

Hunter Region, Australia

The Hunter is a diverse region containing 13 county areas that commences about 100 miles north of Sydney. It features Australia's oldest wine producing area, historic cities, and extensive beaches, forests and lakes. The marketing of the region had been fragmented and lacked a consistent overall identity.

The strategy unified the many partners for the planned domestic and international expansion. Today, the region is one of the most visited regional destinations in Australia.

Bold colors, high quality photography and designs captured the essence of the brand in the brochures, trade manuals, displays and web site. The tagline, "So much. So close." conveyed its close proximity to Sydney and the region's extensive cultural, urban and natural attractions, as well as famous wineries.

Supporting the launch of the brand was an integrated marketing communications program that included brand designs, brochures, web site, PR, trade marketing, industry training, and product development initiatives that attracted broad co-operative support from the local tourism industry.

"... your enormous energy and experience helped lift the region's profile, particularly international visitation. It's great to have ideas; finding people with commitment and know-how is the hard part. You made our role so much easier."

David Simmons,
former Executive Director
Newcastle Hunter Business Chamber

