



Moon wins Vanuatu

Destination marketing specialist wins major new campaign for country

Sydney, June 8, 2010: The Vanuatu Tourism Office has appointed STW's brand, digital and creative agency, Moon Communications Group, to handle its new destination marketing campaign after a competitive pitch held late last year.

Targeting couples aged 25-35 and empty nesters, the integrated campaign will create a new position and 'look and feel' for Vanuatu, seeking to develop a distinctive brand image that will clearly differentiate Vanuatu from other Pacific island destinations.

As part of the campaign, Moon will be using stunning emotive imagery of Vanuatu's best kept secrets following a photo shoot by renowned photographer Ant Ong. These images will showcase the country's mix of culture, vitality, warmth of the local people and adventurous landscape.

Moon Communications Group's Managing Director Anouk Darling said: "Vanuatu is an incredibly attractive tourist offering. By promoting the variety Vanuatu has to offer the campaign will remind tourists that it is more than a 'flop and drop' holiday – there is a huge amount to experience and see in both Port-Vila and the many surrounding islands.

"However importantly, the campaign needs to be more than just an emotive photography led campaign. Moon will work on creative strategies that get travellers on plane seats."

Due to be launched late this year, the campaign will include website redesign, travel trade site development, collateral, a social media network campaign as well as digital and print media.

"Working with a client like the Vanuatu Tourism Office is an amazing opportunity to draw upon Moon's strong capabilities of providing true marketing solutions. This campaign will be no exception when it comes to living up to our motto of 'making brands matter'," added Darling.

The win is the latest in a string of destination-based brand and strategy campaigns for Moon. The company worked on the branding and communications rollout for the iconic Darling Harbour and The Rocks precincts that encourages Sydneysiders to return to the areas. Moon also helped develop a business brand for Jamaica, establishing a competitive edge over neighbouring countries. It is also currently working on a brand for the city of Parramatta.

"Moon has a strong track record of understanding the intricacies of developing a brand strategy for destination-based marketing campaigns," Darling said.

"We're incredibly excited to be utilising this unique experience to help make Vanuatu a leader and destination of choice among its target audience."

Moon's Vanuatu team will be headed up by the relatively new, and former Frost and JWT New York suit, Meg Kerwick, with Janaya Galloway as Associate Creative Director leading the creative charge.

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, retail, advertising, digital and interactive solutions.

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