

EXPERIENCE WONDER



Campaign Toolkit

V 2.1 / February 2026



THIS PLACE IS BEAUTIFUL

Kenya has the right mix of spectacular beauty that few other places in the world can match

But In a world brimming with breathtaking landscapes Kenya is just another picture-perfect destination.

Why would anyone go halfway across the world when they have a sea of options closer to home?

BEAUTY ALONE IS NOT ENOUGH

People want experiences that go beyond the ordinary

The most scenic views can feel lifeless without a story to tell. The finest meals are just ingredients on a plate without a cultural heartbeat behind them.

Our discerning traveler is seeking something more than travel, they are looking for culture, exquisite cuisines, extraordinary experiences, tailored luxury.

They are looking for meaning. They want to go back home with a basket full of stories and a wealth of memories.



BRINGING THE MAGIC TO LIFE

**Leveraging the beauty that we are famous for
while sprinkling that with the unexpected
wonder that Kenya has**

We need to invite our audience to see Kenya differently, That
beyond the beauty, there is so much more to Kenya.

We need to tap into that lingering feeling that people leave with
when they visit Kenya.



A photograph of a camel safari in a savanna landscape. In the foreground, a man in traditional beaded attire stands next to a camel. Behind him, a woman and a man are riding camels. The woman is wearing a hat and a scarf, and the man is wearing a cap and glasses. The background shows a vast, open landscape with rolling hills and sparse vegetation under a bright sky.

CAMPAIGN EXPRESSION

EXPERIENCE WONDER



Come for
Leave with



What makes this platform so interesting and reinforces the power of the strategic positioning ...

More than beauty, they are after magic and Wonder.

Travel is all about exploration. You never know what you'll find but you hope that regardless of the experience, your journey will be well worth your while.

CAMPAIGN EXPRESSION

COME TO CATCH YOUR BREATH, LEAVE WITH BREATH TAKING

COME FOR CLARITY, LEAVE INSPIRED

COME CURIOUS, LEAVE IN AWE

COME WITH WANDERLUST, LEAVE IN WONDER

COME SUN CHASING, LEAVE SUN KISSED

COME A ROMANTIC, LEAVE IN LOVE

COME FEAST YOUR EYES, LEAVE WINE & DINNED

COME FOR THE CULTURE, LEAVE WITH COMMUNITY

COME FOR ESCAPE, LEAVE ENLIGHTENED



The Film

Main TVC
Cutdowns
+ Thematic Shorts

Print

Posters
OOH
Print ads

PR

Media and Influencers

Radio

Music
Campaign Messaging



EXPERIENCE WONDER

Innovation

VR experience
Interactive games
Location based games

Digital & Social

Content and paid media

Website

Desktop and mobile
SEO / APIS

BTL & EXP

Branding & Merchandise

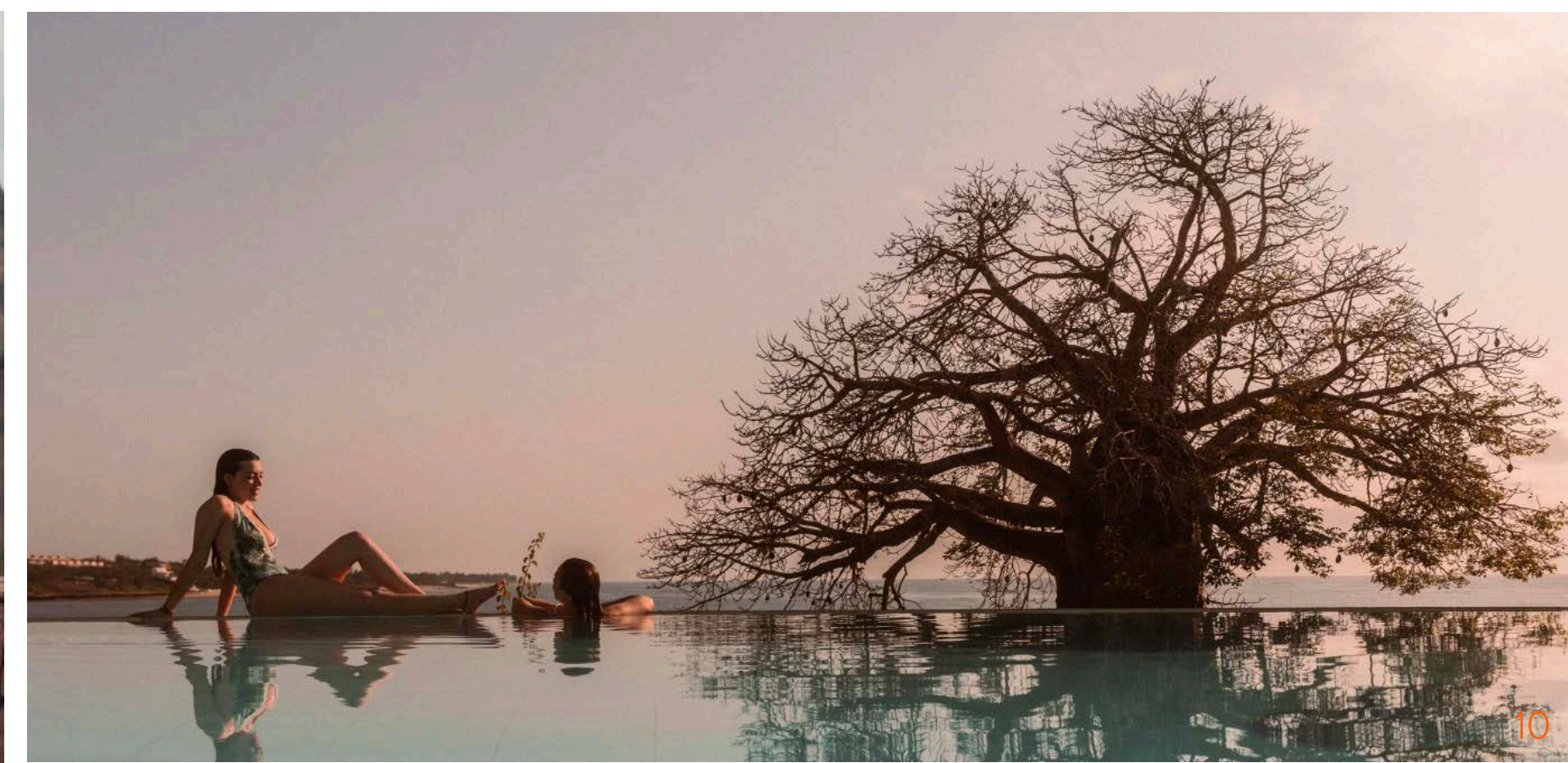


CAMPAIGN FILM

CAMPAIGN FILM

We went on a journey a Magical experience of our own, to showcase the beauty of it's landscape and capture the magic of the Places and people.

The Film features scenes of incredible beauty that Kenya is already known for mixed in with unexpected scenes that dramatise the Magic with performances



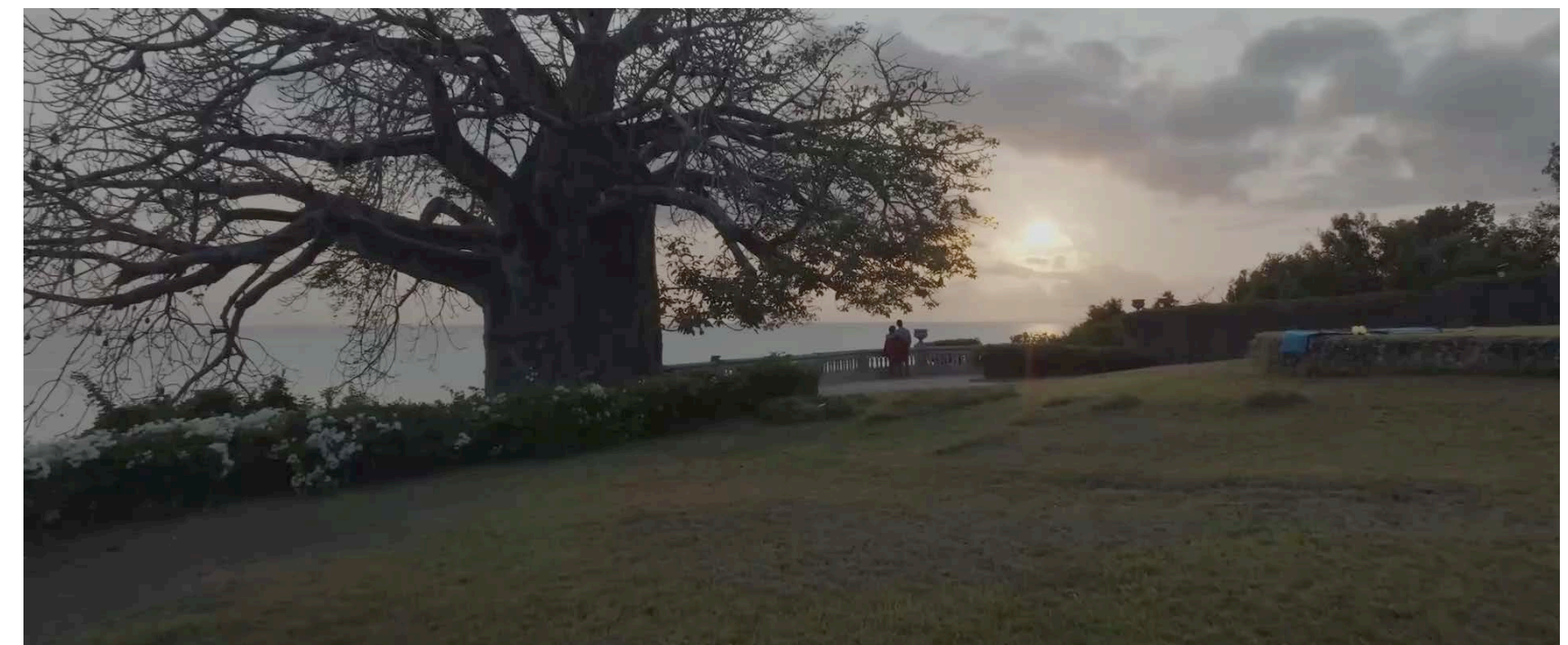


[Download Asset > Here](#)

THEMATIC SHORTS

These 45 second shorts focus on specific areas of content for example

- Adventure
- Culture
- Eco Tourism
- Vibrant Cities
- Wellness



[Download Assets > Here](#)

A man in traditional beaded attire leads two camels with tourists riding on them in a savanna landscape. The man is in the foreground, wearing a black tunic and a headband with a blue bead. The camels are carrying two tourists, a woman in a brown hat and a man in a blue jacket. The background shows a vast, open landscape with low hills under a bright sky.

VISUAL ARTICULATION

VISUAL ARTICULATION

How do we put this together visually

Bringing Experience Wonder to life across various mediums and touch points.

Through a considered use of colour, typography, and layout, the brand expresses its sense of awe and clarity

The layouts are intentional and immersive, using scale, white space, and hierarchy to guide the eye and create moments of pause. Every element works together to ensure that wherever the brand appears, it feels expansive, grounded, and unmistakably magical.



TYPOGRAPHY

A condensed font family, intended primarily for display use. Its tight spacing and compact diacritical marks result in a very robust and block-like appearance of a set text, making it an ideal choice for headlines and word marks.

MAIN TYPEFACE

EXPERIENCE WONDER
MAGICAL KENYA ABCDEFGHIJKLMNO!?

SECONDARY TYPEFACE

COME FOR THE EXPERIENCE LEAVE WITH DEPTH
Gill Sans - ABCDEFGHIJKLM | 234567#%

COLOURS

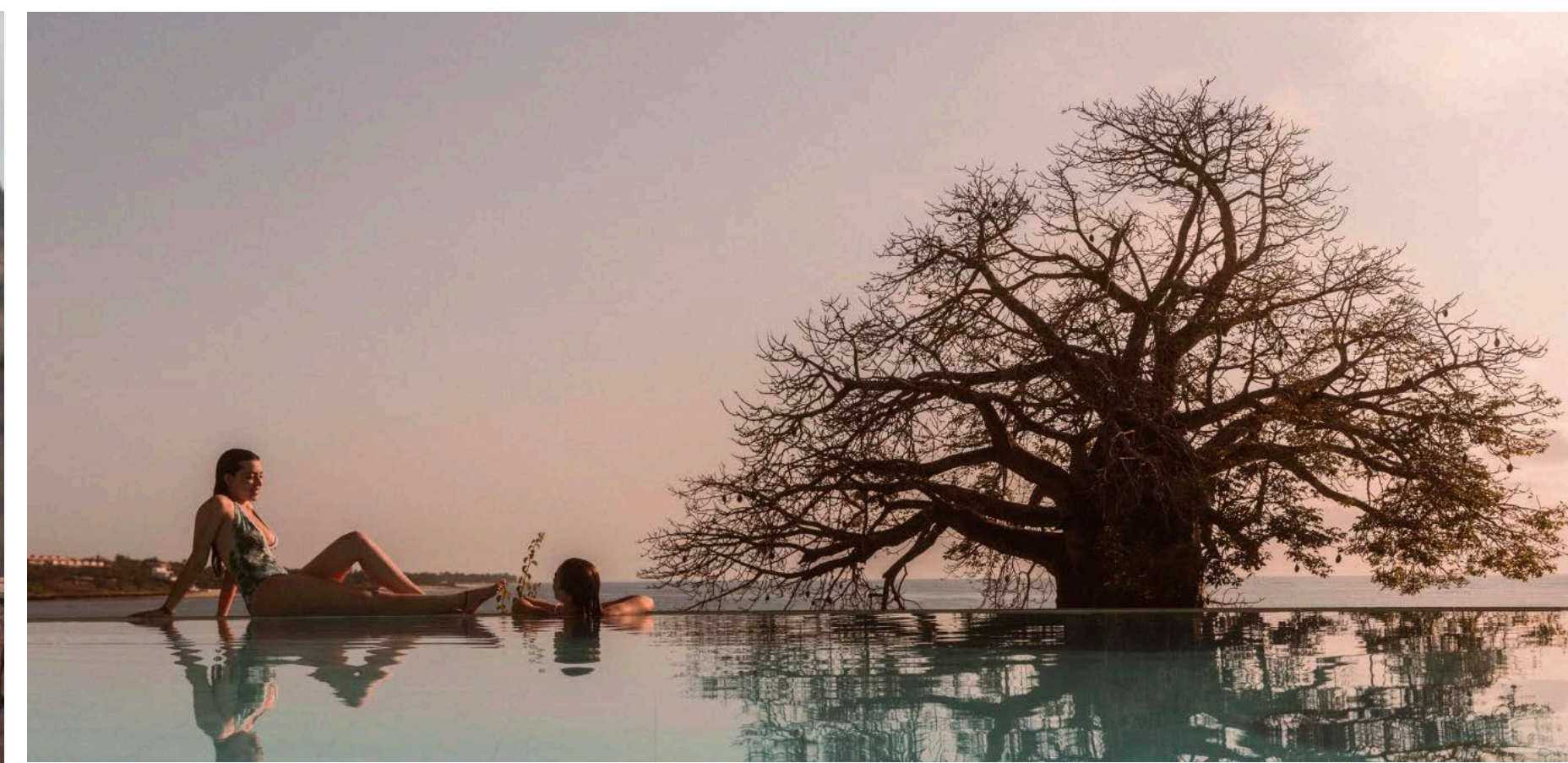
Borrowing heavily from the existing Magical Kenya palette we seek to maintain clear brand recognition by retaining the core brand colours while adding a few complementary colours to support the core brand colours group

Maasai Red HEX:#dd2209 RGB: 221,34,8	Kijani Green HEX:#039146 RGB: 3,145,70	Sunset Orange HEX:#e8961a RGB: 232,150,26	Coral White HEX:#f3ddd9 RGB: 243,221,217	Ocean Blue HEX:#0cc3d5 RGB: 12,195,213	Violet Red HEX:#bc207a RGB: 188,32,122
Pale Ochre HEX:#fb6837 RGB: 251,104,55	Light Green HEX:#cee88a RGB: 206,232,138	Desert Yellow HEX:#fac234 RGB: 250,194,52	Sand Brown HEX:#e28d61 RGB: 226,141,97	Midnight Blue HEX:#064153 RGB: 6,65,83	Violet HEX:#640e51 RGB: 100,14,81
Black HEX:#131d17 RGB: 19,29,23			White HEX:#FFFFFF RGB: 255,255,255		

IMAGE STYLE

Our images highlight genuine moments and authentic connections.

Our visuals should evoke an authentic, vibrant, and engaging atmosphere. Emotional connections, interactions, and lively settings embody the essence



DESIGN LANGUAGE

The layouts are immersive, using scale space, and hierarchy to guide the eye.

Every element works together to ensure that wherever the brand appears, it feels expansive, grounded, and unmistakably magical.

IMAGERY



EXPRESSION OF
CORE MESSAGE
OF IMAGERY

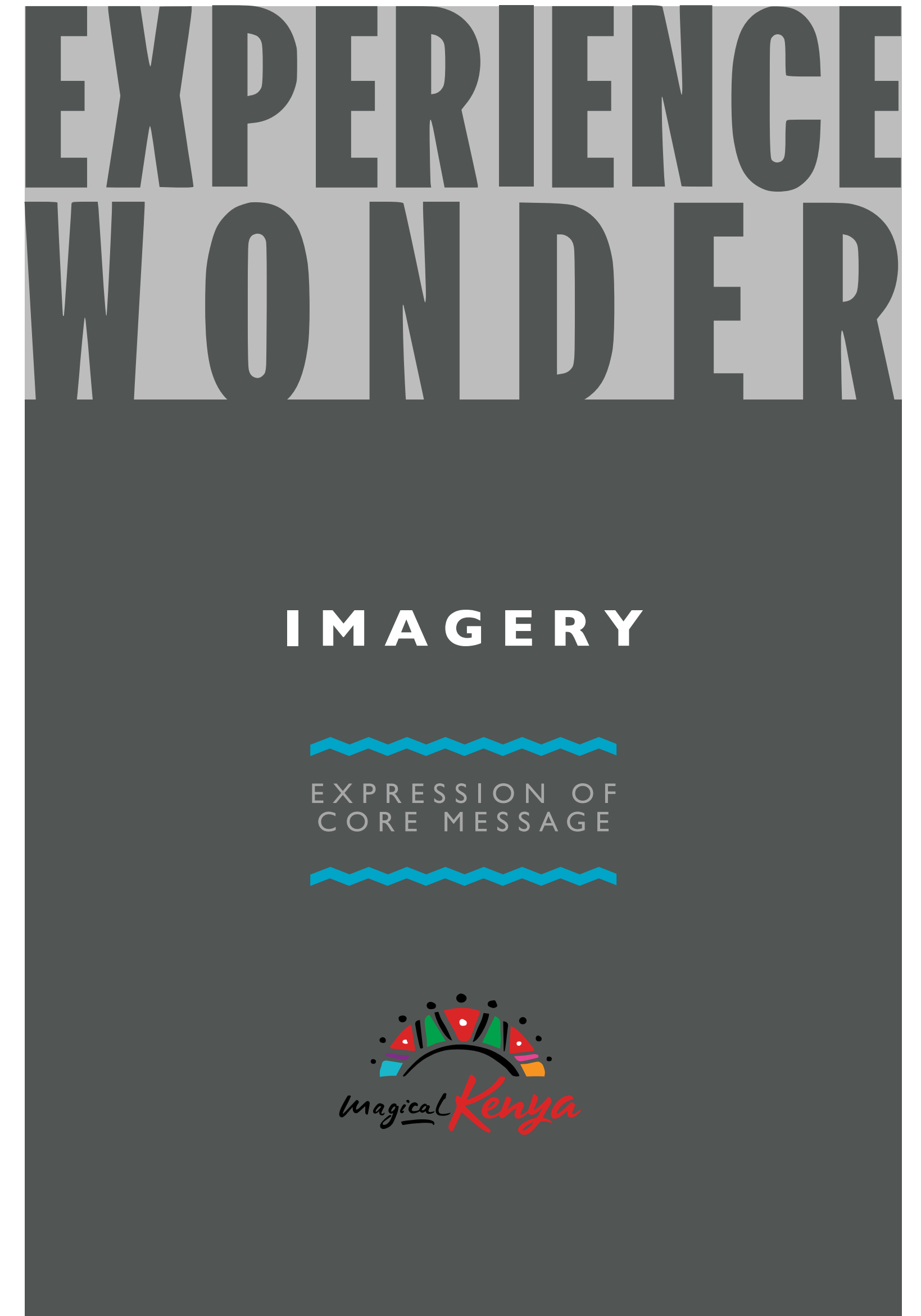
CAMPAIGN MAIN TITLE

DESIGN LANGUAGE

Alternate layouts

The layouts are immersive, using scale space, and hierarchy to guide the eye.

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KEY VISUALS



NEED STATES

The Key visuals are grouped by audience need states

**ADVENTURE &
EXPLORATION**

**CULTURAL
IMMERSION**

**RELAXATION &
WELLNESS**

**LUXURY &
STATUS**

**RELATIONSHIP &
BONDING**

**BESPOKE
INDULGENCES**

ADVENTURE & EXPLORATION



COME FOR THE CLIMB
LEAVE WITH COURAGE

EXPERIENCE
WONDER



COME FOR ADVENTURE,
LEAVE WITH CLARITY

**EXPERIENCE
WONDER**



COME FOR THE FOREST,
LEAVE REFRESHED

EXPERIENCE
WONDER

CULTURAL IMMERSION & LEARNING



COME FOR PEOPLE
LEAVE WITH COMMUNITY

EXPERIENCE
WONDER





COME FOR CULTURE
LEAVE WITH DEEPER ROOTS

EXPERIENCE
WONDER





COME FOR THE THRILL
LEAVE WITH MEMORIES

**EXPERIENCE
WONDER**

RELAXATION & WELLNESS



COME FOR THE BEACH
LEAVE WITH STILLNESS

EXPERIENCE
WONDER



COME FOR THE MOMENT
LEAVE WITH FOREVER

EXPERIENCE
WONDER

BESPOKE INDULGENCE



COME FOR THE TASTE
LEAVE WITH MEMORIES

**EXPERIENCE
WONDER**



COME FOR ESCAPE
LEAVE WITH BELONGING

EXPERIENCE
WONDER





COME FOR THE WILD,
LEAVE WITH CALM

**EXPERIENCE
WONDER**



COME FOR THE STARS
LEAVE WITH INSPIRED

EXPERIENCE
WONDER



RELATIONSHIP & BONDING



COME FOR THE SUNSETS
LEAVE WITH LOVE

EXPERIENCE
WONDER



COME FOR THE VIEW
LEAVE WITH RENEWAL

EXPERIENCE
WONDER





COME FOR A HOLIDAY,
LEAVE WITH A FEELING



EXPERIENCE
WONDER



COME FOR THE THRILL
LEAVE WITH MEMORIES



**EXPERIENCE
WONDER**



COME FOR THE LAUGHTER,
LEAVE WITH FRIENDSHIP

EXPERIENCE
WONDER



EXPERIENCE WONDER



Magical Kenya

Got Questions
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