



Building the brand

Prepared for Tru Travels
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What is a brand?

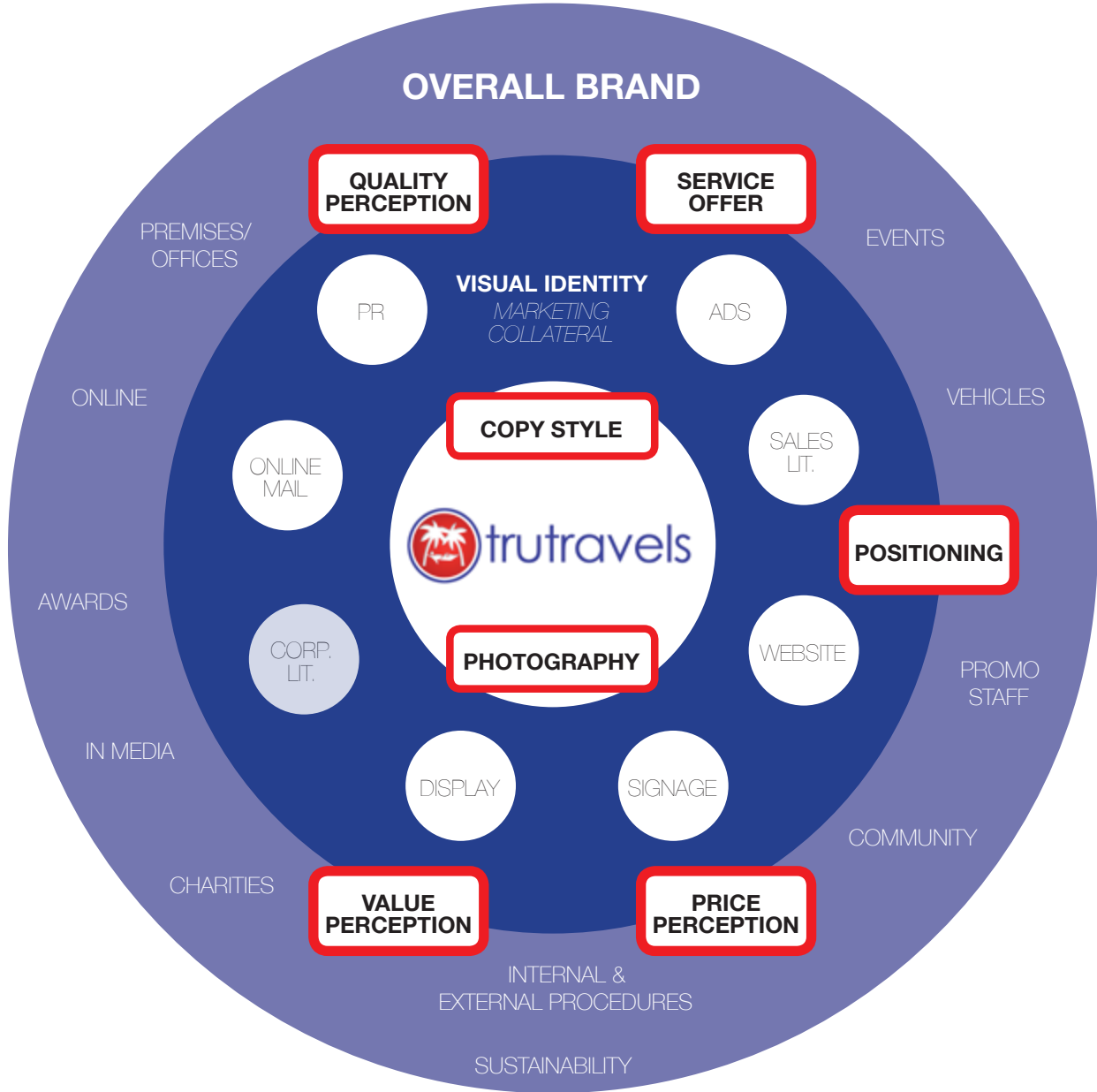
The brand is all that is communicated to portray the personality of the company, its products and services. A strong brand is an enormously powerful business tool.

It is not simply a logo. An organisation's logo stands as an emblem for all that the brand encompasses.

Science + Art = emotion

When we approach branding, we recognise it is a business challenge which requires the implementation of a strategy to improve the chances of success. To be successful a company's brand must fit congruently with its products, services and the markets. Good branding takes all the parts into consideration, from the way the company behaves (Brand Personality) to the way it looks (The Visual Identity).

Overall brand



Why examine your brand?

WHY ARE WE LOOKING AT THE BRAND?

- your products and services are constantly changing
- the markets needs and requirements change
- your company (corporate) structure is growing and changing
- to ensure the brand won't dissolve through inconsistent use

SOLUTION: ASSESS AND UPDATE THE CURRENT BRAND

To progress future marketing and communications effectively

- we need to research the competition
- undertake a brand communications workshop
(to develop Brand Values - why we are here!)
- develop brand identity guidelines (even though the logo doesn't change!)
- create a marketing strategy for the coming year

Why Brand Values?

- Brand values define the personality of a company, its products and its services
- They are guidelines used to control consistency of the brand message, both internally and externally
- Once established they are referred to in the creation of all marketing and communication briefs
- All marketing and communication solutions can be measured against the values

This will help communicate to your customers:

- Who TRU Travels are as a company
- Where TRU Travels could go
- Where TRU Travels aspire to go

Aims of the workshop

1. To refresh the TruTravels core values and ensure there's a consensus of delivering the brand message
2. To use the groups combined knowledge, experience and creativity to generate new marketing/communication ideas
3. To ensure the core brand values are carried forward into all future marketing and communication material

The workshop will not only define the Client brand, but will also highlight where guidelines are needed for future communications materials (e.g. website, sales & marketing literature). These tools can then be produced with confidence knowing that the content is consistent with the agreed brand guidelines.

This will, in turn, help communicate to your customers:

- Who TRU Travels are as a company
- Where TRU Travels could go
- What TRU Travels aspire to go

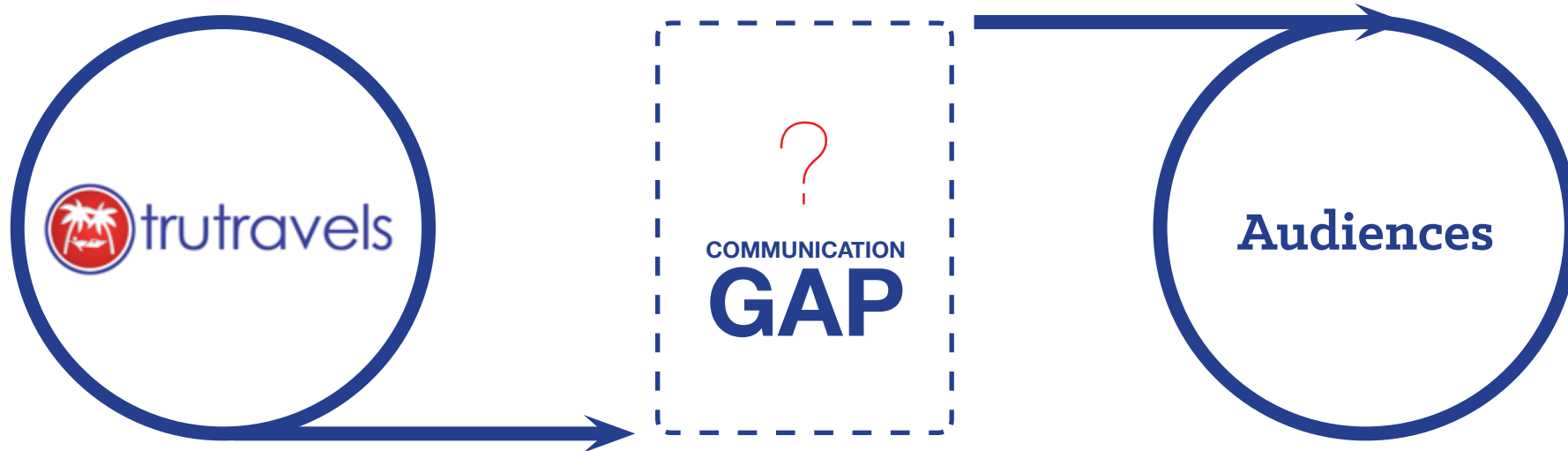
TRU Travels mission statement

“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.”

Communicating to the audience



What you want to project...

- experience of a lifetime
- education/advice about Thailand
- safety
- support before, during and after the tour
- as comfortable as possible in an unfamiliar country
- unique travel experience
- like traveling with friends
- team are a family who love travel
- share our experiences with others
- we enjoy what we do

What they perceive...

- 98% positive reviews
- occasional bad review

Investigation...

- interviews with stakeholders (in progress)
- FAQ's
- defining your audiences (Exercise)

Defining audience exercise

(30 minutes)

We have identified more than one target audience group:

Group	Young adults	“Ballers” (yuppies)	Older groups	Parents	Media/ Journalists	Others?
Demographics	W 18-24y (29%) M 25-34 (21%)					
Characteristics	Post-Uni/Students, carefree, want to party, like to drink/smoke, semi-independent					
Needs	Reassurance, selective freedom and choice, knowledge/education					
Hierarchy	Primary audience	Primary audience	Secondary audience	Secondary audience	Tertiary audience	

Features and benefits (30 minutes)

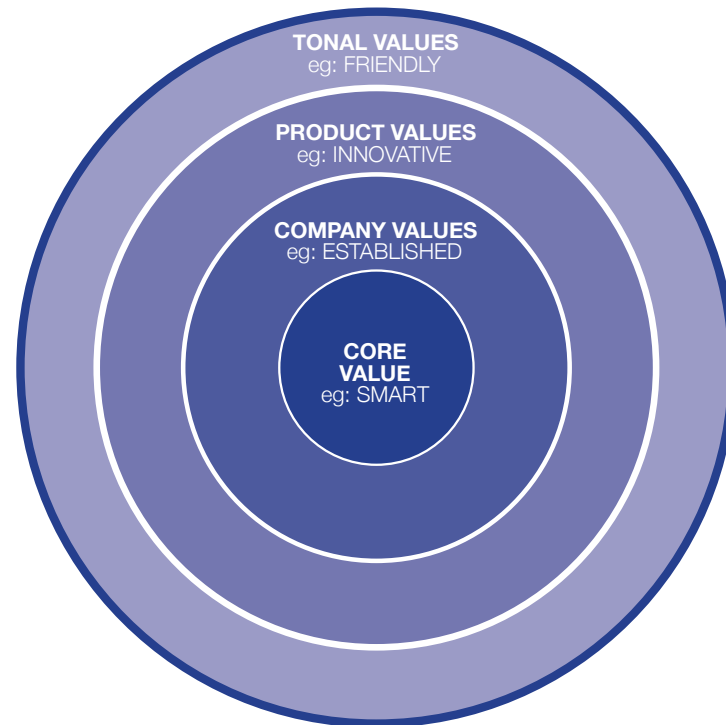
To define what customers get & what the market perception is

1. What are the benefits that TruTravels offer the core market
 - The customer gets...
 - The customer can...
2. What are the images/ideas that TruTravels project to their core market
 - The audience sees...
 - The audience thinks...
 - The audience believes...
3. Benefits and ideas will change depending on who you are talking to
 - existing customers
 - potential customers
 - the media
 - your peers/competitors

Brand map exercise

(1 hour)

1. Core Values - the sort of company that TruTravels are
2. Company Values - how TruTravels are to be perceived by others
3. Tonal Values - the way that TruTravels will communicate



Visualise the brand

(1 hour)

We will create a collective Pinterest board :

Think about the TruTravels look and feel then using any images you can find online

- pick adverts, images, a phrases or words which would be right for TruTravels
- think about the emotion we want to generate in the mind of the audience
- the explanation of why the image/word has been selected is as important as the image itself - write it down when pinning

Try and find...

- a look that fits your image (now and in the future)
- an overall message that is similar to your own
- aimed at the same audience (specify audience type when pinning)
- from companies/bodies with similar values

Deliverables

- Finalised brand map
- Pinterest mood board
- Key insights (which will apply to the content and design of the website and the social media work, as well as all other marketing collateral)

After workshop

- A competitors analysis will be carried out of approx. 6 selected competitors
- This will feed into the marketing strategy for upcoming year, with possible marketing suggestions



#topmyT

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