

See for Yourself

POS overview



Adelaide is buzzing like never before!

The 'See for yourself' campaign smashes outdated stereotypes and showcases the city's thriving nightlife, top-tier dining, retail, experiences and endless entertainment.

Bold, real, and unapologetic — this campaign is a call to experience the authentic Adelaide.



"THERE'S WINE
BUT WHAT ELSE?"



Hey Adelaide

See for yourself.
Adelaide City.



Campaign Purpose & Objectives

Building on the momentum of the initial See for Yourself (SFY) campaign (June–early September 2024), this campaign extension aims to sustain and amplify its impact by further increasing brand awareness and engagement.

The primary objective is to continue challenging outdated perceptions of Adelaide City as "bland, boring, and sleepy" by encouraging residents, and new or returning visitors to explore the city over the summer school holiday period and across event and festival periods to mid 2025.

To achieve this, the campaign will highlight Adelaide City's vibrant offerings, experiences, activities, and retail sales to tell the city's story.



See for yourself. Adelaide City.

Engagement Opportunity

Hotels can elevate guest engagement and enhance the overall experience by showcasing free See for Yourself campaign materials from AEDA. These marketing materials feature a QR code linking guests to the Experience Adelaide website, offering a curated selection of food, drink, entertainment, shopping, and cultural experiences.

By inspiring guests to explore the city, hotels can encourage extended stays and increased spending while positioning themselves as gateways to the best of Adelaide. This initiative not only highlights the city's vibrant events and attractions but also helps reshape perceptions, reinforcing Adelaide as a dynamic and must-visit destination.

Get involved and help redefine Adelaide as a lively, must-visit destination!

experienceadelaide.com.au/seeadl

"THE CITY IS SO BORING IN SUMMER"





See for yourself.
Adelaide City



NO-CH

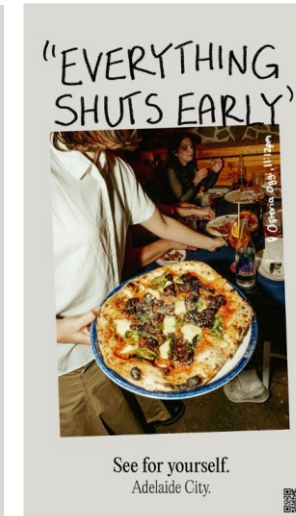
Campaign
pillars

Content for everyone

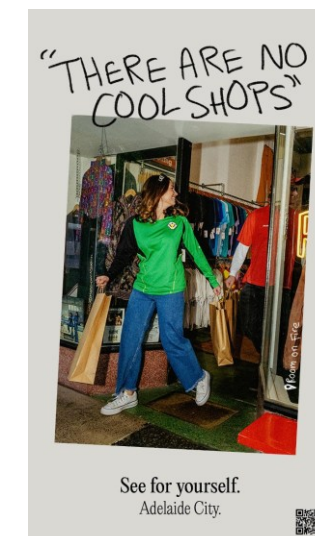
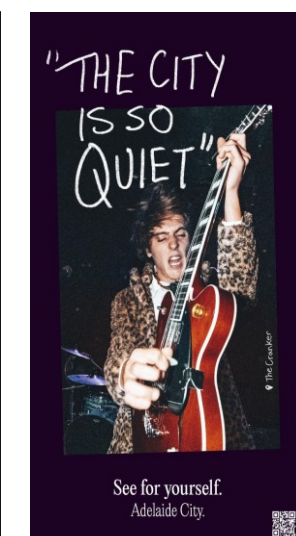
Campaign materials will cover 6 different pillars:

- Experiences
- Food and drink
- Nightlife
- Families
- Events and Festivals
- Retail

**Table talker
Option 1**



**Table talker
Option 2**



Placeholder images. Some images might change in final art.



Reception
and in-room
materials



Available materials

The following materials are available for hotels at no charge from mid-February and can be used until the end of April:

- Table talkers for placement in rooms or lobby
- Animated video for screens in rooms and lobby
- Static Screen graphics for in-room and lobby screens



Square table talker



Animated video



Static graphic



Static graphic

Placeholder images. Some images might change in final art.

Order now

Please complete the [online form here](#) to place your order by 31 January 2025, advising of the following:

- Type of material requested:
 - Printed table talker
 - Static graphic
 - Animated video
- Number of printed table talkers required
- Preference of content
 - Choose between option 1 and 2 or a mix of both.

[Order your materials online](#)



Adelaide
Economic
Development
Agency

Follow our social
channels and eDM
for further updates

[Insta @experienceadl](#)

[Click here to subscribe to AEDA's
City Tourism Newsletter](#)

