

CAMPAIGN TOOLKIT



50 WAYS
TO *FREED*

THIS IS
FREMANTLE

visitfremantle.com.au

CONTENTS

Campaign summary	03
Outputs	04
Audiences	05
How to get involved	06
Social Posts	07
Campaign landing page	08
Get in touch	09



SUMMARY

RATIONALE

The 50 Ways to Freo campaign has been developed to support local businesses and sustain visitation during the bridge closure period. By encouraging both locals and visitors to continue choosing Fremantle, the campaign's objective is to support the business community ensuring they remain visible, and remind Western Australians that there are so many different 'ways to Freo.' By participating, you contribute to a unified effort to keep Fremantle vibrant, visible and thriving during this period.

CONCEPT

'Freo' is treated as a verb - an action, an invitation, and a mindset. To 'Freo' is to immerse yourself in the city's spirit: to explore, to connect, to experience all of the city's unique offerings.

OVERVIEW

'50 Ways to Freo' positions Freo as more than a place, it's a verb, an action and a mindset. The campaign invites people to explore, connect and experience the city through short, evocative messaging that pairs iconic locations with local businesses and experiences.

The purpose is to capture the 'Freo Way' authentic, vibrant and inclusive while showcasing experiences that are uniquely Fremantle. It is designed to drive engagement and visitation, build positive sentiment, and provide a consistent framework for campaign and grant-funded content.

Visuals focus on authentic, real-life moments captured through a mix of high-quality photography and dynamic, social-first video content. The approach prioritises relatability over polished tourism imagery, ensuring the campaign feels accessible and genuine.



OUTPUTS

The campaign delivers a suite of digital-first assets, including high-quality photography and short-form video content designed for social and online channels. These assets showcase authentic experiences, using a blend of professional and lo-fi styles to maximise engagement and relatability. Supporting outputs extend across paid media including TV, owned channels.

- 10 hero campaign images
- 15 and 30 second video (TV & Digital)
- Business-specific photo and video assets via the grants program
- Dedicated dynamic landing page: www.visitfremantle.com.au/50-ways-freo



AUDIENCES

The campaign will be strategically targeted to audiences across metropolitan Perth and the South West of Western Australia to drive visitation into Fremantle during the campaign period. Using existing Visit Fremantle audience data, we will build and refine lookalike audiences to reach people with similar interests and behaviours. This ensures campaign messaging is delivered to the most relevant and high-potential visitors, helping maximise impact

EXISTING AND LOOKALIKE

Visit Fremantle - Instagram & Facebook followers & look-a-like audiences

Visit Fremantle website visitors & look-a-like audiences

LOCATION TARGETING

- Metro, including Fremantle, Joondalup and surrounds, South and Southeastern Corridors, suburbs along the Fremantle train line and Midland train line
- South West Region, including Augusta, Bridgetown, Bunbury, Busselton, Collie, Donnybrook,
- Dunsborough, Harvey, Manjimup, Margaret River, Nannup, Pemberton,
- Peel Region, including Boddington, Byford, Jarrahdale, Mandurah, Mudijong, North Dandalup, Pinjarra, Serpentine, Waroona, Ravenswood

INTEREST TARGETING:

FAMILIES



ARTS & CULTURE



SHOPPING



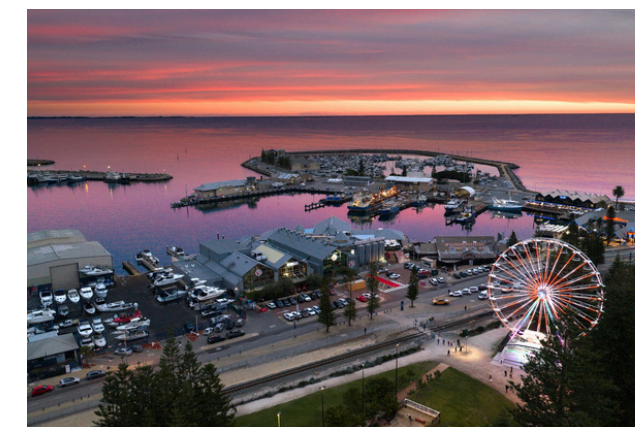
FOOD



BEACHES



TRAVEL



HOW TO GET INVOLVED

SHARE THE CAMPAIGN ASSETS

Help amplify the campaign by sharing campaign assets on your channels.

By participating, you contribute to a unified effort to keep Fremantle vibrant, visible and thriving during this period.

DOWNLOAD CAMPAIGN ASSETS HERE

USE A 50 WAYS TO FREQ TEMPLATE ON YOUR OWN IMAGERY

If you have your own imagery and would like to use the 50 Ways to Freq logo we have developed some simple canva templates for you to use - login required, accounts are free.

By participating, you contribute to a unified effort to keep Fremantle vibrant, visible and thriving during this period.

#50WaysToFreq #ThisIsFremantle& Tag @VisitFremantle

50 WAYS TO FREQ TEMPLATES



SOCIAL POSTS

MESSAGING

Use simple, short statements that connect an experience to your business, such as '50 Ways to Freo... [your experience].'

Focus on what makes your offering unique, memorable or typically 'Freo.'

This consistent format makes it easy for audiences to recognise, engage with and share your content.

#50WaysToFreo #ThisIsFremantle& Tag @VisitFremantle

EXAMPLE TEXT YOU CAN USE IN YOUR SOCIAL MEDIA CAPTIONS

There's more than one way to Freo... and this is ours.

At [Business Name], your way to Freo might look like [insert experience]. Some you already know and love. Some might surprise you.

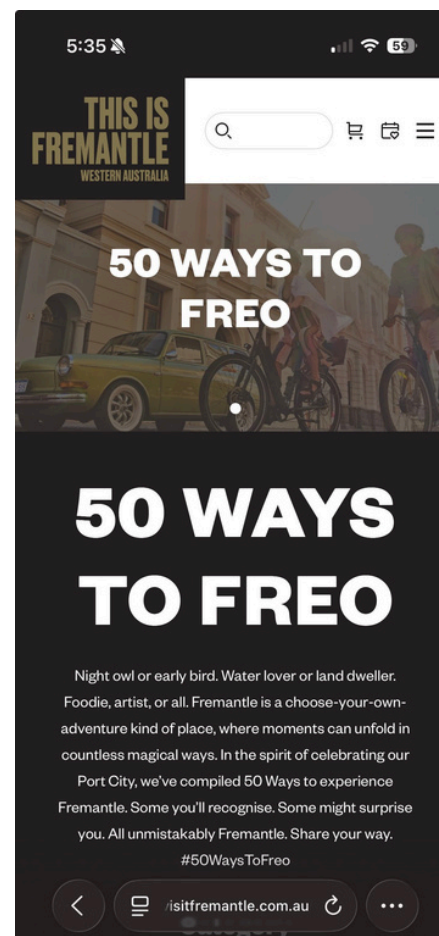
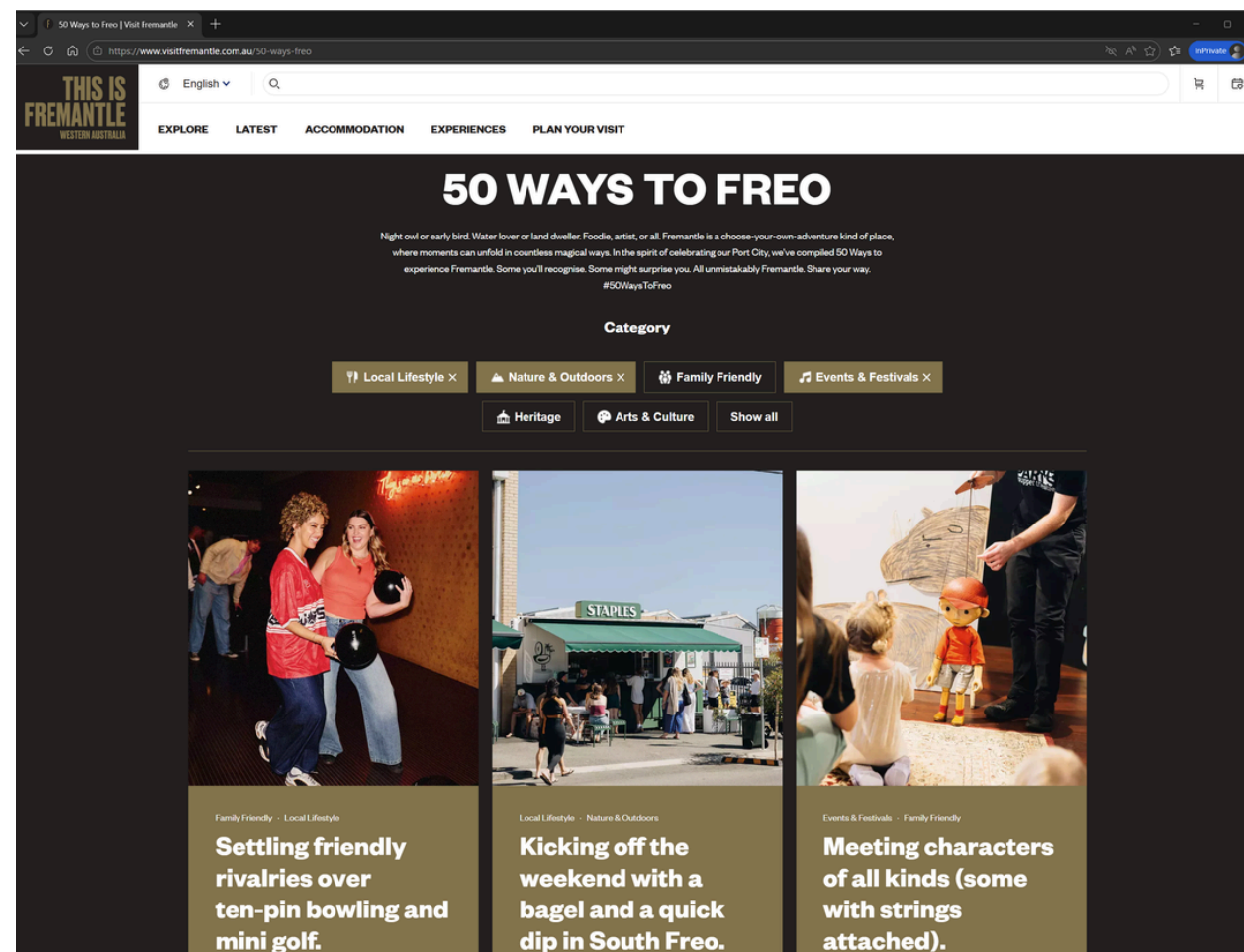
Start exploring, start ticking them off, and make us part of your favourite way to Freo.

#50WaysToFreo #ThisIsFremantle& Tag @VisitFremantle

[DOWNLOAD CAMPAIGN ASSETS HERE](#)

CAMPAIGN LANDING PAGE

The campaign landing page is the central hub for '50 Ways to Freo,' where audiences can explore, discover and plan their visit. It brings together all featured experiences, including participating businesses, into one easy-to-navigate destination, encouraging visitors to browse, filter by interest and keep coming back to try something new. By linking to and sharing the landing page in your content, you help drive traffic, increase visibility for your business, and connect visitors directly to the wider Fremantle experience.



GET IN TOUCH

CONTACT

The Visit Fremantle team at the City of Fremantle would love to hear from you!

If you have any queries about the campaign, want help with social posts, or updates about your own business that you'd like to share with us, please email us at:

marketing@visitfremantle.com.au

SUBSCRIBE

Stay in touch by subscribing to our newsletters:

Consumer News | monthly updates on what's on in Fremantle (we won't bombard you with emails and we won't share your info with anyone else).

Business News | monthly updates specifically tailored to the Fremantle business community (including upcoming opportunities for businesses).



**THIS IS
FREMANTLE**

visitfremantle.com.au

**50 WAYS
TO *FREED***