



ADRION 5 SENSES



One brand to rule them all

Webinar No 2

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Sensory branding for ADRION Tourism

ANATOMY OF A BRAND

Surface
Brand

NAME
LOGO
BRAND IDENTITY
PACKAGING
SOCIAL PRESENCE

Iconic
Capital

STRATEGIC PLAN
RESEARCH
BRAND VALUES
MANAGEMENT STRUCTURE
CULTURE (OUTBOUND)
INVESTOR RELATIONS
MARKETING STRATEGY
SALES STRATEGY

Financial
Capital

ENGAGEMENT
NPS
CUSTOMER RELATIONS
LOYALTY CLUBS
KNOWLEDGE MANAGEMENT
DATABASE / CRM

Emotional
Capital

HUMAN RESOURCE
CULTURE (INWARD)
STAFF MOTIVATION
RECRUITMENT PROGRAMS
BOH ENVIRONMENTS

Human
Capital

Brand
Equity

Experiential
Brand

Destination positioning

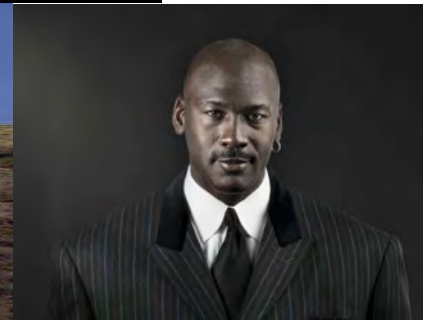
- Examples of some successful destinations

Destination	USP (unique selling proposition)	Emotional promise
Canada	Personal discovery “Keep Exploring”	Personal escape
India	Spiritual discovery and diversity “Incredible India”	Adventure, spiritualism, mistical environment
Malaysia	The best of cultural Asia “Malaysia Truly Asia”	Cultural horizons
New Zealand	Pure, autentic nature & lifestyle “100% pure New Zealand”	Back to nature as it used to be



Strong brands give security and stand for
proven quality

The brand energy comes from the service,
from the performance, not from the slogan!



Some practical examples of successful branding

DMO Branding Practice	%
Have an official brand strategy	82
Have a brand manager	37
Have a set of brand values	80
Think they have an unique positioning	75
Have a brand toolkit	80
Developed the brand in collaboration	90
Don't measure their brand's impact	37
Do cooperative branding	37
Are tourism-related only	60

1st **100% PURE**
newzealand.com

Incredible India

2nd



3rd



4th



100% Pure New Zealand brand - calculated to be worth around US\$13.6 billion, ranked 21st in the world just behind Samsung and ahead of Dell.

Destination positioning

- Winners in branding are destinations which are **rich in emotional communication** and have **message with convincing values** and **maintain high expectations** with potential visitors
- Message is, that strong destination brands “**sing the song**” of **difference and uniqueness** and convey the message that it is worth to visit them...

We Do Not Have

★ Wifi ... ★

Talk To Each Other
Pretend It's 1995

What is destination branding

The players



Stakeholder partnerships
Relationships between compatible organisations in terms of their goal, their power.

Destination Marketing Organisation (DMO).

MISSION & VISION



Destination brand - Goriška

- Challenging process, because:
 - Product is not homogenous
 - Destination marketing is not able to control distribution system & pricing, brand “depends” on promotion and publicity...
 - Difficult to define one brand, which would be interesting for all market segments...

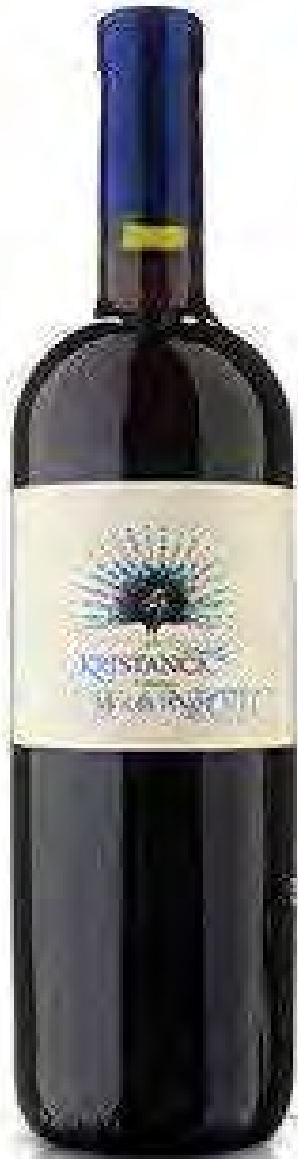






SAN
MAR
TIN
Damijan Simčič © zoso-foto.si





Changing customers...new trends...new challenges

Goriška



...stay relevant !



**Do you really know
who your target group is?**

Different customer generations...

...changing perceptions & priorities



Gen Z
2000 - present
Children

The first generation never to have experienced the pre-internet world



Millenials/GenY
1980 - 2000
Early teens - Early-30s

Demanding, internet savvy, instant gratification. The ipad generation



Gen X
1965-79
Early-30s to mid-40s

The 'focused, keep your heads down generation'

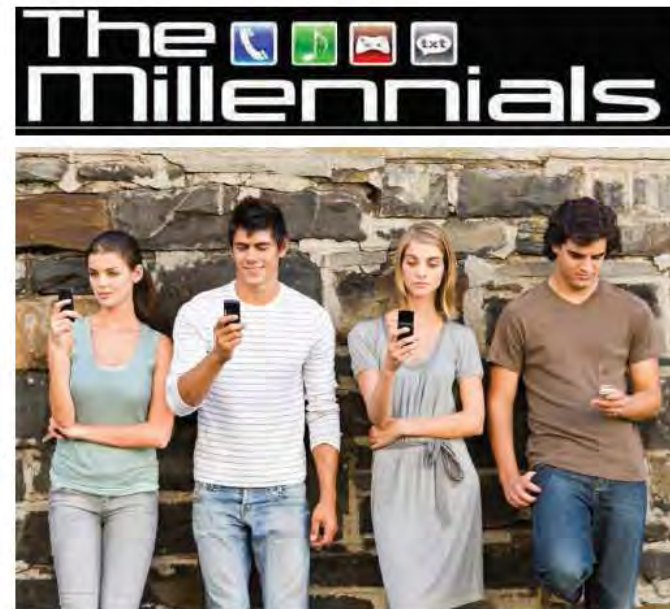


Baby Boomers
Pre 1965
Late-40's+

Regarded in the West as the 'have it all' post war generation

Key Influence Generation

- Tech-savvy
- Grasp new concepts quickly
- Enjoy change
- Like personalisation & customisation
- Seek stimulation, get bored easily
- Social, connected, consultative
- Caring, motivated by their mission
- Want to make the world a better place
- Major influence on baby boomers



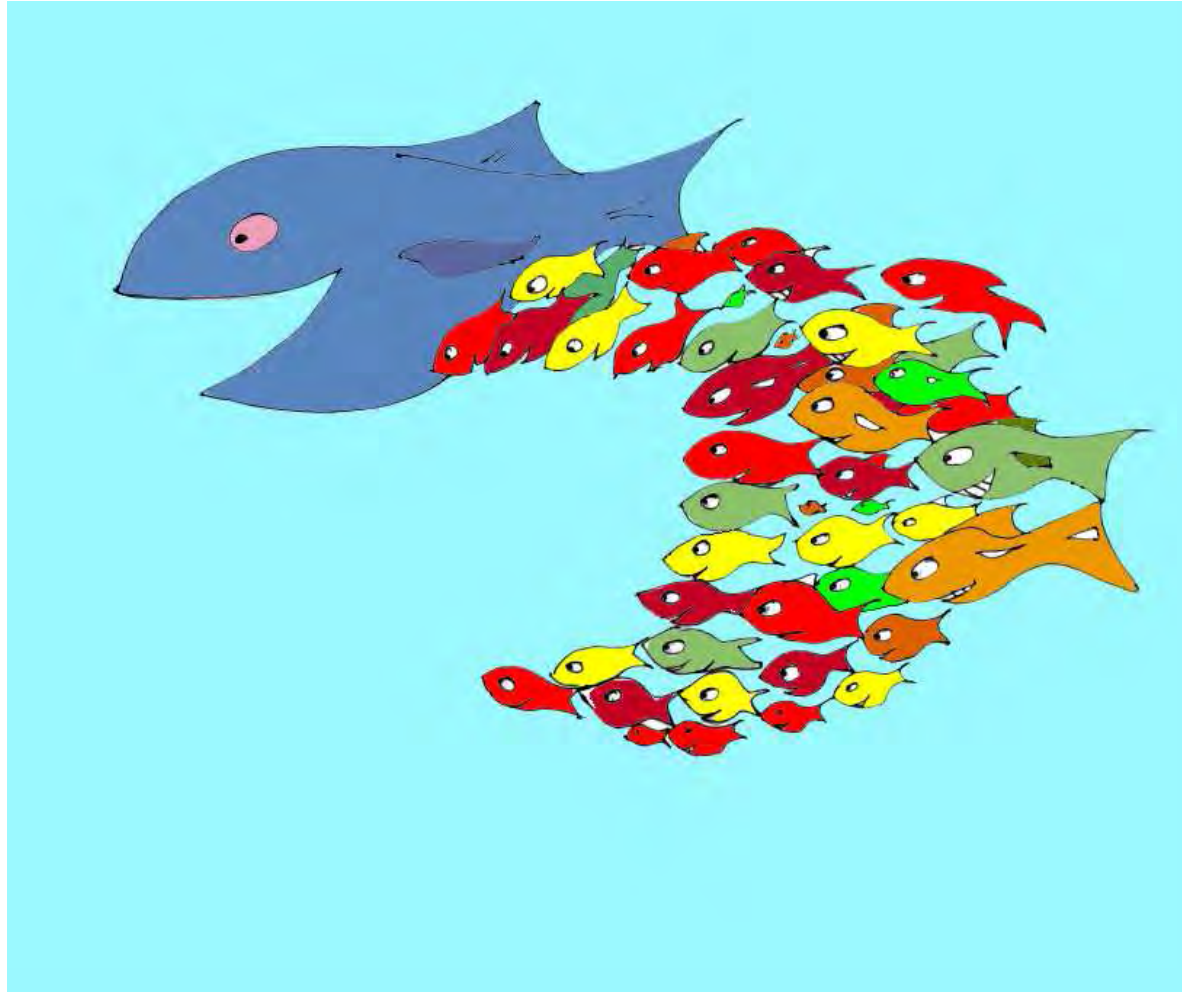
"By 2015 Millennials will be 75% of workforce and will influence 74% of buying decisions"

- Deloitte

Destination management

Competitive with:

- ➔ **Vision and
Regional/Collective
brand name**
- ➔ **Goal orientation
and**
- ➔ **Organisational
structure**



Instead of conclusion

- **Questions** are part of our every day life...



...**Answers** are not...

Thank you for your attention





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