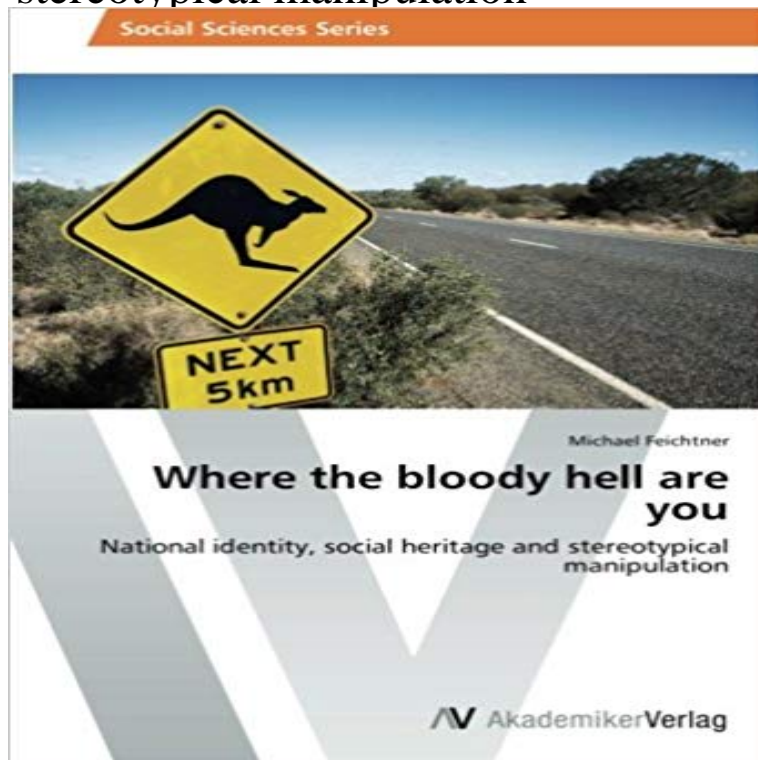


## Where the bloody hell are you: National identity, social heritage and stereotypical manipulation



The Author examines the Where the bloody hell are you campaign and its varying global response. In this study, he indicates whether the slogan bloody hell is to make responsible for the adverse outcome, or if other factors might have caused global controversies. The aim of his study is to understand Tourism Australia's (TA) approach to advertising and how stereotypes of Australians were formed through the Where the bloody hell are you campaign. The campaign was outlined to entice customers to travel in Australia and the applied marketing message should have increased awareness and attractiveness of the country's distinctiveness. The Author provided an exciting, engaging and informative study, backed up with abundant amount of adequate and up-to-date literature that underpins the accuracy of the subject matter.

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