

COME FIND
YOUR JOY

Campaign Toolkit



Inspiring new ways

Content

Part 1

- Introduction

 3

Part 2

- Campaign Overview

 6

Part 3

- Campaign Assets

 11

Part 4

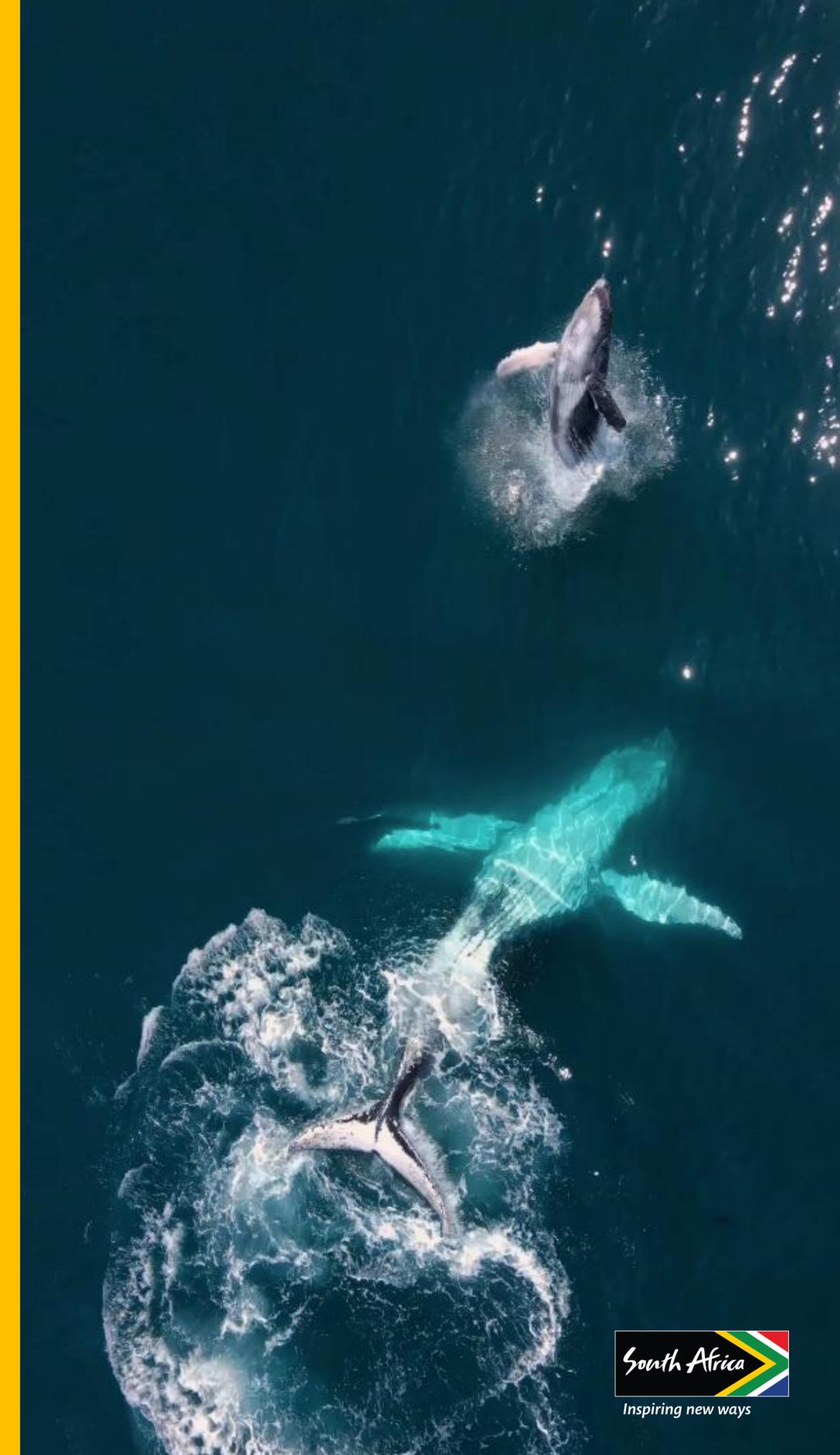
- Guidelines – in development

 40

Part 5

- Campaign Localisation –

 41
(Provinces, Convention, MICE, Trade & Private Sector)



A scenic landscape of a mountain range with a couple taking a selfie on a rocky peak. The man is holding a smartphone up to take a picture of both of them. The woman is looking towards the camera. The background shows a vast valley with a winding river and distant mountains under a blue sky with scattered clouds.

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.

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



COME FIND
YOUR JOY

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



Colour

Palette



CREATIVE ASSETS



Inspiring new ways

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



South Africa awaits

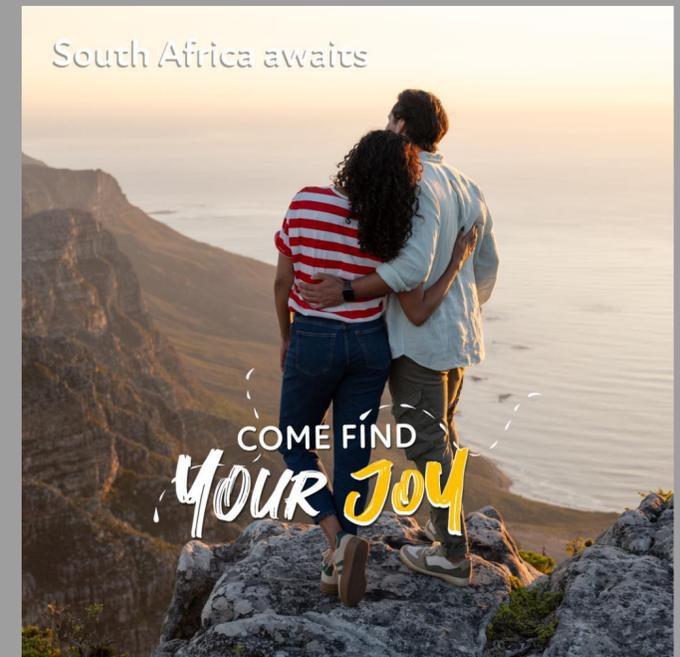
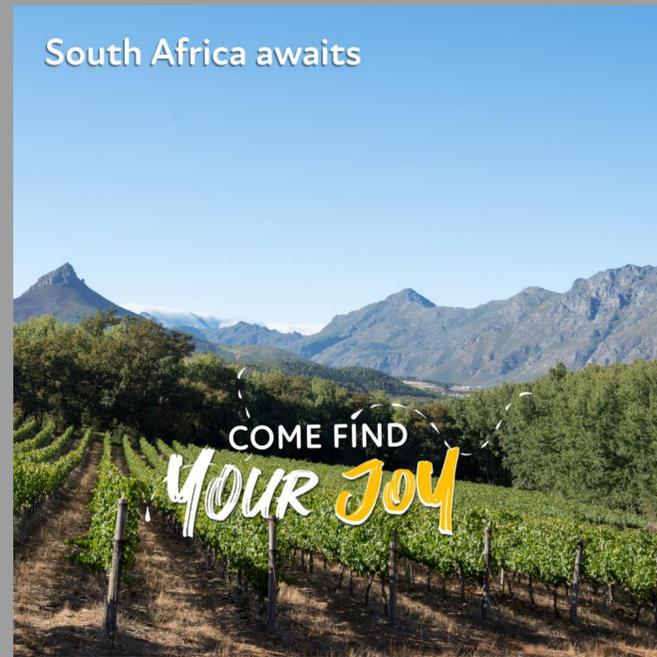
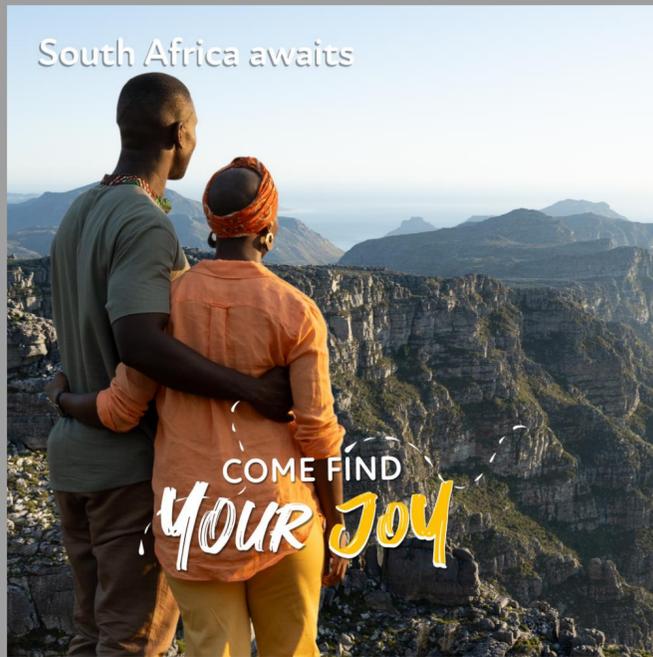
COME FIND
YOUR JOY

South Africa
Inspiring new ways

Come Find Your Joy
Campaign OOH

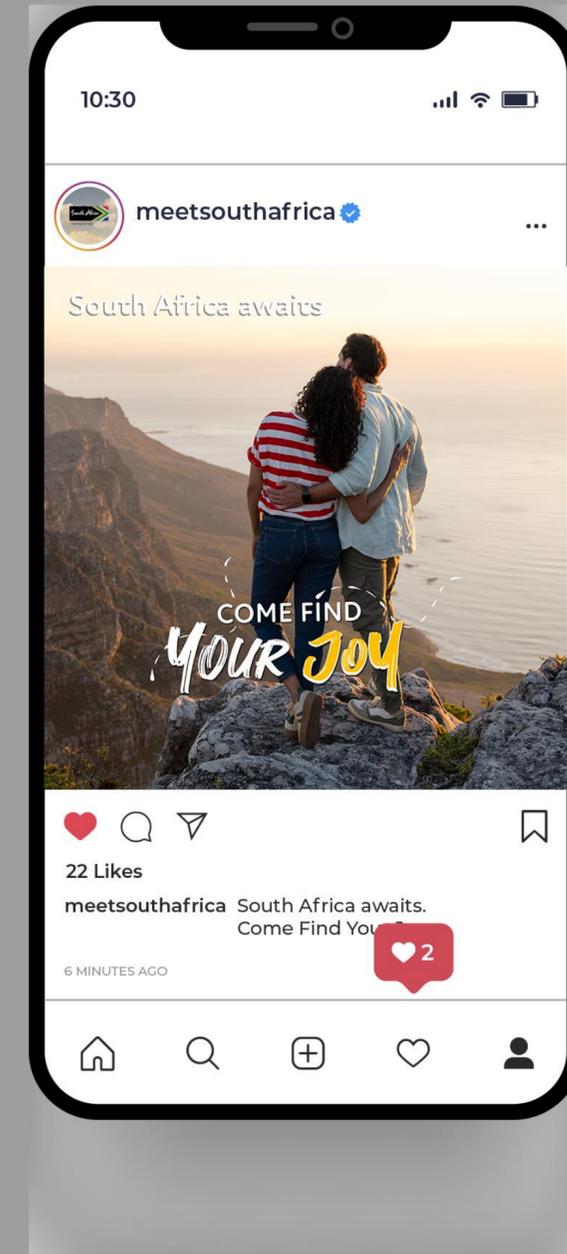
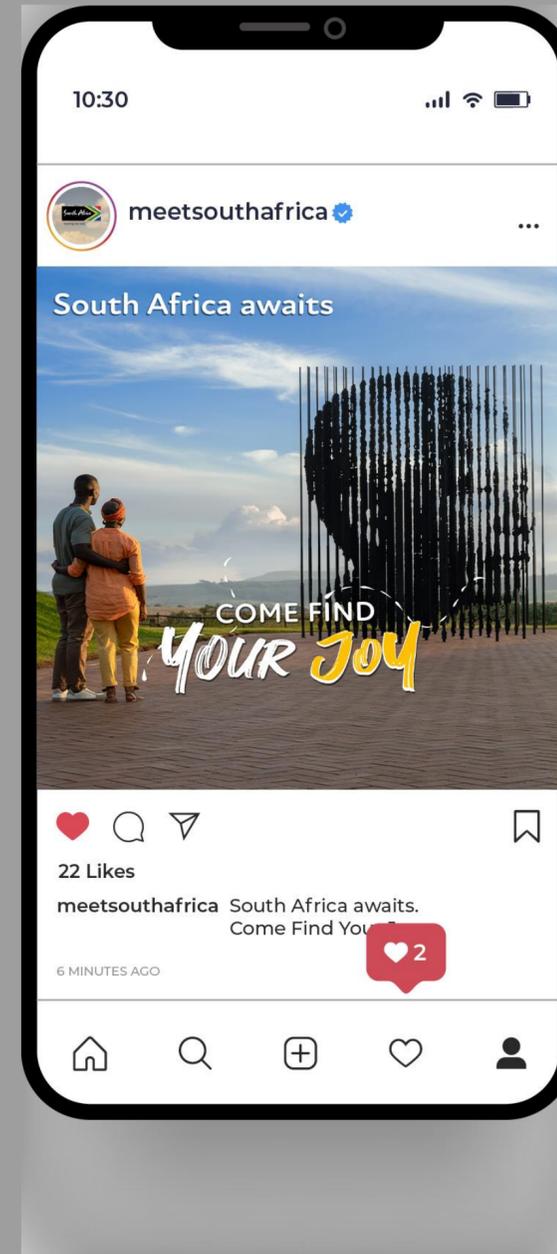
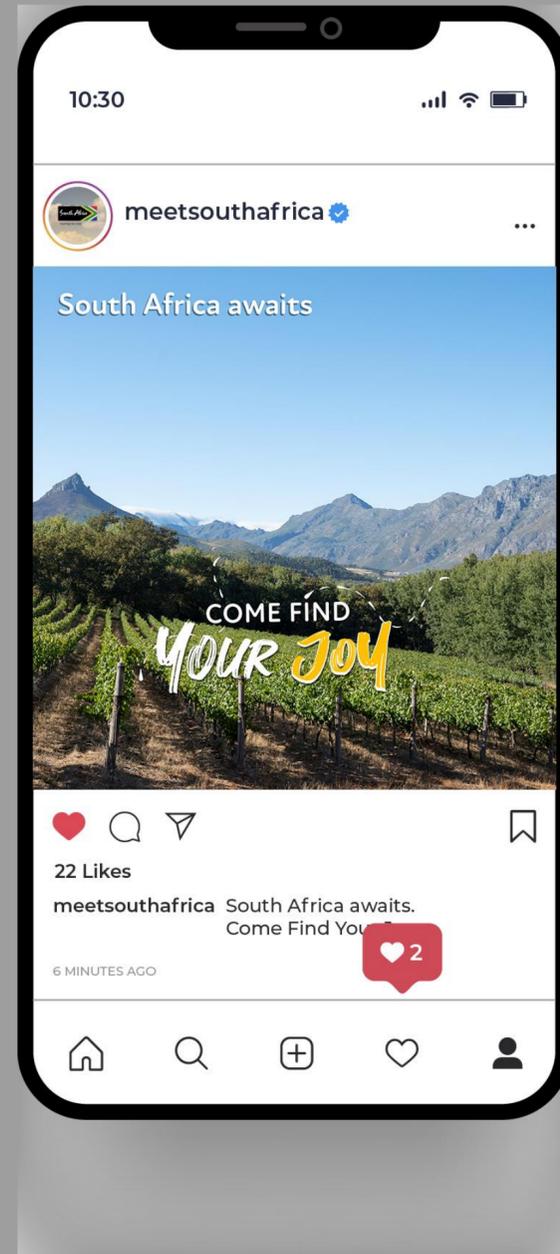


Come Find Your Joy
Campaign social



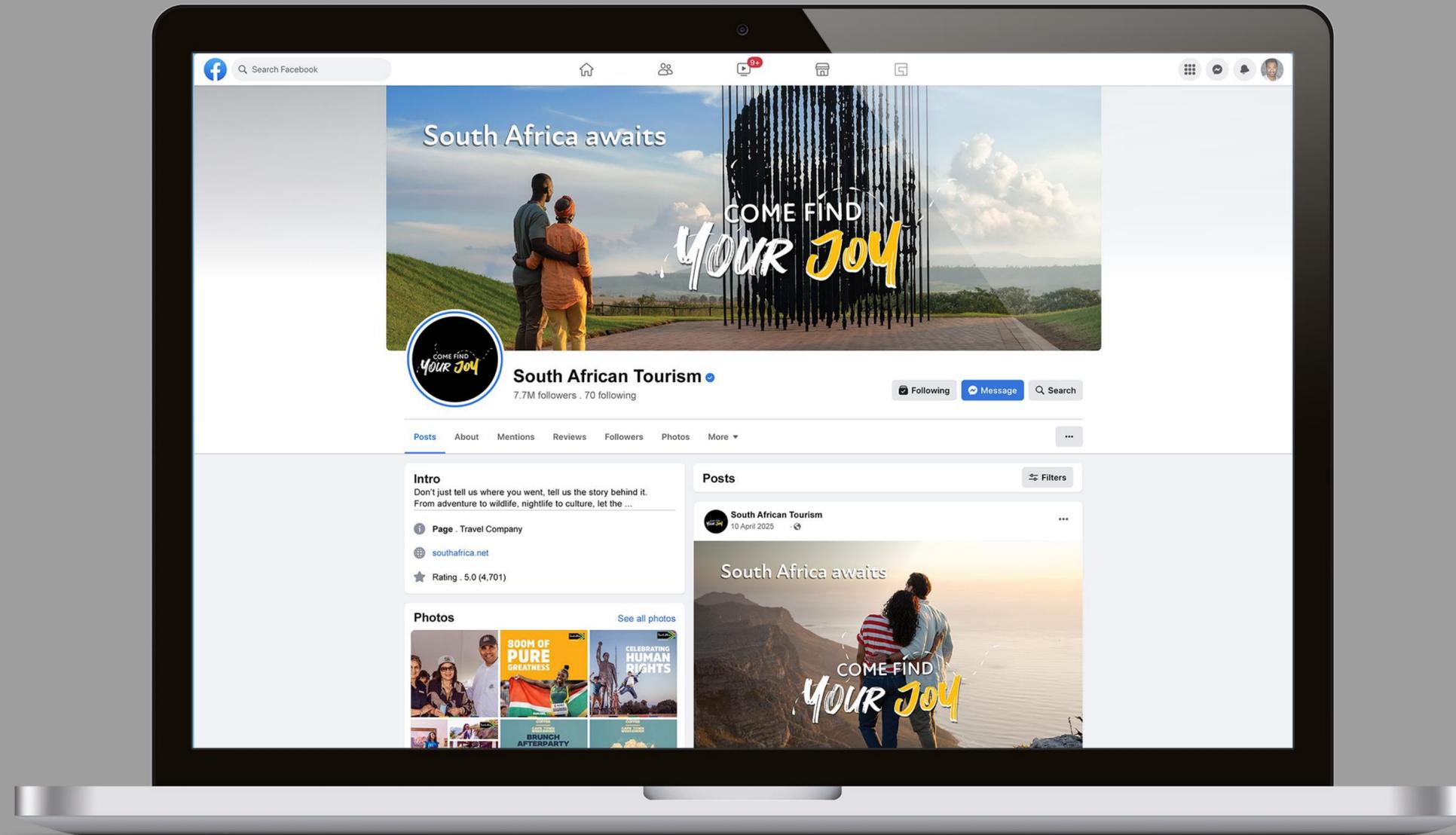
Come Find Your Joy

Campaign social



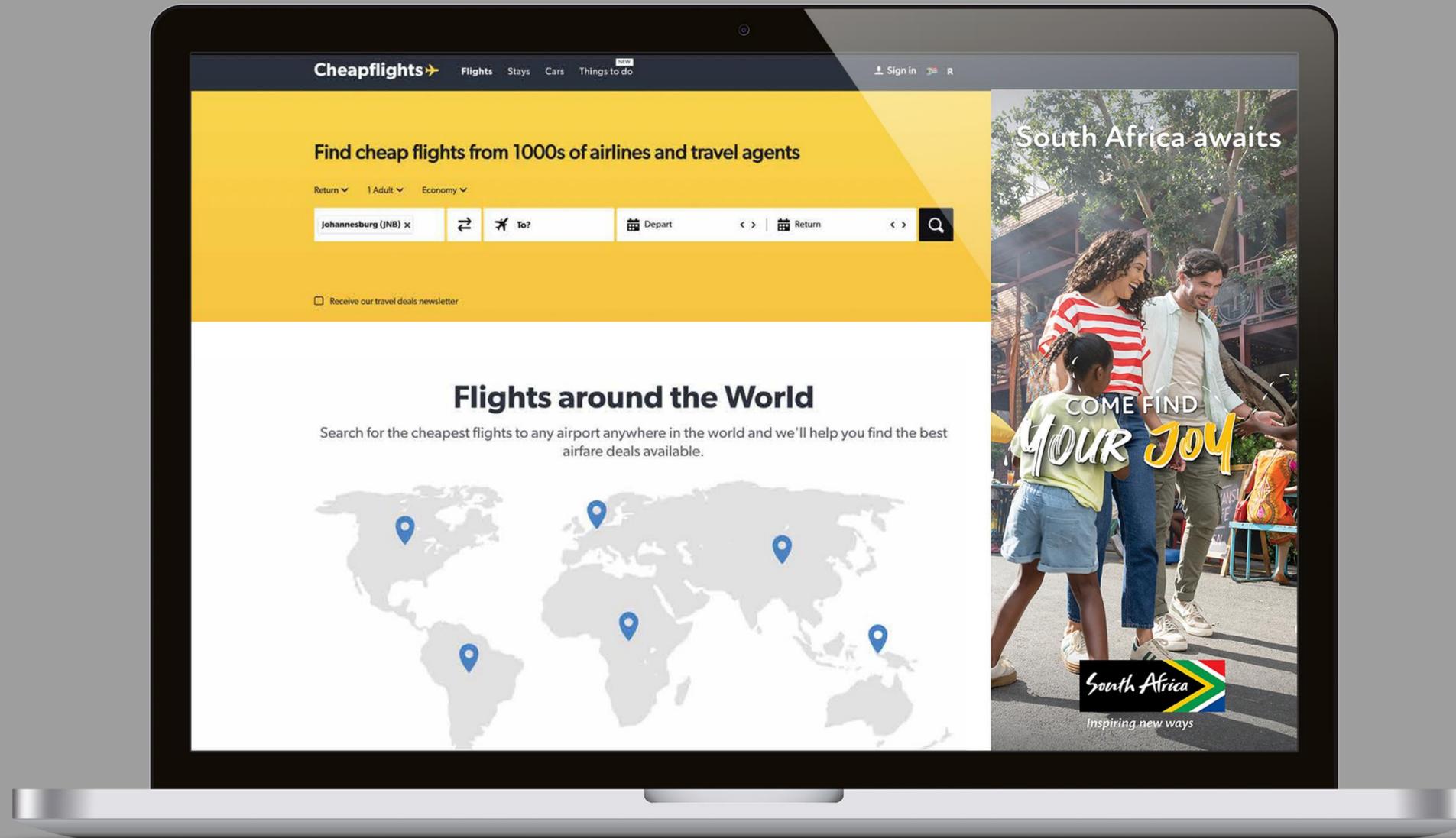
Come Find Your Joy

Campaign social header

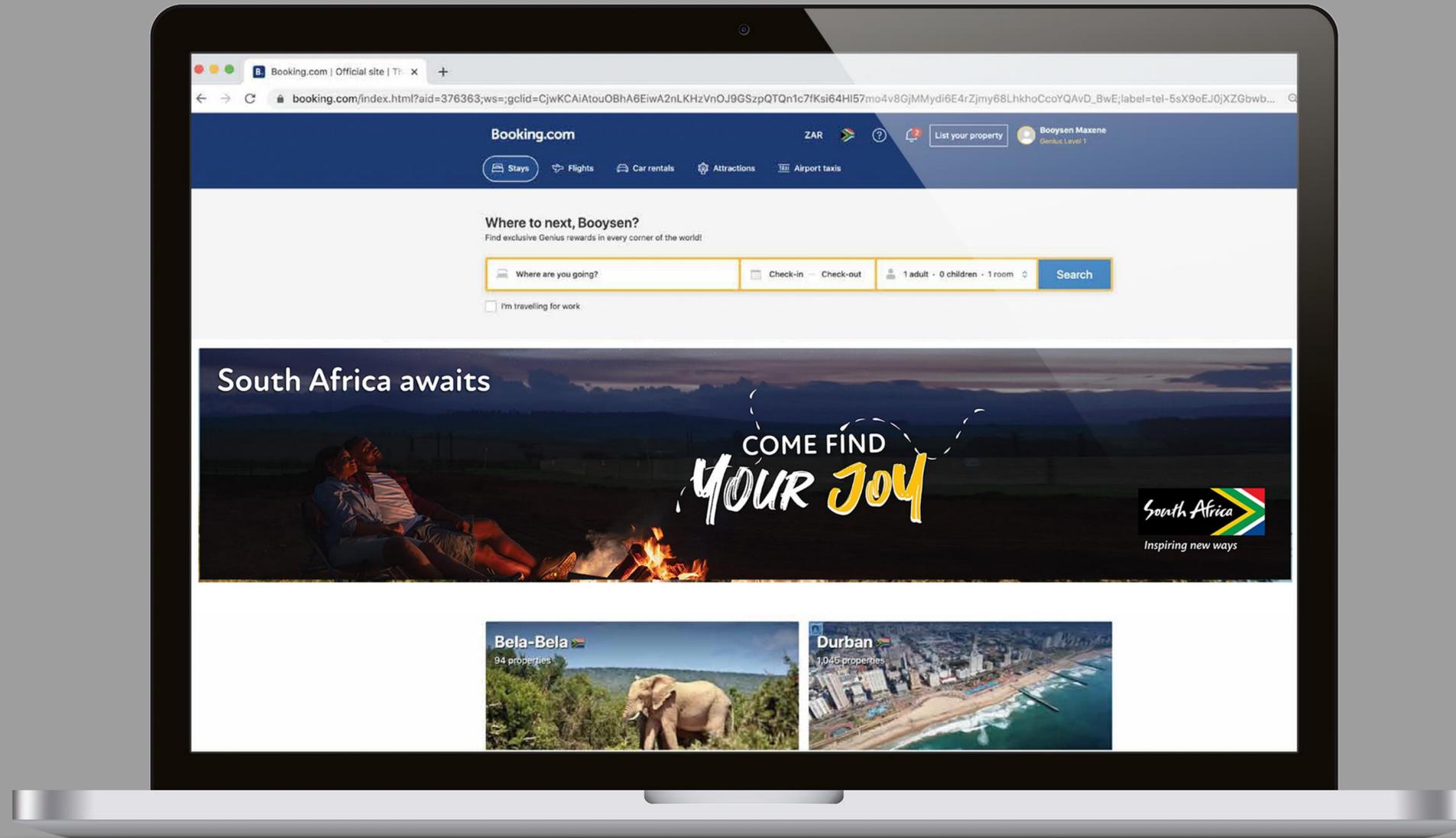


Come Find Your Joy

Campaign digital web banner



Come Find Your Joy
Campaign digital



CAMPAIGN ADDITIONAL IMAGES

South Africa awaits

COME FIND
YOUR JOY



Inspiring new ways

South Africa awaits



COME FIND
YOUR JOY



Inspiring new ways

South Africa awaits



COME FIND
YOUR JOY



Inspiring new ways

South Africa awaits

COME FIND

YOUR JOY



Inspiring new ways

South Africa awaits



COME FIND
YOUR JOY



Inspiring new ways

South Africa awaits

COME FIND
YOUR JOY



Inspiring new ways

Part 4

Guidelines

To be developed post launch

A giraffe is silhouetted against a bright, golden sunset sky. The giraffe is on the left, reaching its long neck towards a bare tree branch on the right. The background is a warm, orange-yellow gradient with a large, bright sun in the upper right corner. The overall scene is a classic African savanna landscape.

Part 5

Campaign Localisation

GLOBAL LEISURE

South Africa awaits.

COME FIND
YOUR JOY

DOMESTIC LEISURE

Table Mountain awaits.

COME FIND
YOUR JOY

TGCSA

Excellence awaits.

COME FIND
YOUR JOY

SANCB / MICE

Your next big thing awaits.

COME FIND
YOUR JOY

TRAVEL INDABA

Opportunity awaits.

COME FIND
YOUR JOY

PROVINCIAL

The Zulu Kingdom awaits.

COME FIND
YOUR JOY



PROVINCIAL EXAMPLES

COME FIND
YOUR JOY

in every part of South Africa

Eastern Cape awaits

Free State awaits

Gauteng awaits

KwaZulu-Natal awaits

Limpopo awaits

Mpumalanga awaits

Northern Cape awaits

North West awaits

Western Cape awaits

Coffee.. and Bay await

COME FIND

YOUR JOY

Coffee Bay, EC



Inspiring new ways



Highland retreats await

COME FIND

YOUR JOY

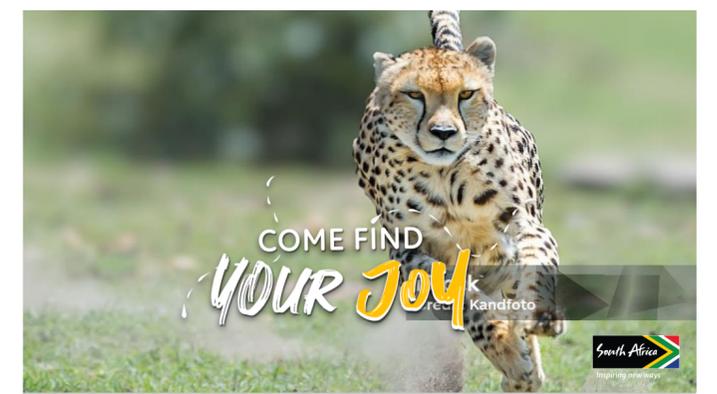
Golden Gate Highlands National Park. FS.



Inspiring new ways



COME FIND
YOUR JOY



COME FIND
YOUR JOY



COME FIND
YOUR JOY



A place of great noise awaits

COME FIND
YOUR JOY

Augrabies Falls. NC.



The Dragon's Mountain awaits

COME FIND
YOUR JOY

Drakensberg, KZN



New heights await

COME FIND
YOUR JOY

Legends Golf Resort, the world's longest par 3. LP.



COME FIND
YOUR JOY



COME FIND
YOUR JOY



COME FIND
YOUR JOY



Window views await

COME FIND

YOUR JOY

Blyde River Canyon. MP.



Inspiring new ways



Our origins await

COME FIND
YOUR JOY

Maropeng, Cradle of Humankind. GP.



Diversity awaits

COME FIND

YOUR JOY

Madikwe Game Reserve,
NW.



A victory in humanity awaits

COME FIND

YOUR JOY

Robben Island. WC.





CONVENTION BUREAU AND MICE EXAMPLES

360 business connections and
360° ocean views await

COME FIND

YOUR JOY



Inspiring new ways

World Champions await.

COME FIND

YOUR JOY



Inspiring new ways



G20

SOUTH
AFRICA
2025

awaits

COME FIND

YOUR JOY



South Africa

Inspiring new ways



TRADE AND PRIVATE SECTOR EXAMPLES

A South African Original awaits

COME FIND
YOUR JOY

**BRITISH
AIRWAYS**
A BRITISH ORIGINAL

South Africa

Inspiring new ways



British Airways

Sponsored

Spend 5 nights in the luxury of the South African bush. British Airways Holidays have your bucket list covered.

A South African Original awaits



BRITISH AIRWAYS



britishairways.com

A Club World original

Shop now

439

Like

Comment

Share



British Airways

Sponsored

Relax, stretch out. Enjoy fine dining, great entertainment, and a good night's rest



BRITISH AIRWAYS
A BRITISH ORIGINAL

CLUB WORLD

FLIGHTS FROM | £5,123^{RTN}

BOOK NOW



Prices are subject to availability and may change.

britishairways.com

A Club World original

Shop now

439

Like

Comment

Share

African Legends await.

COME FIND
YOUR JOY

Sun International



Inspiring new ways



suninternationalza • Follow



9 likes

August 31, 2024



Add a comment...

Post



suninternationalza • Follow



9 likes

August 31, 2024



Add a comment...

Post

A World Class Neighbourhood awaits

COME FIND
YOUR JOY



Inspiring new ways