

The Essence of a Place as a Brand

Understanding the crucial links between emotional and functional factors in defining your place



To Manage

To direct or control the use of.

To administer.

To Develop

To realize the possibilities of.

To grow or expand.

To make more available or effective.

Source: Webster's dictionary



A man in a white t-shirt stands in the center of a vast field of tall, green corn plants. The plants are dense and reach up to his chest. The lighting is bright, suggesting a sunny day. The overall scene is a classic representation of a cornfield.

'FIELD OF DREAMS'

Build it and they will come...



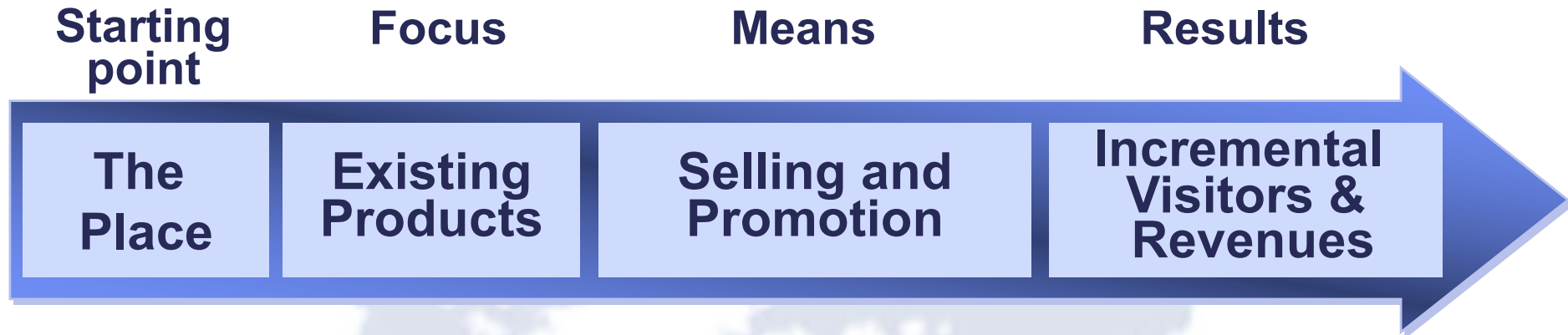
Maybe

...or maybe not

Perhaps you should figure out
what they want – *your customers* -
before you build or develop
anything.



It Goes Back To Marketing 101

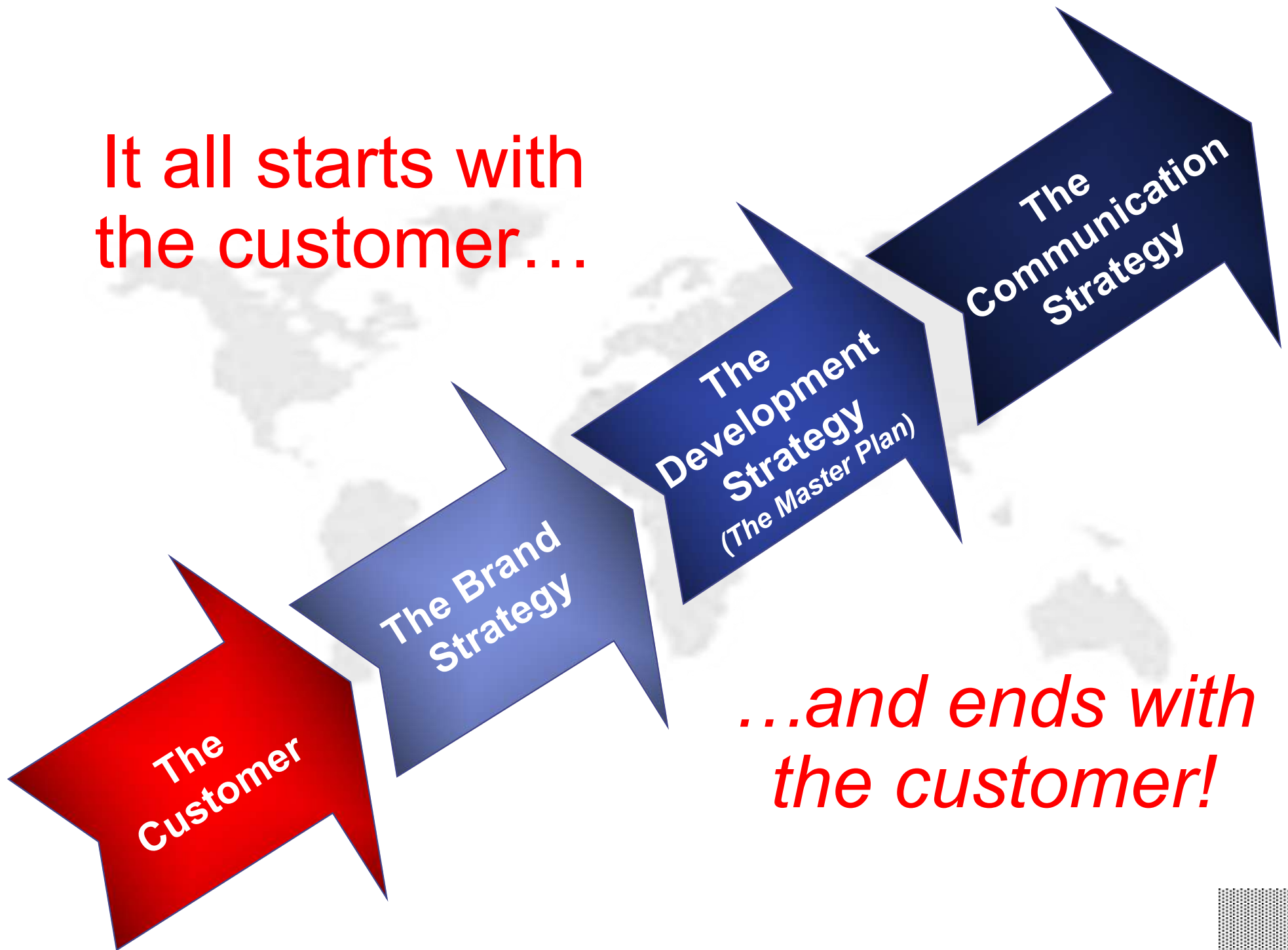


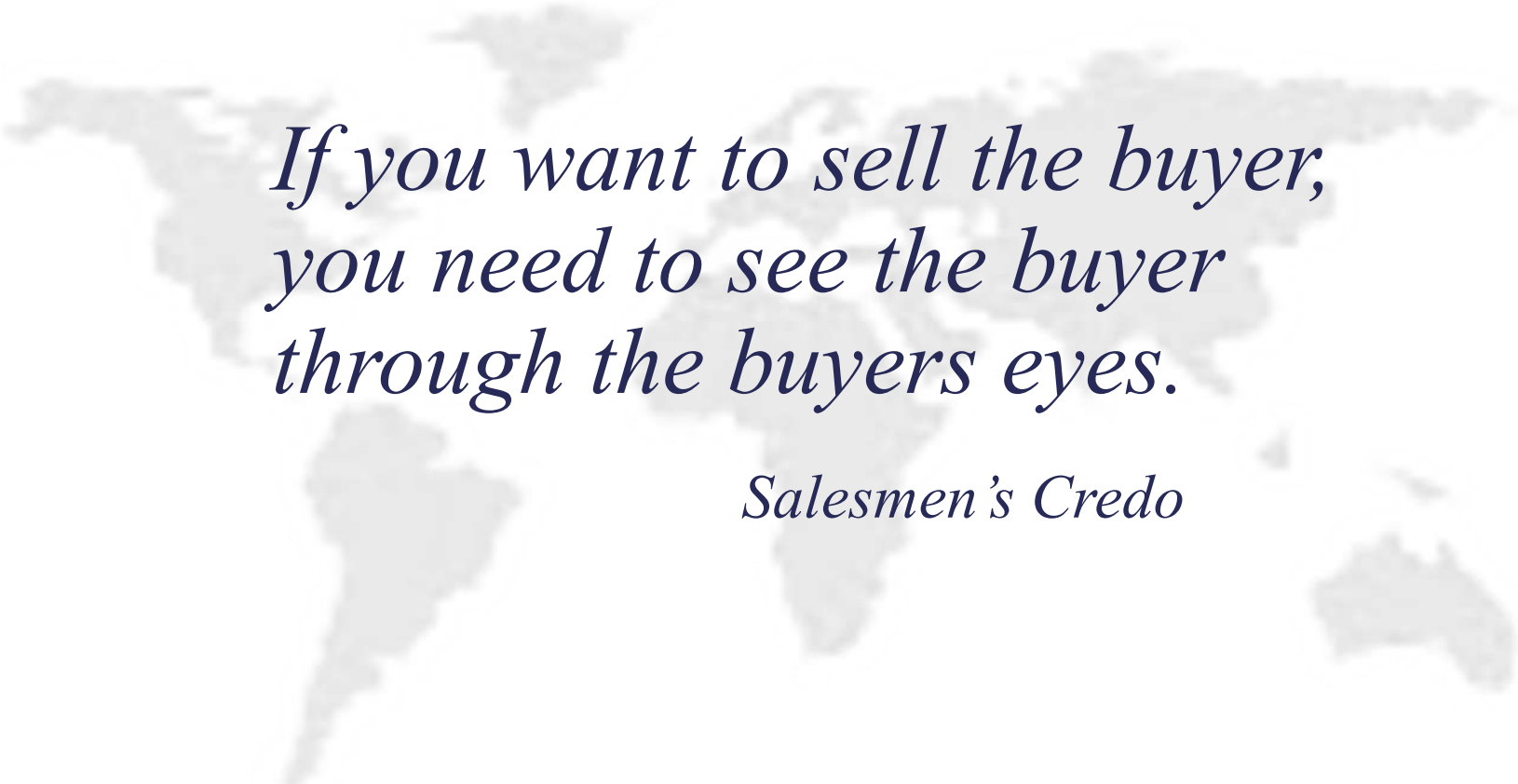
(a) The Selling Concept



(b) The Marketing Concept

It all starts with
the customer...





*If you want to sell the buyer,
you need to see the buyer
through the buyers eyes.*

Salesmen's Credo



The Brand Is Only Impactful Within the Context of Who the Customer Is

Customer Motives, Attitudes and Lifestyles

Background

**Proprietary Brand Values,
Attributes and Benefits**

Foreground



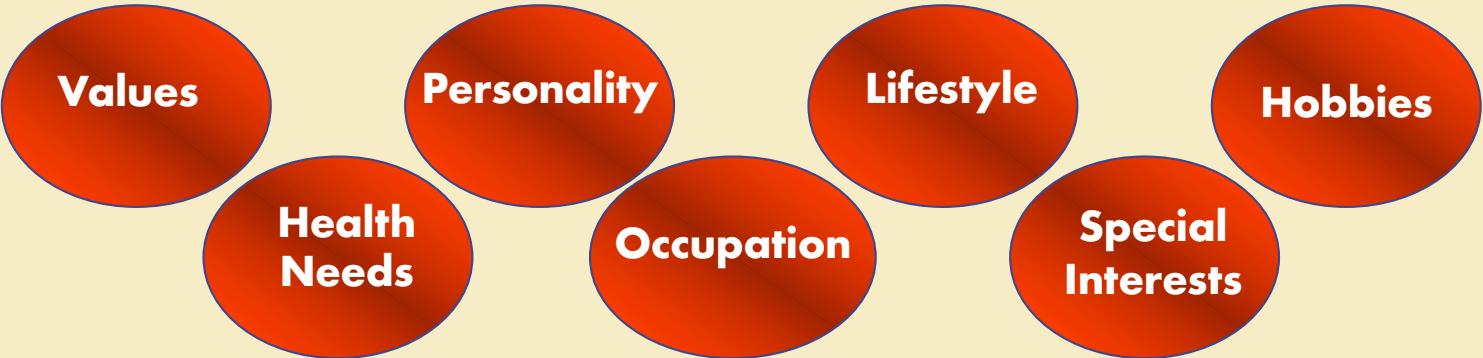
Purchase Behavior

Needs and Desires

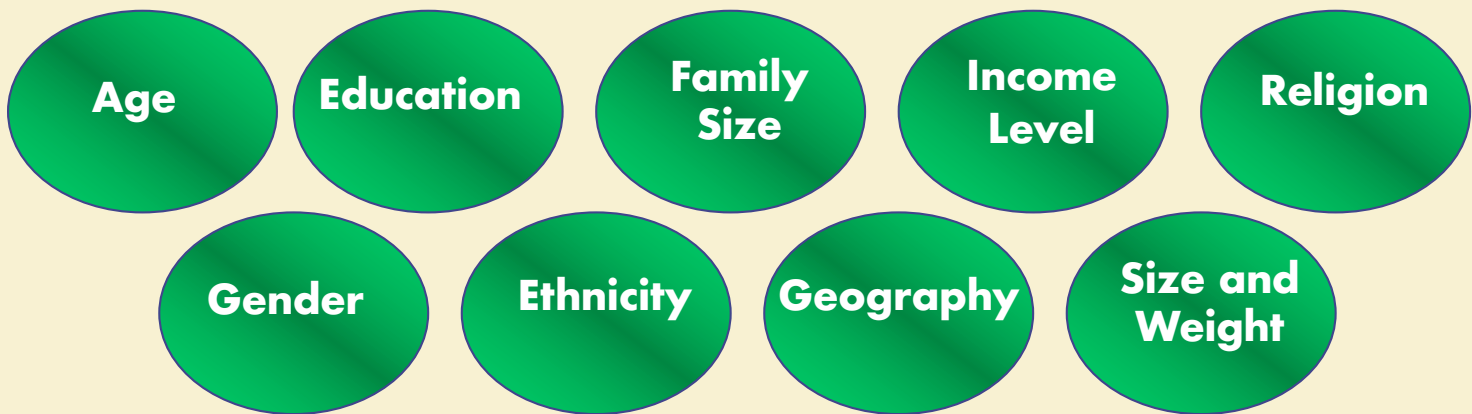
State of Mind
(Right Time and Place)



Psychographic Segments
(Right Message)



Demographic Segments



Getting Inside the Customer's Head, Heart and Gut is No Easy Task



Head

- Smart
- Intriguing
- Stimulating
- Discovery
- Frustrated

Heart

- Sensual
- Beloved
- Giving
- Trust
- Betrayed

Gut

- Sexy
- Cool
- Have to have it
- ‘That’s me’
- Spontaneous

Bases For Customer Segmentation

We Typically Use

Geographic

Region, Country, City, Village or County Size and Density



Demographic

Age, Gender, Family Size and Life Cycle, Race, Occupation, or Income ...



But We Need

Psychographic

Lifestyle, Personality and Motivations



Behavioral

Occasions, Benefits, Interactions and Attitudes



Life

Product

**garrison
group**

A Segmentation Process That Combines The Best of Two Worlds

Customer attitudes
about their lives

**Fusion
Segmentation**

*High Value Target
Selection and Insight
Mining*

Customer attitudes
about travel

**Life
Driven**

**More Personally
Involving Brand
Connections**

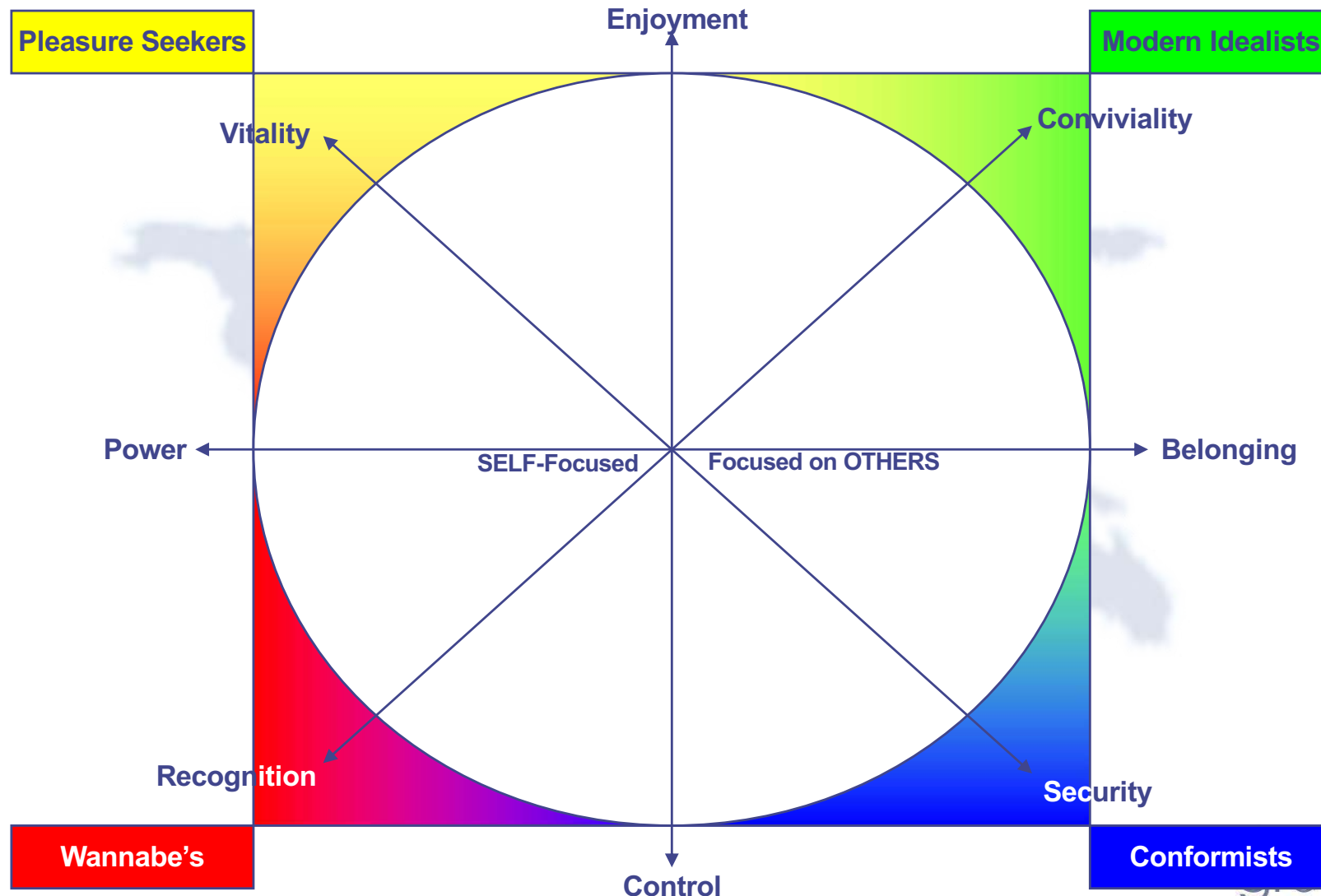
**Product
Driven**

The Result = Deeper insights into customer's lives to leverage more involving messaging throughout buying process

Understand Their Overall Life Before We Add The Travel Experience

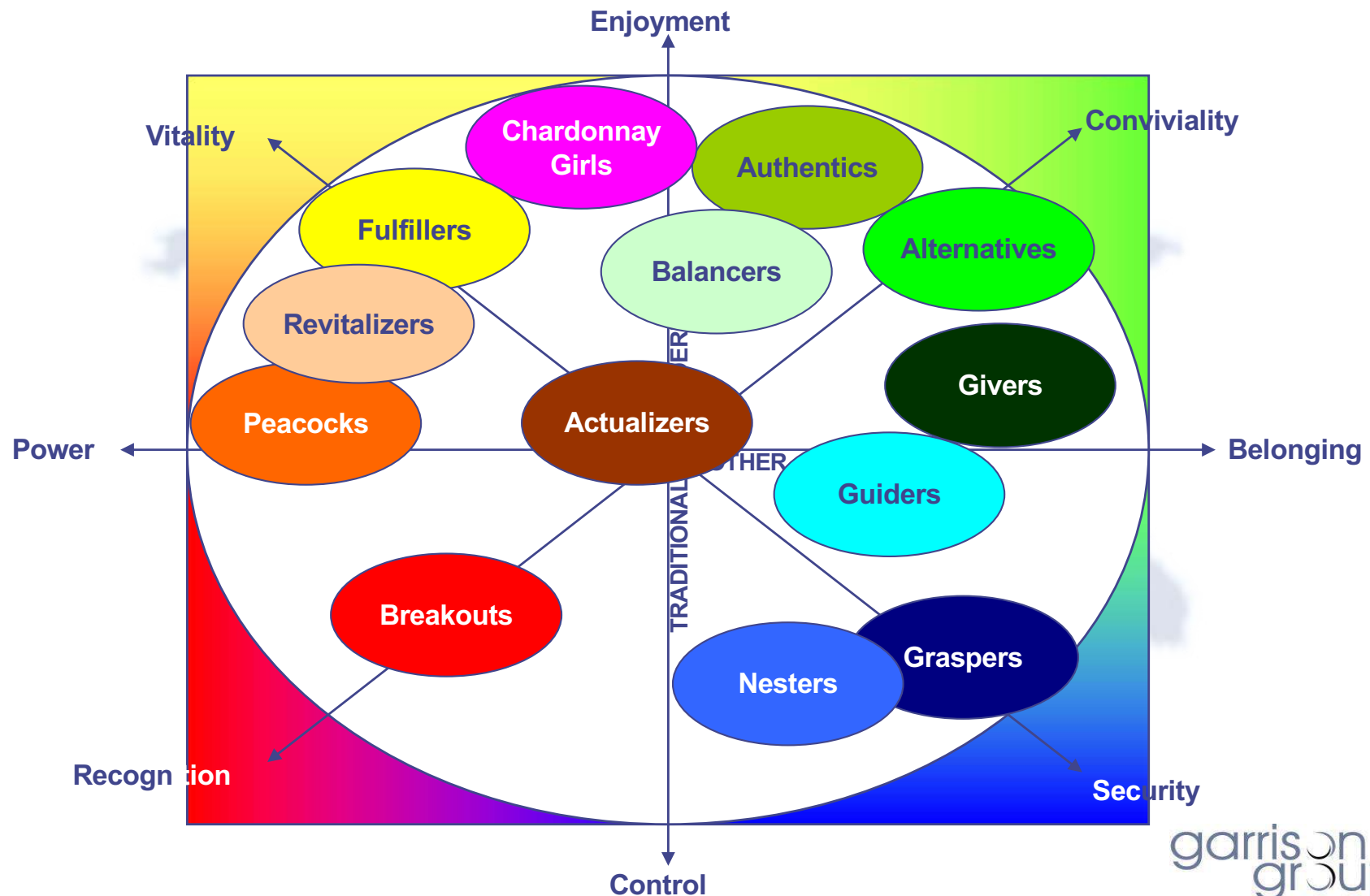


We Use A Perceptual Map Of Personality and Lifestyle Drivers

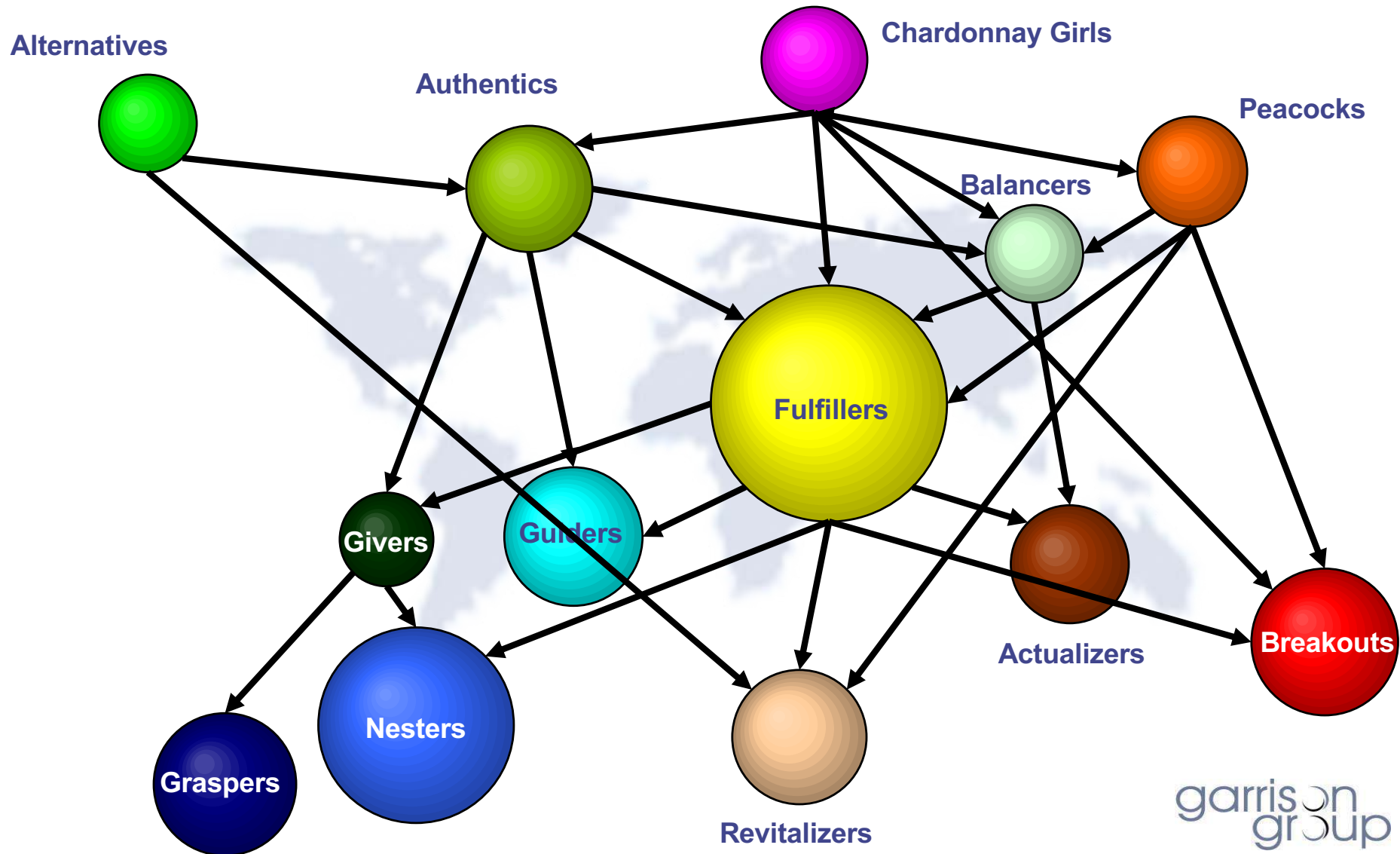


Life Segments

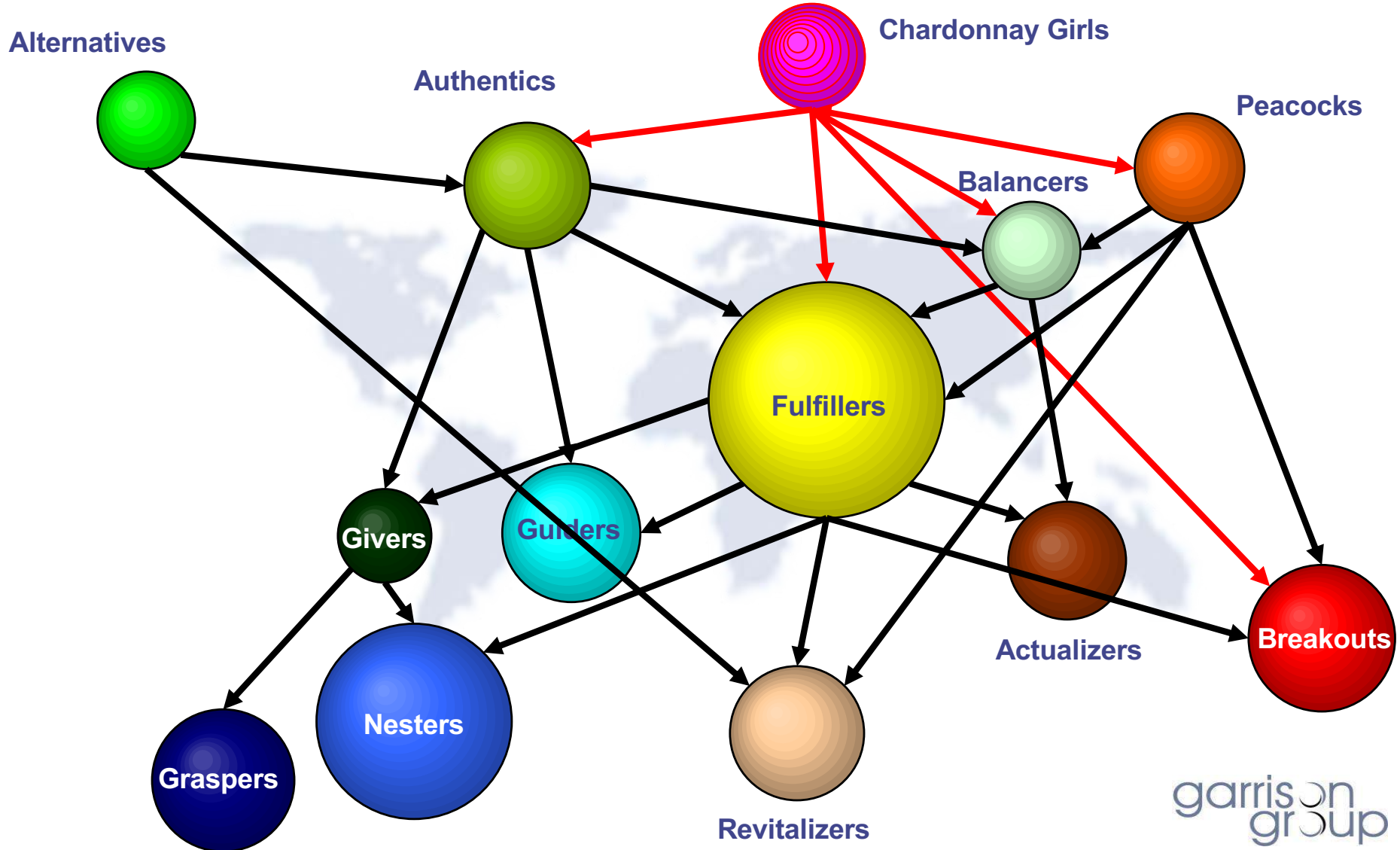
- Example of Young Target (20-35)



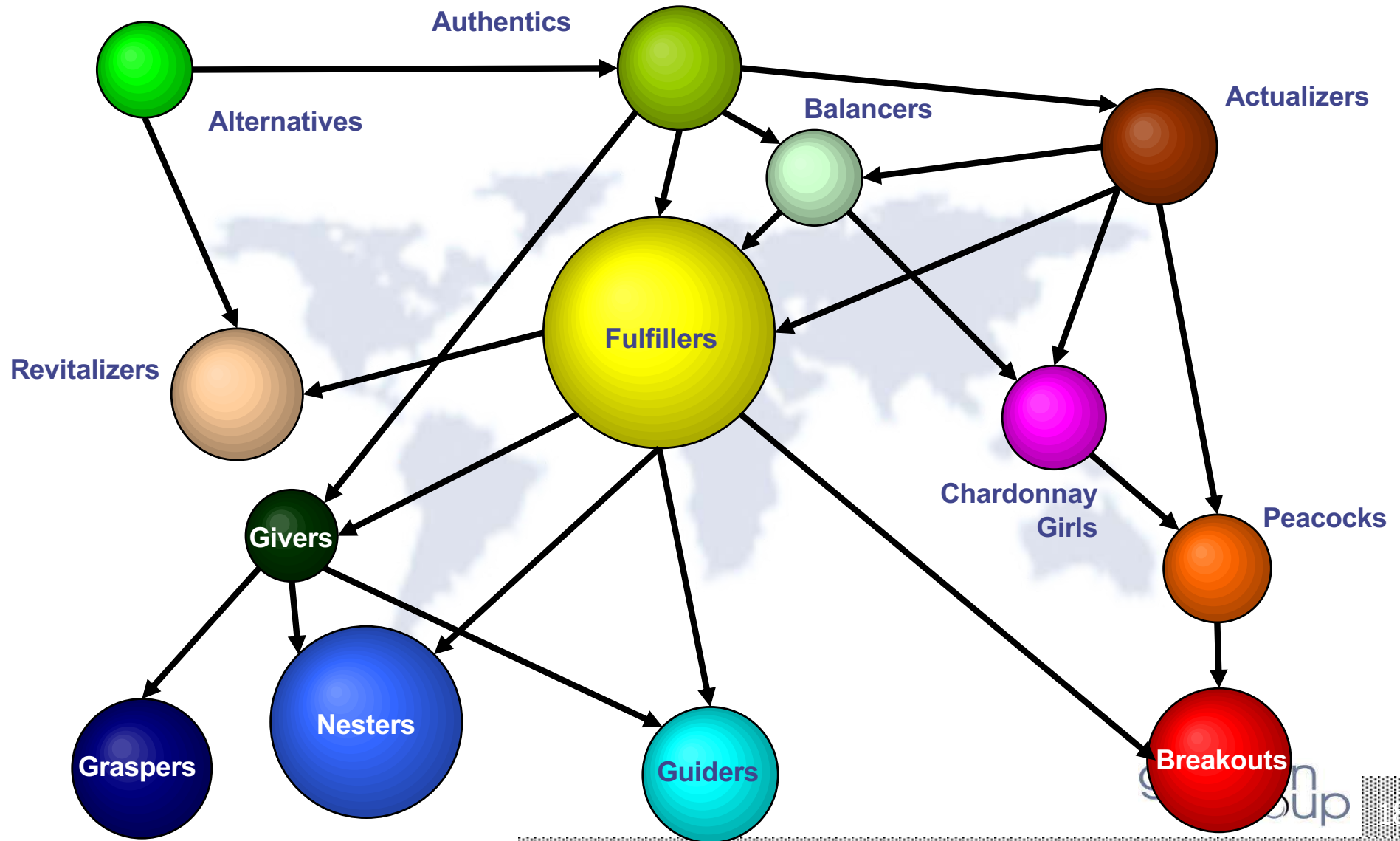
How Do 'Fashion' Trends Spread Amongst the Segments?



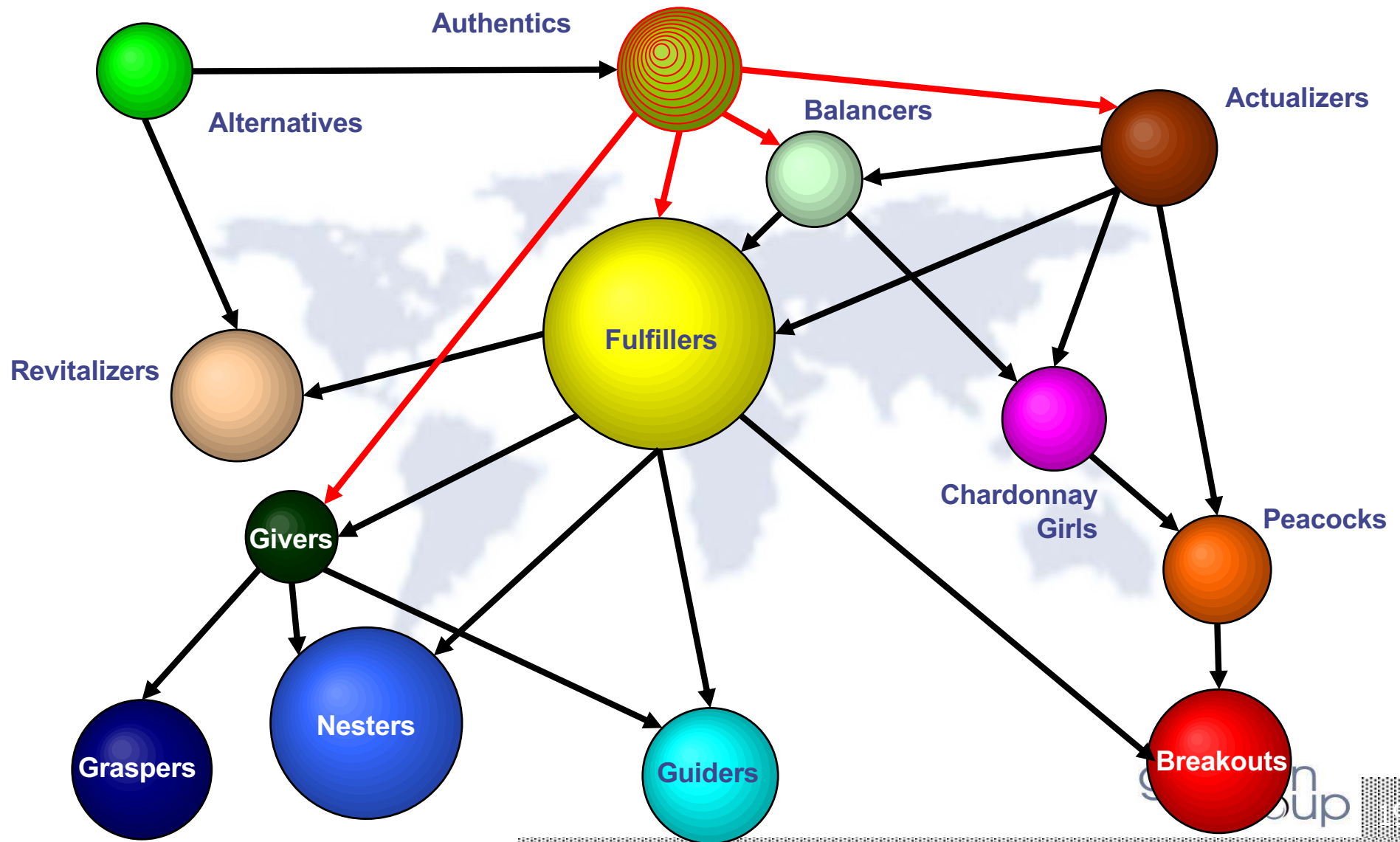
Chardonnay Girls Are The Alpha Customers In Fashion



And Who Leads 'Foreign Travel' Trends?



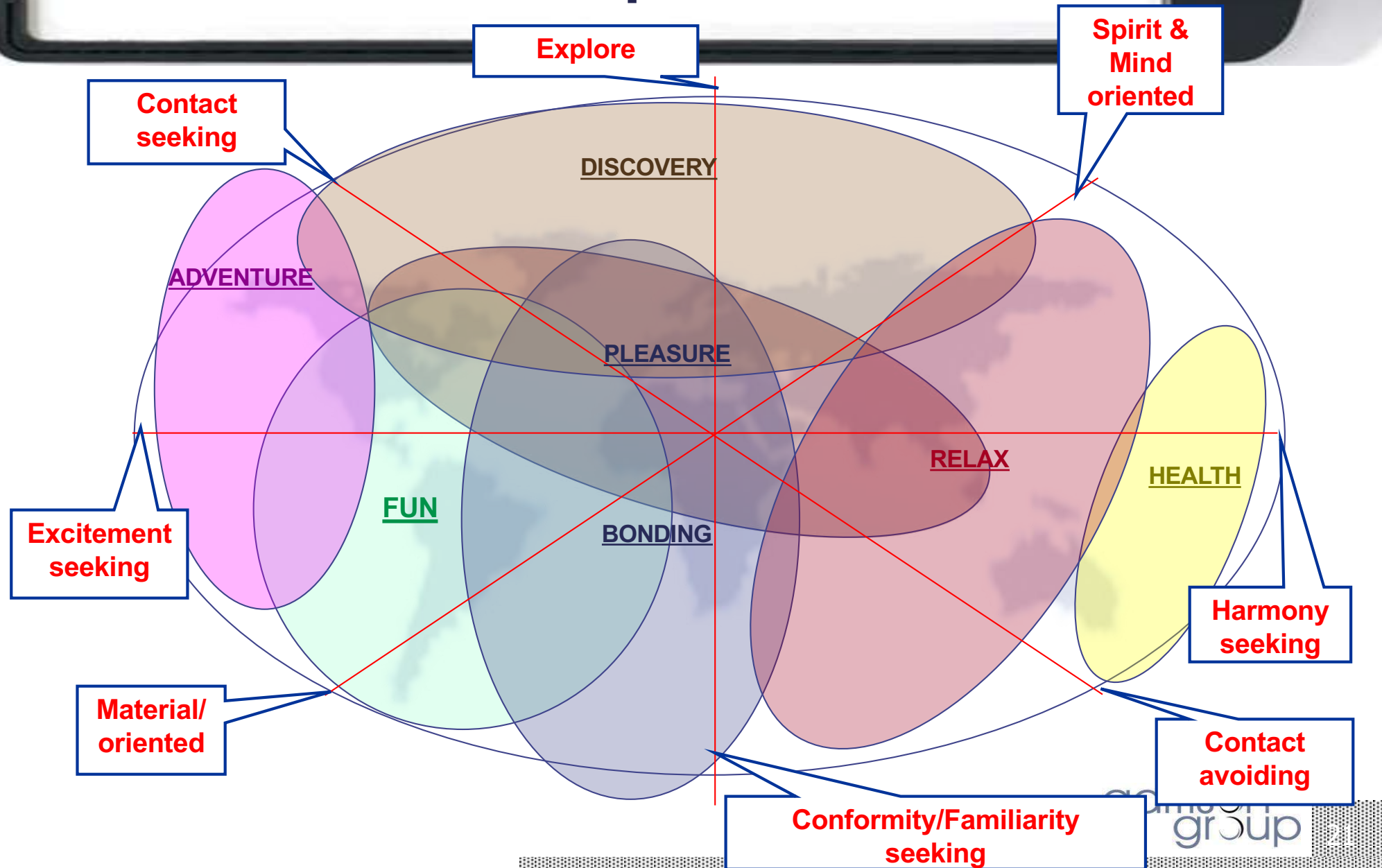
Authentics - the *Alphas* That Trigger a New Destination's Popularity



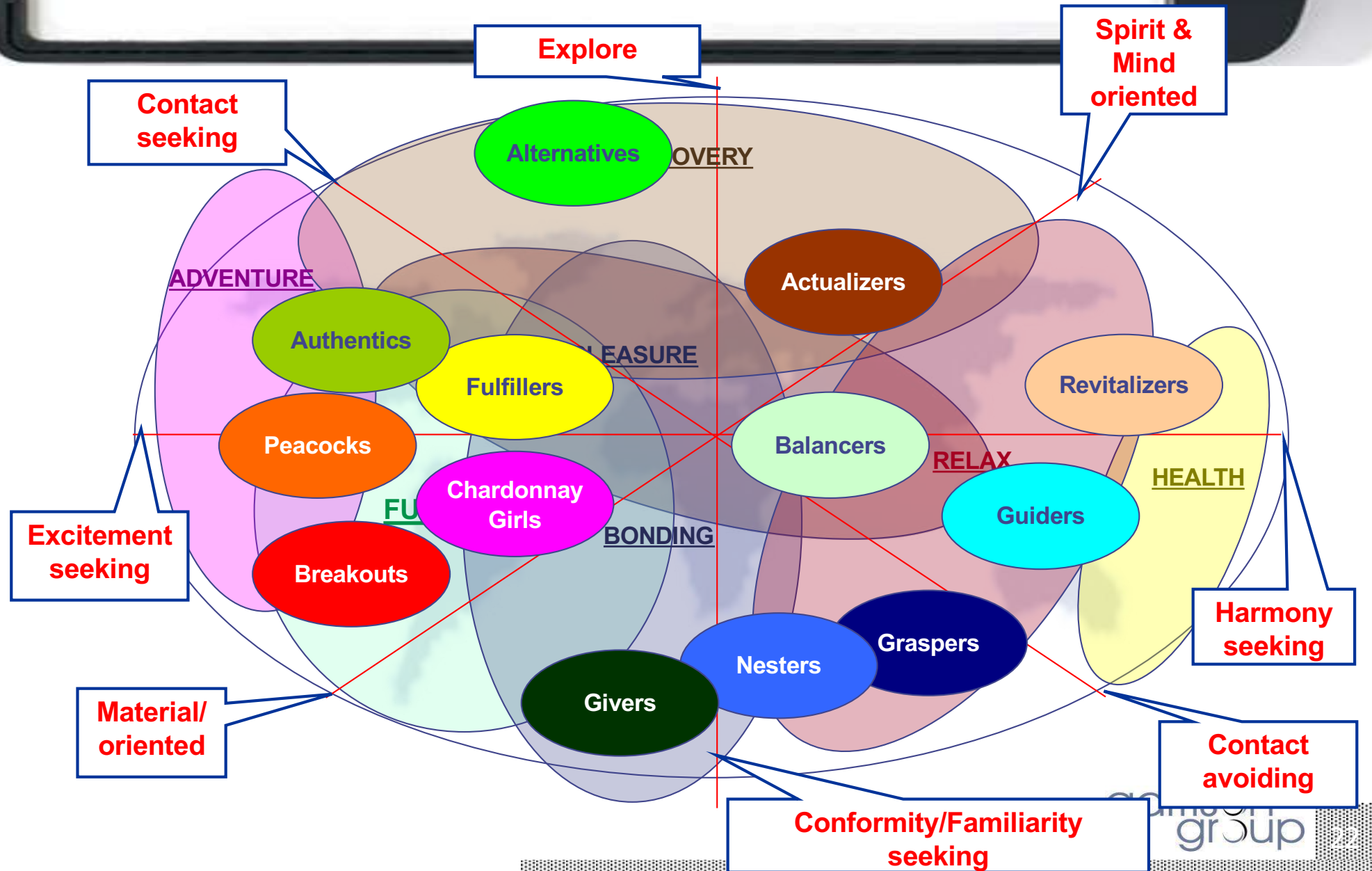
Now Add In Your Category Experience Data



Grouping Western European Tourist Experiences



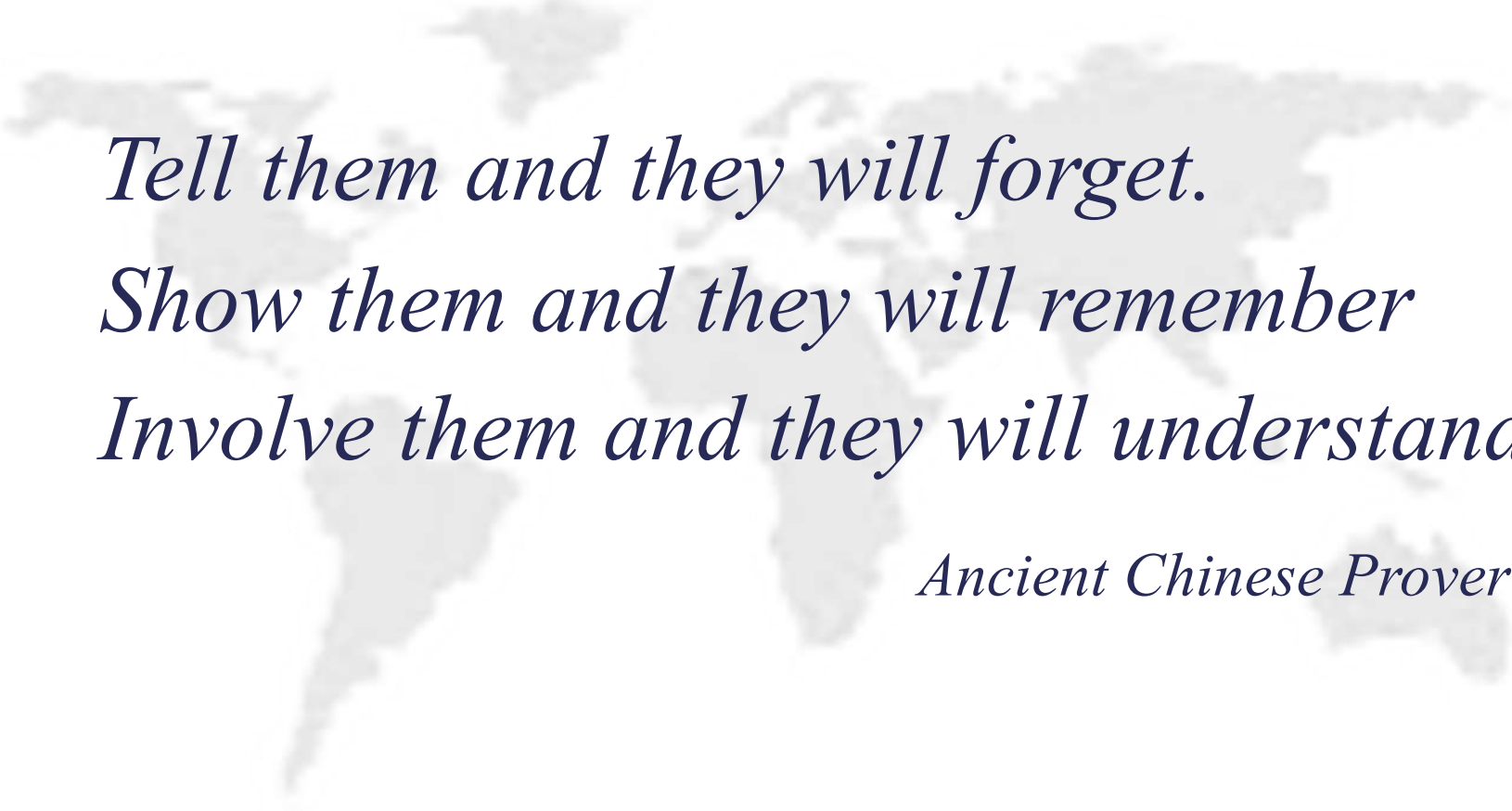
Lifestyle Segments Combined With Travel Experience Preferences



The Day After Customer Segmentation

Now that we know who they are – how do we turn this into a focused brand positioning, development plan and communication strategy?





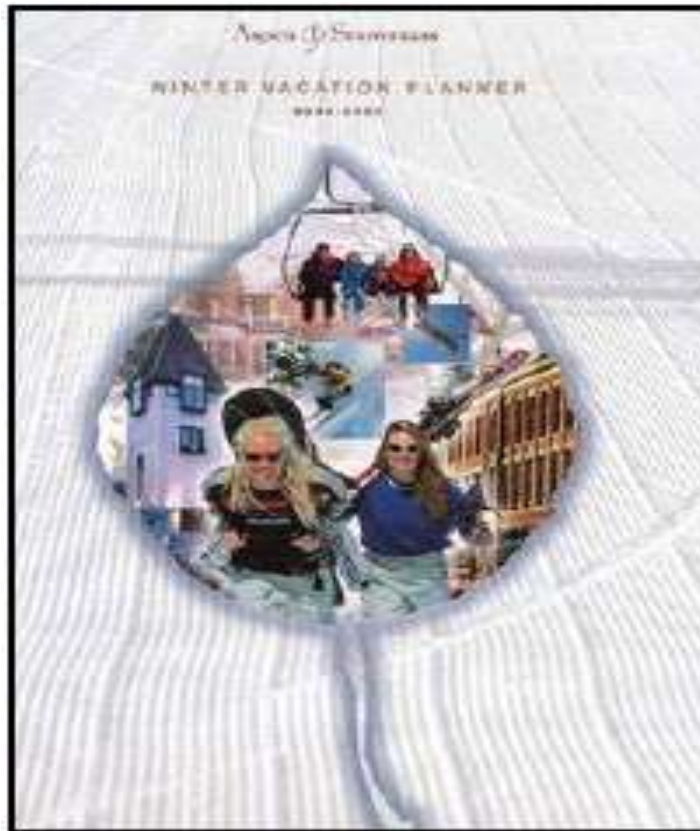
*Tell them and they will forget.
Show them and they will remember
Involve them and they will understand.*

Ancient Chinese Proverb



Trying to Create a Brand

- But The Customer Wants an Experience



Before: Aspen as a Brand



After: Aspen as a Brand
EXPERIENCE

“It was a beautiful city. We went to museums, saw amazing churches, and visited the royal castle/palace. And the food and wine were great!”

Which European city did they visit?

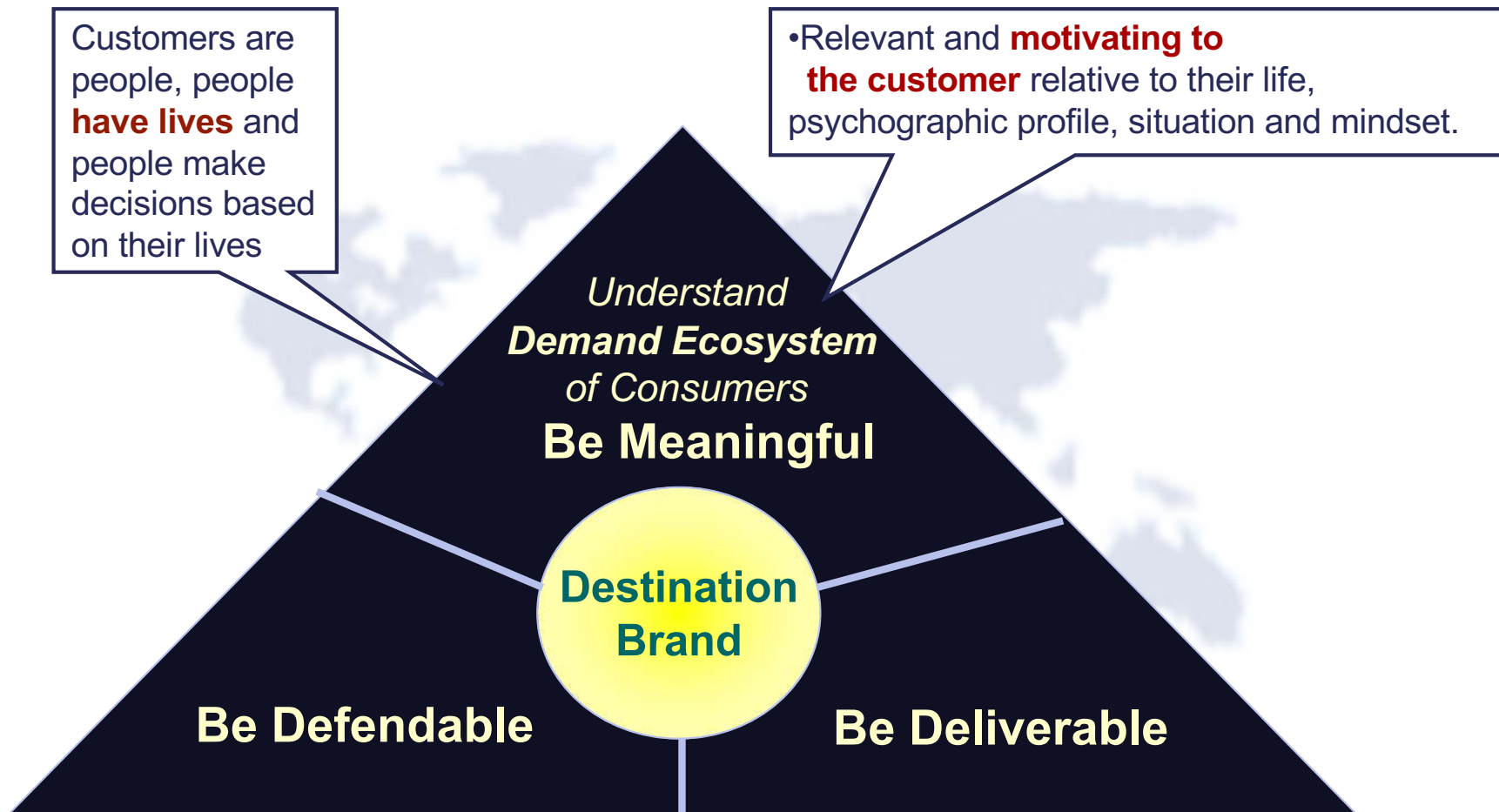
- True differentiation is in the *experience*



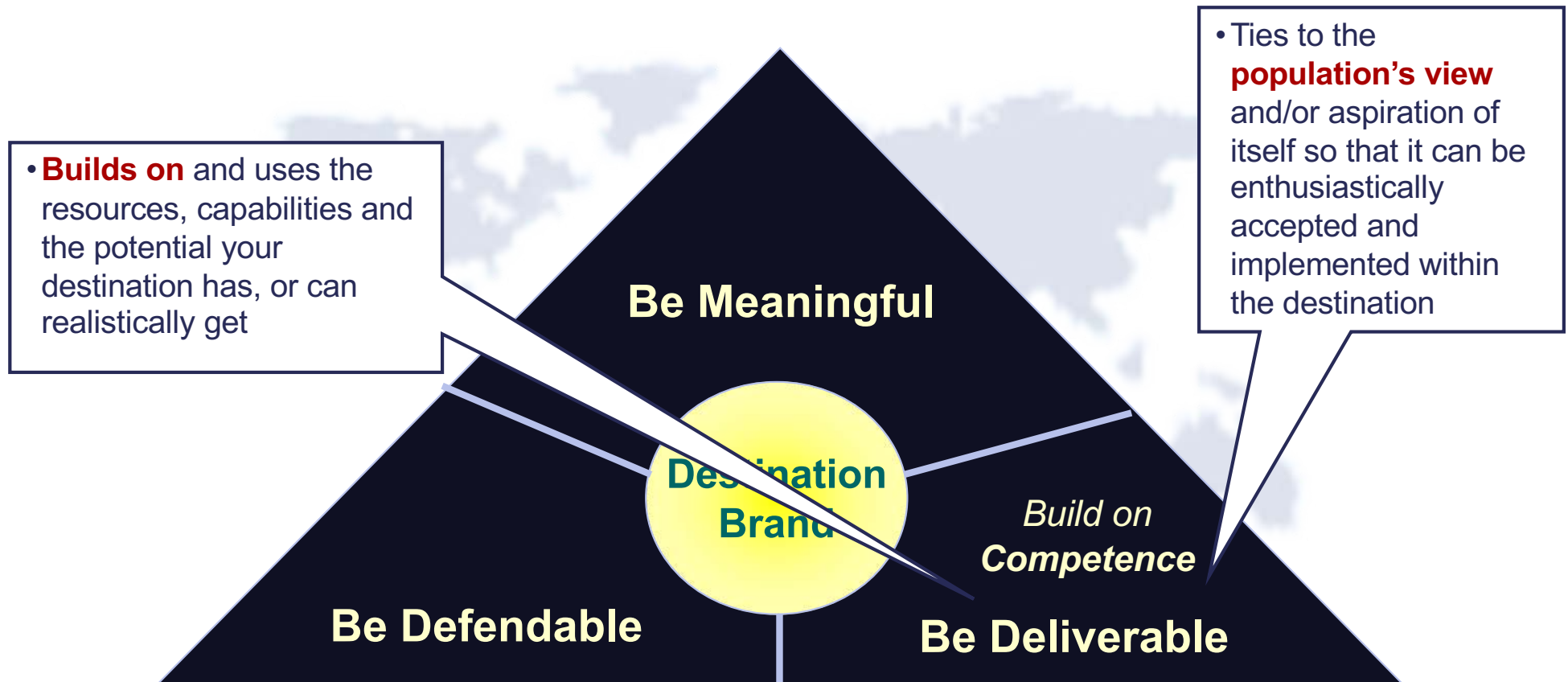
The Holy Trinity of a Destination Brand



The Brand's Position's Owned By The Customer – Not By You



When That Master Plan Starts To Pay For Itself



Understand The Customer's Perception of Viable Alternatives



The Brand Strategy

The Architecture of a Brand Experience

How do you decide the benefit
priority for a complex brand?

The Hierarchy of a Brand Experience

Emotional benefits are most effective at driving the experience

	Features	Functional Benefits	Emotional Benefits
Crucial Experience			Most Effective
Differentiation			
Cost of Entry	Least Effective		

Most Tourism Organizations Reach Up Only To The Second Level



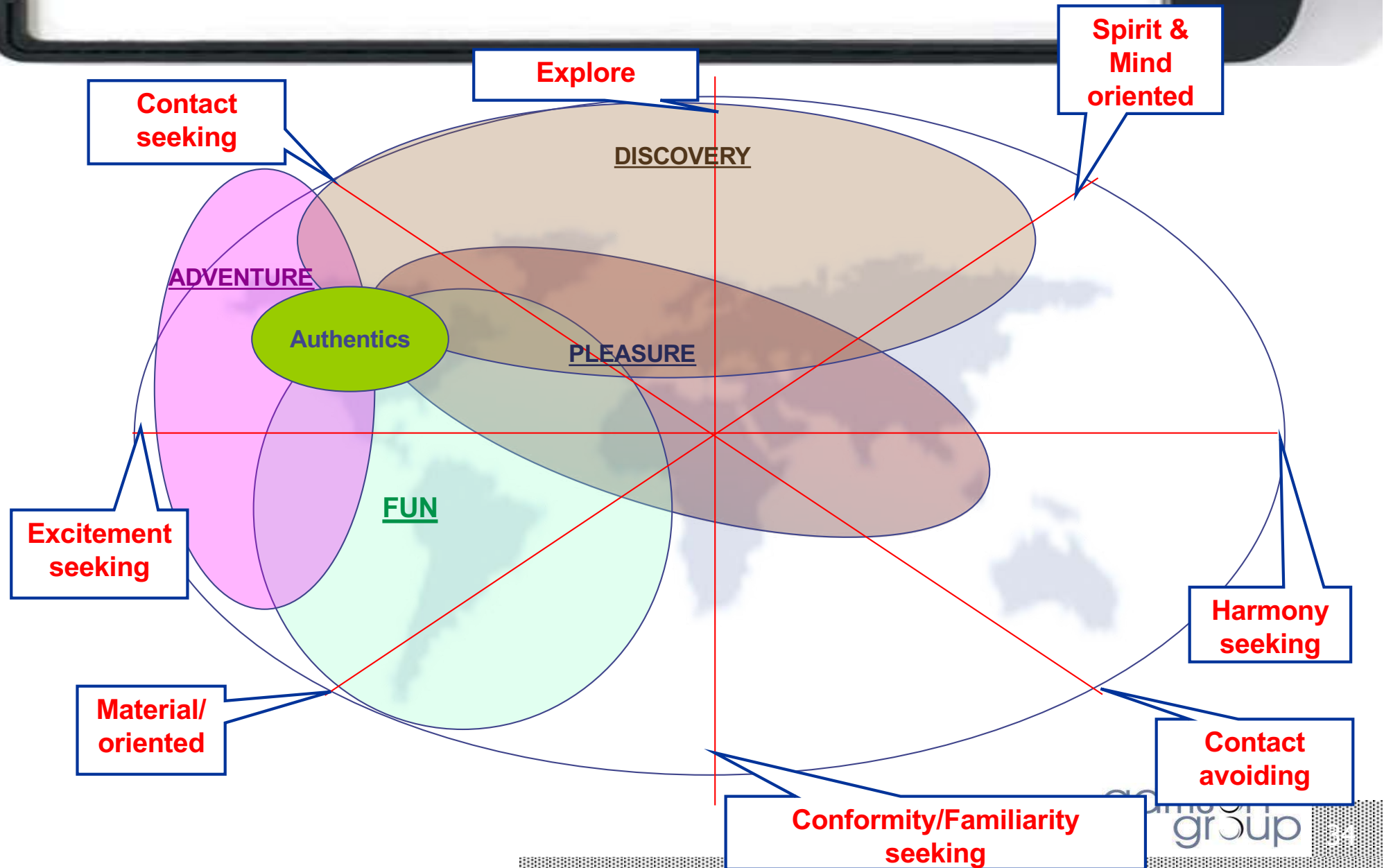
Sense and feel the experience while doing it

What tourists can do here

What is here

Utilize Your Enhanced Customer Data

What Is The Ideal Experience for Authentics?



Budapest Brand Architecture

Targeting Authentics

Brand Experience

Budapest is an invigorating city – an eclectic blend of past and future with the pulsating beat of people who enjoy the spice of life

Emotional Benefits

Smart, vibrant and edgy

It uniquely combines openness and hospitality wrapped within an edgy urban cynicism.

Functional Benefits

Traditional and Modern

It has survived all the hard times and managed to develop and preserve its own unique atmosphere and heritage. An authentic Hungarian city with a past, present and future

Brand Attributes

Active and dynamic

Wide range of theater, arts, cafes and nightspots for all tastes and persuasions by night
Lots of shopping, sight-seeing and recreation options by day

Cost of Entry

An easy and affordable European capital city

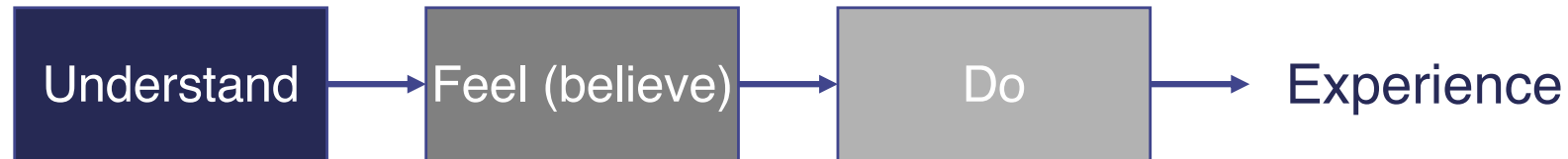
Easy access (land, air, and river)
Good service, modern infrastructure. Wide variety of activities for day and night

Everything Communicates

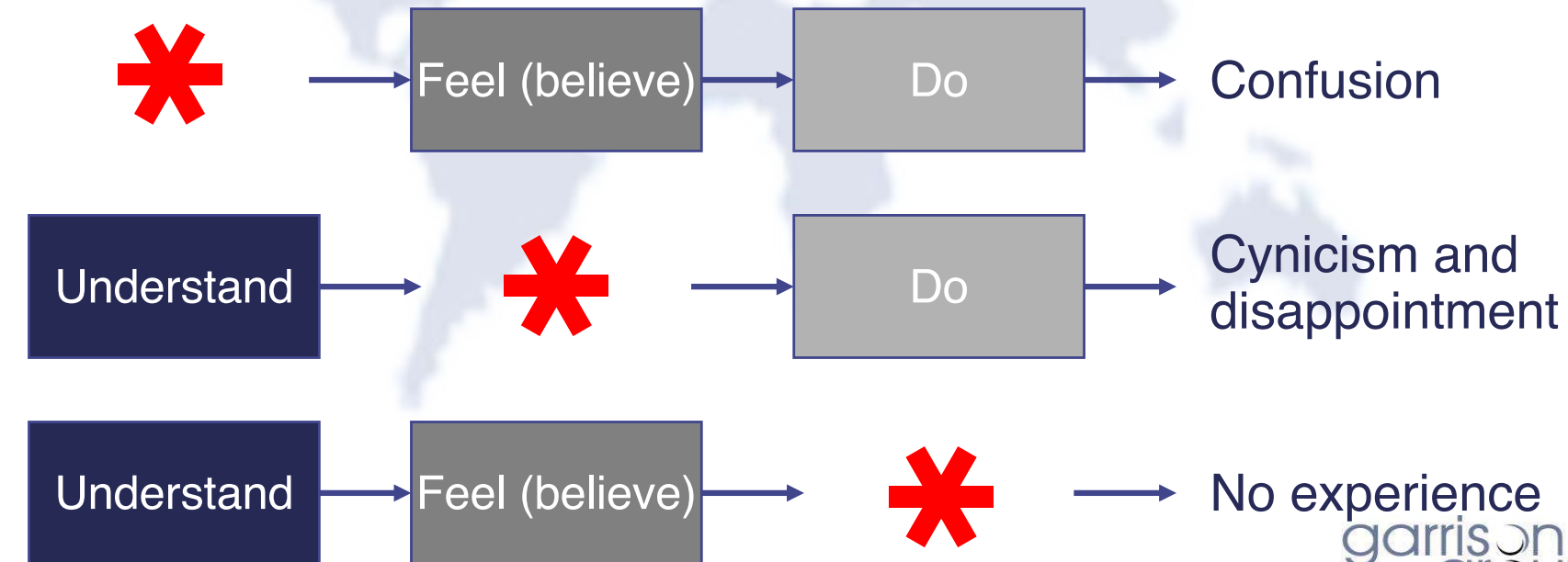
Destination incorporates every aspect of the 'place' from location through atmosphere to services and security into a complex but unified entity.



3 Steps of a Brand Experience

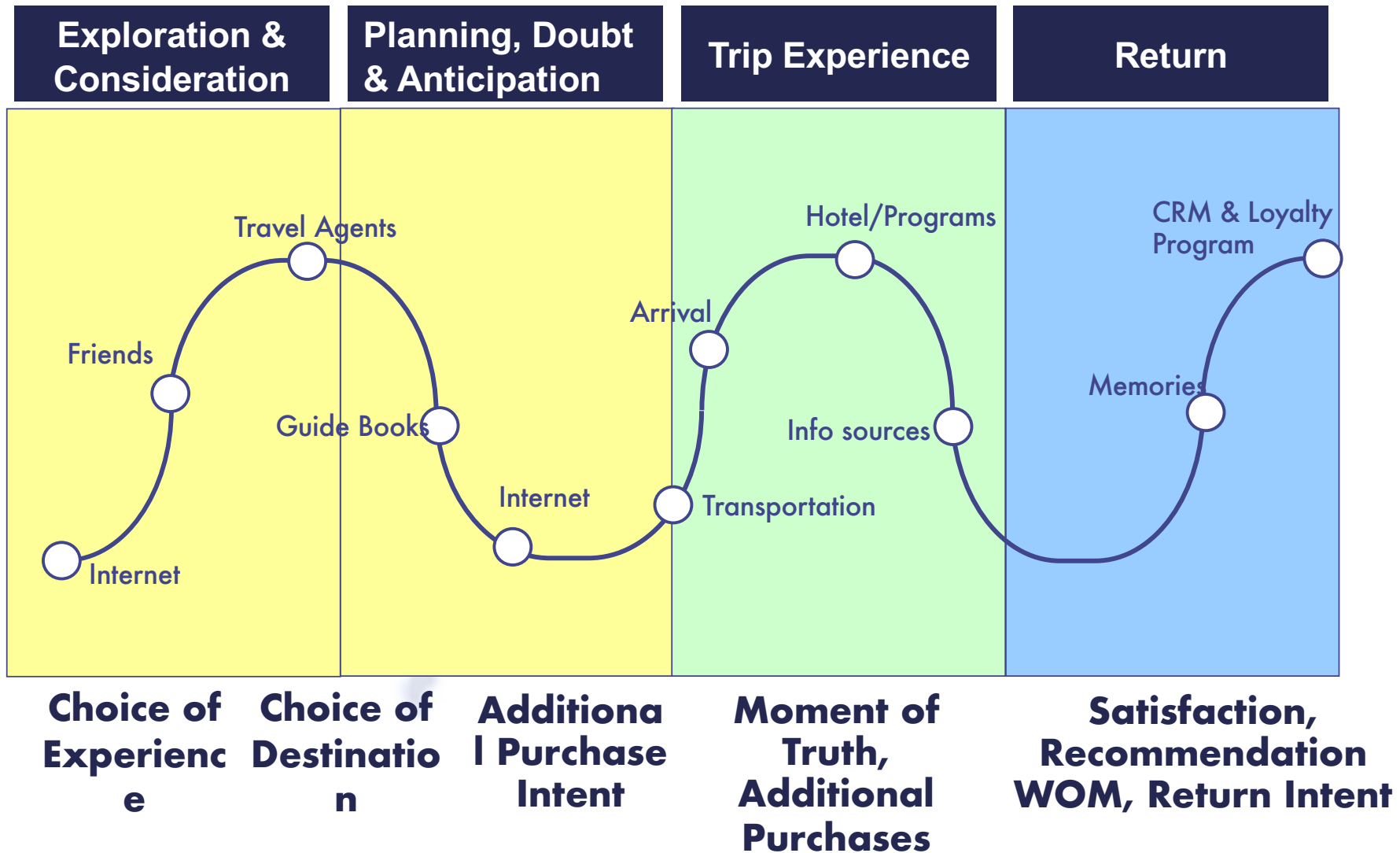


If any one of these are missing, the following situations are created:

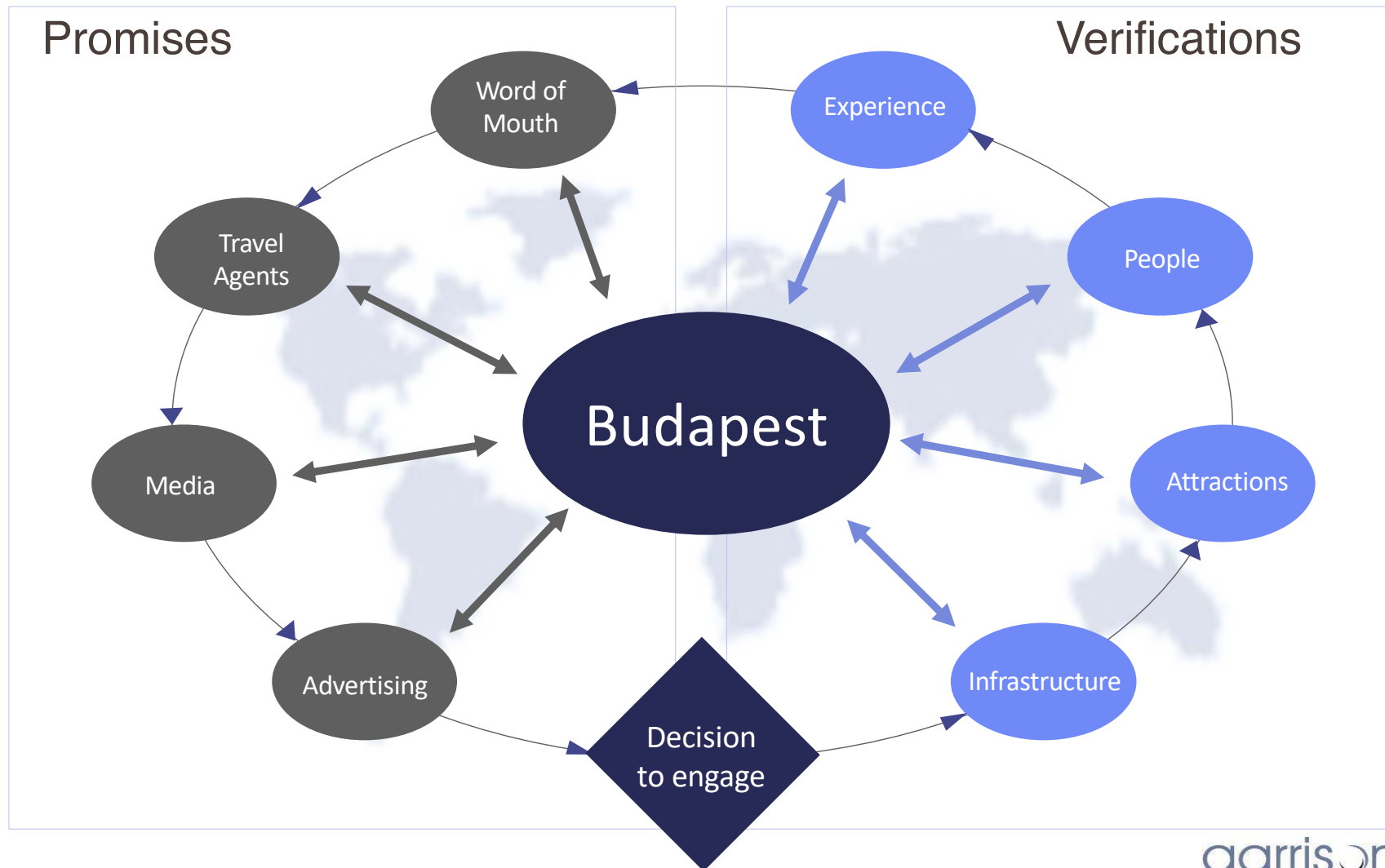


Customer Centric Touch Points

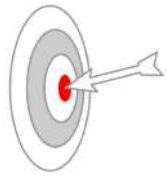
The right message at the right time and place through the entire decision process



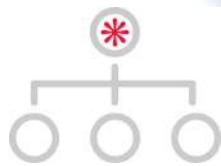
Create A Two-Way Communication Cycle of Outputs and Inputs



Branded Experiences...



Are Highly Targeted and Focused



Have Clear Relationships Between Functional and Emotional Benefits



Have Brand Promoters (*Alphas*)



Are Continuously Innovated to Deliver On Changing Customer Dynamics

In Summary

Starting With A Stronger Customer Foundation Drives More Meaningful Planning Across Functional Areas

Management
System
Implementation

Communication
Strategy

Master
Development
Plan



**Brand Strategy
(Experienced Based)**



Strong Customer Foundation

Customer attitudes
about their lives

Life



Customer attitudes
about travel

Product

garrison group



Paul Garrison

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Read More About It

- At a bookstore near you
- In English and Hungarian

