

A **ROOM** with a view of the future

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Going Local – Australasia

Advertising with a local vibe is extremely popular. From instantly recognizable landmarks and travel icons to cultural nuances, leisure activities and tastes, sights and smells, Australasia can be captured for advertising in various ways.

This week we take a look at 5 inspirational ads that represent Australasia in a small and huge way.

1 Tourism Australia

This series of ads is from 2008, but the style is still as relevant today. The iconic landmarks in Australia get the personal experience perspective.

The copy of the ads sums up one person's reasons for visiting Australia, and the new experiences they leave with.



Credits: Australia.com

2 Tourism Australia and YouTube

A lot of travel and tourism advertising has moved away from the glossy and luxurious and is instead aiming towards a more user-generated approach, offering first person experiences.

In 2011 Tourism Australia teamed up with the YouTube Orchestra to produce a series of ads that feature all the iconic landmarks, but at the same time offer a personal, street level, perspective.

Watch the first two episodes of the series here:

Episode One: [YouTube](#)

Episode Two: [YouTube](#)



Credits: Australia.com, Agency DDB, Sydney, Australia

3 Local Business

AEG's Tradesman series has a fantastic film showing a craftsman making and using one of the icons of Australia, the surfboard. Local business is a popular theme in advertising, and using a trade that identifies not only the business but indicates a geographical location is right on the money.

The ad flips between wide shots with the great Australian outdoors, to close-up shots detailing the creation of a surfboard.

AEG ad: [YouTube](#)



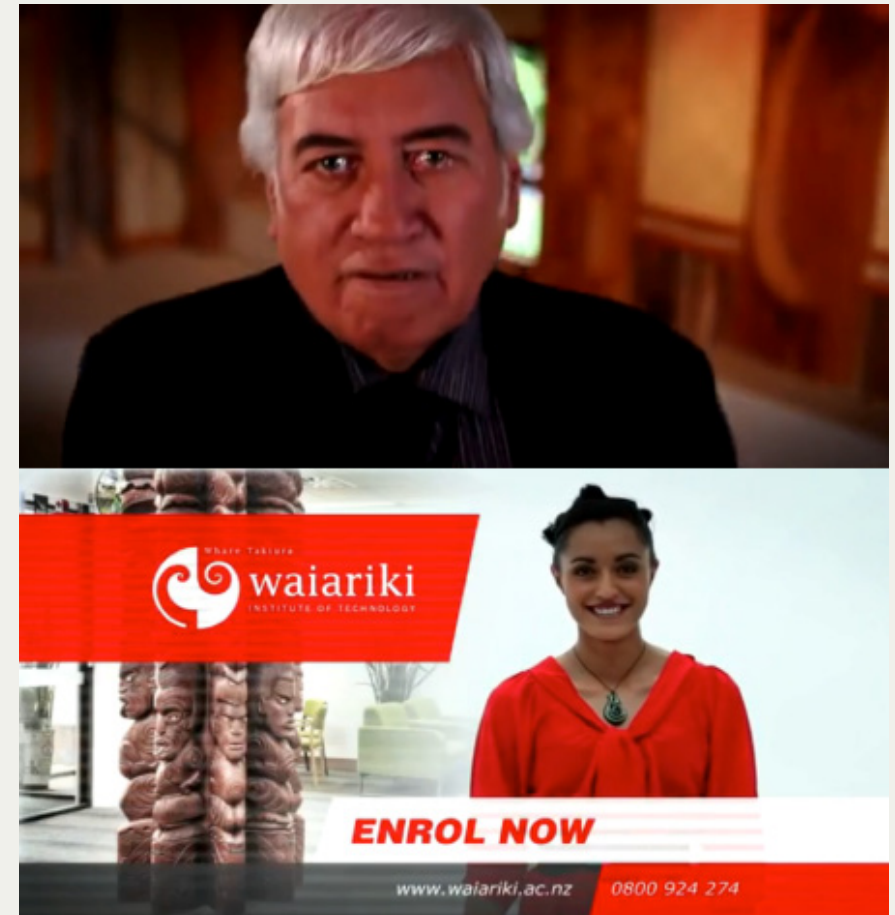
Credits: AEG, Agency BMF, Australia

4 The People

The best way to capture the spirit and identity of a place is through its people. Advertising loves strong portraits of people with great character and are connected to a particular location.

This 2012 TV ad for The Waiariki Institute of Technology entitled 'Maori Development' is a good example of the importance of representing real native and local people through advertising.

Waiariki Institute ad: [YouTube](#)



Credits: Waiariki Institute of Technology

5 Tastes, Sights, Sounds...

Ok, we are cheating with this one. These STA Australia ads aren't actually about Australasia, but one Australian's travel experiences. But the ads are so effective and inspiring, they are relevant for whichever country you are shooting in.

They sum up the first person experience we keep pushing at you and are full of great street level visual ideas.

STA Australia Ad One: [YouTube](#)

STA Australia Ad Two: [YouTube](#)



Credits: STA Australia, Directed by Rick Mereki



Summary

Shooting tips from this weeks trend:

- Iconic subjects for photography don't have to be complicated, in the right country a simple idea such as two people sharing local food or going for a drive can resonate very deeply with people.
- Everyday activities that are indicative of a particular geographic location are always worth using as subjects for photography because often everyone can relate to them on a global scale.
- Incorporating elements of nostalgia in your imagery can be effective, just make sure your shots also relate to the modern world as well.
- Often the a cultural icon is not a physical thing but the experience of a person or between people. Capturing that, with the place or landmark in the background can often make for a more compelling shot.

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