

COME FIND *YOUR JOY*

Campaign Toolkit



Inspiring new ways

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Part 1

Introduction



When representing our country and its tourism brands, it is essential that we look and speak consistently and at all times build memory structures and keep our communications iconic and distinctive

Objectives of
this Toolkit

- To provide teams with the resources required to successfully implement the **Come Find Your Joy** campaign.
- To ensure that teams are provided with guidelines for seamless and consistent recreation and localisation of the **Come Find Your Joy** in their respective countries.
- To house all relevant campaign resources in one consolidated document, including the Strategic Platform, Creative Big Idea and Creative Assets and Supporting Guidelines.

Part 2

Campaign Overview

Strategic

Messaging Summary

CAMPAIGN FOUNDATIONS

BRAND POSITIONING

SHOWCASE THE EXCEPTIONAL NATURE OF SA THROUGH HER PEOPLE, PLACES AND WAYS

STRATEGIC FOUNDATION

‘EXCEPTIONALISM’ - ACROSS PEOPLE, CULTURE, LANDSCAPES AND EXPERIENCES

BRAND INSIGHT

SHARE THE EXCEPTIONAL IN SA WITH THE WORLD TO ALLEVIATE THE HEAVY REALITY IN WHICH WE LIVE

MESSAGING APPROACH

THROUGH THE EYES OF A CHILD

MESSAGING WAY-IN

ACTION STATEMENT

UNLEASH THE INNER CHILD-LIKE WONDER THAT EXISTS IN ALL OF US

WHAT IS THE EMOTION ELICITED?

JOY - THE PUREST AND MOST POWERFUL OF ALL EMOTIONS AS A REPRESENTATION OF CHILD-LIKE WONDER

CREATIVE EXPRESSION

South Africa awaits.

COME FIND
YOUR JOY

Creative Expression

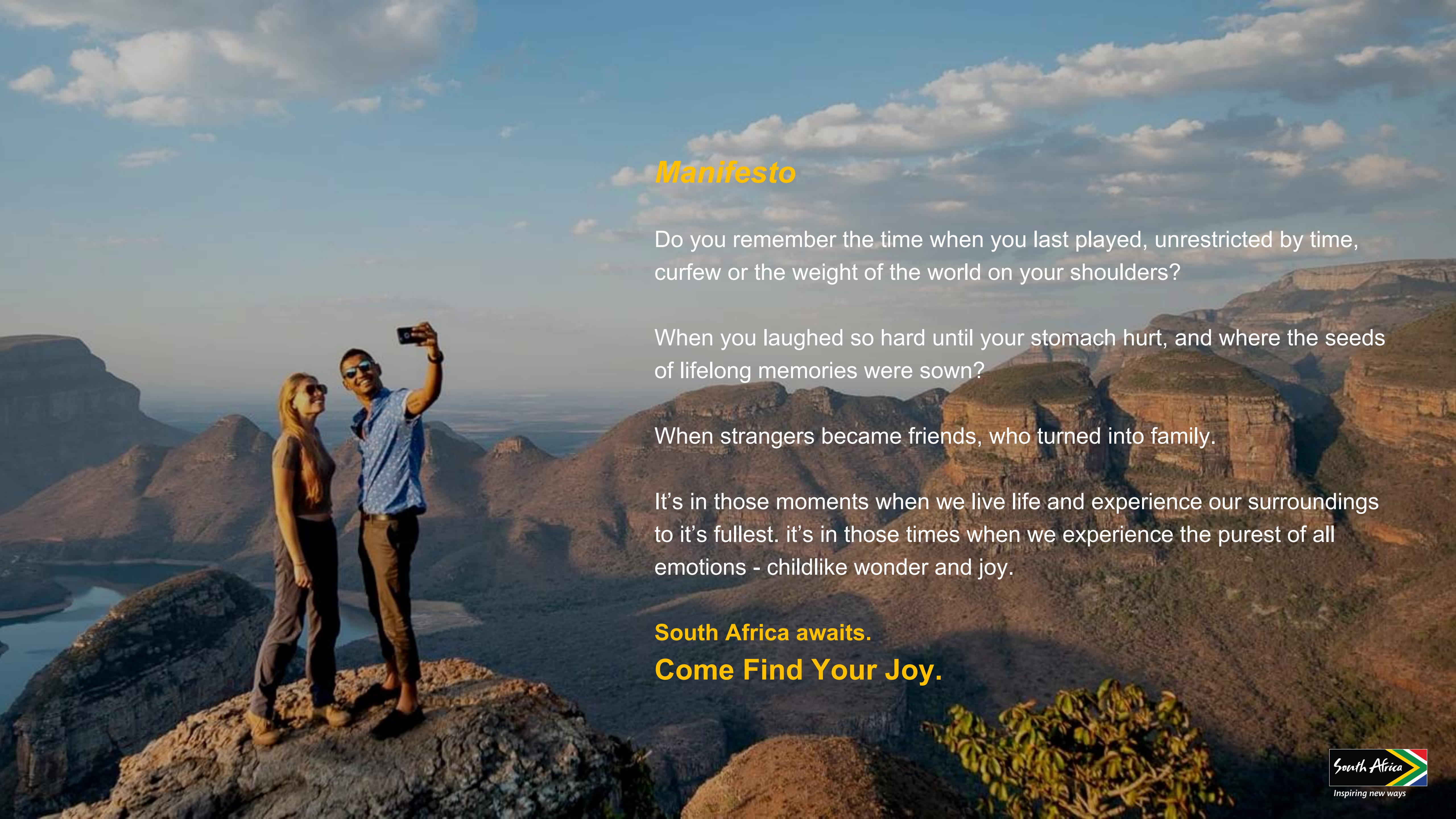
Position South Africa as the destination of choice for travellers to fully experience the richness of life when they are encouraged to view it through the eyes of a child.

Campaign Big Idea

The daily grind of life gets to all of us. Our responsibilities and to-do lists grow ever-longer, and with it, our ability to fully immerse in the moment and take it all the beauty and wonder of our world diminishes.

As a destination filled with rich, authentic and exceptional people and experiences, South Africa invites travellers to experience the regenerative power of joy.

South Africa awaits. Come Find Your Joy.

A man and a woman are standing on a rocky cliff edge, taking a selfie with a smartphone. The man is holding the phone up, and both are smiling. They are wearing sunglasses and casual clothing. The background is a vast, dramatic landscape of a canyon with layered rock formations and a winding river in the distance. The sky is blue with scattered white clouds.

Manifesto

Do you remember the time when you last played, unrestricted by time, curfew or the weight of the world on your shoulders?

When you laughed so hard until your stomach hurt, and where the seeds of lifelong memories were sown?

When strangers became friends, who turned into family.

It's in those moments when we live life and experience our surroundings to it's fullest. it's in those times when we experience the purest of all emotions - childlike wonder and joy.

South Africa awaits.

Come Find Your Joy.

Part 3

Campaign Assets

SAT
Logo



Inspiring new ways

SAT LOGO

Clear Space

The clear space area is the area in which the logo must stand alone. No object may intrude into this space.

Logo to be used bottom right and make up no more than 15% of the layout.

Please adhere to the logo clear space rules shown in Figure A.

FIGURE A



Come Find Your Joy
Campaign Logo



CFYJ

Logo Clear Space

Please adhere to the logo clear space rules shown in Figure A.

Logo to make up no more than 50% of the layout

Come Find your Joy should always be bigger than the campaign line and the SAT brand logo.



Headline

Treatment

South Africa awaits

CFYJ

Logo Clear Space

*The headline should always be added to reinforce the **Come Find Your Joy** concept to build a memory structure as a campaign asset.*

*Headlines are set in sentence case.
No full stops are used in headlines.*

*Headline is set in Atten Round Bold, in either white or black (to ensure optimal visibility on image backgrounds).
Headline should not take up more than 30%*



Colour
Palette

WHITE
PANTONE White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

YELLOW
PANTONE 1235
C0 M21 Y93 K0
R255 G204 B0
#ffcc00

BLACK
PANTONE Black
C100 M100 Y100 K100
R0 G0 B0
#000000

GREEN
PANTONE 355
C100 M0 Y100 K10
R0 G140 B60
#008C3C

RED
PANTONE 179
C0 M79Y100 K0
R0 G0 B0
#f15c22

BLUE
PANTONE 2738
C100 M80 Y0 K10
R21 G61 B138
#153D8A

CREATIVE ASSETS

Television write up

Children don't always have the vocabulary to express their shock, awe, delight, or astonishment. So, they spontaneously make up words or put existing words together. Or add on crazy, endearing endings to the words they do know. When they do this, they often capture the feeling of a moment exactly. Tapping into this positions South Africa as a delightful, astonishing world of magic and wonder, with all the snugly, chaotic beauty of childhood. Showcasing South Africa as a safe, warm and embracing destination, a place where you can truly recapture your childish sense of wonder.

The most important job we have is to capture WHAT IT FEELS LIKE to see the world through the eyes of a child again. To trigger the emotional state to awaken the child inside. Our commercials feature travelers in South Africa who are invited to play and allow themselves to rediscover their sense of wonder and see South Africa through the eyes of a child.

In these films we showcase key experiences across the 9 provinces. We have been careful to showcase a diverse group of travelers, to ensure as many audiences as possible can see themselves represented as travelers to South Africa. There are a range of edits and cut downs that have a different focus in terms of travelers represented, experiences shown and provinces showcased.



Come Find Your Joy

Campaign TVC 120" 90" 60"



Come Find Your Joy

Campaign TVC subtitles 120" 90" 60"



Come Find Your Joy

Campaign usage period

Television cast and music:

Regions: South Africa and global use

Period: 12 months on television, digital and social platforms

Print/OOH and Digital

Come Find Your Joy
Campaign OOH

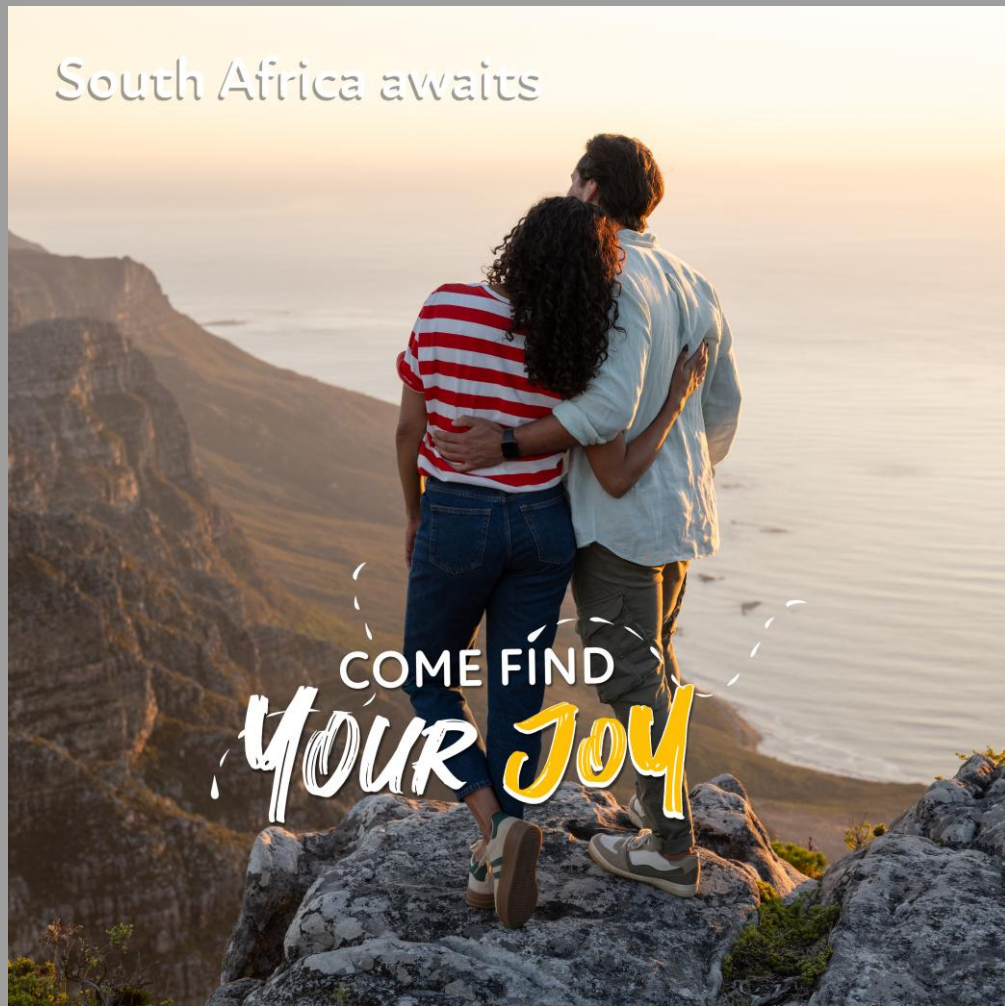


Come Find Your Joy

Campaign OOH

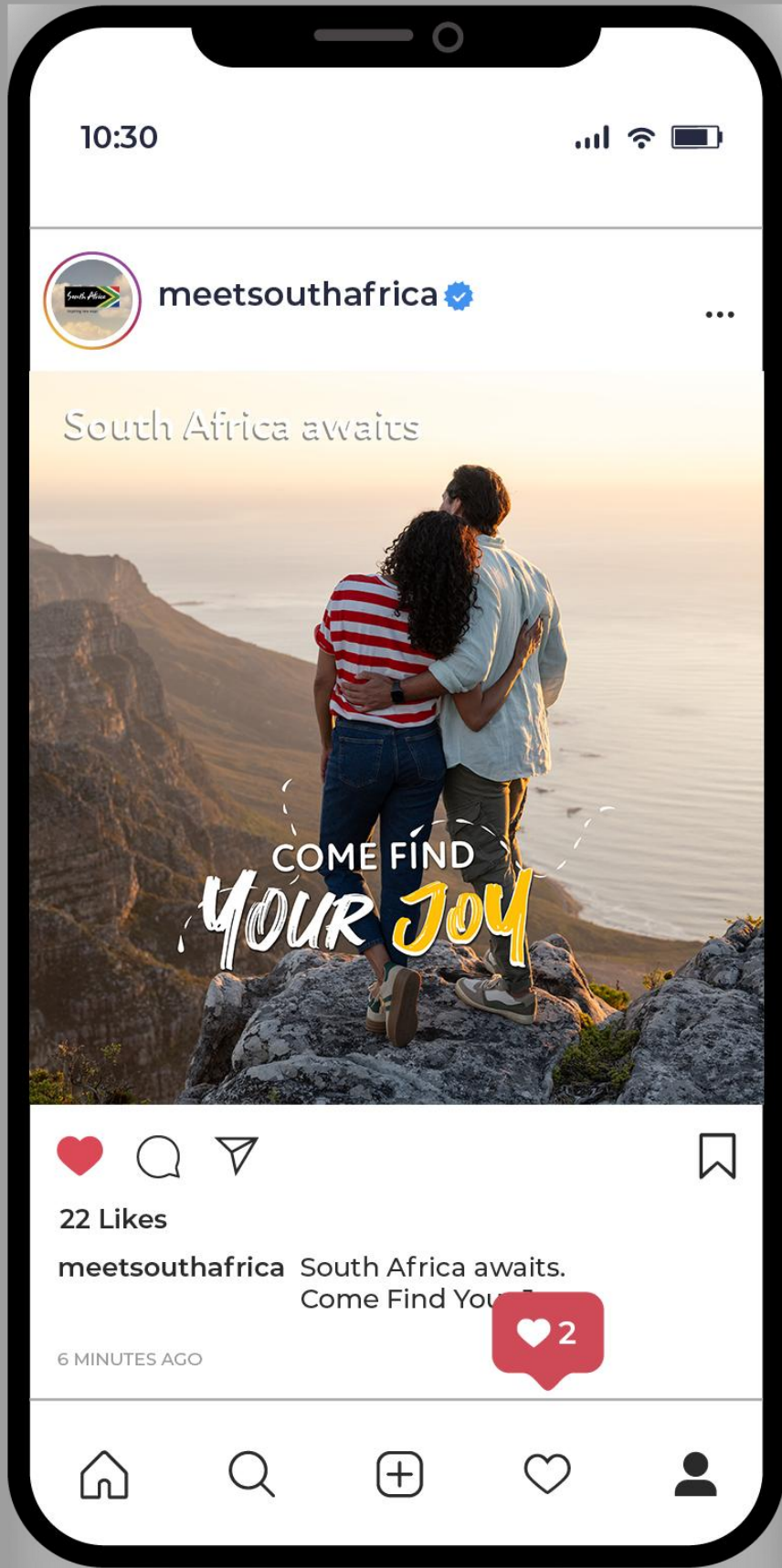
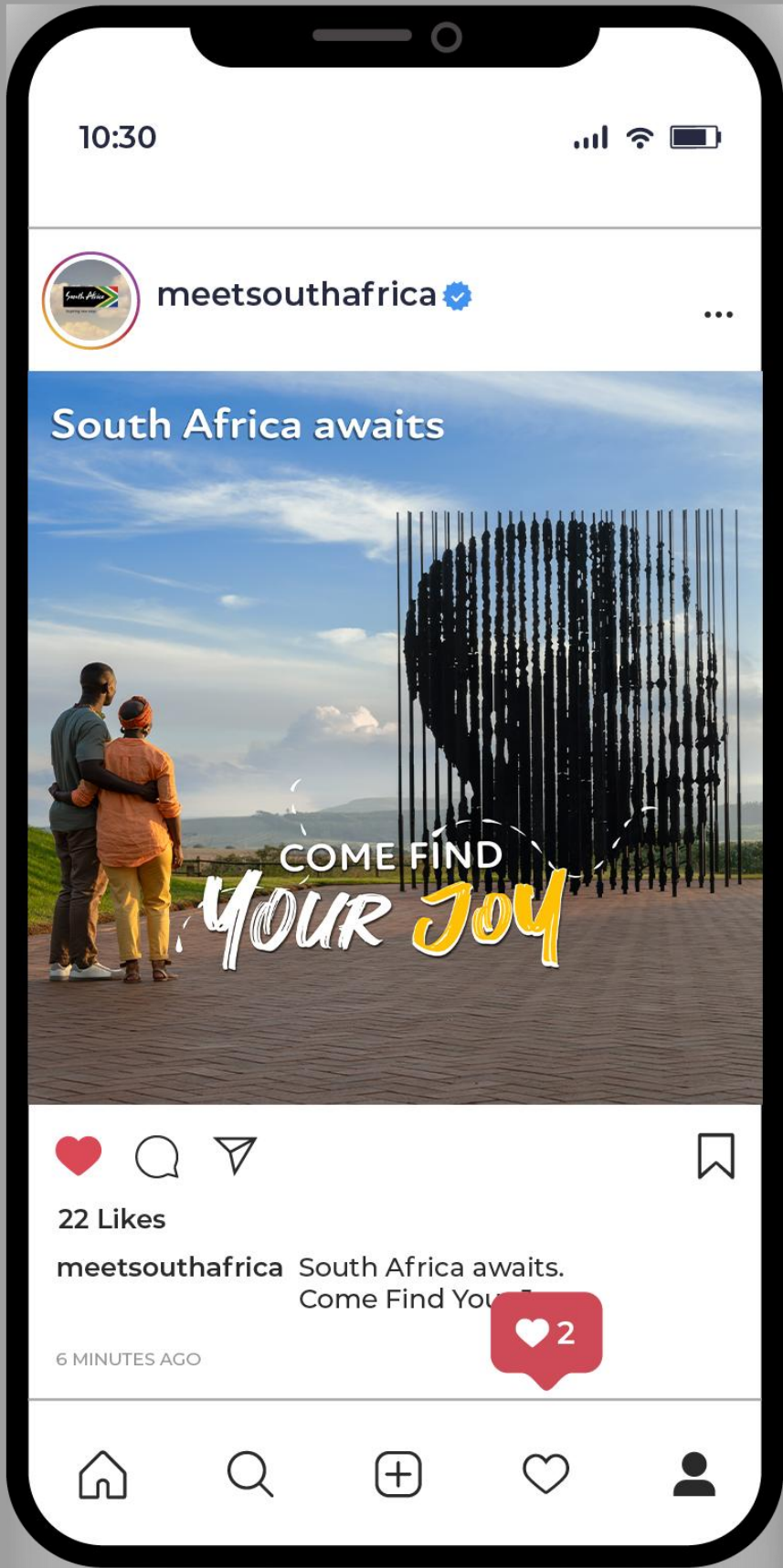
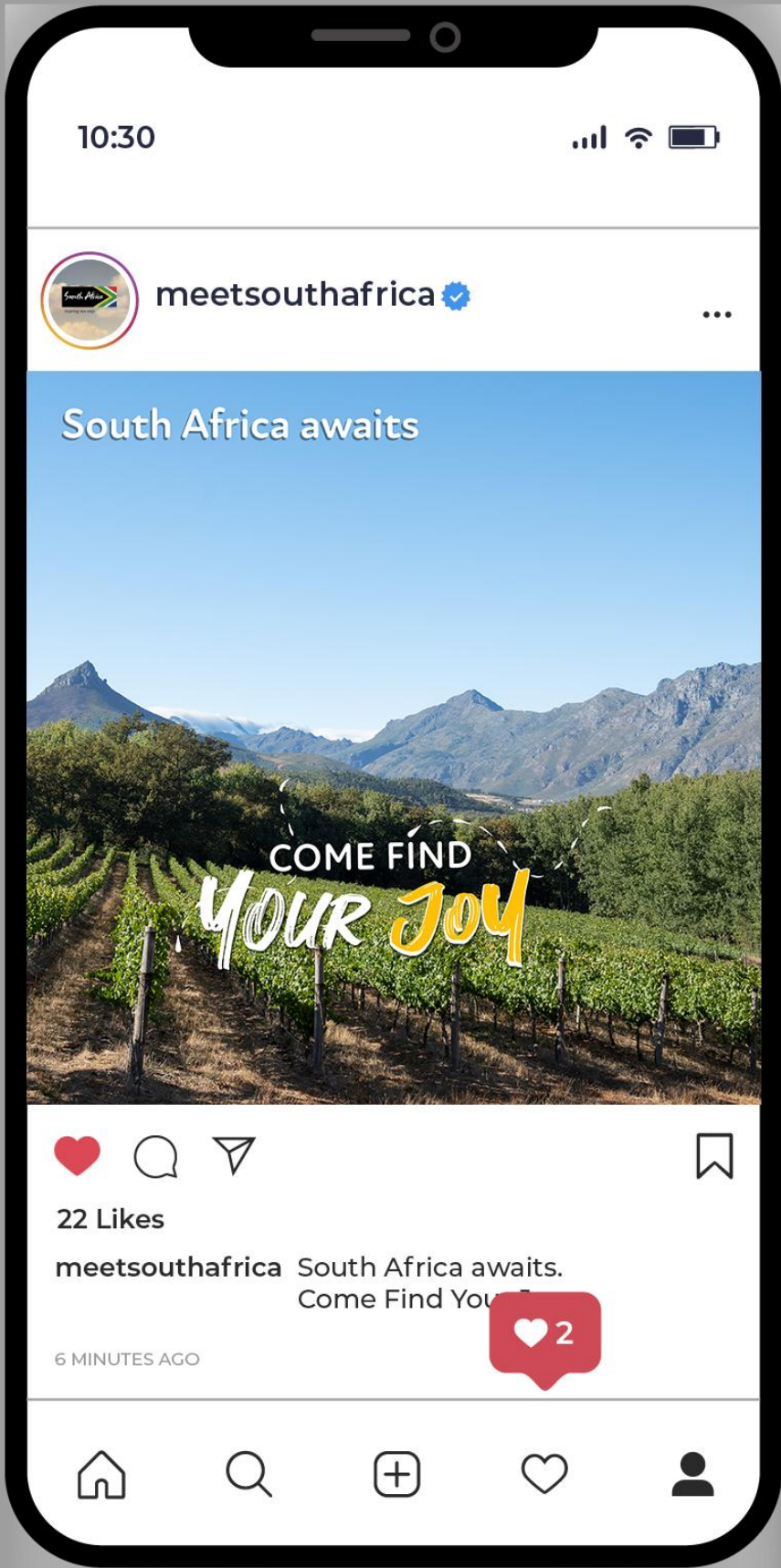
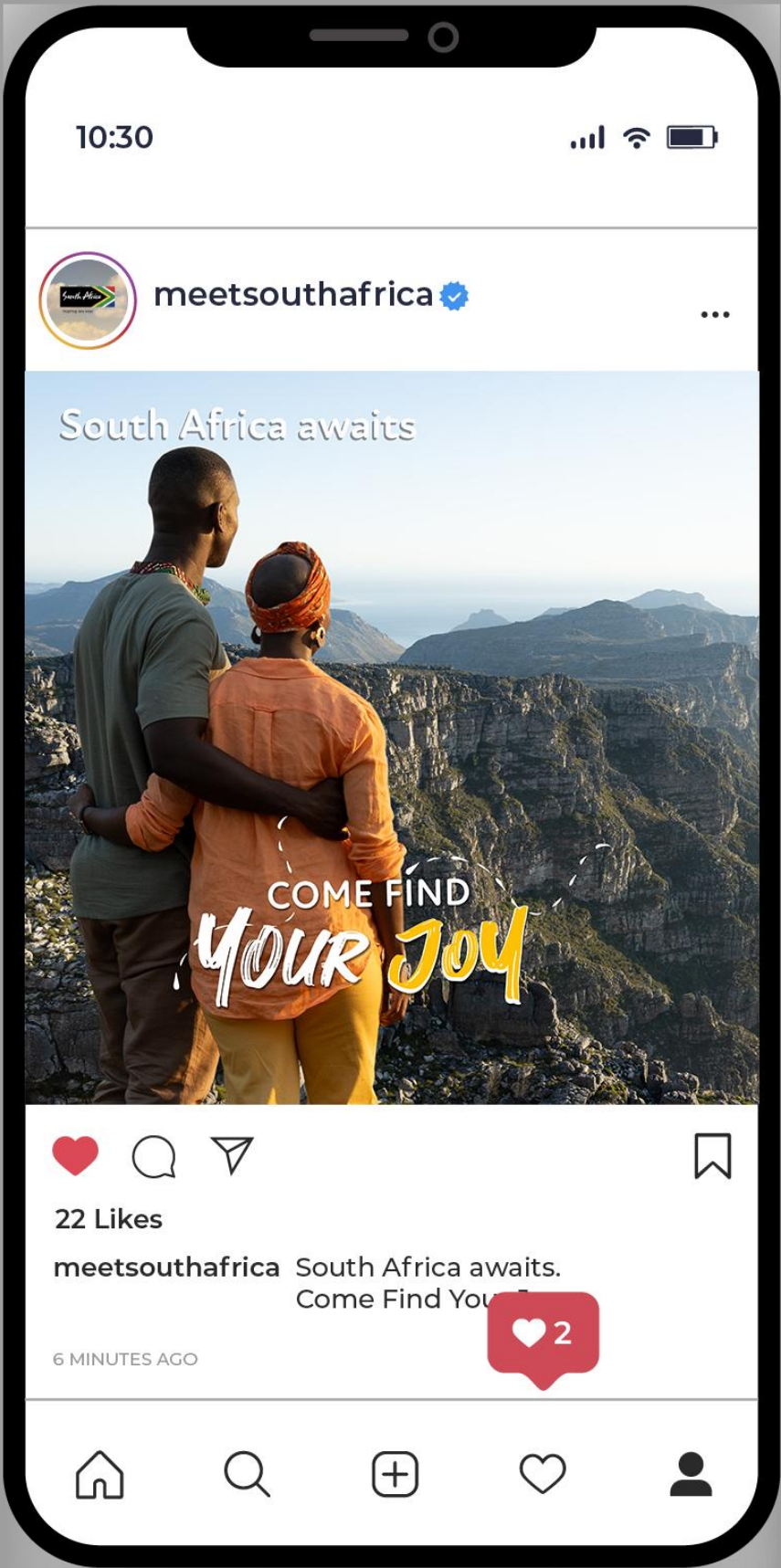


Come Find Your Joy
Campaign social



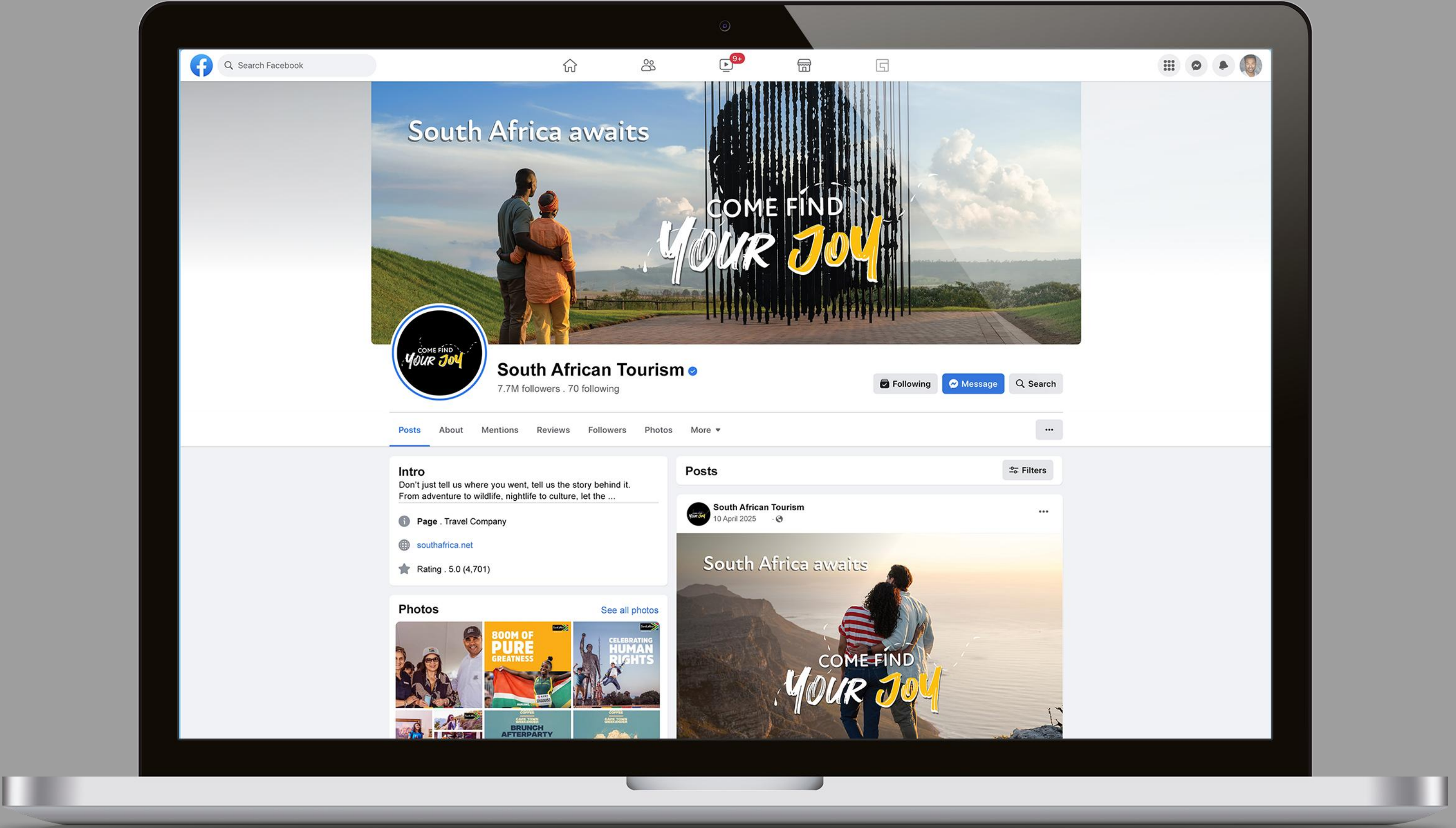
Come Find Your Joy

Campaign social



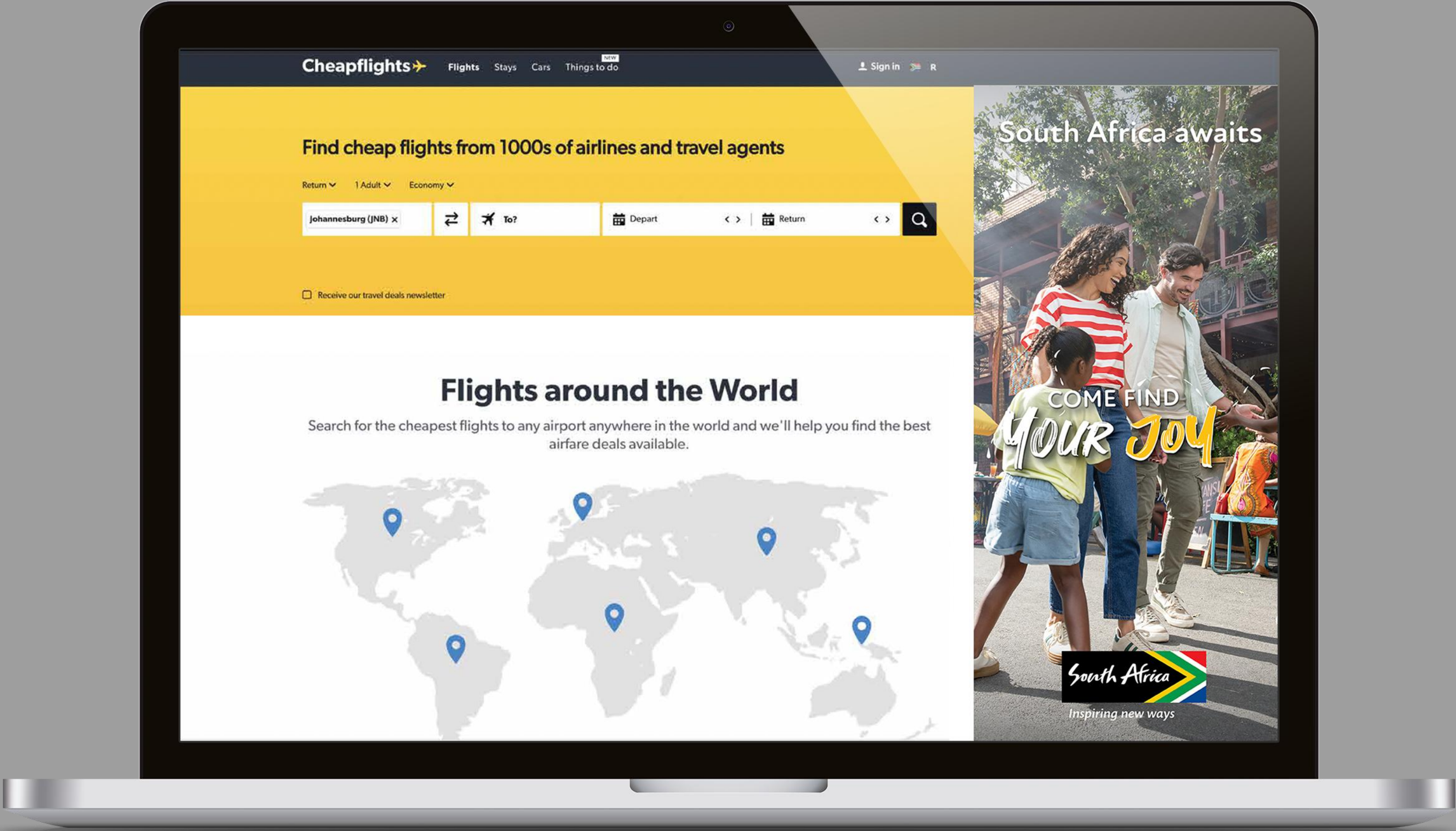
Come Find Your Joy

Campaign social header



Come Find Your Joy

Campaign digital web banner



Come Find Your Joy

Campaign digital

