

Branding

Brand development to build business



Takeaways

- Understand more about your customers' needs and how you can match them
- Effectively differentiate your product and position it in the marketplace
- Brand your product so your customers know and trust what you stand for and deliver
- Develop enduring relationships between your product and your customers
- Manage your brand from a holistic point of view

BRAND DEVELOPMENT TO BUILD BUSINESS

Introduction

When people search on the internet, or look through dozens of brochures looking for that 'perfect holiday experience', they are actually looking to make a connection with your brand.

We don't mean your name or logo – it's more than that. They are looking for the emotional triggers that jump out of the page and hit them straight in the eye – the look, feel, and promise of an experience that connects your product with their holiday dreams and desires. It's an interactive, intuitive and aspirational process. It's the 'I want to be there' factor.

To brand your business identity is to create impressions about your product in the minds of consumers and then transform those ideas into authentic experiences. It's a powerful tool when done well.

In order to get it right, you must firstly know what you stand for – your product vision, values, personality and guarantees. You must also know your customers and which target markets are most likely to seek those values and qualities from you. Finally, use every available means to develop the relationship between the two through your brand messaging.

You have no doubt heard the phrases 'a brand you can trust' or 'a name you can depend on'. That trust is built on strong brand messaging which consistently meets consumer expectations.

The fulfilment of the brand will come easily if you understand one crucial principle – everything you do counts. Every aspect of your business carries your brand messaging, or to put it more accurately, your brand messaging affects every aspect of your business.

Focus on your product strengths to tell your story. Take the unique qualities that set you apart from other similar products and weave them into your branding elements – the look, feel and experience.

Below we've outlined a framework you can use to develop a strong and powerful brand for your business.



Brand Framework

Step 1. Create a brand blueprint

Spend time mapping out what your brand represents. If you research brand messaging, you'll find there are many methods such as 'brand blueprints', 'brand pyramids' or 'brand summaries.' Most approaches generally ask you to consider the elements listed below as a way to help you flesh out what you're trying to achieve with your brand, your advertising, and the way you do things. Tourism and Events Queensland (TEQ) manages the Queensland brand and these brand elements are provided as an example for you. Your staff and key partners should be able to offer you some valuable insights as well, so make sure you seek their input.

Brand element	Description	'Brand Queensland' example
Brand position	What is your promise to the market?	Queensland – Where Australia feels most alive
Brand values	What the brand stands for and cannot be compromised on	Pride in Queensland, hospitality, authenticity, creating holiday experiences that delight visitors – 'The holiday state'
Brand personality	The human characteristics of the brand; its style	Warm, friendly, welcoming, outgoing, positive, carefree, cheeky, accepting, non-judgemental, unpretentious and down-to-earth
Attributes	The characteristics which are important to consumers, usually limited to functional and economic, not psychological or emotional	Queensland has a huge variety of attributes. Some of the key ones are beach, natural attractions, tropical islands, Great Barrier Reef, rainforest, theme parks, natural encounters, dining and shopping
Core benefits	The emotional rewards derived by the user of the brand. How customers feel when buying or experiencing the brand	Connected with loved ones, friends, locals, the place and even with a deeper part of themselves. Relaxation, happiness, energy, rejuvenation. A Queensland holiday lets you be 'the person you want to be', even if it's only for the duration of the holiday
Target audience	Who the brand is targeting for profitable business generation	Domestic holiday makers: Social Fun-seekers, Connectors, Active Explorers. International holiday-makers: Global Experience Seekers

Step 2. Develop creative elements and guidelines for your brand

Use the above brand blueprint to develop your brand's creative elements. You may decide to call on the expertise of others to help you develop some of your brand features. Ask around and talk to recommended brand and marketing consultants and graphic design companies in your region. Give them your blueprint as the basis for developing your brand creative elements and guidelines.

Hire the people with whom you have a rapport and who are enthusiastic about being part of your creative team. It's best to build your brand on the fundamentals of your business. Base the brand on your product, the markets you target, and what they would expect to see, hear and feel about your business. Keep in mind the objective is to develop a single-minded and compelling message.

Be faithful to the process. All the great logos, catchy slogans and pretty pictures in the world will not amount to much if your customer service is lacking or your product is poorly organised and run. In fact, you'll just be wasting your money.

Step 3. Use your brand messaging in your marketing activity

When developing the creative for your advertising, such as print advertisements or brochures, and merchandise such as pens, caps and coffee cups, make sure the designer understands how the creative elements are to be used so that your brand messaging remains true.

Step 4. Live your brand!

Your brand should permeate all aspects of your business. In the introduction to this section we talked about your brand as being your look, feel and the experience you offer. From your advertising to your front door, your reception, service and culture, everything should represent your brand values and what your brand stands for in order to deliver the promise.

Step 5. Review your brand

Your brand attributes should be based on your product qualities that are likely to endure. That's not to say you shouldn't move with the times either. As your product and business grows and times change, your brand blueprint will need to be reviewed. In many cases, a timely refresh of your brand creative can be a vital way of staying in touch with your consumers. The idea is to monitor your brand and service delivery and always keep on the lookout for what's working in regards to your brand and what's not.

Hot tips

- Apply and align your brand messaging to all parts of your business including design features such as logos, slogans, signage, stationery, uniforms, fixtures and fittings, piped music, fragrances, images and marketing collateral like websites and brochures.
- Ensure your customer services and service standards, administration, policies and practices reflect the brand values of your product.
- Live your brand! Make sure your staff know about your brand values and personality, and help and encourage them to always live up to the name.
- Develop a one-page brand blueprint, summarising the key points about your brand, e.g. your values, target markets, logo and tag lines. Put it on the office wall as a constant reminder. It's also a handy document to give to people like designers and new staff to help them understand what your brand is all about.
- Keep track of where your brand is used. If you are updating your brand, remember to contact all of your partners to inform them. It is better to do this than to have old logos/brand content listed on several websites.

Queensland and Australia Brands

Tourism and Events Queensland is responsible for the [Queensland Brand](#) and has developed a global brand strategy that will help to take Queensland to the world. As part of the brand, signature Queensland experiences have been identified.

Tourism and Events Queensland has grouped these signature experiences under four themes:

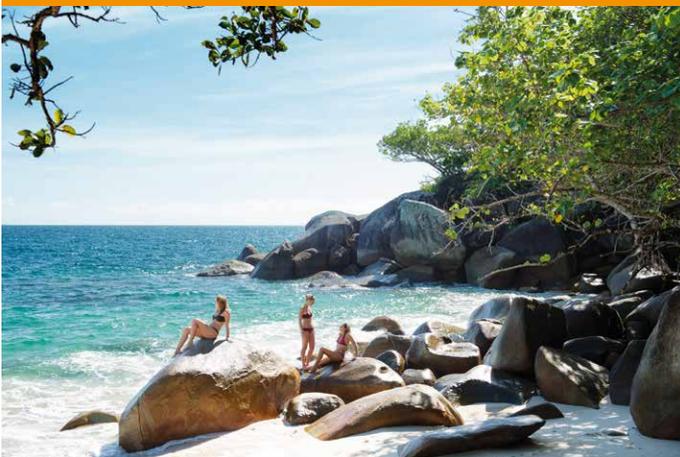
Queensland Lifestyle



Natural Encounters



Island & Beaches



Adventure



These four signature Queensland experiences emphasise and promote the depth of unique and evolving experiences offered in Queensland.

Most Queensland destinations also have their own brand messaging. Make sure you're across your destination branding as it's likely to share similarities with your own brand and might help you with mapping out your brand attributes. TEQ has online information on [destination brands](#) under each of the Queensland regions or you could ask your Regional Tourism Organisation (RTO) or Local Tourism Organisation (LTO).

If you sell your product to international markets you can also talk to Tourism Australia about [Brand Australia](#). The use of Tourism Australia logos is trademarked and there are [guidelines around usage](#). You will need to provide Tourism Australia with examples of how the logos are intended to be used so they can ensure it meets their requirements.

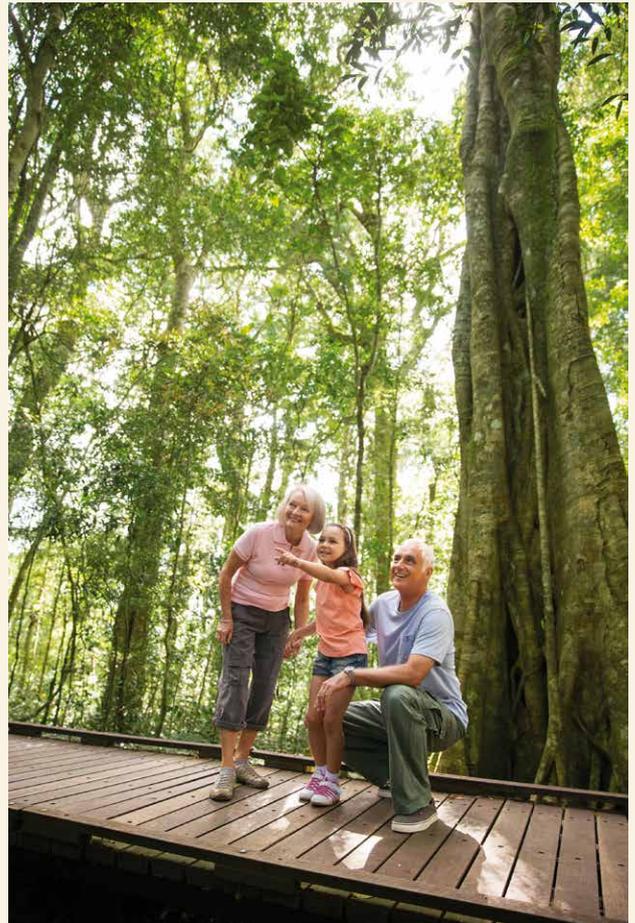
Operator insight

“Your brand is the most valuable asset your business has. It is essential to protect and treat your brand with the upmost respect and integrity. Branding is about what’s in your heart, a reflection of what you value, whereas advertising is about what’s in your pocket. In many ways you brand without intention. To be a ‘brand champion’ you have to live and breathe your brand.

Branding is more than a logo. It begins with the way you answer the phone through to your final feedback form. We communicate our brand using a consistent message. It takes years to build your brand. It can be quickly destroyed by thoughtless actions. All our staff are ‘brand ambassadors’ and responsible for upholding our brand values.

We protect our brand by responding to negative feedback and monitoring our reputation in the marketplace, especially in this age of social networking. We find it’s good to get someone from outside the business to review our brand from time to time because we are often too close to see the key attributes and differences.”

Shane O’Reilly, Managing Director, O’Reilly’s Rainforest Retreat



QUICK LINKS

Brand Queensland teq.queensland.com/brandqueensland

Brand Australia tourism.australia.com/aboutus

Tourism and Events Queensland eNewsletters teq.queensland.com/eNewsletters

Queensland Research & Insights teq.queensland.com/research

Hot tips

- Sign up for Tourism and Events Queensland’s eNewsletters
- Attend seminars and workshops to learn more about research and consumer trends
- Collect information from your customers about where they are from and how they found you
- Request customer feedback and use this information to make improvements to your business. This can be collected either through a room card, guest book, email survey or face to face
- Monitor online travel review sites such as TripAdvisor and respond to posts

Target Markets

Domestic target markets

Tourism and Events Queensland undertook research to identify the needs and wants of Australians while on their ideal holiday.

Unlike demographic research that categorises markets based on attributes such as origin, education, professional status and income, this research looks at the emotional and psychological motivations of a person. Consumer trends are telling us people are:

- Searching for 'meaning' and enrichment
- Motivated to seek/pioneer new experiences
- Yearning to 'reconnect' – a feeling of belonging, being part of the local lifestyle and feeling 'at home'
- Looking for passionate service – a sense that people care

The research revealed consumers fall into one of the following six categories:

Active Explorers

Holidays are about pushing boundaries through challenging themselves via physical activity. They enjoy the company of others, but their focus is on exploring the extremes of their physical environment and themselves. It's about feeling alive.



Stylish Travellers

A holiday is a chance to demonstrate their achievements both to themselves and others. They do this by seeking out unique and exotic experiences and products that will make them feel discerning, stylish and successful.



Self-Discoverers

Holidays are about discovery, nourishment and enrichment of self (physically and intellectually). They seek to immerse themselves in holiday experiences that deliver this, gaining insight or a sense of well-being.



Social Fun-Seekers

Their holiday is about having a fun time. While they do a lot of different activities, sharing the experience with friends and other holidaymakers is what makes the difference.



Unwinders

For Unwinders, holidays are all about relaxation and release, and focusing on themselves as an escape from their busy lives. They seek an unstructured holiday. Decisions are made when at the destination. This allows them to catch their breath, feel calm, peaceful and gain perspective.



Connectors

They see holidays as a chance to connect with people they most care about. They will often compromise their own activity choices to ensure everyone has a good time. It's about what is real and what is important.



For more information on domestic target markets visit teq.queensland.com/research

It's handy to know that on the domestic front, Tourism and Events Queensland targets Connectors in the intrastate market, and Social Fun-seekers in the interstate markets.

The [Tourism and Events Queensland website](#) has a lot of information on each of these market segments as well as tips on how to pitch and channel your advertising messages to reach each of your target groups.

You can use either demographics or this new research to identify the markets you'd like to target, and guide your marketing ideas and product decision-making. It's also wise to do your own research to better understand:

- How your customers learn about your product or services – advertisements, direct mail, word of mouth, websites, social media etc.
- Patterns or habits your customers and potential customers share, i.e. what they read, watch and listen to
- Qualities your customers value most about your product or service – selection, convenience, service, reliability, availability, affordability
- What your customers like least about your product or services, and then adapt your product if possible based on that feedback

International target markets

Tourism Australia undertook a research project which identified common segments across different cultures that would be receptive to the Australian experience and classified these as 'Experience Seekers'.

Experience Seekers share common attitudes about travel, personal development and everyday life, regardless of their country of origin. Typically, they are more likely to:

- Be experienced international travellers
- Be opinion leaders – early adopters and influencers
- Be open minded
- Be selective in their media consumption – media that is personally relevant and motivating
- Of the opinion that travel is an important part of their lifestyle
- Stay longer and spend more
- Travel beyond major cities

- Be less materialistic
- Have a higher-than-average household income
- Be educated and informed on a range of subjects

Experience Seekers want:

- Authentic personal experiences
- Social interactions – to make friends and develop personal relationships
- To meet and interact with the locals
- To experience something different from their normal day-to-day life
- To understand and learn about different lifestyles and cultures
- To participate in the local lifestyle and experience rather than observe it
- To challenge themselves – physically, emotionally and/or mentally
- To visit authentic destinations that are not necessarily part of the regular tourist route
- Exposure to unique and personally compelling experiences

TEQ targets Experience Seekers in the following source markets:

Primary Markets	UK, USA, Japan, Singapore, New Zealand, Hong Kong, China, Germany
Secondary Markets	Canada, Korea, Malaysia, Switzerland, India, Taiwan
Emerging	Middle East, Indonesia, South America, Europe – Italy, France and Scandanavia

Whether you target domestic or international markets or both, knowing how to directly engage with your consumers based on a clear understanding of their needs, wants and expectations definitely puts you at an advantage. If you know your customers and deliver the services they want, they'll recommend your business and keep coming back.

Imagery

Image guidelines to get you started

The quality of your images and how they are used can make a huge difference to your business. They literally 'speak' to you and conjure up all kinds of thoughts and emotions.

Of course, you want your images to work for you and sell your product. That's their job. And there's plenty you can do to make that happen.

Tourism and Events Queensland has a fantastic online [image and footage gallery](#) of high-quality stock images and moving footage. Just about every conceivable Queensland destination and tourism experience is covered.

If you're on a tight budget, the gallery is a great way to gather the images or footage you need for your marketing collateral without the expense of hiring a photographer. Once you join the image gallery, you will be able to access selected free images or purchase what you need.

Your RTO may have some good destination images too and if you operate in the international market certainly check out Tourism Australia's online [image gallery](#).

The above-mentioned resources are fantastic tools at your disposal, however, in an era where content is king, it is worthwhile considering investing in a professional photographer to undertake a photo shoot of high-resolution images of your business. While stock images are useful, a targeted photo shoot which specifically captures your brand and business is an invaluable tool for marketing and media purposes.

Whichever resource you use, there are a few basics to selecting the right images for your purpose. Follow these hints and specifications and you'll be fine:

- Choose images that will appeal to your target markets – customers need to be able to identify with your product and imagine themselves enjoying your experience
- Use colourful images that draw attention and tell your story – if an image doesn't provoke a positive response, then don't use it
- Be aware of cultural sensitivities - some cultures have protocols about the use of images such as brief swimwear
- If you're using images that include people, get them to sign a talent release form – this is a form which provides consent to use the person's image in marketing materials developed by your business and can avoid problems down the track
- Be truthful – never misrepresent the facts using images
- Use high-resolution images to prevent pixilation problems
- Apply common sense – don't overcrowd the page with images. For example, in brochures use a mix of small images and large images to break things up
- Have a mixture of landscape and portrait images for various media uses
- Be aware that "staged" pictures using talent or models may work well in marketing but nature images work better for media

QUICK LINKS

Tourism and Events Queensland Image Gallery
teq.lookat.me.com.au

Tourism and Events Queensland Footage Gallery
teq.lookat.me.com.au

Tourism Australia Image Gallery
images.australia.com

Tourism Australia Video Gallery
video.australia.com



Image specifications

When you start dealing with graphic designers or printers they'll probably ask you to supply images in a particular format. Don't panic. Here's some handy hints and information on imagery and formats.

Digital image file types

There are several digital file types commonly used. For print advertising, such as brochures, print suppliers will accept TIFF, JPEG and EPS files. To check the file type, right click on the image and click 'Properties'.

- RAW: is the original image file. A raw image contains minimally-processed data from the image sensor of a digital camera
- TIFF (Tagged Image File Format): an uncompressed photographic image
- JPEG (Joint Photographic Experts Group): a compressed photographic image. The compressing process makes the file size smaller
- EPS (Encapsulated Post Script): used mainly for graphics such as logos

Recommend file size requirements

The file sizes below are recommended for various advertising formats.

- Thumbnail – A4
- Standard magazine requirement A5–A4
- Magazine cover – A4–A3
- Double-page spread – A3–A2
- Outdoor display or billboard – A1–A0

A0	A1	A2	A3	A4	A5	A6
841x1189	594x841	420x594	297x420	210x297	148x210	105x148

CMYK versus RGB colour spectrum

Printers need images to be supplied in CMYK (cyan, magenta, yellow and black) because it helps preserve the best possible detail and vibrancy. RGB (red, green and blue) files are the colour format used for website design. Like monitors, printing inks also produce colours that are a subset of the spectrum. For this reason colours, even of the same art work, can look different on a computer screen from the printed page. The basic rule of thumb is to use CMYK for all print jobs. A designer or printer with Photoshop software will be able to tell you if the file is CMYK or RGB.

Resolution size

DPI or 'dots per inch' are the recommended resolutions used in advertising – the higher the DPI resolution, the better the image quality. For example, use a 300DPI+ high-resolution image for your brochures. You'll need an even higher resolution for billboards and transit advertisements. Newspapers use 120DPI medium resolution images while websites handle low resolution images of 72DPI. If you're not sure about the resolution of an image ask your graphic designer or printer with Photoshop software to tell you the image file size.

Hot tips

- Use images that are true to size, don't stretch them
- Your images should vividly show the best attributes of your product without over exaggerating them
- Maximise the location – showcase what's on offer beyond the actual product
- Use tourism industry image resources
- People in images should look like they are naturally enjoying themselves
- Text backgrounds should be plain and uncluttered

Portrait vs landscape images

Portrait and landscape images can be used in different ways:

PORTRAIT

Suitable for magazine front covers, full page ads, etc.

LANDSCAPE

Suitable for double page ads, postcards, etc.

Image checklist

When using an image in a publication or for signage, check that you have obtained written permission:

- From the photographer/copyright owner of the image (via a copyright agreement, image release agreement)
- From any people/models that feature in the image (via a talent release agreement)

If you are conducting your own photographic shoot, you must also have:

- Written permission from the property owner e.g. restaurant, accommodation (through a venue release agreement)
- Permits if you are shooting in a national park, on council land or at a shopping centre

Footage formats for cinemas or television

Sometimes you need to provide footage for television or cinema campaigns. The recommended footage formats for television or cinema are:

- HD (High Definition)
- Digital Betacam
- DV Cam
- Mini DV

Website or DVD

When footage is loaded on to a website or DVD, the video file needs to be in one of the following formats. Footage shot on your own digital camera will be an mpeg file.

- MPEG
- WMV
- AVI

