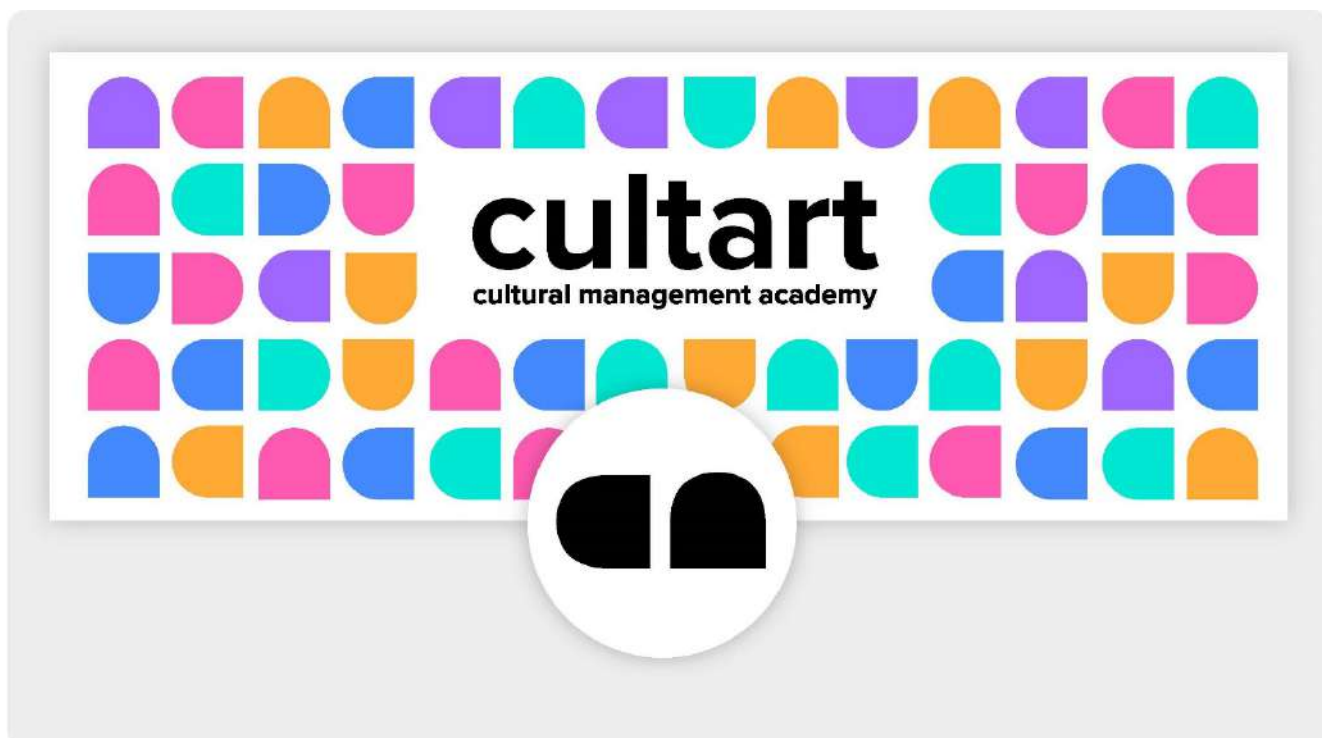


GULTART Training programme

Training Module 9: Visual Identity and Branding



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The units of this module are designed to provide learners with the most important insights regarding the subject matter of the module, in accordance with the findings of the analyses conducted in the framework of Intellectual Output 1 of the CULTART project.

The learning content provided here is intended to serve for independent learning and does not pretend to cover all possible aspects and related issues in terms of the subject matter covered.

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Content

Training description

Objectives of this training module

Target groups

Competencies and skills after finishing this module

Training method

Training content

Unit 1 The Brief

Unit 2. The Logo

Unit 3. Corporate Identity and Branding

Unit 4. Branding a Memorable Destination Experience

Training description

In this module, we will shed a light on the “design brief” and its fundamental role in terms of creating a unique corporate identity. You will become familiar with the format of the design brief, its length and some valuable tips & tricks that you may want to take into account in order to work smoothly with your design team. You will be also introduced to some hands-on tips and tricks that will enable you to sketch quickly a new logo for your company or product or to redesign the existing one. The logo (trademark) comes in various shapes, forms and features, and it is important that you be considered about its distinctive characteristics that communicate the main company values, mission, and goals.

Objectives of this training module

The main learning objective of this training module is to explore in depth what corporate identity consists in, alongside its themes: coherence, symbolism, and positioning. In addition, you will become familiar with some techniques that provoke immediate emotional response among clients. Finally, you will get acquainted with the latest trends in destination branding by considering the approaches of “experiential marketing” and the so-called “experience branding,” and how to create, based on these experiences, marketing messages that appeal to the emotions of potential travelers.

Target groups

- Members and stakeholders which operates into CCI* sector and fintech industry.
- CCI* freelancers.
- Startups in CCI* sector.
- Entrepreneurs that want to use creativity in their marketing and dissemination activities.
- Regional multipliers.

Competencies and skills after finishing this module

After studying this module,

- you will understand the matter of the design brief, logo design and branding
- you will be able to create a powerful design brief, to design a simple logo that would reflect the main values and goals of your company
- you will learn what a corporate identity is, how to utilize brand personality as well as developing a successful destination branding by using the latest trends in the industry as well as creating marketing messages based on these experiences that will appeal to the emotions of potential travelers.

Training method

CULTART learning philosophy promotes a unique engaging training method, based on the following aspects:

- Short-burst learning sessions which feature very well-structured learning content.
- A deep sense of involvement and merging of action and awareness.
- A sense of control and dealing with the task that you will find at the end of the module.
- Enjoyment and provoking further interest.

CULTART focuses on an interactive training approach:

- The modules as a training material for self-learning.
- Using the interactive CULTART online training platform: moodle.CULTART.eu for facilitated training sessions in a group with a professional trainer.

Unlike the lecturers into the face-to-face classroom, which provide their students with guidance and some additional directions, you have to take the responsibilities for the time management and for the control of your learning progress.

Training content

Unit 1. The Brief

Tags:

Brief; creativity; design brief format; target audience; company portfolio; project scope; timeline;

Unit 1 - Introduction

In this unit, we will consider the format brief and related concepts in some detail. We will shed a light on the “design brief” and its fundamental role in terms of creating a unique corporate identity. You will become familiar with the format of the design brief, its length and some valuable tips & tricks that you may want to take into account in order to work smoothly with your design team. After completing the unit, you will be acquainted with the most important questions that have to be considered during the first meeting between clients and designers. Furthermore, in Good Practices 1 & 2 (at the end of the module) you will find some suggestions regarding the relationships between designers and non-designers, which will help you to clarify your idea better, as well as increase the engagement of your design team with your project.

What is a Design Brief?

The classic starting point of any project is the brief. Almost like a scientific hypothesis, the brief is a set of mental constraints that gives the project team a framework from which to begin, benchmarks by which they can measure progress, and a set of objectives to be realized (Brown 2009). In our daily life, people tend to use a variety of terms for the so-called “design brief.” Many users refer to them as a “creative brief,” or a “design brief,” but other terms are also popular, such as “marketing brief,” “project brief,” “job ticket,” or “innovation brief.” Whatever the term used, we are talking about a written description of a project that requires some form of creativity and design.



Image 1. Brand Identity and Team Work , Sources: <https://www.superside.com/blog/brand-identity>,

The Format of a Design Brief

It does not matter - whether you are an experienced business developer or a young entrepreneur – you must know how to come up with a clear and “easy to digest” brief. Therefore, it is crucial to use a framework which is usually referred to as “format”. The format you eventually adopt will depend largely on the specific type of design work you are involved with (industrial, graphic, packaging, etc.), and the most useful style for your company. The format is, of course, critical in that it should be easy to read and track through. Other than that, what is most important is that the brief contains all of the information and data necessary for every stakeholder in the process. It must also be available in hard copy, as well as online.

The Length

Many inexperienced clients ask themselves a trivial question, like “What should be the length of the design brief?” and the answer is “As long as necessary.” Many entrepreneurial claims, that they have been asked from designers or account managers repeatedly to make design briefs as short as possible, which is a kind of mistake. The real goal is to make design briefs as complete and useful as possible. The final length will ultimately be determined by the requirements of the specific project and its complexity.

Does every design project require a design brief?

The answer is - absolutely not. There are many design projects that could be classified as routine or ongoing that would not require a formal design brief. In the print world, such items as price list revisions - tent cards for meetings or trade show exhibits and so forth - may not require a design brief. But major projects in each of the design disciplines certainly do require a written design brief, e.g. design of a logo, rebranding your company, design of a brochure/billboard and etc. Please take note: A design brief is **written**, not verbal.

For example, when you formulate the brief of your next brochure or a flyer, instead of briefing your design team with “We need a brochure that makes us appeal to 25–30-year-olds which has to appear stylish and cool”, try to re-write the brief, by considering the following aspects:

- Who is your target audience? – what is their social status, what would trigger their desire or interest?
- Why you need this brochure? – think about your clear message. What exactly is your product or service?
- How it would be perceived from your clients? – choose a style that reflects your corporate identity in order to be consistent and easy-recognisable which does not mean that all your products must share the same outlook. Try to define what set of emotions and feelings you want to induce and design a layout that reflects this intention without missing to stick to your brand identity.

When is the deadline and how you will track the progress?

For instance, the brief you send to your design team should look like “Design a 4-pages brochure, for an online booking platform, called Easybook. Our customers are people, aged between 25-30 (mainly females) whose monthly income is above the average. The main goal of the brochure is to promote our new offer: book 3 services by the end of the year and you will receive a promo code that assures you with a 15% discount of your next booking.

Please, find in the attachment the brochure’s text (copy), our logo and corporate font” We’d kindly expect to receive the first draft on Jan 15th 2022 and the refined brochure, latest on Jan 22nd 2022”.

Tips & Tricks

The very first step is to initiate a meeting with your client (partner).

The most important goal there is to be sure both parties have a very clear understanding of just what this project is all about. Typical questions would include:

- What are the prime objectives of this project?
- Why is this project necessary?
- Why is it necessary to do this project now?
- What business outcomes do we want?
- What are the most critical aspects of this project?
- Who are all of the stakeholders in this project?



Image 2. Initiate a project meeting Source: <https://vanyork.agency/brand-identity-design-services/>

What are the most essential ingredients of the Design Brief?

You can find below a list of basic ingredients usually found in great design briefs (Phillips 2004):

- Project Overview and Background
- Category Review
- Target Audience Review
- Company Portfolio
- Business Objectives and Design Strategy
- Project Scope, Time Line, and Budget (Phases)
- Research Data
- Appendix

To sum up, the design brief is always written and clearly outline your idea. It bridges the gap between designers and non-designers by helping both parties to work smoothly in a close conjunction. In addition, you can find a real-world example in *Good Practice 1: The Brief – Socialbee* and have a look upon *Good Practice 2: The Collaboration between Non- Designer and Designers*.



Image3: Branding and Visual Identity, SoOuce <https://www.antevenio.com/usa/differences-between-branding-brand-and-visual-identity/>

Differences between branding and visual identity

- **Branding is intangible.** Is what people see or have in mind when they think of your business? As mentioned before, branding is an experience. Is what people associate with your brand? The first thing that comes in mind.
- **The brand identity is tangible;** it is like the brand's face. This is the visual representation of a business. The brand identity is what you can see. This promotes the recognition of a brand, it what makes it different from the rest.

All the visual aspects of a brand can be seen as brand identity. Some other people call it a corporate identity.

What's true is that the number of elements of the identity system of a brand completely depends on how many points of contact or applications must be designed for a brand

How does branding and brand identity work together?

When you define the missions, values, objectives, the target audience or the keywords of a brand, you are creating the foundation of branding. The brand identity is the visible face of the same brand. That's why you must be sure that the face of your brand represents everything in a very distinctive, memorable and professional way.

Brand identity is the set of characteristics that define the values and mission of your business. The company logos, product design, and ethics of your business. All are part of your brand.

The objective of using all these visual and physical elements is to create a positive impression on your clients.

The brand's identity also:

- Provides a unique feel to your products.
- Show your clients who you are and how you solve problems.
- Conveys the things you want your clients to feel when using your products.

Recommendations for Further Reading

However, in case you have further interest to learn more about the brief as a powerful creative tool, it is advisable to take *Training Module What is Design Thinking? Unit 2 Define & Research*. It explores the transition from Empathize to Define mode. This unit would enable you to understand better the matter of the Define stage as being a fundamental phase in the creative process.

References for Unit 1:

1. Brown T, (2009) *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, ISBN-10: 9780061766084, Publisher: HarperBusiness
2. Phillips, Peter L. (2004) *Creating the perfect design brief: how to manage design for strategic Advantage*, Published by Allworth Press, New York, NY 10010
3. <https://www.kimp.io/build-a-strong-visual-identity/>, <https://www.ebagdesign.com/blog/branding-brand-identity>
<https://www.antevenio.com/usa/differences-between-branding-brand-and-visual-identity/>

Unit 2. The Logo

Tags:

Logo; colours; shapes; graphic symbol; logo designers; brand;

Unit 2 - Introduction

In this unit, you will learn what a logo is and what its features and main functionalities are. You will be introduced to some hands-on tips and tricks that will enable you to quickly sketch a new logo for your company or to redesign the existing one. The logo (trademark) comes in various shapes, forms, and features, and it is important that you considered about its distinctive characteristics that communicate the main company values, mission, and goals. There are many interpretations of the requirements a logo must possess in order to be successful – this unit will explore those requirements that most graphic design experts tend to agree on. Of course, the requirements may vary according to the specificities of the brief that they are based on.



What is a logo?

A logo is a sketched or graphically designed symbol, set in a specific typeface or font, and arranged in a unique way, with distinct colours, shapes, and designs to represent a company, product, organization, agency, or service. A logo, however, is more than just a graphic symbol. A logo is a brand identity image, or a tag of a company or product. A logo is a tangible concept that provides a company with a visual image, and that fosters recognition by consumers.

A logo is what helps customers remember the company or product, and is often what brings them back (Gernsheimer 2008). The right logo can be one of the strongest marketing tools as it is a consistent image that consumers become familiar with, and that provides clarity to consumers and suppliers as to what the brand or product is. Examples of good logos are those that can be easily differentiated from other logos, and ones that are easily recognized due to their unique typography or distinctive colouring.



Image 1: The Logo and the brand are a relationship, <https://www.andyedge.com/articles/nba-logo>

Companies spend hundreds of thousands of dollars to update and implement their logos, and to keep them fresh and innovative. Many companies hire logo designers to design their logos, but most will turn to local graphic design companies or advertising agencies to design their logos for them as that is where most experienced logo designers' work.

The job of a logo designer is to provide a new and innovative way to express the key message of a company through a recognizable image. Logo designers take the information given to them by the client and work, using their own creativity along with marketing strategy to find an appropriate image that their client can use to represent what they are trying to encourage, or sell, or what they are about. Logo designers will often come up with several different designs before going to a client in order to give the client several options to choose from. From there, the logo designer will work with the chosen image, producing alternatives for different contexts, and making sure that the design can be consistent across a variety of media, until they have come up with exactly what they and the client are looking for.

Getting Started

Before you begin sketching, the very first thing to do is to articulate the message you want your logo to convey (Stone & Adams 2006). Try writing a one-sentence image and mission statement to help focus your efforts. Stick firmly to the design brief while creating your logo.

Here are some additional strategies and considerations that will help you create an appropriate company logo:

- Once you clarify the message your logo must convey, do a thorough research. Look at the logos of other businesses in your industry. Do your competitors use solid, conservative images, or flashy graphics and type? Think about how you want to differentiate your logo from those of your competition.



Image 2. List your direct competitor trademarks, Sources: <https://appleincasestudy.weebly.com/apple-competition.html>,

- Focus on your written message. Decide what you want to communicate about your company. What makes it unique in relation to your competition? What is the nature of your current target audience? These elements should play an important role in the overall design or redesign.

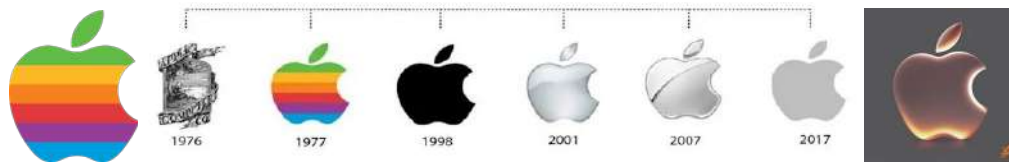


Image 3: Focus on your message. Source: <https://blog.logomyway.com/apple-logo/>, <https://www.ebaqdesign.com/blog/branding-brand-identity>

Story of the Apple Logo and how it changes over the years:

In 1981, at a press conference, a journalist asked Steve Jobs why he chose the name Apple. He answered, 'I love apples and like to eat them.' With this revelation from the famous business icon, it's no surprise he channelled all his

energy and resources to ensure its success.



The event that led Isaac Newton to discover the law of gravity inspired him. Thus, an apple falling on his head. This logo had an apple hanging above the head of Isaac Newton, and with an inscription that read, 'Newton... A mind forever voyaging through strange seas of thought alone.'

In the same year, the company changed its logo. Steve Jobs was not happy with it. He thought Newton's version was complicated, outdated, and not representing the philosophy of the company. He wanted something simple, modern, and which blends the name and logo. He got precisely the emblem he wanted after engaging the services of Job Janoff, a corporate logo designer from Regis McKenna, in 1977. He designed the iconic logo—the Bitten Apple, which today is one of the recognizable symbols in history. This version of the logo had the rainbow colours on it, and the company used it from 1977 to 1998. Meaning, they say, is in people. The Apple logo is shrewd in mystery, and until the founders come to explain the intentions behind it, any explanation will remain guesswork.

Apple used the famous rainbow spectrum on its second, accepted, and renowned logo. A careful study shows the logo doesn't follow the natural orders of the rainbow colours—red, orange, yellow, green, blue, indigo, and violet. This usual shift attests to the company's vision to dare to be different, and that is what it represents in the industry.

- Make it clean and functional. A good logo should be scalable, easy to reproduce, memorable and distinctive. Icons are better than photographs, which may be indecipherable if enlarged or reduced significantly. Moreover, be sure to create a logo that can be reproduced in black and white so that it can be faxed, photocopied or used in a black-and-white ad as effectively as in colour.



Image 4. IBM logo in colour and in black & white Source: <https://images.app.goo.gl/CCSnPiRsMuBFvXpm8>

- Your business name will affect your logo design. If your business name is "Socialbee," you may wish to use a Comfortaa, which is a rounded geometric sans-serif type.



Image 5: The Socialbee logo, designed by Keti Tserovska. Comfortaa as a sans-serif type was used. The logo is scalable which allows its usage in a variety of media. Source: Socialbee brandbook (2016). Produced by: Keti Tserovska

- Use your logo to illustrate your business's key benefit. The best logos make an immediate statement with a picture or illustration, not words.



Image 6: The logo of the company Slowmotion. Designed by Aleksandar Peshevski. Source: <https://visme.co/blog/logo-samples/>

- **CULTART recommends: Do not use clip art.** However, tempting it may be, clip art can be copied too easily. Not only will original art make a more impressive statement about your company, but also it'll set your business apart from others.
- Avoid trendy looks. If you're redesigning your old logo, you run the risk of confusing customers. One option is to make gradual logo changes. However, think of your logo that will stay current for 10 to 20 years, perhaps longer, which is obviously a mark of a good design.

Watch Your Colours

One thing you need to be careful of as you explore colour options is cost. Your five-colour logo may be awesome, but once it comes time to produce it on stationery, the price will not be so attractive. Nor will it work in mediums that only allow one or two colours. We suggest not to exceed three colours unless you decide it's absolutely necessary.

Your logo can appear on a variety of media: signage, advertising, stationery, delivery vehicles and packaging, to name just a few. Remember that some of those applications have production limitations.

Recommendations for Further Reading

In order to expand your knowledge, it is recommendable to take *Module 1 Creative thinking for innovation, Brainstorming and Advertising Techniques, Unit 1 How to find the Best Idea?* By completing this lesson, you will extend your knowledge and learn more about "The Greatest Barriers to Creativity".

References for Unit 2:

1. Airey D., (2009) Logo Design Love - a guide to creating iconic brand identities, Nw Rldra Pub2009
2. Gernsheimer J., (2008) Designing Logos: The Process of Creating Symbols That Endure, ISBN-13: 978-1581156492, Publisher: Allworth; 1 edition
3. Stone T., Adams N., (2006) Logo Design Workbook: A Hands-On Guide to Creating Logos, ISBN-10: 1592532349, Publisher: Rockport Publishers
4. <https://actuaisimple.com/competitor-analysis-of-apple/>,
5. <https://thinkmarketingmagazine.com/apple-logo-evolution-story/>,
6. <https://www.brandvm.com/post/visual-identity-for-your-business>

Unit 3. Corporate Identity and Branding

Tags:

Identity; corporate identity; archetypes; brand; corporate design identity; brand personality; credibility; loyalty;

Unit 3 - Introduction

In this unit, you will learn what corporate identity consists in, alongside its themes: coherence, symbolism, and positioning. In addition, you will become familiar with some techniques that provoke immediate emotional response among clients, and you will have a chance to explore how Nike utilized the technique of archetypes, known from fairy tales, as a powerful tool in its campaigns appealing to emotions. Furthermore, you will understand the meaning of two terms that typically induce confusion even among professionals: branding and corporate design. Finally, you will get acquainted with the nature of brand personality and how considering your brand as a person could help you to strengthen the loyalty among your clients and to increase the engagement with your target audience.

With an intensifying competition through the world market, companies and public organizations have started implementing new techniques of visual branding which aim to increase the quality of their corporate identity.

What is the corporate identity?

Identity as a term was firstly defined by Merriam-Webster in a dictionary, published in 2011 (Merriam Webster Dictionary 2011). It explains its meaning as a “sameness of essential or generic character in different instances”. Its meaning predetermines the widely used term corporate identity as a concept of uniqueness and consistent elements.

Wally Olins (1989) in his book *Corporate identity* illustrates the definition of the corporate identity through three different themes: coherence, symbolism and positioning. He defines the coherence as a logical relation between all brands’ elements that participate in the corporate design. It also refers with a consistency of the visual style, tone of voice etc. which shape the visual brand equity in general. The symbolism tries to communicate the main corporate values with the potential customers as well as presenting the brand philosophy through a complex system of signs and visual motifs. The corporate identity systems can be used as a pattern that navigates the consistent and cohesive usage of the company’s trademark in promotional campaigns, video commercials, advertising publications etc.

Create an immediate emotional response

Corporate identity systems have gradually developed over the time by rebounding the change in the contemporary business environment. In order to be relevant with the latest trends in the new consumers-driven economy the managers have been revising the existing models and refine with more efficient and effective branding approaches. The trends show they focus more and more on the emotional interaction with their customers.

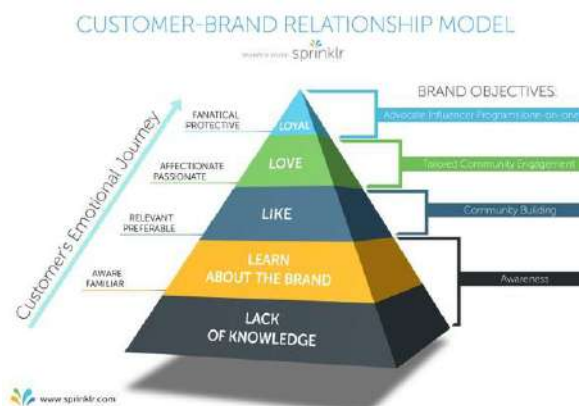


Image 1. Customer-brand relationship model. Powered by: Pinterest, Source: <https://userpilot.com/blog/customer-experience-design/>

Nike's brand strategy uses emotional techniques of archetypes, typical for the tales that aim to inspire the costumers by presenting them the hero's journey. The utilization of the emotional branding is one of the main reasons for maintaining a constantly high level of credibility and loyalty among its consumers. Their advertising manner encompasses commonly well-selected striking stories, which are turned in the costumer's head.



Image 2: Nike uses emotional archetypes typical for the tales and the so-called "heroism technique".
Source: <https://images.app.goo.gl/GcPWYu9ALcrW5PAp8>

Nike's main social impact is to struggle with the human idleness. By using heroism techniques, Nike tries to provoke a strong determination, ambitious and strong willingness for success. Nike's core values include "inspiration, innovation, and every athlete in the world, authentic, connected, and distinctive." These values define what Nike holds dear in its quest to become the best there is.



Image 3: The famous Nike ad: Twice the guts. Double the glory. Source: <https://about.nike.com/en>

All of these emotions are articulated by the usage of a range of emotional branding approach.
<https://deksia.com/blog/branding/brand-strategy-examples>

The Difference between Branding and Corporate Design

Branding goes beyond the corporate identity. According to Seth Godin's famous quote (Seth 2009) "A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer". In other words, think of a brand as the culture of your product or service. When you build your brand, take into account that it can be influenced and dependent by the following aspects (Holt 2003):

- **Companies** – arguably, the company provide a product or a service an all related activities that interact with its clients. All components from the marketing mix, such as: product/service, communication, channels and the pricing policy can narrate a story and induce certain feelings among the customers. Make sure, you understand the nature of your product/service quite well and be choosy what kind of channels you will be using in order to promote it.



Image 4: The Power of Branding. Source: <https://images.app.goo.gl/4DG2h1eLTmt6DKvYA>

- Culture – brands play significant role in the contemporary society we live in. The company outcomes (product/service) they are instantly used in advertising, movies, TV shows, magazines, social networking, book etc. For example, the classic scene where Christopher Reeve’s Superman spins and tosses Terence Stamp’s General Zod into a Coca-Cola sign is one of the most memorable product placements ever. However, if you are limited by budget, promoting your product online via influencers is also a good point.



Image 5: Brand Product Placement. Superman (1978), directed by Richard Donner starring Christopher Reeve as Superman, Source: Screenshot

- Customers – take into account that your customers will interact with your brand and will create their own stories and spread a word about it.

On the other hand, the Corporate Design comprises the following attributes: logo, corporate colours, business cards, letterhead, billboards, website, social ads, all prints, video ads etc. Briefly, this is the official company design. It must be consistent and to reflect clearly the corporate mission and values. However, the Corporate Design is the tangible aspect of the brand, the so-called “packaging” which has to be visually appealing and to provoke interest among the clients upon your product/service. Many companies tend to produce their own brand book – a guideline which set up rule of how your corporate design must look like, which are your main design elements, such as: the logo and its usage, typeface, colours, defining certain standards in terms of your business cards, e.g. size, the type of the paper and etc.



Image 7: Examples of Corporate Design, which includes the tangible aspect of the brand.

Source: <https://www.kimp.io/build-a-strong-visual-identity/>, <https://in.pinterest.com/pin/247627679495606411/>, <https://www.printrunner.com/blog/50-inspiring-examples-of-corporate-identity-and-branding/>

Brand, Branding, Identity & Logos Explained

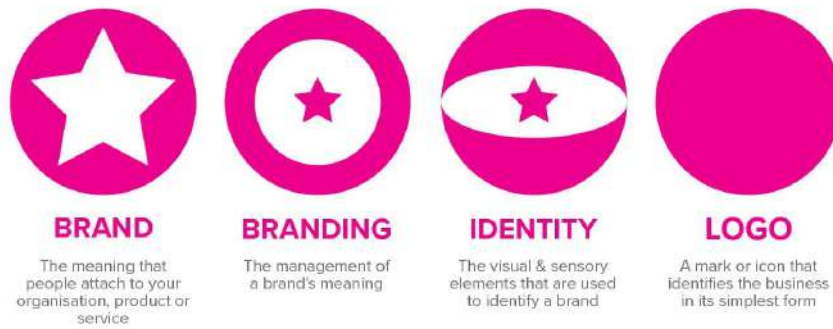


Image 6: Brand, Branding, Identity and Logo, <https://justcreative.com/whats-the-difference-between-brand-branding-and-brand-identity/>

Brand Personality

Regarding the brand as a person, we could consider it as masculine or feminine, contemporary or archaic, elegant or cheesy etc. Science called this manner as a brand personality. In fact, imagining your brand as a real person could be quite useful for those who start their own business right now – you will be able to build up your “company behaviour” and to “dress” your person in line with your communication strategy. It is advisable to create a mind map, where you can point out every single aspect of your person, such as: gender, hairdo, clothes, smartphone, watch, shoes etc. Once you finish, try to sketch up your character on a sheet of paper. It would help you to re-think your brand characteristics and to increase the engagement with your target audience.



Image 8. Design the brand as a person. Sketch a simple drawing and pay your attention upon some minor details, like: earrings, jewelry, hand watch and etc. Source: <https://www.freepik.com/free-photos-vectors/people> People vector created by macrovector - www.freepik.com

In brief, the above-mentioned insights could help you to develop powerful and sustainable corporate identity. By applying brand personality into your strategy, you can effectively communicate the main company message by provoking strong desires and aspirations. It is something that your clients can relate as well as associating their feelings and perceptions.

Recommendations for Further Reading

In order to establish and develop powerful corporate identity to your business, explore the insights featured by Blended Training Module 1 Creative Thinking for innovations, Unit 3 Brainstorming and Advertising Techniques – Unit 2 Advertising Strategies.

References for Unit 3:

1. Gotlin S., (13.12.2009), *define: Brand*, Seth's blog, Retrieved from: <https://seths.blog/2009/12/define-brand/>
2. Holt D., (2003) *Brands and Branding*, MBA Note.
3. Merriam Webster Dictionary (2011) “*identity*”. <https://www.merriam-webster.com/dictionary/identity>
4. Olins W., (1989) *Corporate Identity*, ISBN-10: 0500014728, Thames & Hudson Ltd; 1st Edition. Edition
5. <https://www.kimp.io/build-a-strong-visual-identity/>

Unit 4. Branding a Memorable Destination Experience

Tags:

Destination branding; experiential marketing; brand personality; advertising; brand promise; slogan; positioning

Unit 4 - Introduction

This unit will be particularly useful for those whose companies are operating in the tourism sector. Today, most destinations claim to have spectacular scenery, superb attractions, friendly people, and a unique culture and heritage. However, these factors are no longer differentiators and the destination marketers are increasingly focusing on the tourist experience, and creating marketing messages building on these experiences that will appeal to the emotions of potential travelers. In this context, you will become familiar with the approach of destination branding and how to brand successfully destination by avoiding the traditional stereotypes, embracing some more innovative approaches. Furthermore, you will be introduced to the workflow of creating a powerful “experience destination branding”. Tips will be offered for how to assess the destination brand’s current perception, how to develop and communicate a brand promise, and how to evaluate the brand’s performance in the marketplace. Finally, a real-world example will be introduced to illustrate these points – the campaign “Keep exploring”

Many destinations around the world sell themselves in very similar ways; imagery centers around overused icons, such as nature, beaches, families and couples all having fun. The tone of messaging is also generic, usually focusing on the ideas of escape and discovery. However, some destinations have developed a clear, unique positioning by branding the destination experience rather than the physical attributes of their destination, capturing the consumer’s attention with a more compelling and urgent reason to visit.

Experiential Marketing

Whereas traditional marketing frameworks view consumers as rational decision-makers focused on the functional features and benefits of products, experiential marketing views consumers as emotional beings, focused on achieving pleasurable experiences. Experiential marketing describes the point of engagement between a brand and its consumer (Hudson & Ritchie 2009). The experiences could engage the consumers’ senses, sight, sound, touch and feeling in an unforgettable way.

Key Elements of a Successful Experiential Marketing Campaign

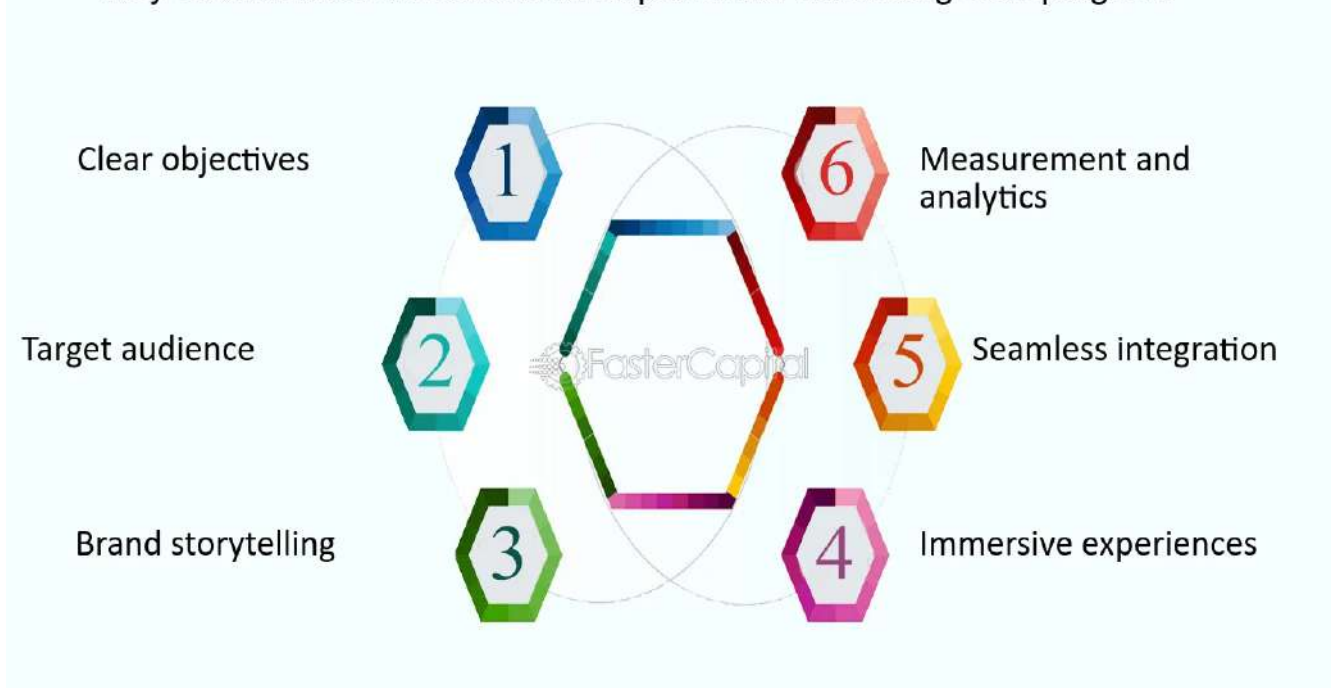


Image 1. <https://fastercapital.com/content/Boosting-Brand-Awareness-through-Experiential-Marketing-Campaigns.html#Benefits-of-Experiential-Marketing-Campaigns>



Image 2 and 3: Experiential Marketing – touch consumer hearts and stimulate their minds.

Source: <https://contactpoint360.com/blog/personalized-customer-experience/>, <https://fastercapital.com/content/Convert--Unleashing-the-Power-of-Experiential-Marketing-in-Your-Campaign.html>

This “experience branding” serves to consolidate and reinforce the emotional connection between the visitor and the destination, and reduce consumer search costs and perceived risk, translating into a unique selling proposition and a corresponding increase in tourist spending.

In order to create a powerful experience destination branding, you can take into account the following steps:

1. Assessing the destination brand’s current situation

The first stage in building a destination brand is to establish the core values of the destination and its brand. This stage should consider how contemporary or relevant the brand is to today’s tourist, and how it compares with key competitors.

An objective viewpoint including the perspectives of visitors, and influencers such as meeting planners, destination-marketing organizations (DMO) members, and tour operators, is needed in order to capture an independent situation analysis of the marketplace.

For example, the brand planning exercise that preceded the “What Happens in Vegas Stays in Vegas” campaign took three years. This involved qualitative research to understand consumer behaviour. Researchers used projection techniques, such as asking consumers questions like ‘If Las Vegas was an animal what would it be?’; ‘If Las Vegas was a person what type of person would it be? Researchers then looked for one message that could resonate with the target tribes — one that had the Las Vegas brand personality; exciting, sexy and safely dangerous. In overall, the campaign created an updated concept of Vegas as the place to realize your dreams, secret ambitions and fantasies with no comeback.



Image 4 and 5: The campaign “What Happens in Vegas Stays in Vegas”, Source: <https://images.app.goo.gl/q8wR5cJRFKooCfoV6>

2. Developing a brand identity and brand promise

A brand’s personality has both a head and a heart: its ‘head’ is its logical features, whereas its ‘heart’ is its emotional benefits and associations. These emotional and functional attributes underlie the concept of brand promise, in which destinations must communicate to potential and current visitors the benefits and experiences that they can expect to receive upon arrival.

3. Communicating the brand promise

The third step, communication of the brand promise, requires that the brand's essence be communicated throughout various promotional campaigns, advertisements and message types including the brand's logo, tagline, story and name.



Image 6 and 7: The Brand Promise, Source: <https://blog.hubspot.com/marketing/brand-promise>, <https://www.linkedin.com/pulse/mind-gap-bridging-brand-customer-promise-amy-shioji-ccxp/>

Measuring effectiveness

The final stage of building a destination brand is to evaluate the brand's performance in the marketplace. Measuring the effectiveness of a destination brand is a critical role in the brand development process.



Image 8: Measuring Effectiveness, Source: <https://www.iedunote.com/measure-management-effectiveness-performance>

For example, measuring the number of visitors and their satisfaction of the experience they had as well as understanding how they perceive the image of the destination will ensure that the brand personality is continually evolved and enriched in order to strengthen its appeal and to broaden the market. Destinations tend to retool their messages more frequently than in the past.

Example: "Keep Exploring", Credit: DDB Canada, 2012

Problem statement: Canada was perceived as a rather unexciting destination where there are relatively few things to do. According to (Hudson & Ritchie 2009) investigation also found that many people thought of Canada as a classic novel that one should read, but never does.

Logo & Tagline

Finally, the CTC refined the brand Canada logo to reflect a simpler and welcoming image of the maple leaf. Along with the new image, they incorporated the words Keep Exploring, introducing an informal font that was more in keeping with Canada's friendly character.



Image 9: Canada logo which was launched in 2012 and its tagline, Credit: DDB Canada, 2012 Source: <https://images.app.goo.gl/unPiGUmyJeN4vqbU8>

The brand promise, simply put, was "Come to Canada": Create extra-ordinary stories of your own.'

The new brand identity was a progressive, vibrant nation full of people, culture, colour, nightlife, art, architecture, shopping, music, culinary traditions, fashion and stunning scenery and adventure. It is a place where the travellers could fulfil their natural curiosity to discover, explore and create their own unique, one-of-a-kind experiences.



Image 10: Your Getaway Guide to Calgary and Beyond Source: <https://travel.destinationcanada.com/en-us>



Image 11: Banff Film and Book Festival, Source: <https://travel.destinationcanada.com/en-us>



Image 8: Travel experience, Source: <https://travel.destinationcanada.com/en-us>

References for Unit 4:

1. Hudson S., Ritchie J., (2009) Branding a Memorable Destination Experience. The Case of 'Brand Canada', International Journal of Tourism Research, Int. J. Tourism Res. 11, 217– 228 (2009), Published online in Wiley InterScience, DOI: 10.1002/jtr.720
2. "Keep Exploring", Credit: DDB Canada, 2012
3. <https://www.blueatlasmarketing.com/resources/understanding-key-marketing-effectiveness-metrics/>, <https://easyinsights.ai/blog/how-to-measure-the-impact-of-brand-campaigns/>