

The Northern Territory's Starring Role in Stellar

The Northern Territory's refreshed brand positioning took a significant step forward on the weekend with Darwin-born singer Jessica Mauboy appearing on the cover of a special NT-themed *Stellar* magazine published throughout News Corp Australia's Sunday metropolitan mastheads.

In addition to the cover shot and accompanying story, Sunday's *Stellar* edition featured an NT travel section, a fashion feature with product inclusions from NT designers, inclusion in *adelicious. on Sunday* cover story, plus a full-page colour advertisement and two-page advertorial.

Stellar's editor-in-chief Sarrah Le Marquand, who also wrote about the NT in her weekly note, said: "What better way for Jessica Mauboy to make her third appearance on the cover of *Stellar* than with a stunning photo shoot in Uluru - and one which will no doubt inspire many of her fellow Australians to visit this amazing part of the country for themselves."

Public relations activity and social media amplification will further promote the story with a special, behind-the-scenes video of the photo shoot to be released this week.

The cover story, part of a wider campaign on behalf of Tourism NT, is a key plank in the integrated approach News Corp Australia's Newsamp business and Tourism NT's long-standing media agency Atomic 212° have adopted to refresh how Australians perceive the NT. Newsamp harnesses the best of News Corp Australia to develop strategic, innovative and bespoke integrated partnerships to deliver for clients, while Atomic 212° is a 100 per cent Australian-owned independent media agency expert at delivering smarter, faster, accountable media campaigns.

The cover story follows a national marketing campaign promoting the Northern Territory's new brand positioning launched last month, with 'Different in every sense' replacing Tourism NT's 'Do the NT' tagline. The campaign featured outdoor advertising on billboards, street furniture and buses. Search and online advertising were also part of the campaign.

Newsamp's general manager Renee Sycamore said leveraging News Corp Australia's strong audience reach across multiple brands delivered powerful results for clients.

"This campaign shows how serious we are in delivering clients with integrated and creative solutions and also demonstrates our capability to do so, first through Tourism NT's new brand positioning campaign last month and now through *Stellar*."

Atomic 212° chairman Barry O'Brien OAM said: "This campaign is very much about developing and delivering a highly integrated approach that demonstrates the depth of content we can use in partnership with Newsamp and News Corp Australia to really showcase the Northern Territory at its very best."

Tourism NT's executive general manager marketing, Tony Quarmby said much of Australia had long-held assumptions about the NT and the new brand positioning would now help to refresh and remind people of the emotional connections and experiential differences a holiday to the Territory offers.

"The NT is a place filled with diversity and richness, from the places you see, to the tastes, touches and sounds, we're truly different in every sense," said Mr Quarmby.

"*Stellar* magazine is Australia's most read magazine lift-out so it made sense to showcase the beauty of Uluru - one of our most known landmarks - to a wide reaching audience, to not only showcase the 101 experiences available throughout Uluru-Kata Tjuta National Park, but to highlight what you feel when you touch, smell and see the difference the location offers visitors."