

THIS IS FREMANTLE

**Your guide to making the most
of Fremantle's destination brand**

As a business in Fremantle THIS IS your brand

To maximise the power and reach of the destination brand, businesses can use and leverage it in a few different ways...

- Display the window sticker on your shopfront
- Add the logo to your website & link to visitfremantle.com.au
- Use #thisisfremantle on social media posts
- Add the logo to brochures & flyers
- Add the logo to photos you publish on social

**THIS IS
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Utilise the brand logo

Destination lockup (examples only)

**THIS IS
FREMANTLE**
Fremantle Prison

**THIS IS
FREMANTLE**
Pakenham Street
Art Space

**THIS IS
FREMANTLE**
WA Maritime Museum

The brand is available for all businesses to use in advertising and marketing campaigns. Email marketing@fremantle.wa.gov.au and we'll send you the files and style guidelines.

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Examples



FREMANTLE PRISON
The Convict Establishment

BOOK YOUR GUIDED TOUR TODAY
(08) 9336 9200 | www.fremantleprison.com.au

THIS IS FREMANTLE

Fremantle Markets
22 August at 10:00

Lucky Elephant Fremantle is where you'll find exclusive Indian handicrafts along with the finest quality shawls, stoles and scarfs in pashmina, silk, cashmere and jamawar. A stall rich and vibrant in colour, they also have everything from ethnic cotton apparel and hemp clothing to organic linen and beautiful homewares such as wall hangings, bed covers, runners and cushions! 🇮🇳

Make your way to Stall 32 and have a browse around Lucky Elephant today! Be sure to also check out t... [See more](#)



THIS IS FREMANTLE



Winterworld
FREO'S OUTDOOR ICE SKATING & FESTIVITIES
29 JUNE - 21 JULY 2019

THIS IS FREMANTLE
PRINCIPAL PARTNER

Like Follow Share ...

[Book Now](#) [Send Message](#)

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Display the DL brochure



If you have some spare space in your business, making the brochure available to customers is a great way to educate them on what else is on offer in Fremantle. Email us and we'll deliver some copies to you.

Access the image library



Access the City's image library for use in your own marketing campaigns and channels. Email marketing@fremantle.wa.gov.au. We do 'callouts' for products or talent to include in photo shoots, video and advertising campaigns. We'll share those opportunities in the business newsletter – subscribe at www.fremantle.wa.gov.au

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Use & engage with the brand on social media

Facebook

- Like and follow at facebook.com/visitfremantle
- In your own posts and events mention us by typing @visitfremantle or send your event URL to marketing@fremantle.wa.gov.au
- Mention @DestinationPerth, @WesternAustralia and @Australia to connect with Destination Perth, Tourism Western Australian and Tourism Australia
- We use your website and Facebook pages as a source of information for social media content and newsletter content so make sure you keep them up to date.

Instagram

- Follow at instagram.com/visitfremantle (or search @visitfremantle)
- In your own posts @mention our handle @visitfremantle
- Use our promoted hashtag #thisisfremantle
- Hashtag your images with #SeePerth #justanotherdayinWA #SeeAustralia #RestaurantAustralia to flag your content for use by Destination Perth, Tourism Western Australia and Tourism Australia

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Social media continued...

Twitter

- Follow us at twitter.com/visitfremantle (or search @visitfremantle)
- Tweet interesting news, photos or videos and @mention @visitfremantle
- Use our promoted hashtag #thisisfremantle
- Limit hashtags to 1 or 2 per tweet and consider using #SeePerth #justanotherdayinWA #SeeAustralia or #RestaurantAustralia to flag your content for use by Destination Perth, Tourism Western Australian and Tourism Australia

Pinterest

- Follow our Pinterest boards at pinterest.com/visitfremantle
- Use our promoted hashtag #thisisfremantle
- Limit hashtags to 5 or 6 per pin and consider using #SeePerth #justanotherdayinWA #SeeAustralia or #RestaurantAustralia to flag your content for use by Destination Perth, Tourism Western Australian and Tourism Australia

You can also email event announcements, fabulous photos, short videos & media releases directly to marketing@fremantle.wa.gov.au

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Getting featured on the socials



- We love to feature Fremantle businesses, attractions and experiences on our social media
- To consistently showcase the THIS IS FREMANTLE brand, we look for specific types of content that uphold the brand values and maintain a high visual standard

Spirit	Soul	Sea
relates to Fremantle's vibrancy, liveliness, colour and fun	relates to Fremantle's arts and culture, heritage buildings and live music	relates to Fremantle's beaches, its maritime history, the port, seafood industry, and unique coastal precincts such as Fishing Boat Harbour



Arts and culture lovers



Recreation and fun-seekers



Heritage enthusiasts



Ocean, maritime and beach lovers



Food and coffee lovers



Shopping and retail



Group travellers

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Popular types of content



- Inspiring, engaging, spectacular, funny or eye-catching content
- Portrait aspect images
- High resolution images with the subject/s clearly visible and properly lit
- Short, engaging videos (15-30 seconds)
- Short video, boomerangs and portrait aspect content for Instagram Stories (15 seconds max)
- No logos, text, watermarks, talking heads or voiceovers
- More tips and tricks for creating great social content can [be found here](#)

How we use different content types

Content type	Facebook Feed	Instagram Feed	Instagram Stories
High quality, drone or professional photography or videography that is aspirational and thumb-stopping	X	X	X
Quirky, good quality imagery or video with a unique story that can be told through a caption	X		X
Live event footage, behind the scenes or an interesting story told through a number of images and videos			X
General imagery of your business or attraction			X

Send us content to include in consumer newsletter



ACCOLADES TO FREMANTLE'S OWN

Congratulations to [Clancy's Fish & Chips Fremantle](#) recognised at the APRA AMCTDS awards winning the [Best Restaurant](#) category of the [Food Awards](#). Clancy's has been celebrated for its commitment to original local fare. [View photo](#)

Head off to [Milk & Honey](#) in Fremantle with their mention in [Globe to Go](#) [Award of Excellence](#) from [Australia of the Year](#) in April - up there with the [Rivajivak Record Shop](#) in Inverloch, [Vinyl Hero Shum Shui Po](#) in Hong Kong, [DUMB Records](#) in Hiroshima Japan and [Wah Truck](#) in Denver USA.

STRANGETABLES MARGARET RIVER VENISON + VINO



With the weather getting cooler, it's the perfect time to enjoy some quality meat and perfectly matched wines. Join the team at Strango Company for their Margaret River Venison + Mino dinner Thursday 9 May. [Book now](#), limited spots available.

BOOK TICKETS

DID YOU KNOW?



- The newsletter is sent out in the first week of each month
- Subscriber list 15,000 +
- Content themes
 - shopping eg new seasons
 - what's on like festivals, events, exhibitions
 - what's new including new businesses
 - awards, accolades and achievements
 - did you know (fun Freo facts)
 - restaurants, bars & cafés
 - things to do (attractions)
 - competitions / special offers
- We use your website and Facebook pages for social media content and newsletter content so make sure you keep them up to date
- Email content ideas to marketing@fremantle.wa.gov.au

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Consumer competitions

- Consumer competitions aim to create broad appeal for the destination that aligns with the brand pillars of spirit, soul & sea
- You can offer product or experiences to be used as competition prizes
- Competitions are promoted on the visitfremantle.com website and e newsletter
- Criteria for prizes:
 - Prizes to be valid for two or more people eg family pass or dinner for two
 - Accommodation eg overnight stay for two
 - Hospitality eg meal for two
 - Entertainment & events eg VIP pass/es for two or more people
 - Entry to attraction eg tickets for two or family pass
 - Prizes should be perceived as providing significant value for the winner eg retail value of \$100+

If you'd like to promote your business by offering a prize for a newsletter competition email marketing@fremantle.wa.gov.au

COMPETITION TIME



WIN TICKETS TO SCANDINAVIAN FILM FESTIVAL

Thanks to Luna.on.SX we are giving away 10 double passes with a glass of wine for each guest on arrival (valued at \$62) to the [2019 Volvo Scandinavian Film Festival](http://2019.Volvo.Scandinavian.Film.Festival). The double passes can be redeemed throughout the festival from 17 July - 7 August. Enter now for your chance to win. Entries close 16 July 2019 at 9 am AWST and the winners will be announced on the [Visit Fremantle website](http://Visit.Fremantle). [Terms and conditions](#) apply.

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Other ways to engage

Familiarise yourself with the Destination Marketing Strategic Plan

Download the Destination Marketing Strategic Plan 2018–2022 from

<https://www.fremantle.wa.gov.au/destination-marketing>

Stay informed with the THIS IS FREMANTLE newsletters

Subscribe to the *business* and *consumer* e-newsletters at

www.fremantle.wa.gov.au/subscribe

Contact us

If you have any questions about engaging with the brand you can contact us via email or give us a call with the details below.

E marketing@fremantle.wa.gov.au

T 08 9432 9947 or 08 9432 9857

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