



WHERE HAPPINESS  
COMES NATURALLY

# Synopsis

Like many destinations, Fiji tourism suffered as a result of the pandemic. For a small island nation that relies on tourism – it is almost 40% of Fiji's economy – the impact was felt far and wide. It was critical post borders opening, that Tourism Fiji help get Fiji's economy back on track by promoting the 333 islands. Over the last decade, this promotion has been delivered by marketing Fiji as a leading destination for safe and easy family holidays under its 'Where Happiness Finds You' platform.

However, post-pandemic, as travellers demanded more authentic and meaningful experiences, this strength was becoming a weakness. So, in a sea of beautiful island destinations, we needed a new way to speak with audiences and attract a new generation of travellers from across the globe.

Fiji has long claimed happiness as its brand territory, but the concept of global happiness is pervasive across industries. With our agency Host/Havas, we embarked on a journey to review our brand platform. After many consultations and interviews with Fijians from across the vanua (land), we realised that 'happiness' remains a gold standard brand territory for Fiji. However to meet changing consumer needs and to establish a truly distinctive brand, we knew Fiji required a deeper, more meaningful take on happiness. We

discovered that this depth could be found in Fiji's culture, as the Fijian way of life – with deep importance placed on familial bonds, sharing and living in tune with nature – inspires happiness in its most natural form.

This led us to our core creative idea - holiday experiences that deliver genuine happiness, from a culture that has mastered it, and culminated in our new brand platform Where Happiness Comes Naturally.

The new brand platform includes a new logo and visual identity, new brand experience pillars, a reskin of all Tourism Fiji assets including our website and social channels, and new brand campaign which has progressively rolled out in key markets since Jan 2023.

Global reactions to the campaign have been overwhelming positive with audiences agreeing it sets Fiji apart, makes them see the country in a new way, and makes them want to experience more. Embracing our people and culture has also been applauded. Campaign numbers continue to deliver excellent results across channels and are also being mirrored in our visitor arrival numbers.

# Objectives

**The brand refresh set out to achieve three primary goals :**

1. Increase visitor arrivals and expenditure closer to pre-pandemic levels.
2. Establish a unique, recognisable and meaningful identity for Fiji that differentiates it from major competitors.
3. Enhance Fiji's visibility in key markets, including Australia, New Zealand, North America, China, the United Kingdom, and Europe.

# Primary Target Markets

## AUSTRALIA



High awareness of Fiji and therefore pre-conceived notions of what it has to offer. Opportunity to showcase the unique cultural experience on offer in Fiji. Highlight the 'Fiji feeling' you only get as incredible value exchange for travelling to this destination

## NEW ZEALAND



High awareness of Fiji and exposure to Pacific Culture in New Zealand feeling like there's already an understanding of what experiencing rich culture feels like. Opportunity to dimensionalise the unique cultural experience you get when you visit Fiji.

## NORTH AMERICA & CANADA



Either no awareness of Fiji or awareness driven as far away island / once in a lifetime trip / honeymoon destination. Opportunity to highlight the happiness that comes naturally to the Fijian culture, that as a tourist you have the opportunity to tap into.

\*Secondary markets Europe & UK, and China were supported with more targeted digital spend, to ensure budget efficiencies.

# Evolution and execution of project

# Onboarding new agency partners Host/Havas

- Tourism Fiji undertook a global RFP to find a new agency to assist with the brand refresh. After a thorough, multi-stage process, Host/Havas were clear and unanimous winners.
- To ensure the agency understood Fiji and its people, a core team travelled to Fiji for a full immersive experience, visiting villages, schools and cities and talking to Fijians from all different backgrounds and walks of life.
- It was essential that we introduce the agency to Fiji's culture in the most authentic way. The importance of this part of the onboarding process is evident in the end product, which is a meaningful and respectful representation of Fiji, its culture and people.
- The brand refresh and associated global campaign, and the success of both, are the result of an honest and trusting partnership between Host/Havas and Tourism Fiji and a deep commitment from both sides to see Fiji succeed on the global stage.

# Brand development

## Our challenge

Add depth to the 'happiness' Fiji is currently associated with by convincing an audience of authenticity seeking travellers that Fiji is more than a superficial flop and drop destination.

## Key insight

After meeting Fijians across cities, villages and the tourism industry, we discovered that happiness doesn't find you in Fiji, it surrounds you. This led to our key insight: happiness is not something Fijians turn on for tourists but is an outcome of Fijian culture developed over generations – it is a result of communal living, strong family bonds and deep-rooted spirituality. In searching for a depth to happiness, we found the answer in Fijian culture itself. And with Fijian culture as the source of a happiness, we had a new cultural lens through which we could position the destination and its experiences.

## Strategic proposition

Holiday experiences that deliver genuine happiness from a culture that has mastered it.

## Brand platform

A subtle but transformative shift from 'Where Happiness Finds You' to 'Where Happiness Comes Naturally' highlighted Fiji as more than a postcard destination; instead showcasing a genuine perspective on happiness.

## Brand identity

The previous identity had its origins not in culture, but in smiling faces. To create a culture-first identity we partnered with a third generation Masi artist to create traditional motifs which symbolised different facets of Fijian cultural happiness: nature, sharing, food and drink, warm welcomes.

## Global campaign

The campaign showcased the vast experiences available in Fiji, well beyond poolside cocktails. Continuing the culture-first approach, the campaign film was recorded in i'Taukei, Fiji Hindi, and English to celebrate the three primary languages of Fiji. Still assets were captured by an awarded National Geographic photographer to truly capture the Fijian spirit.

## New logo and tag line

Our new logo was developed in partnership with third generation Fijian masi artist Wati Talavutu. We blended modern design principles with cultural pride and traditional meaning to reimagine the national logo for Fiji, incorporating traditional masi motifs – symbols and patterns which denote the cultural building blocks of happiness. Family. Food and drink. Nature. Generosity. Wellness.



**WHERE HAPPINESS  
COMES NATURALLY**



## The story of our logo



<https://www.youtube.com/watch?v=68ARQ5np9o>

# Brand experience pillars

Alongside our new brand, we developed five new brand experience pillars, that we believe capture the most authentic version of Fiji.

All together our pillars provide a taste of what's on offer across our 333 magnificent islands: experiences lived and breathed by our locals, and crafted to help our guests bask in the familiar and discover the new.

## Natural environment



## Community connections



## Food and drink



## Adventurous experiences



## Recharge and reconnect



## Brand experience pillars



### Natural environment

...because we have such a strong connection to our land; believing happiness is derived from the natural over the material, we invite you to come and connect with nature's pristine wonders.



### Adventurous experiences

...because we believe happiness is living in the moment and enjoying and sharing experiences with those around you; we invite you to come and try out all the perfect adventurous moments Fiji's 300+ islands have to offer.



### Community connections

...because we believe happiness is derived from close familial and community ties, our family will warmly welcome yours to Fiji with open arms; a welcoming spirit where we encourage you to instantly feel at home.



### Recharge & reconnect

...because we believe happiness is living at life a slower pace; we invite you to Fiji to enjoy world-famous Fijian hospitality where you can reconnect, relax and find joy in every moment you're here.



### Food & drink

...because we believe happiness is everyone gathered to share a meal; we invite you to sit and share in our beautiful local produce and diverse range of cuisines.

# Industry and partner engagement

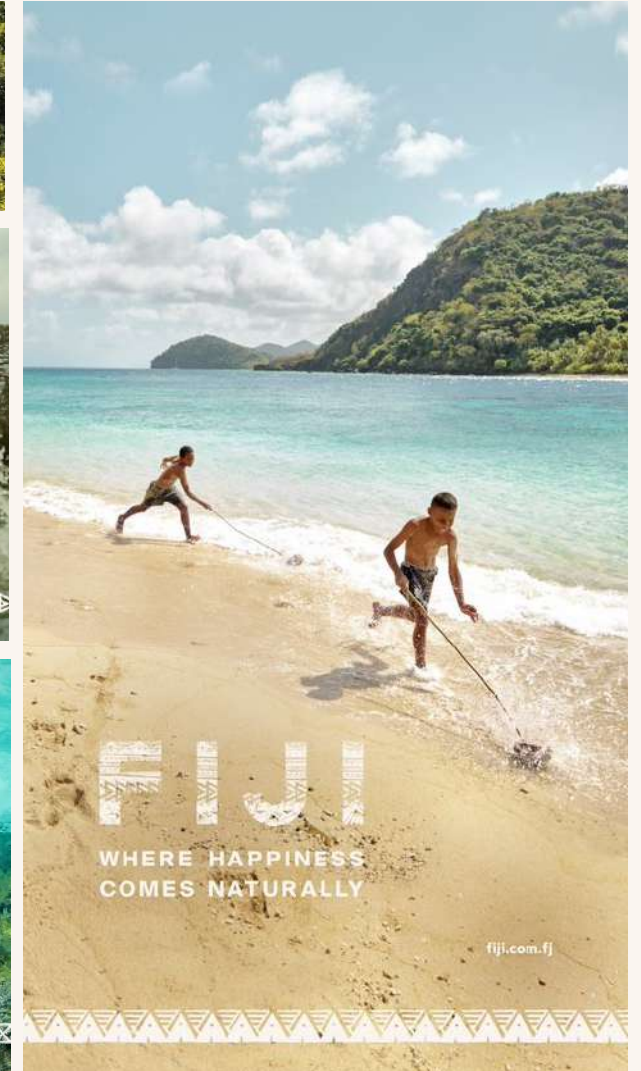
- While this campaign was targeted at our core global markets, we undertook thorough engagement with stakeholders to ensure buy in and the accurate and respectful portrayal of Fijian culture.
- Engagement and consultation was conducted with the Tourism Fiji Board of Directors, the Ministry of Tourism and Civil Aviation, Ministry of iTaukei Affairs, internal teams and consumers for initial research.
- At launch our industry partners were provided with a brand toolkit featuring our new logo, key messaging and social assets, so they could easily align their messaging and help share Fiji's new positioning with their audiences.

# Promotional elements and distribution

## New imagery suite

A new suite of images were shot by renowned National Geographic photographer Mattieu Paley based on four new photographic principles:

- Embraced by light
- Authenticity always
- Celebrating our people
- Nestled in natural wonder



## Brand Film

A new brand film was created to launch the new platform. It was recorded in English, iTaukei and Fiji Hindi – Fiji's three main languages.



[https://www.youtube.com/watch?v=R8srHqe\\_OI](https://www.youtube.com/watch?v=R8srHqe_OI)

# Brand film variations

A series of cut downs and variations of the brand film were created to ensure our new brand narrative could have presence in multiple channels, and different executions could be played across different markets as relevant.

30' film



<https://youtu.be/vJXIGjszIxM>

Happiness Calling - Waterfall



<https://www.youtube.com/watch?v=szVQGzWuvWo>

Happiness Calling - Village



<https://www.youtube.com/watch?v=loItleHUpci>

Happiness Calling - Rugby



<https://www.youtube.com/watch?v=FWOpFcdG918>

Happiness Calling - Snorkel



<https://www.youtube.com/watch?v=ToJMjOS3JXM>

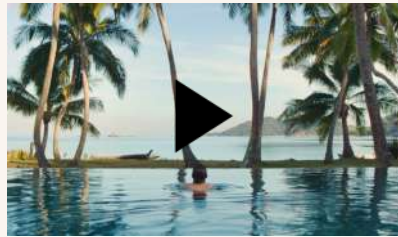




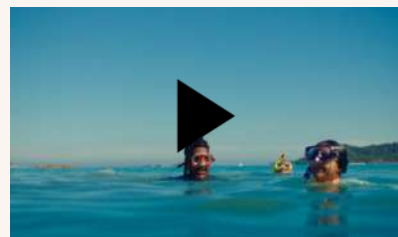
# Holidays designed for Happiness by a culture that has mastered it



PASSIVE	DREAMING	PLANNING	BOOKING	ENJOYING
Target going about their daily life, not necessarily thinking about taking a trip but open to inspiration	Target have decided to take a trip and are gathering information. May know destination	Target know they will take a trip and start to filter options, and manifest real plans	Target books different elements of their trip [accom., transport etc]	Target visits/ experiences chosen destination



60' film



30' film



Re-targeted 15' films



High impact OOH



Re-designed website



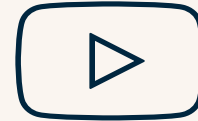
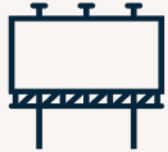
Other conversion partners



A campaign with presence across the full customer journey.

Email sign up

## A fully global, integrated approach across channels



### OOH - Brand

Across USA, Canada, NZ and Aus

Estimated Impressions:  
**12m**

### BVOD - Brand

Across Australia and New Zealand

Expected Impressions:  
**5m**

### TV - Brand

Mainstream in NZ, CTV in US and Canada

Expected Impressions:  
**15m**

### Online Video - Brand

Global

Expected Impressions:  
**17m**

### Social - Always On

Global

Ongoing – driving quality traffic to site

### Search - Always On

Ongoing – driving quality traffic to site

# Fiji tourism industry amplification

**#happinessnaturally**  
interconfiji  
Following ...  
1/2  
68 likes  
interconfiji Immerse i ceremony at Kama be Fijian culture by your 2 days ago

**vomoislandfiji**  
149 likes  
vomoislandfiji In the wings, ready for Meke. Always a joy to share our Fiji culture and traditons... more 1 February

**shangrila.fiji**  
Following ...  
71 likes  
shangrila.fiji Whether it's adventu community connection, or natural have something to make everyone #FijiHappy #HappinessNaturally #shangrilayanuca #fijianculture #c 18 February

**royaldavuifiji**  
126 likes  
royaldavuifiji Weekend plans sorted! #royaldavui #sandcay #happinessnaturally #fijihappy #weekend #romance #islandlife #champagne 3 days ago

**Malolo Island Resort**  
Malolo Island Resort is at Malolo Island Resort. 14 Feb · Nadi · 🌐  
Romance is a spa date for two. Happy Valentines Day! ❤️ #maloloislandresort #maloloresort #maloloisland #fijianowned #valentinesday2023 #fijihappy #happinessnaturally

**Matanivusi Beach Eco-Resort**  
1 d · 🌐  
Experience the natural wonders of Fiji at Matanivusi. 🌊 We can help you plan a unique trip that is filled with adventure and ticks a few things off your bucket list. 🌸 🍹 After an exciting day you can return to our quiet oasis and relax with your loved ones and other travellers. #fijihappy #happinessnaturally <https://www.surfingfiji.com>  
Brent Hill Fiji and 13 others



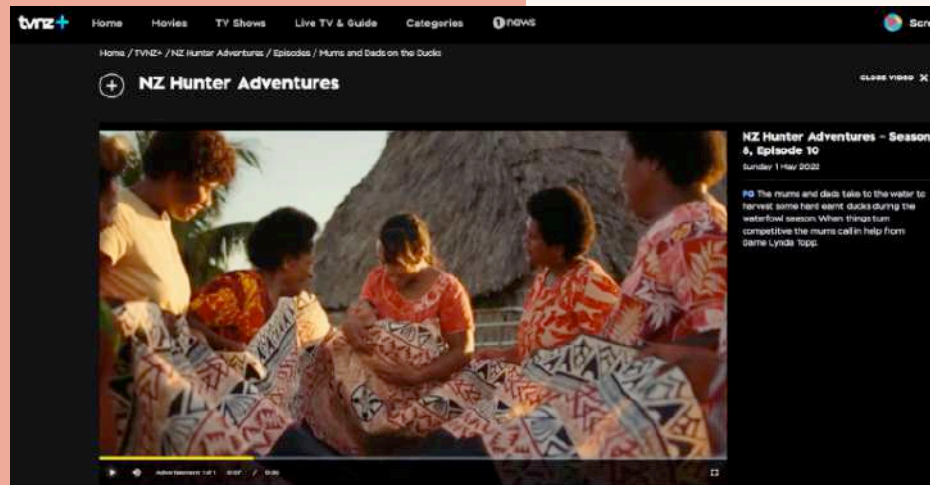
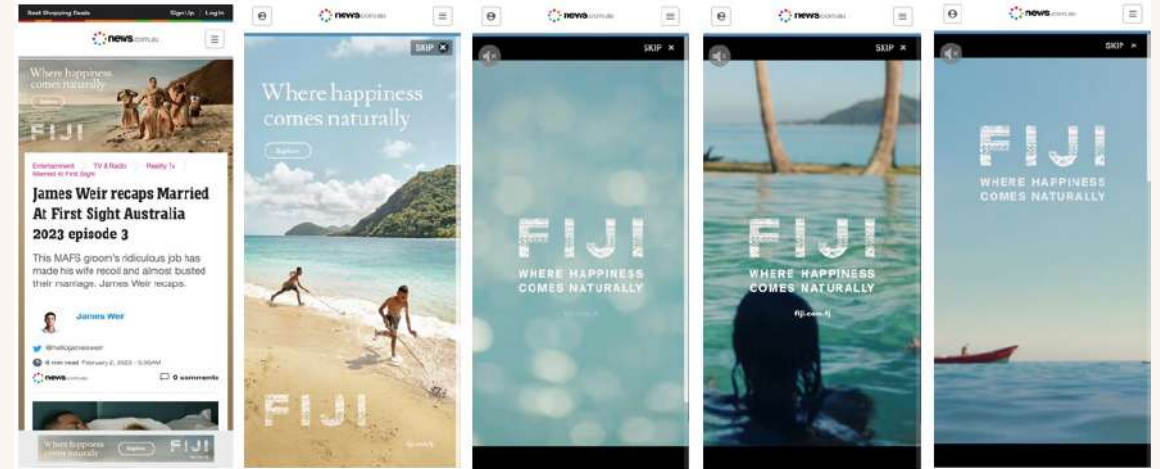
**AU, NZ & USA:  
sentiment from a  
sample who viewed  
brand film**

**90%+** Makes me want to find out more about holidaying in Fiji

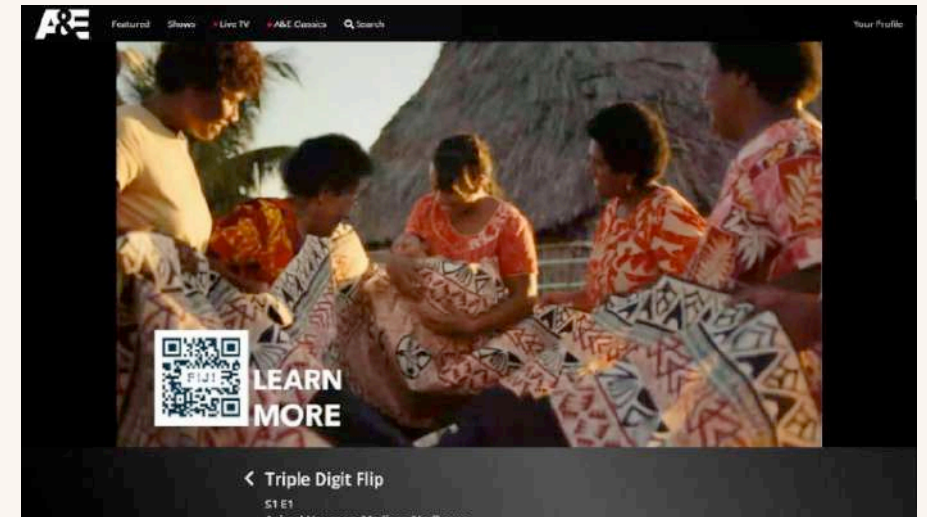
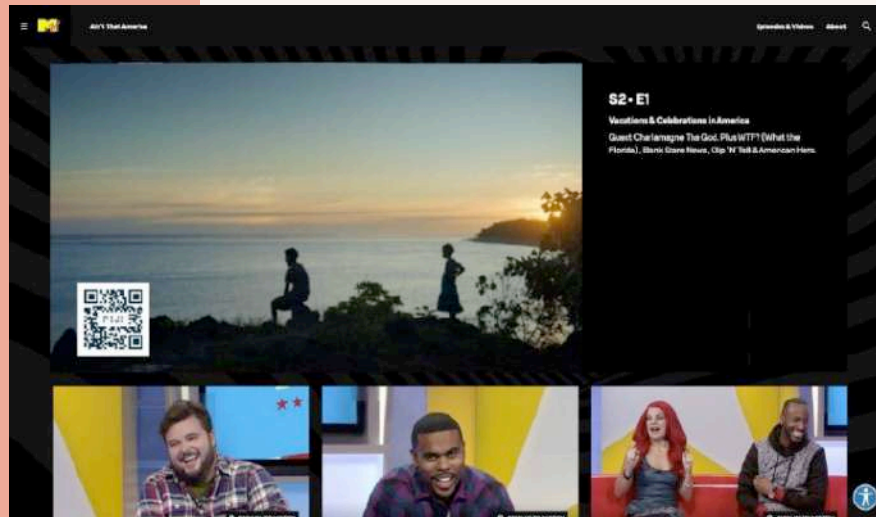
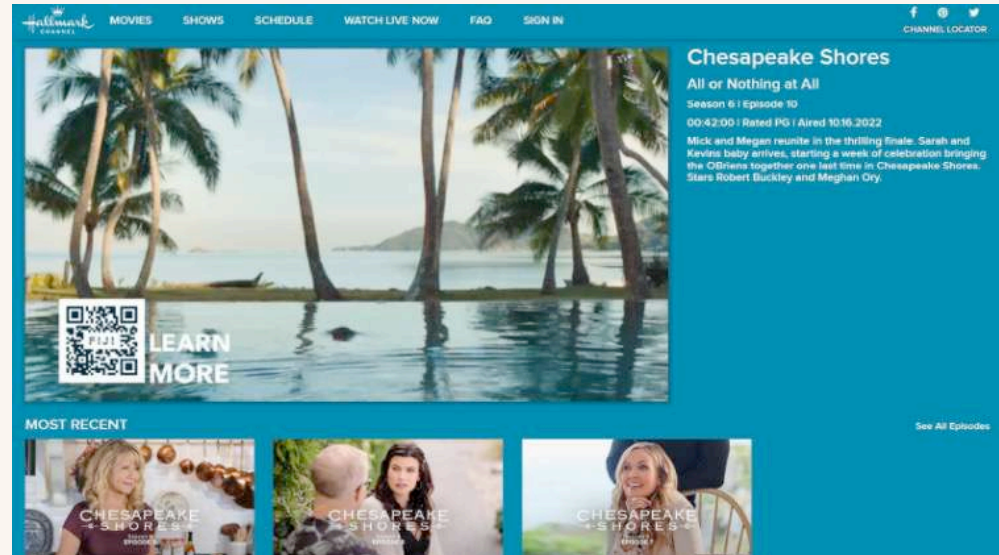
**95%+** Makes me feel positive about Fiji as a destination

**87%+** Stands out compared to ads I've seen for similar destinations

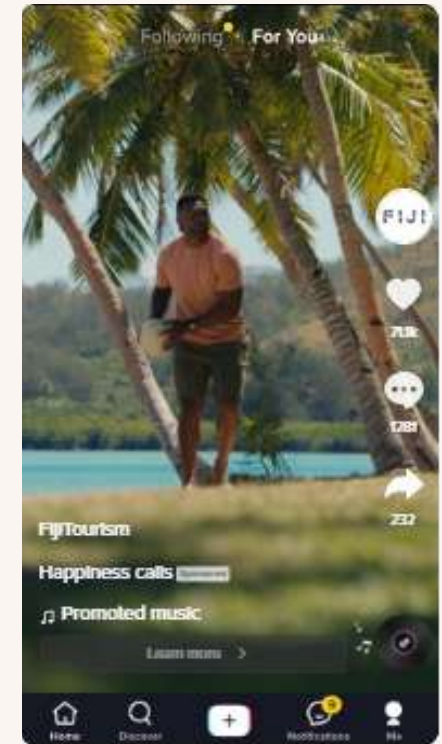
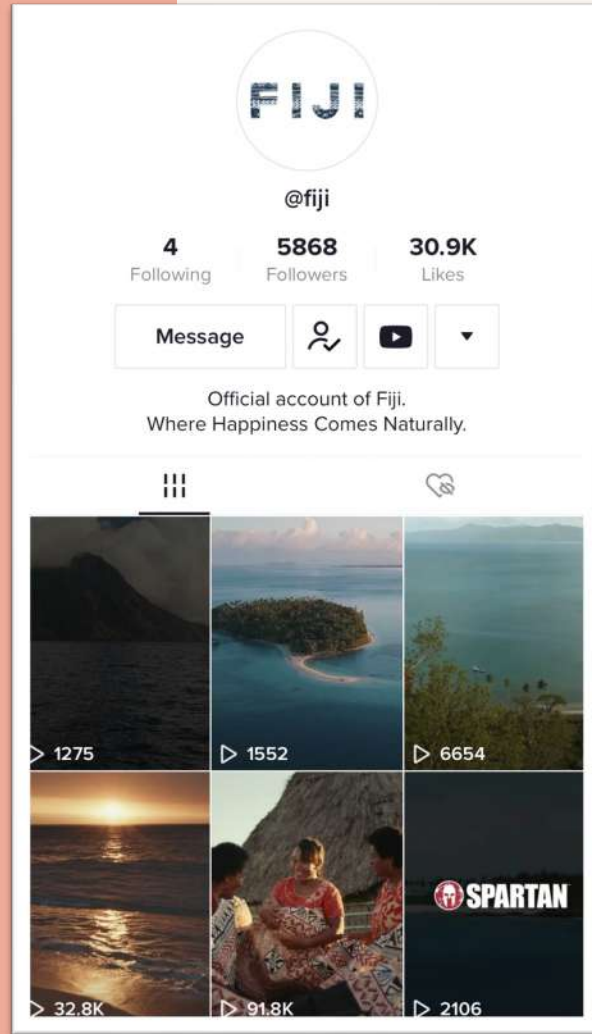
- 1.9m reach Youtube NZ
- 99.6% video completion rate NZ (benchmark 97%)
- 26m impressions across channels AU
- 28k campaign landing page visits and CTR of 0.33% in AU



- 5.4m impressions OOH Canada
- 1.37m video completions CTV Canada
- 15m impressions CTV US
- Expedia ~4m impressions, 10k ad clicks, 2.5k room nights booked



- 24k organic followers
- 164k likes
- 6.4m Paid impressions

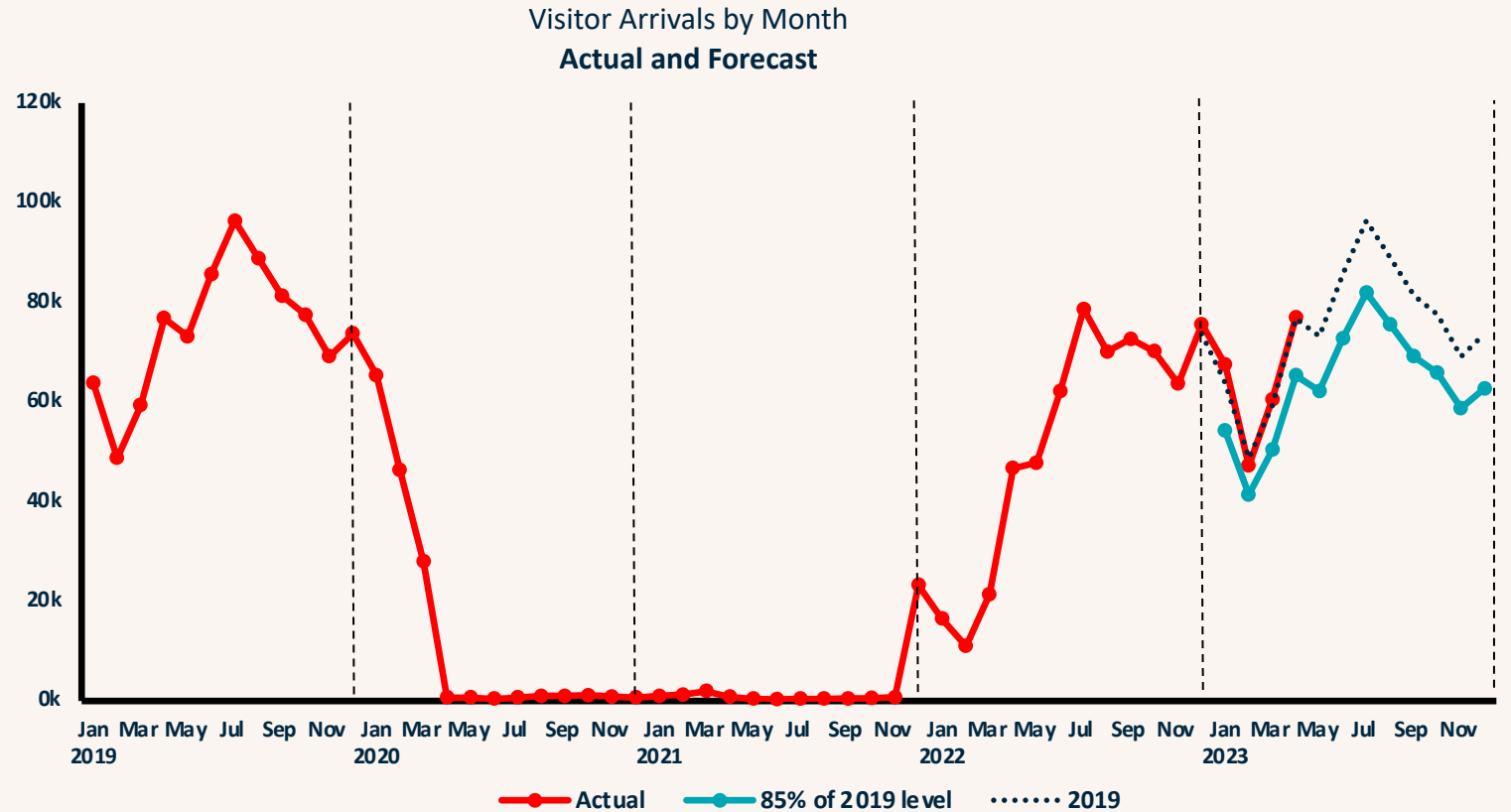




# Campaign results

The global campaign progressively rolled out from Jan 2023.

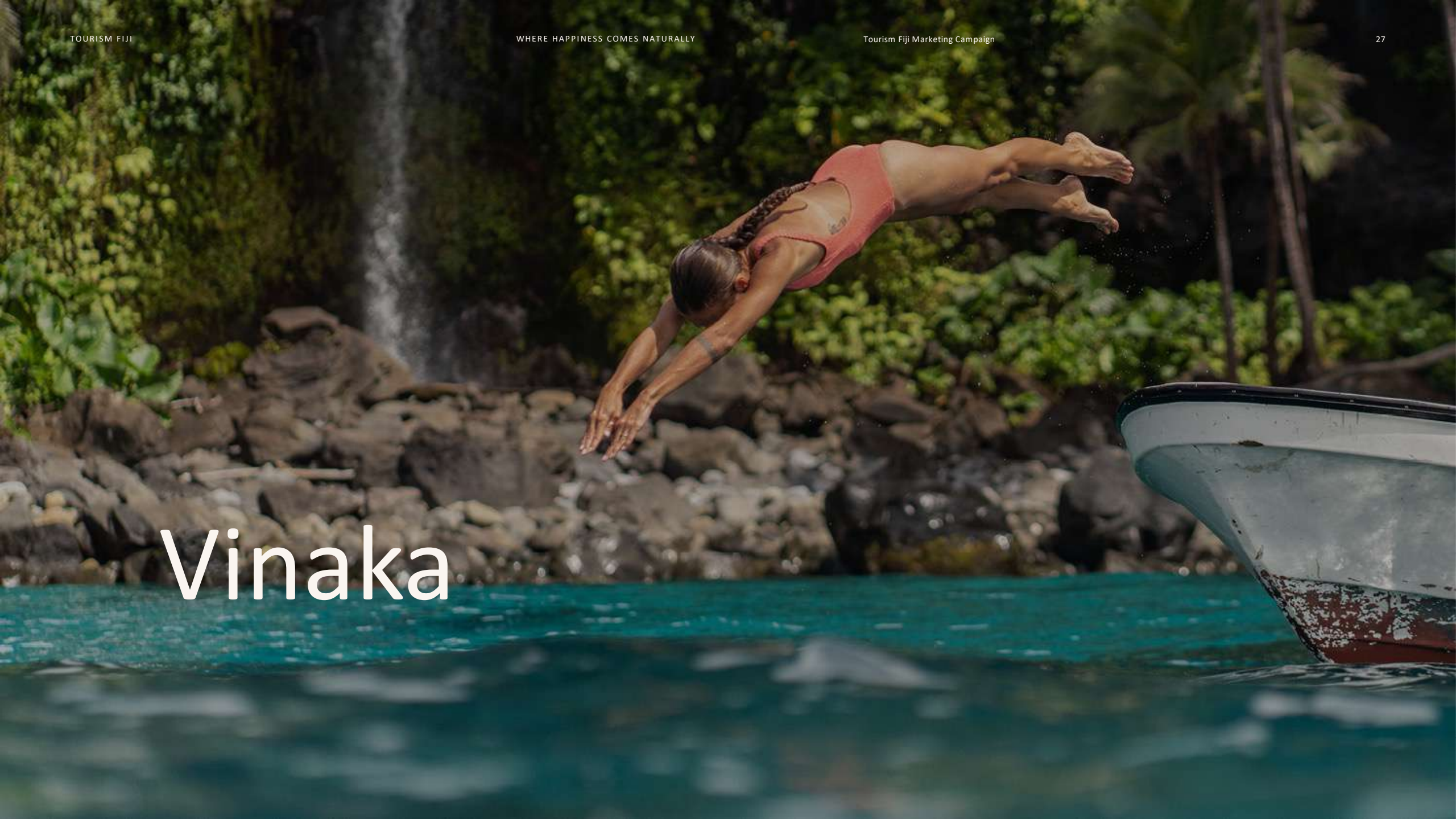
While reach and global resonance has been strong, campaign performance has also been reflected in our visitor arrival numbers, with 3 out of 4 months in the first quarter of 2023 at or surpassing pre-pandemic arrival numbers, and all months tracking above targets for the calendar year.



## Roles and responsibilities

As with all brand projects, a huge (global) village was involved in bringing our new brand to life, the core project team is listed here.

Role	Name	Agency
Creative strategy and development	Jon Austin, Pete Serrah, Ant Moore, Maddie Huxley, Stephanie Cameron, Ant Martin, Matt Innes, Maisie La Costa	Host/Havas
Production	Finch, Kyra Bartley, Mauve Marketing, Welcome Fiji	Various
Media	Drew Graves, Marek Stutita, Jade Markey	Havas Media
External PR	Alex Bryant, Ourhai Tower	Red Havas
Marketing	Srishti Narayan, Anaseini Bakaniceva, Emma Campbell	Tourism Fiji



Vinaka