

Brand Workshop Deliverables

TRUTRAVELS MISSION STATEMENT

“To give **our customers** the experience of a lifetime whilst **educating** them about Thailand, **advising** them on the safest ways to travel and enabling them to make the most of their time away.

We do this by **offering support before, during and after the tour** to make them feel as comfortable as possible when travelling in an unfamiliar country and giving a unique travel experience which feels like travelling with friends rather than on a conventional tour.

All of the team are a **family who love travel and to share our experiences** with others, **we enjoy what we do** and this rubs off on the groups who also become part of the family and hopefully share with us some of the best times of their lives.”

FEATURES AND BENEFITS

1. The benefits that TruTravels offer their core market:

The customer gets...

A great (number) of days, soft landing, adapted, bespoke experience, a hangover, extra Facebook friends, reassurance, no worries, likeminded people, age appropriate, trustworthy, answers (to all the questions), a “Lifetime warranty of friendship”, you become part of the family (catchup, go for beers), an experience

The customer can...

Relax, but carry their own bags, worry about what they want to eat (independent), has freedom to do anything they want, as long as they're respectful (disrespect won't be tolerated), can open their mind, can integrate (into a new family and community), feel like they've been here for months, kick back

Theme: it's a way of life - travellers become part of our global family. It's your holiday - make the most of it: party, relax, activities/adventure, culture, independence.

2. What are the images/ideas that TruTravels will project to their core market

The audience sees, thinks, believes...

TruTravels are fun, cheap, young, attractive, tours offer natural beauty and adventure

What we want to challenge...

That it's too good to be true, that the prices/tours are fake, not just about the booze.

Group	Young adults	“Ballers” (yuppies)	Older groups	Parents	Media/Journalists	Others?
Demographics	W 18-24y (29%) M 25-34 (21%)	M 20-30 (70%)	M/F 40+	M/F 40+	M/F 23 >>> 50+	Families
Characteristics	Post-Uni/Students, carefree, want to party, like to drink/smoke, semi-independent	Investment, finance, IT, “Ibitha boys”, Stag do's, educated, single	“Empty nest”, middle class, retired/semi-retired	Middle class, working, retired or semi-retired.	Ruthless, hard-working, ambitious, time-poor, deadline driven	Alternative, liberal, experienced travellers, or need a break/change
Needs	Reassurance, selective freedom and choice, knowledge/education	“Want to feel like kings”, winned/dined, affordable luxury	Comfort, good value for money, bespoke itinerary that caters to their needs, cleanliness	Safety of their children 'looked after', SOS/Skype calls, personal touch, assurance, human connection	Looking for a story, either negative press or a new spin on something (fresh content)	Safety of their children, easygoing but organised, adaptive/bespoke
Hierarchy	Primary audience	Primary audience	Secondary audience	Secondary audience	Tertiary audience	Future audience

BRAND MAP AND VALUES

CORE VALUE: FUN

The underpinning value of TruTravels

COMPANY VALUES	PRODUCT VALUES	TONAL VALUES
<i>How TruTravels are to be perceived by others</i>	<i>The core values of the products TruTravels creates</i>	<i>The way that TruTravels will communicate</i>
Laid back, versatile, local, expert, fresh, ambitious	Personal, independent, value for money, out of the ordinary	Friendly, relaxed, informal, honest, respectful, amusing, informative, exciting, positive, yeah! attitude

The brand map can be used to focus brand strategy and decision-making:

- Use the brand map/values as a checklist for all future multi-channel marketing
For example - a new blog post:
Before posting, check if the tone of voice checks against the Tonal Values - is it friendly, relaxed, informal, honest, amusing, respectful etc. This will ensure we appeal to all audiences and thus increase our reach.
(This will feed into the Tone Of Voice guidelines)
- Use your brand map/values to drive awareness and purchase decisions for your customers and prospects
- Get more impact from brand investments by prioritizing spend on things which support your values (increasing customer expectations come with a greater sense of product and service commoditization - your values will help you here).
- In the future, aim to measure which values drive loyalty, satisfaction, re-purchase etc. in a controlled way. For example, you can test and model brand impact across any of the tour lifecycles, to predict how messaging drives customer decision-making at each stage.

PINTEREST VISUALISE THE BRAND

<http://www.pinterest.com/trutravels/tru-brand/>

A joint pinterest board has been started to gather input from all members of the TruCrew as to how they see these values coming across in a visual way.

Pin things which:

- fit your image (now and in the future)
- have an overall message that is similar to your own
- are aimed at the same audience
- are from a company/body with similar values

We will review this at a later stage.

COMPETITOR AUDIT

The following competitors have been identified and are being investigated currently:

<https://www.freeandeasytraveler.com/>

<http://beachtravellers.com/>

<http://www.ultimate.travel/ultimate-thailand/>

<http://thaintro.com/>

<http://www.backpackingthroughthailand.com/>

<http://www.lbwtravel.com/>

<http://www.gadventures.co.uk/>

<http://www.contiki.com/>