





Eyre Peninsula Tourism Talk - New Brand Revealed



WELCOME TO THE WILD SIDE



New Brand for Eyre

The Eyre Peninsula has a new brand for the region's tourism marketing. The brand was revealed last Thursday at an event attended by over 100 tourism stakeholders and will be used for tourism related marketing in place of the 'Seafood Frontier' brand.

Moving forward the new brand, in addition to the Eyre Peninsula Marketing Plan, puts us in a strong strategic position for regional tourism. Tourism businesses and stakeholders are encouraged to tell your Eyre brand story in your own marketing activity, using the Brand Tool Kit linked below.

Read More: Eyre Peninsula 'goes wild' for new brand

CLICK TO VIEW THE NEW EYRE VIDEO

Brand Tool Kit

Ready to start using the brand in your own marketing? We have created a Brand Tool Kit, which is now loaded on SharePoint in the Brand & Marketing Folder and includes:

- Eyre Brand Guidelines
- Eyre Brand Video
- Logos
- Fonts
- Checklists for Tourism Businesses Councils, Residents and Community Groups.



To acess the EP Tourism Network Sharepoint – email tamsin.scholz@rdaep.org.au a Microsoft compatible email address.

Catch up on the event recording

Missed the Marketing Workshop and Brand Reveal last week? Catch up on the recordings here:

Part 1: Brand Reveal

Part 2: Marketing Workshop

Part 3: South Australian Tourism Commission

In addition to the social media hash tags in the Checklists, attendees were asked to write their hash tag and handle, check out the results below:



EP Tourism Network SharePoint

As always, these updates, including the Brand Tool Kit can be viewed on SharePoint. The SharePoint was created for the Eyre Peninsula industry, to provide access to resources and updates in one location.

https://rdawep.sharepoint.com/sites/EPTourismNetwork

Annabelle Hender

Tourism Development Manager Eyre Peninsula

Email: annabelle.hender@rdaep.org.au

Phone: 08 8682 6028











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