

ADVENTURE TALES SEPTEMBER '26

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 GREAT OCEAN ROAD AUSTRALIA STATIC	2	3 NEW ZEALAND GIF	4	5 QUEENSTOWN - NEW ZEALAND STATIC
6	7 SYDNEY - AUSTRALIA STATIC	8	9 RUSSIA GIF	10	11	12 ROTORUA, NEW ZEALAND STATIC
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<https://canva.link/fk96rj2fqazo2e3>

1 September - Static - Australia - Great Ocean Road

Option 1: Copy - Great Ocean Road

Subcopy - Best seen with the windows down

Option 2: Copy - Australia

Subcopy - Two thousand kilometers, zero boring stretches

Option 3: Copy - Great Ocean Road

Subcopy - The detour becomes the highlight

Visual ref: Aerial golden-hour view of the winding Great Ocean Road with turquoise ocean, limestone stacks and cars driving the curves, overlaid with clean title "Great Ocean Road – Best seen with the windows down", route map highlighting Melbourne to Port Campbell, and bottom bar "AUSSIE COASTAL ESCAPE #ApkiHolidaysApkeHisabSe".



3 September - GIF - New Zealand - Rotorua Fun Fact

Destination: New Zealand (Rotorua)

0–3s: [Animated ground cracks open, cartoon steam puffs rise from a geothermal pool]

Text: "Fun fact:"

3–7s: [Steam forms into the shape of a question mark, then pops into an exclamation mark]

Text: "This ground is literally boiling."

7–10s: [Cut to a cartoon tourist dipping a toe in a spa pool, giving a satisfied nod]

End text: "Rotorua. Only in New Zealand."

(Looping GIF-style — seamless restart from frame 1)

5 September - Static - New Zealand - Queenstown

Option 1: Copy - QUEENSTOWN

Subcopy - 9 legendary spots. 1 ultimate package. Pick your thrill.

Option 2: Copy - QUEENSTOWN

Subcopy - Canyons, karts, and 134-meter drops. Are you in?

Option 3: Copy - QUEENSTOWN

Subcopy - From the historic bridge bungee to the highest peaks. Pack your courage.

Visual ref: Clean modern illustrated map of Queenstown & surrounds, highlighting the main adrenaline hotspots with simple icons and short labels.



7 September - Static - Australia

Option 1: Copy - AUSTRALIA

Subcopy - Spring into the wild. Wildflowers out west, whales out east.

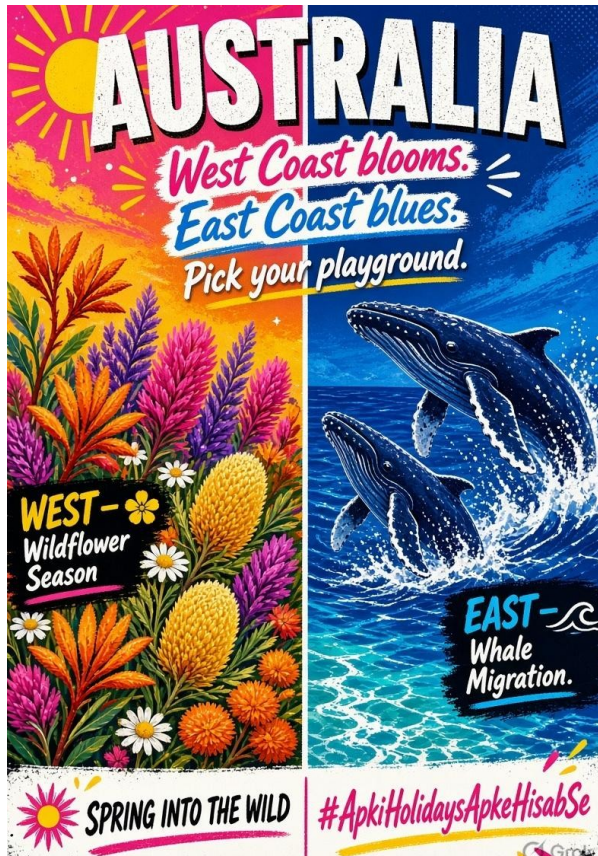
Option 2: Copy - AUSTRALIA

Subcopy - West Coast blooms. East Coast blues. Pick your playground.

Option 3: Copy - AUSTRALIA

Subcopy - Less screen time, more road-trip rhinos. Adventure is calling.

Visual ref: Funky, energetic, high-contrast, playful “choose your adventure” energy. Feels like a bold campaign poster, not a classic travel map or scenic photo.



9 September - GIF - Russia

Destination: Russia

- **0–3s:** [Animated onion dome of St. Basil's draws itself in bright colors against a snowy backdrop]
 - **Text:** "Russia."
 - **Editor Notes:** Keep the vector lines sharp, bright, and neon to bring a fresh, funky pop aesthetic against the clean white snow.
- **3–6s:** [Train icon slides dynamically across an artistic map of Russia, unlocking glowing milestone trail pins along the route]
 - **Text:** "Infinite tracks. One legendary route."
 - **Editor Notes:** Use a fast "whoosh" transition. Have the trail line pulse with color as the train zips from the cities into the deep wild.
- **6–10s:** [Zoom into Red Square, snow falling as a loop, small heart icon pops over the Kremlin]
 - **End text:** "Experience the EXTRAORDINARY."
 - **Editor Notes:** Match the last frame's snow positions perfectly with the first frame to ensure a flawless, aesthetic, and infinite loop.
- **Visual Reference:** Scene 1 – Opening
- Glowing pink & teal geometric St. Basil's domes on clean snowy white background.
- Scene 2 – Middle Transition

- Sleek train icon speeding across a dark stylized map, leaving a pulsing neon trail that triggers bright milestone pins.
- Scene 3 – Ending / Loop
- Geometric Kremlin silhouette with falling snow particles + punchy stylized heart icon pop (perfect loop point).



12 September - Static - New Zealand - Rotorua

Option 1: Copy - ROTORUA

Subcopy - Earth is showing off. Steaming lakes, neon pools, and deep living culture.

Option 2: Copy - ROTORUA

Subcopy - Boiling mud, glowing forests, and ancient roots. Welcome to the hot zone.

Option 3: Copy - ROTORUA

Subcopy - Where the ground steams, culture runs deep

Visual ref: A flat vector-art travel poster of Rotorua at twilight, featuring an electric-teal geyser plume exploding next to a stylized Māori meeting house with glowing windows.

The surrounding dark redwood forest floor features bubbling mud pools and bioluminescent glowing neon-green moss. High contrast, clean geometric linework, and an aesthetic Instagram travel card style.



14 September - 2D Reel - Australia in 30 secs

Destination: Australia

Scene 1 (0–5s): [2D animated map of Australia draws itself in, dotted flight line from India lands on Sydney]

Text on screen: "Australia. Bigger than you think."

Scene 2 (5–12s): [Animated Opera House sails fold open like a pop-up book, Harbour Bridge sketches itself across]

VO: "One coast, endless character."

Scene 3 (12–20s): [Cut to animated reef — fish swim across screen, coral blooms in bright colour, a cartoon diver gives a thumbs up]

VO: "No filters needed when nature uses its own neon."

Scene 4 (20–28s): [Animated road trip — a tiny car drives along Great Ocean Road, cliffs pop up, kangaroo hops past in the background for a laugh]

VO: "And somehow, there's still more coastline left."

Scene 5 (28–32s): [Zoom out to full map with pins dropping on Sydney, Cairns, Melbourne, Great Ocean Road]

End text: "Australia. Apki Holidays, Apke Hisaab Se."

Visual Reference: a vibrant 2D vector pop-up book animation style featuring clean geometric linework and smooth, kinetic transitions. Iconic elements like the flight paths, unfolding Opera House sails, blooming neon reef coral, and a bouncing cartoon kangaroo should feel like high-end, paper-craft layers popping to life. Maintain a consistent, modern travel infographic look throughout, closing on a clean, centralized map with pulsing destination pins for a premium finish.



17 September - Static - Russia - Trans - Siberian Route

Option 1: Copy - Trans-Siberian

Subcopy - The longest train tells the longest stories

Option 2: Copy - Trans-Siberian

Subcopy - Seven time zones, one window seat

Option 3: Copy - Russia

Subcopy - Some journeys are the whole point

Visual ref: A large train window frame. Inside it are seven stacked horizontal landscape bands, each representing a different time zone and region of the journey (forest → city → steppe → Baikal → taiga → mountains → coast).



20 September - 2D Animated Reel - New Zealand: Adventure Capital

Destination: New Zealand

Scene 1 (0–6s): [Animated bungee cord stretches across screen, cartoon figure jumps off a bridge, screen shakes on impact]

Text on screen: "New Zealand doesn't do 'relaxing holiday.'"

Scene 2 (6–14s): [Animated jet boat zigzags across a blue river, leaving a trail, spins into a 360]
VO: "It does THIS instead."

Scene 3 (14–22s): [Cut to Milford Sound - animated waterfalls draw themselves down cliff faces, boat floats through]

VO: "And when it does slow down, it goes all in."

Scene 4 (22–30s): [Night sky opens up over Lake Tekapo, animated stars pop in one by one, forming a trail]

VO: "Even the sky shows off here."

Scene 5 (30–35s): [Map zooms out, pins drop on Queenstown, Milford Sound, Rotorua, Lake Tekapo]

End text: "New Zealand. Your vacations, Your way."

Visual reference: a dynamic, high-energy 2D vector kinetic animation style with sharp geometric linework and camera shake effect on the bungee impact. Transition seamlessly from high-velocity action scenes - like a neon-blue jet boat slicing and spinning through narrow canyons - into breathtaking, minimalist landscape art featuring sleek vertical lines for Milford Sound's waterfalls and a glowing stardust particle effect for the Lake Tekapo night sky. The entire reel should feel like an upscale, fast-paced animated travel journal, ending on a clean, centralized map with pulsing destination pins.



22 September - Static - Australia

Option 1: Copy - AUSTRALIA

Subcopy - Meet the locals. High-fashion fur, infinite hop, and endless *Adventure Tales* to tell.

Option 2: Copy - AUSTRALIA

Subcopy - Red dirt roads, sleepy icons, and wild horizons. Let *Adventure Tales* curate your next massive escape.

Visual ref: A retro-pop flat vector art travel poster of an Australian outback road next to dramatic terracotta-red cliffs. A stylized cartoon kangaroo sporting neon-orange reflective sunglasses leans against a mint-green vintage campervan while a minimalist koala sleeps in the eucalyptus branches above. High-contrast geometric linework, rich desert golds, and a premium travel postcard layout.



25 September - Static - Russia - (Moscow & St. Petersburg)

Option 1: Copy - Russia

Subcopy - History you can actually walk through

Option 2: Copy - Moscow

Subcopy - Every dome has a story

Option 3: Copy - Russia

Subcopy - Two cities, a thousand years apart

Visual ref: Dual-city informative poster – Moscow on top, St. Petersburg at the bottom, connected by the train route in the middle. Elegant illustrated style rather than pure photography.



27 September - Story - World Tourism Day

Option 1: Copy - MULTIVERSE MODE: ACTIVATED.

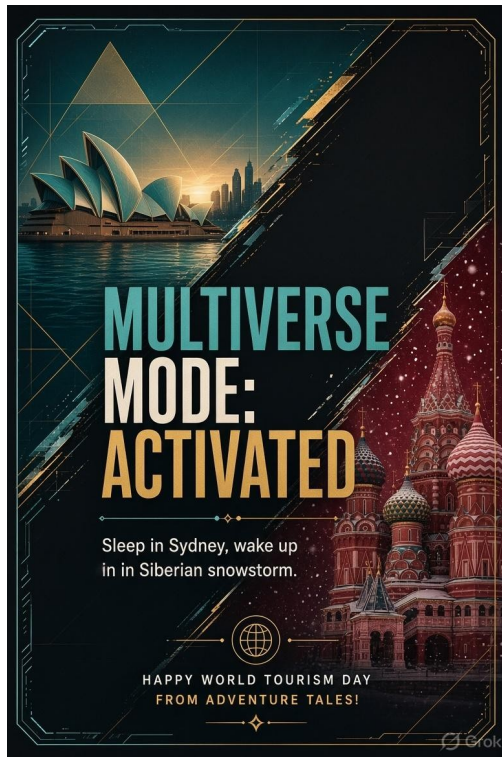
Subcopy - Sleep in Sydney, wake up in a Siberian snowstorm. **Happy World Tourism Day** from *Adventure Tales!* (small text)

Option 2: Copy - CAUTION: HIGH EXPOSURE TO FOMO.

Subcopy - Enter at your own risk. Or just celebrate **World Tourism Day** by booking a wild *Adventure Tale.* (small text)

Visual ref: Diagonal glitch split: elegant teal-gold Sydney Opera House under warm sun | deep red St. Basil's Cathedral in soft snow.

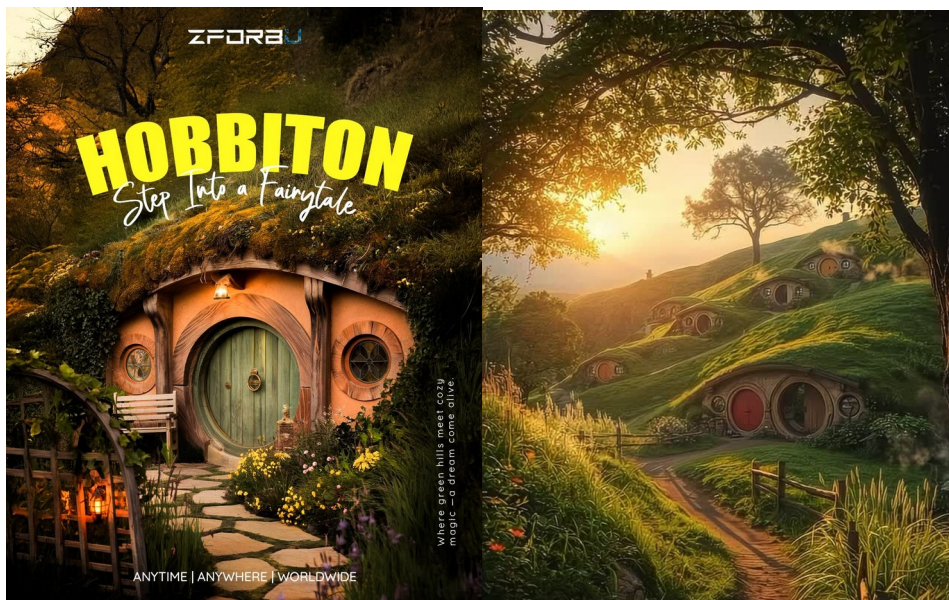
Bold centered "MULTIVERSE MODE: ACTIVATED" with refined subcopy and World Tourism Day footer — classy yet funky, controlled rich palette.



29 September - Static - New Zealand - Hobiton

Copy - Wander Through Make-Believe

Subcopy - Walk the same paths as Bilbo and Frodo and discover the enchanting world of Hobbiton.



Ref.