BRANDING IS NOT JUST A TOURISM MARKETING TOOL

Example - 100% Pure New Zealand

1. Assists businesses to leverage the brand - Steinlager Pure - NZ Natural ice cream
2. Creates new activities and brings entrepreneurs
3. Makes New Zealanders feel good about the country and themselves
4. Influences policy decisions - environment
5. Makes government spend - DOC - Roads - Broadband
6. Drives the economy - GDP growth
7. Creates jobs - Air NZ - Motorhome construction - tourism services

Source: KRS Consulting
FORMER BRAND LACKED RELEVANCE

1. Devised in 2002 to identify the location of the West Coast - it is a geographical statement
2. Does not describe the visitor experience
3. Has no emotional links with the coast attributes
4. Has no hero identification of region or people
5. Minimal use by activity operators
6. No recognition of resources, activities or heritage
7. Lacks emotive expression of the ethos of the Coast

Source: 421 Report
Because the prior brand lacked relevance, districts and promotional groups made up their own, resulting in the West Coast having no cohesive strategy on branding.
THE ‘BRAND POSITIONING KEY’ PROCESS WAS USED TO DEVELOP A NEW BRAND

Primary – Queenstown, Wanaka, Canterbury, Fiordland

Secondary – Bay of Islands, Tasman, Taupo, Kaikoura

Third tier – Other NZ, Pacific Islands, S. E. Asia, Australia
BRAND POSITIONING KEY

International adventurers that want to experience 100% Pure NZ. A brief walk in the bush is an adventure for many city dwellers.

Walkers, hikers & bikers that want to experience nature at its best. Make coasters proud to live and work here.

City Kiwis that want to experience how original and real NZ was.- the good old days.
BRAND POSITIONING KEY

People who want to experience the scale, rugged and wild reality of what nature offers.
“Why we need wild!” - National Geographic January 2016 about the need to escape the pressures of big city living.
BRAND POSITIONING KEY

Sense of being and feeling of freedom, pioneering and being as one with nature

Exploring and reliving how to enjoy nature- feeling liberated from suburbia-refresh ourselves

A sense of challenging nature
BRAND POSITIONING KEY

Unique, rugged, wild, natural, untamed.
This region of ours is a land of which we can be justifiable proud. No other region in NZ has such a concentrated wealth and diversity of natural scenic beauty.
BRAND POSITIONING KEY

Experience an unforgettable journey from glaciers along rugged coastlines, wild rivers and placid lakes to natural rock formations on the most scenic roads and cycle ways.
BRAND POSITIONING KEY

UNTAMED NATURAL WILDERNESS

Brand Essence
**Untamed**
Inability to control nature or animals. Natural forces prevail.

**Natural**
Formed and constructed by nature growing spontaneously without human interference.

**Wilderness**
A wild and uncultivated region. Attractive land official designated and protected by governments.

不染尘嚣的
A place not crowded, which nature created

天然
As nature intended

之境
Land not sea, untouched, remote beautiful, clear & vast

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Source: Dictionary.com and Chen Feng
THE FAMILY OF BRANDS;
SYNERGY WITH
100% PURE NEW ZEALAND
AND WEST COAST REGIONS
We love to see our brand used to promote our spectacular region - all we ask is that you use any resources in accordance with our brand guidelines.
EXECUTION OF MARKETING PLAN UTILISING THE NEW BRAND

Before

After
EXAMPLES OF OUTDOOR ADVERTISING
West Coast
Untamed Natural Wilderness
New Zealand