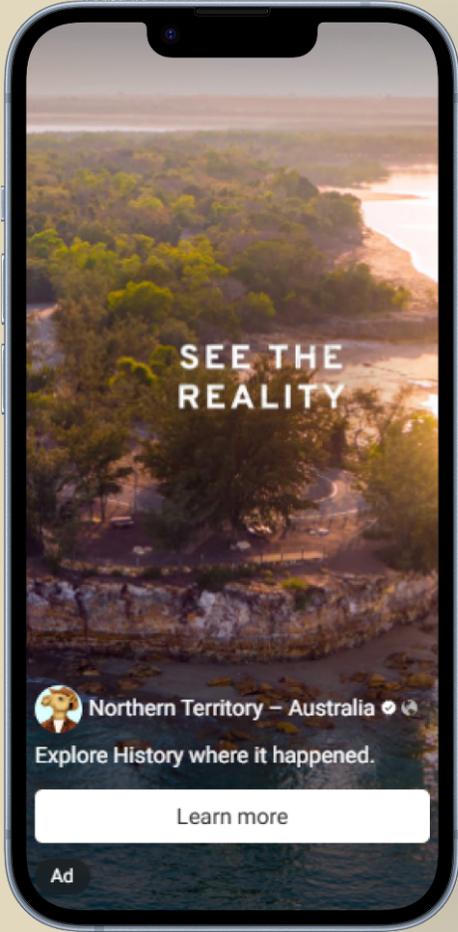


# PRINT

DOUBLE PAGE PRINT AD



# SOCIAL



## SOCIAL CAROUSEL



# LEAD STORY



## BY LAND

**Featured Operators include:**  
Military Truck Tour, Darwin Military Museum, Spectacular Jumping Crocs, Adelaide River Pub and Pitch Black via ADF.



## BY AIR

**Featured Operators include:**  
Gooney Bird Adventures, Defence of Darwin experience with Jared Archibald (MAGNT), WWII Oil Tunnels, RFDS Experience, Stokes Hill Wharf.



## BY SEA

**Featured Operators include:**  
Sea Darwin Tours, Ski Club, Darwin Aviation Museum, RFDS Experience, Stokes Hill Wharf, Jared Archibald (MAGNT)

# VIDEO



**SOCIAL VIDEO YOUTUBE**

# GET INVOLVED



# UPDATE YOUR LISTING

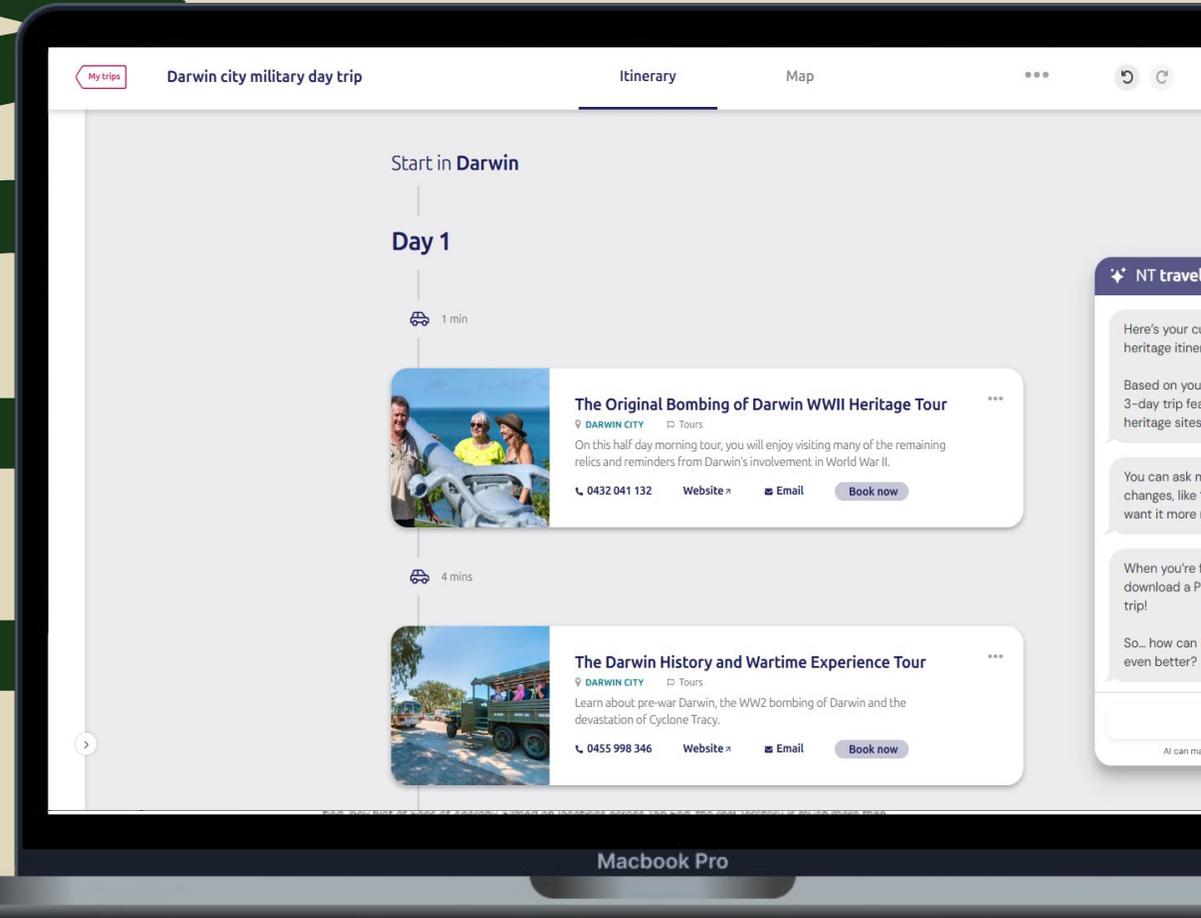
Take advantage of the thousands of visitors that will visit [northernterritory.com](http://northernterritory.com) by ensuring your ATDW business listing is up to date for our drive audience. Your ATDW listing will appear via these pages on [northernterritory.com](http://northernterritory.com):

- [Deals and offers page](#) →
- [Military campaign landing page](#)
- [Bookable Itineraries](#) for Top End and Red Centre Military History trips.

ATDW listings will also feature in our AI Trip Planner. So for additional findability and book ability – having your listing up to date is key.

Ensure your images, business description, opening hours / dates and contact details are all up to date. For help with your ATDW listing please email [support@atdw.com.au](mailto:support@atdw.com.au)

[UPDATE LISTING](#)



# GET SOCIAL

## 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 your military content, and get sharing on social. If you're getting out and about with customers or tour groups, we'd love to see your photos and highlight experiences!

For Archival Footage or to access any history of Darwin for use in your own marketing activity, visit [NT Library & Archives – Territory Stories](#).





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