

## Advertising Effectiveness Awards

1994

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### You'll Never Never Know, If You Never Never Go

(David Catterall, now Chairman of Best Management Group, first major consulting assignment was the Northern Territory Tourist Commission in 1992.)

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#### INTRODUCTION

Australia's Northern Territory. These days it conjures up images of sunset tours on Yellow Waters in Kakadu, visiting Katherine Gorge, peering over the rim of King's Canyon, golfing in Alice Springs or quite simply climbing the Rock.

Unfortunately until mid-1992, the words 'Australia's Northern Territory' were more likely to have inspired visions of hardy adventurers, trekking from one inaccessible location to another (and spending vast sums of money in the process).

This submission details how the Northern Territory, from a position of marginalised appeal, is now high on the list of holiday-making Australians as an exciting and diverse destination.

It details the implementation of the 'Map' campaign which was instrumental in reversing what had the potential to become a negative trend. It also details the two subsequent phases of the campaign, 'Daryl' and 'Dear Daryl'; the first of which re-defined the appeal of the Northern Territory and surpassed all marketing objectives for 1993. The second further refined the strategy and has led to unprecedented results for 1994.

Whilst of course the advertising alone is not responsible for the entire turnaround (a new marketing and management team at the NTTC had made changes to most elements of the marketing mix), the advertising has been acknowledged as playing an extremely significant role in the resurgence of NT tourism.

#### BACKGROUND

##### The Kennedy report

In June 1992, a report prepared for the Chief Minister, Northern Territory, by The Hon. J.J. Kennedy CBE 'to assess whether current and planned expenditure by the Tourist Commission is appropriate in today's competitive environment' was tabled for public review. The report, 'Northern Territory Tourism - The Way Ahead' was to have a far reaching impact on the structure and marketing of Northern Territory tourism.

The 'Kennedy Report' as it came to be known, found that 'figures demonstrate very little growth, if any in total visitor nights since 1984... Tourism in the Northern Territory has failed to keep pace with the growth of tourism in Australia (and) the results do not justify a continuation along the present path.'<sup>1</sup>

More specifically in terms of advertising, the report found that the Northern Territory had created a very narrow image of itself. That is, Northern Territory advertising and promotion had created perceptions that the Northern Territory:

- was only for the adventurous;
- offered a very limited range of things to see and do;
- was inaccessible;
- took a very long time to see;
- was not a value for money holiday option.

A much broader image needed to be created to advertise the Northern Territory, if the mass tourist market was to be effectively tapped.

### Short and long term needs

The aftermath of the Kennedy Report resulted in an almost entirely new management and marketing team at the Northern Territory Tourist Commission and the appointment of a new advertising agency - Magnus Nankervis & Curl.

This team was required to act extremely quickly to generate immediate bookings in the short term, to resurrect fallen morale in a local tourism industry that the Kennedy Report had found was 'struggling to survive'.<sup>2</sup> To this end a price-led immediate response campaign was implemented.

This campaign was known as 'Map'.

At the same time, a mass marketing campaign was being developed to address specifically those perceptions identified by the Kennedy Report as the main obstructions to taking a holiday in the Northern Territory.

This mass marketing campaign would come to be known as 'Daryl', featuring TV personality Daryl Somers.

### PHASE ONE - 'MAP' (NOVEMBER 1992 - FEBRUARY 1993)

#### The campaign

A short term 'shot in the arm' for Northern Territory holiday bookings, the campaign was specifically designed to 'get bums on seats'. This was achieved through the advertising of five unprecedented price deals to Alice Springs, Ayers Rock, Darwin and Darwin/Singapore.

The 'Map' campaign also began to communicate two very important strategic issues identified by the Kennedy Report.

Deals were promoted as being for 'Top End' and 'Red Centre' destinations. This 'regionalisation' of the Northern Territory was intended to make the Northern Territory seem more *accessible*.

Top End and Red Centre executions focussed on an array of things to see and do in each region. The communication of a broad *range* of holiday possibilities suggested a rich holiday experience.

'Map' campaign extended from 14/11/92 to 20/2/93 using television in five metropolitan markets and was supported by national press activity.

#### Campaign results

The results of the 'Map' Campaign were impressive to say the least:

- In January 1993, capacity for the five deals promoted was being taken up at such a rate that February television activity was cancelled.
- By end of February 1993, capacity for all deals was completely taken up (Ansett Australia, Australian Airlines, Singapore Airlines).
- To capitalise on the obvious demand, Singapore Airlines extended the Darwin/Singapore deals to 31/5/93.
- Singapore Airlines have, since 1993, incorporated the Darwin/Singapore package into their brochure.

Results to December 1992 reflect these indicators (see Table 1).

**TABLE 1**

Visitors	Dec Qtr 1991	Dec Qtr 1992
NT (Intra)	59,220	90,612
Interstate	65,330	82,875
Total	124,550	172,987

**Source: NT Travel Monitor**

## **PHASE 2 - 'DARYL' (MARCH - DECEMBER 1993)**

### **Creative strategy**

The creative strategy behind what was to become known as the 'Daryl' campaign, flowed as a natural consequence of the quite definitive findings of the Kennedy Report.

1. *'The Northern Territory is only for the adventurous.'*  
What better way to overcome this perception than to demonstrate the effortless interaction of a 'tour guide', our tour guide, with the places and people to be found in the Northern Territory? To accentuate the ease of touring 'the Territory', our guide should be a 'city slicker'.
2. *'The Northern Territory offers a very limited range of things to see and do.'*  
To counter this perception, show our tour guide in a variety of locations engaged in an even wider variety of activities.
3. *'The Northern Territory is inaccessible.'*  
This requires a two-prong approach:
  - promote the Northern Territory as two distinct holiday destinations - Top End and Red Centre - breaking the vast expanse of the Northern Territory into perceptibly more accessible areas.
  - ensure that all advertising promotes a variety of product for Top End and Red Centre holidays, communicating that there are myriad ways of getting to and around the Northern Territory.
4. *'The Northern Territory takes a very long time to see.'*  
The promotion of the Northern Territory as two separate holiday destinations counters this perception (which is only true if you intend to see the *entire* Northern Territory in just one trip).
5. *'The Northern Territory is not a value for money holiday option'*  
To successfully counter this perception, not only should all advertising carry a variety of product, but this product should be packaged for perceived value for money and ease of purchase.

The challenge was to develop a campaign which successfully combined *all* of these elements into a cohesive and workable multi-media advertising idea.

### **Why Daryl Somers?**

Serendipity: A happy accident which revealed that:

- Daryl has a genuine love of the Northern Territory, to the point of owning property there. This gives Daryl immeasurable credibility.

In addition:

- Daryl is well known and very well liked. In short, he has mass market appeal.
- Daryl is perceived to be a city person, and as most Australians live in cities, Daryl is an ideal person to demonstrate that 'city people' can be at home in the Northern Territory.

### **Call to action**

All advertising features a call to action which:

- Recognises the tendency for potential holiday makers to defer travel to the Northern Territory on account of the perceived difficulty and cost of such a holiday.
- Capitalises on the fame of the famous outback novel 'We of the Never Never' by Mrs. Aeneas Gunn.

*'You'll Never Never Know, If You Never Never Go'.*

### **Execution of the campaign**

#### **Television**

- Four 45" television executions were developed. Two for the Top End and two for the Red Centre (see [Appendix](#) for examples).
- Sights to feature were selected on the basis of broadening the perceived range of things to see and do in the Northern Territory.
- These commercials launched on 7/3/93 and, along with 30 second and 15 second cut-downs, continue to be the mainstay of advertising by the Northern Territory Tourist Commission.

#### **Press**

- A format for black and white press advertising developed for 'Map' continued to be used.
- Advertisements have the facility to incorporate logo(s) of co-operative partners.

#### **Print**

- A 32 page insert was developed for the Women's Weekly (April 1993 edition) to further broaden awareness of things to see and do in the Northern Territory.
- The insert featured a coupon response mechanism to lay the foundations of a Northern Territory holiday database.

### **Co-operative advertising activity**

Since the 'Daryl' campaign launched in March 1993, the Northern Territory Tourist Commission has funded dollar for dollar, co-operative advertising campaigns with operators to and within the Northern Territory.

#### **Television**

Operators supply the holiday product to feature in a 15 second 'tag' which is coupled with a relevant Top End or Red Centre television execution.

#### **Press**

Again, operators supply the holiday product which features in press advertisements in a choice of metropolitan and regional newspapers.

## **Print**

The 32 page insert for the Women's Weekly featured six pages which were allocated to operators to and within the Northern Territory.

Co-operative advertising benefits the Northern Territory and co-operative partners in the following ways:

- Co-operative dollars extend the life of NTTC advertising campaigns.
- Co-operative funding gives small operators access to media that would otherwise be too expensive.
- The inclusion of competitive Northern Territory product in all NT TV and print advertising: directly counters perceptions that the NT is inaccessible and not a value for money holiday option is enabling the NTTC to build a bank of co-operative advertising partners.

To date, partners have included:

- Ansett Australia.
- Qantas Australian Holidays.
- P & O.
- Great Aussie Holidays.
- Contiki.
- World Expeditions.
- Aircruising Australia.
- Guthrey's Pacific/Australian Bushman's Tours.
- Australian Pacific Tours.
- NRMA.
- TravelMarvel.
- Brits: Australia.
- Australian National.

## **Media strategy**

Communications objectives of the 'Daryl' campaign were to broaden the awareness and appeal of the Northern Territory as a holiday destination.

The basic thrust of the campaign therefore was to the mass market, and this was reflected in target audience selection:

primary - All people 18-44

secondary—All people 45-65

Priority was given to reaching as many markets as possible, provided satisfactory reach frequency levels could be maintained in these markets.

## **Television**

The clear and obvious choice to reach mass market:

- reaches large proportions of target audience effectively and efficiently;
- provides an excellent creative environment in which to portray the appeal and diversity of a holiday in the NT.

## Press

Implemented to support television activity:

- reaches a large proportion of target audience effectively and efficiently;
- provides an environment to communicate details of holiday packages offered.

Woman's Weekly was selected to carry colour insert due to:

Sheer penetration of the Women's Weekly into market place (1.25 million at time of insert production).

Need to reach regional markets.

To reiterate, media were selected on the basis of broadening the 'very narrow image of a very narrow segment'<sup>3</sup> of the holiday making population with regard to the Northern Territory.

## An integrated campaign

### Trade advertising

Prior to the launch of the 'Daryl' campaign, advertising was developed which announced the new thrust the NTTC was taking in its marketing and promotion of the NT.

### Collateral material

All collateral materials produced incorporate Daryl Somers as tour guide for prospective holiday-makers to the NT.

- *The Holiday Planner*  
For use by the travel trade, this 154 page 'Bible' includes accommodation details and touring options in the NT.
- *Holiday Guides*  
For use by the consumer when planning a holiday. Two of these were produced for Top End and Red Centre.

### Trade launch events

To revitalise the Northern Territory as a holiday destination in the minds of travel agents, launch events hosted by Daryl Somers were held in Sydney Melbourne, Brisbane, Adelaide and Perth during March 1993.

### NT launch

The launch of the 'Daryl' campaign was preceded in the NT by a message from Daryl Somers outlining various aspects of the campaign and included a preview of the television commercials.

### Public relations

Above and beyond the 'call of duty', Daryl Somers has not ceased to contribute to the success of the campaign. Frequent mentions on 'Hey Hey It's Saturday' mean that the Northern Territory is never out of the media for long.

### Results of Phase 2 (March - December 1993)

### Visits

Key performance objectives for the NTTC interstate marketing campaign in 1993 were:

1. Increase interstate visitor *numbers* by 4%.
2. Increase interstate visitor *nights* by 4%.
3. Increase interstate visitor *expenditure* by 10%.

All objectives were met or surpassed.

**TABLE 2**

	1992	1993	% growth
1. Interstate visitors '000s	372	388	4.3
2. Interstate nights '000s	3,784	4,244	12.2
3. Interstate expenditure '000s	277,265	321,214	15.9

**Source: NT Travel Monitor**

### **Advertising awareness**

advertising campaign had achieved higher awareness figures than all other states the exception of Queensland, as demonstrated by [Figures 1](#) and [2](#). Indeed, unaided advertising awareness for Northern Territory had doubled since Daryl' campaign began in March 1993 (see [Figures 3](#) and [4](#)).

### **Attitudes towards the advertising**

Consumer attitudes towards the advertising were also extremely positive, confirming choice of Daryl Somers as a presenter with no indication of 'wear out.' While no hard research exists, trade attitudes to the advertising were also highly positive and Daryl had established excellent rapport with NT Tour Operators and the trade through the advertising and his appearance at trade functions.

### **PHASE 3 - 'DEAR DARYL' (JULY - DECEMBER 1994)**

#### **Refining the strategy**

There was no doubt that the advertising campaign had stimulated high awareness for the Territory and a desire to visit. Converting this preference for the Northern Territory as a holiday destination into more actual visits was the marketing and advertising challenge.

Brian Dermott & Associates (BDA), a consultancy specialising in marketing and advertising planning, were briefed by the NTTC to analyse and integrate all available data, and to pinpoint the obstacles to converting positive attitude into action. The marketing situation in June 1994 is summarised in [Figure 5](#).

As the chart shows, NT has the second highest awareness and preference as an interstate holiday destination, but the lowest conversion of preference to visits of all states.

#### **Barriers to conversion**

From an extensive study of available data, BDA identified ten key barriers to conversion:

1. The most popular month for interstate travel (January) coincides with the Wet Season in the Northern Territory.
2. Travelling to NT by road involves huge distances.
3. Cost of travel to NT is comparable with overseas destinations such as Bali, Fiji or New Zealand.
4. Distance makes NT unsuitable for short visits.
5. Far more effort is required planning and holidaying in NT compared with destinations such as the Gold Coast.
6. With its low population, NT misses out on the VFR (visiting friends and relatives) market.
7. The climate is regarded as one of extremes - hot, wet, dry cyclones, harsh and so on.
8. The retail network is relatively weak due to the complexity of NT as a destination and the relative difficulty in constructing and selling a holiday there compared with a single destination such as the Gold Coast or Barrier Reef.
9. Product and infrastructure is still relatively under-developed in NT compared with, say Queensland which has many top quality resorts and attractions which undertake their own marketing.
10. There is no urgency to visiting the NT - the icons (Ayers Rock and Kakadu) have been there for thousands of years - it is a holiday that can wait until 'we have more money/time', 'the kids have left home.'

These barriers add up to a formidable marketing challenge!

### **Redefining our market**

BDA also undertook an analysis of The Roy Morgan Research Centre (RMRC) 'Value Segments' in order to identify the segments of the population that offer most potential for visits to the NT. This enabled us to make a fundamental shift in the advertising from a *demographic* to a *psychographic* focus.

The 'Value Segments' were analysed and represented on a BDA positioning map (see [Figure 6](#)) to show:

- the preference level of each for the NT;
- the propensity of each segment to travel interstate;
- the current conversion rate for each segment;
- their propensity to spend whilst on holiday.

### **Our primary targets**

Three groups, representing over 50% of interstate holidays, were identified as primary targets, but each had a very different psychographic (and demographic) profile.

#### **Socially aware**

- Well educated.
- Interested in holiday experiences.
- Interested in eco-tourism.
- Spend second most on holidays.

#### **Visible achievers**

- Affluent.
- Spend most on holidays.
- Highest preference for travel to Northern Territory.

#### **Traditional family life**

- Older, retired.

- Tendency towards package holidays (for example, coach). Stay longest in Northern Territory
- Spend most in Northern Territory.

### **Reaching our primary targets**

#### **Matching product, message and media to our 'new' target audience**

Television had been the primary medium during Phase 2 of the campaign, but with more tightly defined target audiences, it was apparent that the emphasis needed to change.

#### **'Socially aware' and 'visible achiever' segments**

These groups are light watchers of television so, in addition to carefully selected television programmes and cinema, we would need to reach them through magazines.

#### **'Traditional family life' segments**

The existing television and retail press approach would continue, but at 'maintenance' weights, allowing us to divert funds to magazines and reach the 'SA' and 'VA' segments.

Research had shown us that these three priority market segments had different needs from a holiday so the product and message would need to be tailored to each - particularly to the segments offering the greatest growth potential - 'SA' and 'VA'.

### **The magazine campaign**

The use of magazines allowed us to do several new things:

- It allowed us to tailor the message to the target audience.
- It allowed us to answer some of the questions that had been identified by BDA.
- It allowed us to create sample holidays which would show people how to plan a holiday in the Northern Territory.
- The inclusion of a coupon allowed us to improve the call to action mechanism and direct enquiries to the NT Holiday Centre in Alice Springs, which enabled the NTTC to control the quality of information supplied to customers, rather than rely on the variable quality of travel agents.
- Magazines also enabled us to show a greater diversity of product than can be shown in a 45 second television commercial.
- The creative idea of the 'Dear Daryl' approach enabled us to maintain the link with television without Daryl dominating the message.

### **Qualitative research**

The magazine advertising concepts were pre-tested in qualitative research among our primary target audience ('Socially Aware' and 'Visible Achievers') by Melbourne based research group Open Mind, which found that:

*This approach can be effectively used to address the barriers which have been discussed in this research and which are the focus of some of the ads. The use of clever questions to focus attention on barriers is effective and does claim attention.*

Qualitative Research also endorsed the effectiveness of television commercials:

*'These commercials are endorsed as both informative and fun. They have been instrumental in increasing familiarity with the Northern Territory and in motivating interest in visiting the Northern Territory.'*



36.5	53.2	+45.8	332.3	397.1	+19.5	48.5	55.4	+14.3
December half								
1993	1994	%	1993	1994	%	1993	1994	%
112.8	136.1	+20.7	1140.2	1347.5	+18.2	130.0	172.3	+32.5

Source: NT Travel Monitor VFR = Visiting Friends and Relatives

## Adspend

Whilst the NT advertising spend has been substantial, unlike every other State and Territory in Australia, the entire burden of creating demand for a Northern Territory holiday falls upon the NTTC.

**TABLE 4: STATE VS. GOVERNMENT ADSPEND 1993**

	State vs. Government Adspend 1993		
	State specific Adspend \$000	Govt Adspend \$000	Govt Adspend as % of total state
NSW	19,757	2,659	13.5
Vic	9,352	1,463	15.6
Qld	18,087	3,766	20.8
SA	2,199	584	26.6
WA	5,069	545	10.8
Tas	1,980	634	32
<b>NT</b>	<b>3,883</b>	<b>3,671</b>	<b>94.5</b>
Total	60,327	13,323	22.1

Unlike other states, the NT received very little industry support (at the time) for either inter or intra-state activity. However the recent successes of our advertising campaigns has generated positive response to co-operative activity.

## Capturing sales data

Sales data information for Northern Territory holiday product promoted by the NTTC is very difficult to obtain due to the splintered nature of NT holiday sales.

## Territory stations

A network of Northern Territory Travel Stations exists in each capital city. These stations comprise a devoted consultant within an existing travel agent. Call 13 16 88 from anywhere in the country and you will automatically be diverted to your nearest NT Travel Station.

These Stations book direct with the airlines and individual tour operators. The availability of sales data therefore is at the discretion of the airlines and operators involved.

## NT holiday centre - Alice Springs

This is an information centre for both travel trade and consumers. Reservations may be made via the Holiday Centre for certain parts of Northern Territory Holidays (for example, car rental) but ticketing is ex the individual operators.

## Airlines

The principal co-operative partners of the NTTC have in the past been the two major carriers. Understandably neither is willing to divulge any specific detail other than the most general of sales information (for example, number of packages sold or percentage increase in bookings).

All this adds up to the exact source and cause of leads being very difficult to isolate.

However, when advertising for December quarter 1994 went to air on 11/9, the following results were recorded 15/10:

- In Qantas' ranking of domestic destinations by number of packages sold, Darwin had risen from its usual number 16 slot to number 1 for holiday product.
- Ansett flight bookings to the NT for July - September 1994 had risen by 130% over the same period last year.
- For the period 11/9 to 9/10, NT Travel Stations had recorded a 120% increase in value of bookings. Holiday Centre bookings had risen by 41%.

### Industry recognition

The Northern Territory Tourist Commission continues to address consumer perceptions and industry awareness of the NT as a desirable holiday destination through ongoing research and the implementation of strategic and tactical marketing initiatives.

Recognition of the significant steps the NTTC has taken during the post-Kennedy period has come through the following:

- Winner of Travel Trade Marketing Campaign of the Year 1993.
- Winner of Tourist Bureau of the Year 1994, Award for Excellence, awarded at the 1994 AFTA Conference.
- Finalist for Travel Trade Marketing Campaign of the Year 1994.
- Gold Award for Best Print Travel Advertisement 1995 for 'VA - Red Centre' ad.
- Gold Award for 1995 PATA Marketing Awards.
- Grand Award Winner for 1995 PATA Marketing Awards.

### SUMMARY OF ACHIEVEMENTS

The task facing the NTTC in September 1992 was daunting to say the least. However the three stages of the campaign put in place to date have achieved outstanding results.

- 'Map' contributed to a 16.4% increase in interstate visitors to the NT in 1992.
- 'Daryl' lead to a doubling in unaided advertising awareness since the campaign launch translating to:  
4.3% increase in interstate visitor numbers.  
12.2% increase in interstate visitor nights.  
15.9% increase in interstate visitor expenditure for December Quarter 1993 over December Quarter 1992.
- 'Dear Daryl' - this more targeted approach to NTTC advertising lead to (for the Commercial Accommodation sector):  
45.8% increase in interstate visitor numbers.  
19.5% increase in interstate visitor nights.  
14.3% increase in interstate visitor expenditure for December Quarter 1994 over December Quarter 1993.

### CONCLUSION

'You'll Never Never Know, If You Never Never Go' is the story of turning a destination with 'marginal' appeal into a destination on the list of most holiday-making Australians.

The true enormity of this achievement becomes apparent in considering the position of Northern Territory tourism at the time of publication of the Kennedy Report in 1992.

The scale of this accomplishment is evident from the results the three distinct phases of the campaign have generated.

The campaign represents a shining example of what can be achieved when a Client relentlessly pursues a clear strategy but has the flexibility to modify that strategy when new information becomes available.

But most importantly of all, the campaign continues to promote one of the most spectacular nature based holiday destinations in Australia. The Northern Territory is a quite extraordinary product but 'you'll never never know, if you never never go'.

## ENDNOTES

<sup>1</sup> Northern Territory Tourism - The Way Ahead. Chapter 1, pp. 1-2. ([back](#))

<sup>2</sup> Northern Territory Tourism - The Way Ahead. Chapter 1, pg. 2. ([back](#))

<sup>3</sup> Northern Territory Tourism - The Way Ahead. Chapter 1, pg 3. ([back](#))

## APPENDIX

### Television Commercial Copy: The Top End (March - December 1993)

Video	Audio
<i>We see Daryl Somers on a tourist boat in Kakadu.</i>	'You know, I'm crazy about Kakadu - it's full of the most incredible wildlife . .
<i>We can see a pair of pelicans floating along a brolga (the huge bird that's the symbol of the Northern Territory), a sea eagle which is sitting on top of a tree nearby, and hundreds of geese suddenly take off from the bank.</i>	.... some friendly.
<i>We see a huge crocodile lying near the water's edge.</i>	some not so friendly'
<i>He turns to camera.</i>	'You know I once spent three nights in a massive croc .
<i>We cut to see the Crocodile Hotel near Jabiru.</i>	it even had room service.'
<i>We see a close up of a barramundi that dwarfs the frying pan it's in. We pull back to see Daryl holding a very small pan with a very small fish in it.</i>	'The Top End's a top place for fish
<i>We see Daryl, wearing jacket and open necked shirt putting a \$2 chip on the roulette table at Darwin Casino.</i>	and chips.'
<i>We see Daryl in a party of tourists looking at rock paintings.</i>	'I love touring the galleries . .

*We cut to a close up of Daryl's face and pull back to reveal he's wearing pyjamas and floating on an airbed in Katherine Gorge.*

..... or just lying in bed.'

*We cut to see him on another tourist boat. He's eating a leg of chicken. He's waving it over the water as he talks. A huge croc leaps out and grabs it. He does a double take.*

'After years of holidaying in the Territory, it's still full of surprises.'

*Super: Northern Territory logo.*

'But, you'll never never know, if you never never go.'

### Television Commercial Copy: The Red Centre (March - December 1993)

#### Video

#### Audio

*Open on aerial shot of road out in the middle of nowhere - a little spec in the distance is Daryl driving a combi van - the camera catches up to Daryl's van which is being towed by two camels.*

'It's surprising what you come across when you holiday around Alice and the Red Centre.'

*Cut to Daryl 100% to camera. Behind him we see two camels drinking from a waterhole.*

'This is the original spring that gave Alice Springs its name.'

*Cut to Daryl kneeling on the ground - he's looking over the edge of Kings Canyon - as he points down into the canyon his watch falls off his wrist.*

SFX: Camels growl. / 'And here, a king sized canyon to peer into.'

*Cut to Daryl on a steam train, shovelling coal into the fire engine - cut to silhouette shot of Ghan travelling along train line - with sunset in background.*

'My watch (echo) . . . I dropped my gold watch (echo).'

*Cut to Daryl 100% to camera. He is holding a plate of food. The Ghan is stationary in the background.*

'Or you might like to take a trip on the old Ghan.'

*Daryl looks up into the sky as he speaks. The sky turns from dusky to midnight blue and is filled with thousands of stars.*

'And you can eat out...this is a 5 million star restaurant.'

*Cut to exterior shot of Tennant Creek gold battery. Camera goes inside and we find Daryl standing beside gold panning machinery - he looks into the machine and finds his gold watch.*

'At Tennant Creek there's an amazing old gold battery'

'Hey that's my gold watch!!'

*Cut to Daryl driving along beautiful green golf course in a golf buggy.*

'You can just relax and enjoy a nice drive - and if golf's not your game...

*He gets out of the buggy and removes a club from his golf bag - it slips through his fingers and falls to the ground.*

*Cut to Daryl driving past the Devil's Marbles in the golf buggy.*

there's always ma... marbles—the Devils Marbles.'

*Super: Northern Territory logo.*

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