



YOUNG GLORY

## **BRIEF: VISIT AUSTRALIA**

**Background:** Assume it is 2023. The world has got on top COVID-19, but fears still linger around travelling to far away places.

**The challenge:** Australia wants to appeal to European, Asian and American 20 to 26 year old travellers. This generation has missed the opportunity to travel for the last few years. They are hungry for adventure, but getting them to Australia is a big ask.

It is super far away from home, you need to sit in a small plane for a long time to get there, and once you are there, all the important places are so far apart from each other that a lot of travel is required within the country.\*

\*Also, pretty much every creature in Australia wants to murder you.

**Your task:** Turn all these challenges into an opportunity and create a big budget global tourism campaign to entice young travellers to choose Australia for their first overseas holiday or working-holiday adventure in a post-COVID world.

**The budget:** Assume it is big. The Australian Government has chosen to go hard at this to reignite their economy.

**The comms:** You need to think of an idea that is big enough to transport itself into multiple markets and into the channels that our young consumer is immersed in.



Silver (18 points)

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## PROFESSIONAL

### LEGENDS OF THE DREAMING

Christy Koh & Janath Gamage

R/GA & Leo Burnett

Singapore



“Love the idea of bringing the dreamtime to gaming, the mythology is so rich. Super immersive and shows people a different side of the country.”





# I N S I G H T

Tourists around the world seem to have a stereotypical view of Australia. It's either the chilled out white surfer dude from Gold Coast or the hipster artsy coffee snob from Melbourne that'll first come to mind. Whereas, Australia is so much more than that - with a rich Aboriginal history & culture that barely gets touched on whenever promoting tourism to Australia.



# I D E A



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**Tourism Australia** teams up with world-renowned fantasy game **Monster Hunter Stories** to bring their Aboriginal tales to life, where gamers can explore Aboriginal sites and befriend the true, unheard of mythical creatures.

This new epic expansion not only spotlights & exposes the world to Australia's awesome Aboriginal culture, but will also excite gamers to travel to Australia and uncover these mythical creatures & sites for themselves in person.



# W H Y M O N S T E R H U N T E R S T O R I E S ?

Having sold over 75 million copies globally, it's a role-playing game developed by Capcom for Nintendo consoles that features a drastically different gameplay focus compared to previous titles in the Monster Hunter franchise. Instead of taking on a Hunter role to fight/capture monsters, Monster Hunter Stories let players be a Rider to hatch eggs, befriend monsters and execute special kinship techniques. Because of this, the game fits perfectly with our objective of showing the world the Aboriginal mythologies and it's glorious mythical creatures, where players can befriend them and learn more about their unique tales.



Rainbow Serpent  
(Northern Territory)



Bunyip  
(Victoria)



Pioial  
(Tasmania)

The Dreaming mythologies, also known as Australian Aboriginal mythology, is filled with mystical creatures and amazing tales. Their rich history and mythological figures go far and wide, with each legend even being tagged to specific states/territories all around Australia. Gamers playing our latest expansion of Monster Hunter Stories will get to explore the different territories within the new island to discover the unique creatures living in that area and have those legendary tales told on screens around the world.

Click on the following buttons for more on Aboriginal Mythology ☐ ☐





LEGENDS OF THE  
DREAMING





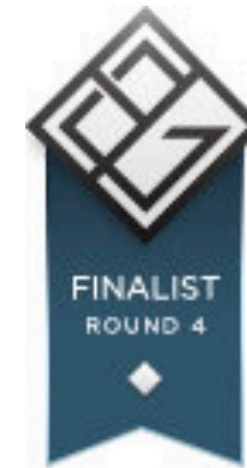
# EXECUTION

Released as the latest expansion pack (DLC) of Monster Hunter Stories 2, a brand new island (Australia) appears, filled with completely new mythical creatures that can only be found on this island. Each creature belongs to a specific part of the island with a unique backstory to them.

Gamers can befriend and acquire these mythical creatures through learning about them and the first 50 players who manage to acquire every mythical creature will be selected and flown, courtesy of Tourism Australia, to the specific Aboriginal sites in Australia to check out the mythological sites & legends for themselves. We'll film their adventures travelling around Australia, uncovering the Aboriginal mythical tales, and release these clips online as a short content series for others to live vicariously through it.







Finalist (10 points)

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PROFESSIONAL

**SURVIVNG AUSTRALIA, FASHIONABLY**

Christy Koh & Janath Gamage

R/GA & Leo Burnett

Singapore



# SURVIVING AUSTRALIA, FASHIONABLY

*"Australia is surely the  
deadliest place on Earth"*

- THE SUN, NEWS UK

*"Pretty much every creature in  
Australia wants to murder you"*

- MATT GRAY, CERTIFIED AUSSIE CD

Australia... Aussie... Oi...  
Let's not have these poor tourists fear  
for their lives when they come visit our  
glorious country. Or for that to be the  
reason not to even travel here.

We want to give them a peace of mind.

With potential danger lurking around every corner, there's  
nothing more reassuring than having your clothes that are  
always on your body (we hope!) do the fighting for you,  
should you encounter any deadly creatures in the wild.

**Functional, high-fashion pieces made specially for  
people to survive Australia's deadliest, without getting  
the fashion police involved.**

We'll partner Junya Watanabe of Commes De Garçons to  
create the latest new fashion line that will debut at Paris  
Fashion week. By launching a line-up of wacky, abstract,  
high-fashion pieces, we plan on taking the fashion world  
by storm and revealing that these were done in  
collaboration with Tourism Australia to create pieces  
specially designed to survive a trip to Australia,  
fashionably of course. These fashion statement  
pieces will help prevent any potential  
dangers/threats faced uniquely in Australia.

Every piece in the line-up is specific to a unique threat posed  
by creatures in Australia, proving them to be fashionable  
yet extremely useful. They will be available for purchase  
globally through traditional retail channels. People will  
also get to buy them via in-flight catalogues to  
Australia, with air hostesses educating &  
modelling these fashion pieces, catwalking  
down in-flight aisles turned fashion runways.  
All to drive more interest, hype and  
reassurance when travelling to  
the now not-so-deadly  
land of Australia.

**Giant stylish hat** three times the size of  
your head, with sunnies attached to  
protect your eyes and save you from  
random vicious **Magpie** swooping.

**Fully covered yet sexy looking  
swimsuit** that's impenetrable to  
**Box Jellyfish's tentacles/sting** so  
no venom shall enter your body.

**Bite-proof boots** that will turn  
**snakes** off from biting you, and  
even if they do - they'll just lose  
a tooth. No damage done.

Lab-tested **crocodile repellent  
perfume** to ensure the crocs  
follow safe distancing measures.

