SOUTHWEST NEW BRUNSWICK TOURISM

Brand Platform & Identity Presentation

December 15, 2023

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AGENCY



Today’s Objective

Review brand platform and identity options for Southwest New Brunswick Tourism

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Agenda

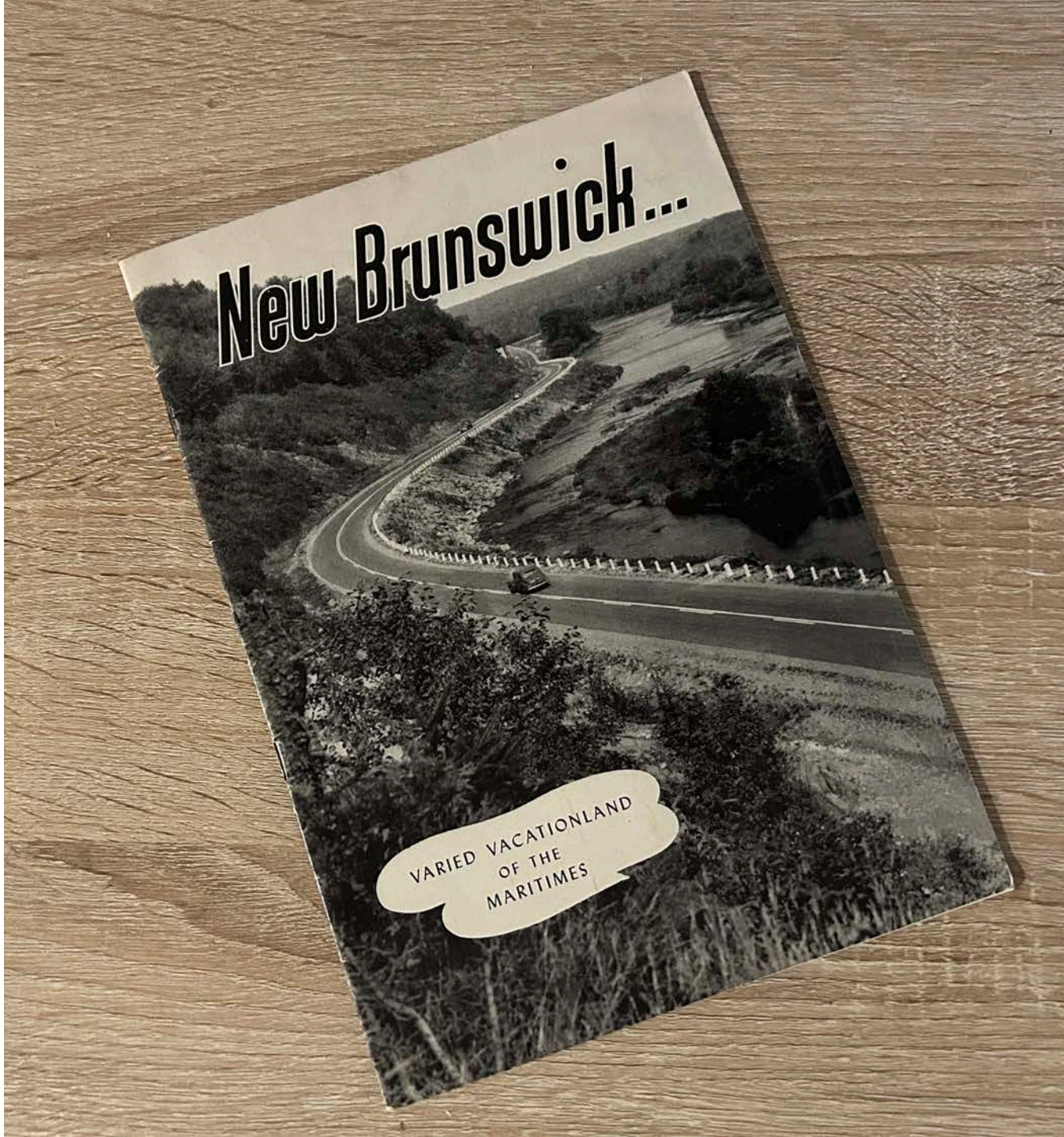
Approach

Our target customer - summary

Our brand strategy

Brand platform concepts

Next Steps



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approach recap

Background

METHODOLOGY

DISCOVERY

- Review all supplied information about regions, target segments and strategy work complete to date
- Survey questionnaire to key stakeholders

MARKET REVIEW

- Competitive evaluation of key competitors
- Secondary research – inspirational destination marketing campaigns

POSITIONING TERRITORIES

- Territories for competitive whitespace / competitive advantage

BRAND PLATFORM

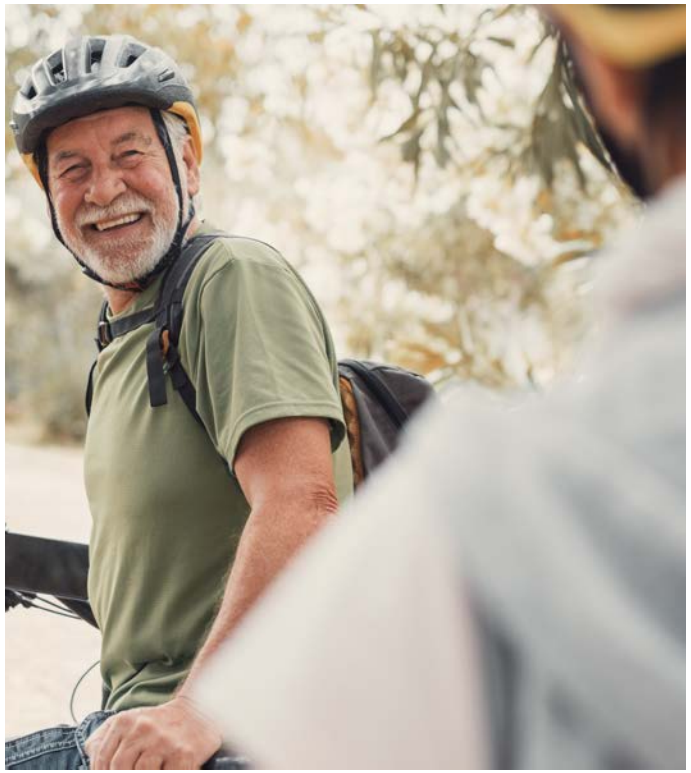
- Brand strategy
- Brand communication concepts
- Brand identity concepts

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reminder of who we are speaking to

Target Demographic

THE COMMON GROUND



Seniors with Middle Income

WHAT APPEALS TO BOTH

A wide variety of ‘bite-sized’ activities that can’t be done at home

Outdoor-oriented

Atmosphere, people and open spaces that lend themselves to relaxing and unwinding

Affordability

Car-based adventures

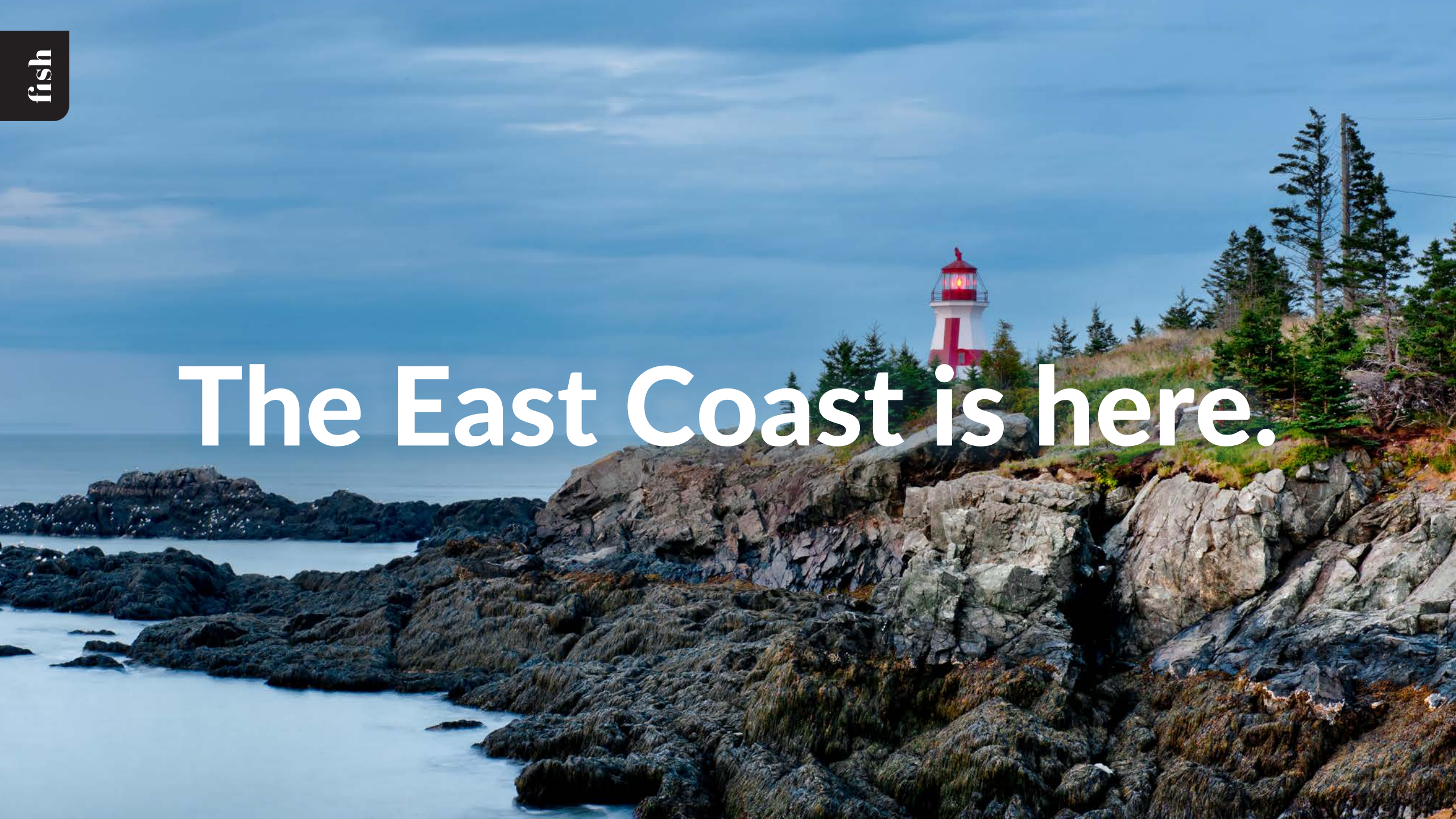


Parents of Younger School-Aged Families

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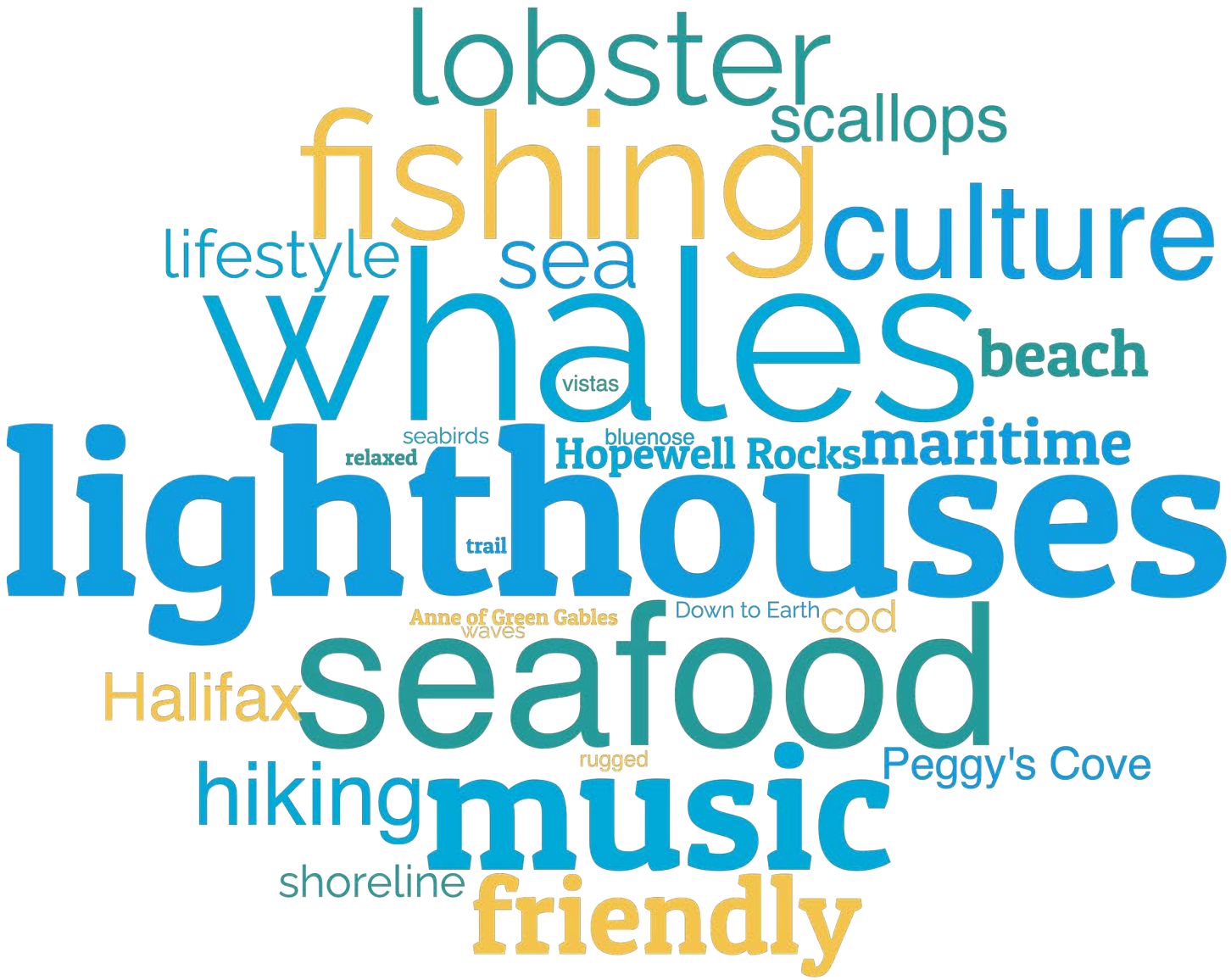
how do we get on their radar?

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What do people think of when they think about the East Coast?





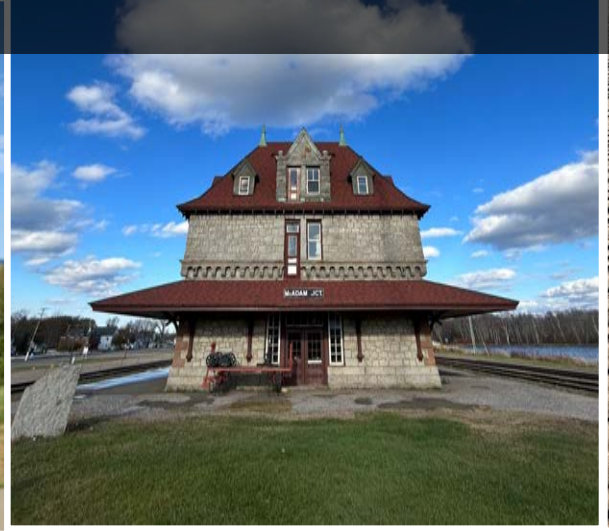




Southwest New Brunswick has everything you seek in an East Coast holiday. There's no need to go any further.









Positioning Territory

RECOMMENDED TERRITORY

VALUE PROPOSITION:

The East Coast is here

SUPPORT:

In Southwest New Brunswick, you will find all that you are looking for in an East Coast experience. Visit lighthouses, go whale watching, see the puffins and eat scallop and lobster dinners fresh from the Bay of Fundy.

Create memories doing things you can only do here. Visit Canada's oldest chocolate company. Race against the tide to find fossils exposed by the world's highest tides. Explore shipwrecks, the western hemisphere's largest whirlpool and see if you can spot Old Ned.

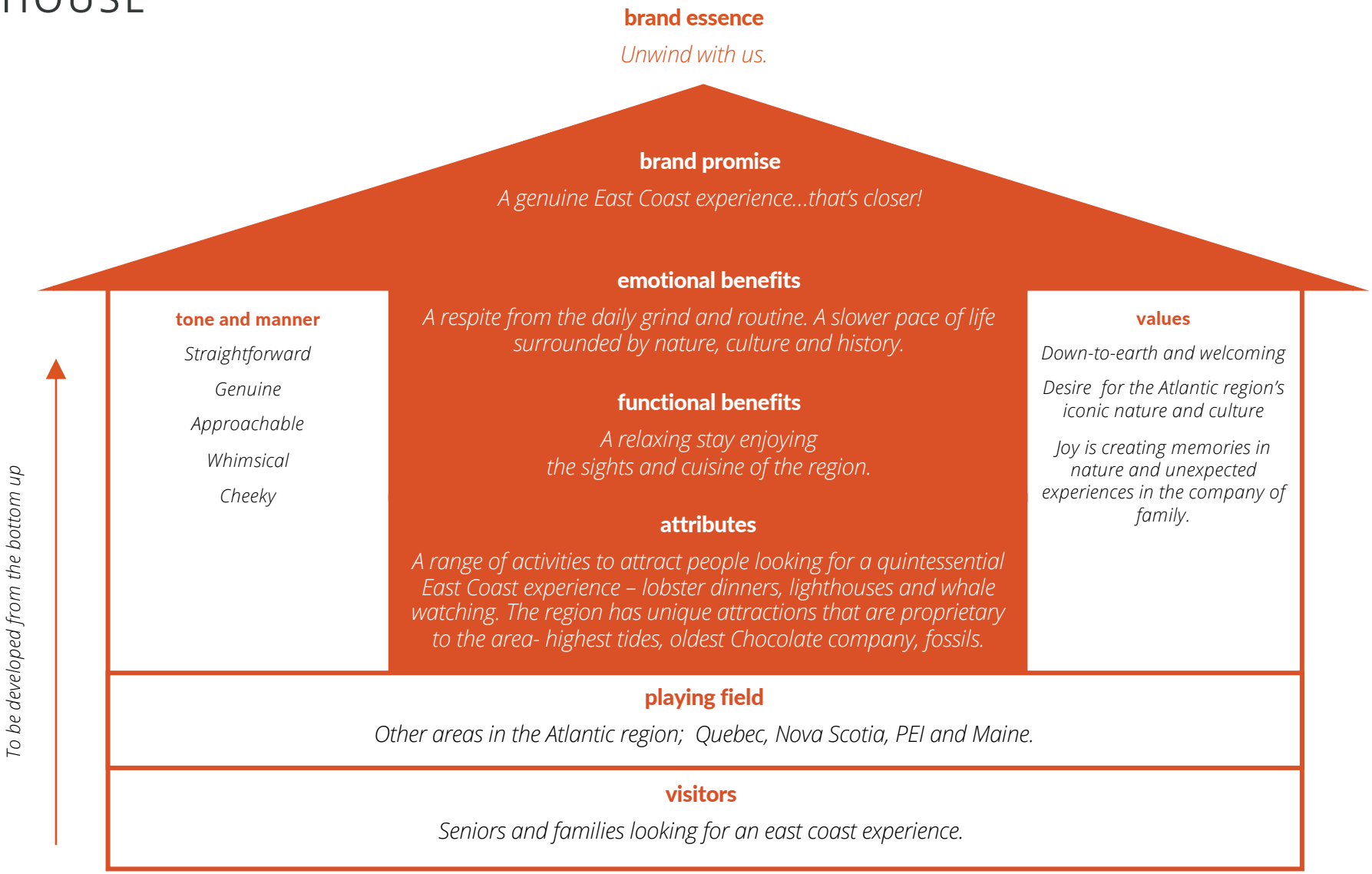
Come to our 'dooryard' and learn the rich tradition of the Passamaquoddy First Nations and the importance of the railways to the early development of the region. We promise you will spend less time travelling and more time relaxing as you discover more than you expected.

There's no need to go any further to have the East Coast experience you're looking for.



Brand Strategy

BRAND HOUSE



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how do we tell our story?

Brand Platform

THE ELEMENTS OF A BRAND PLATFORM

Brand Strategy

What our brand story is

Target audience

Emotional and physical benefits

Brand promise

Brand essence

Brand Communication

How we tell our brand story

Tone of voice

The headlines we use to support our brand proposition

Design of visual elements

Brand Platform

SUCCESS FACTORS

A successful brand platform will clearly convey that Southwest New Brunswick:

1. Delivers a genuine, authentic and complete East Coast experience, aligned with that our audience is seeking
2. Offers unique things to do above and beyond other East Coast destinations
3. Is closer than other East Coast destinations
4. Is a place you need to visit!

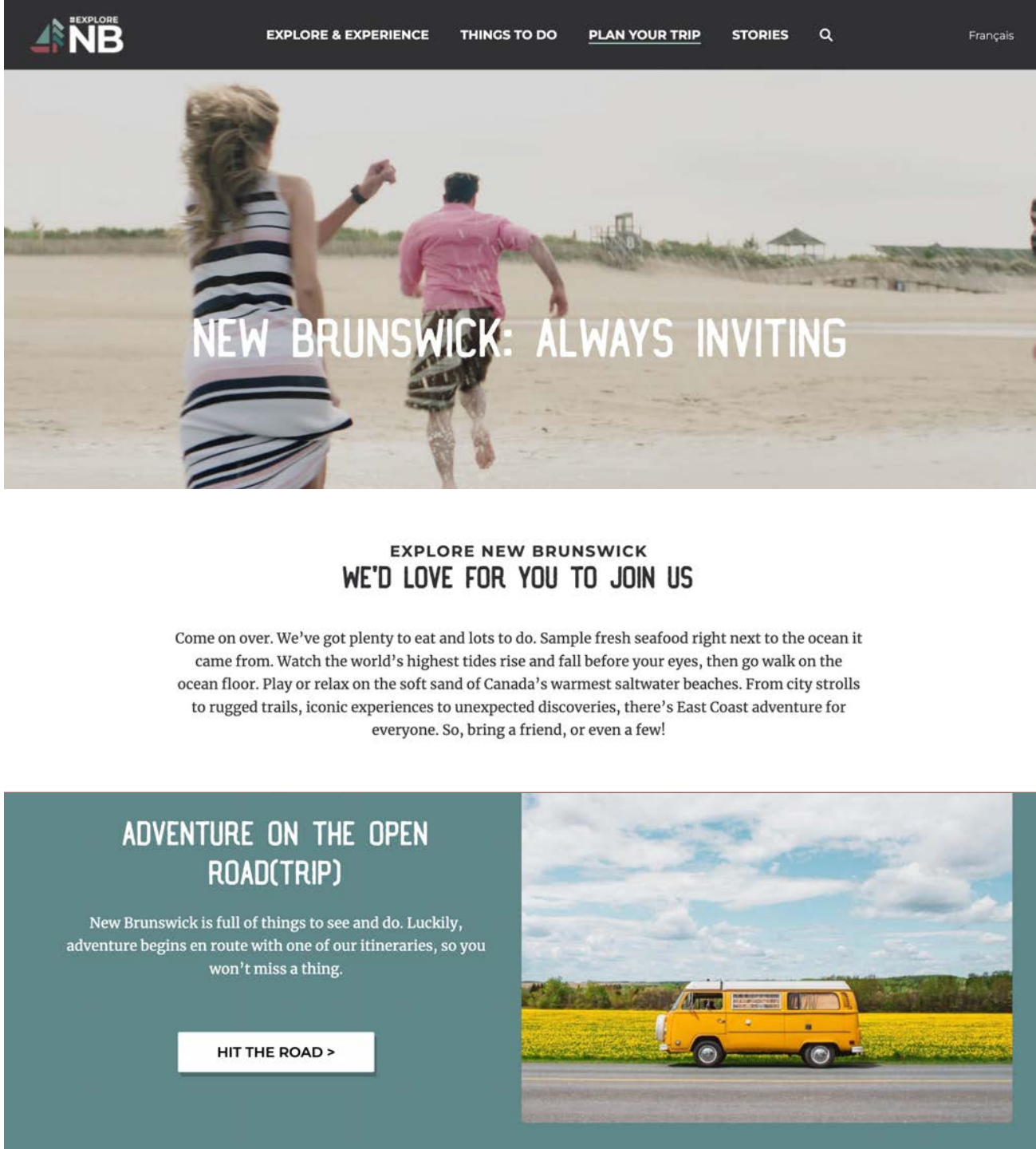


Explore New Brunswick

VISUAL REFERENCE

We explored subtle ties to the ‘Explore New Brunswick’ program.

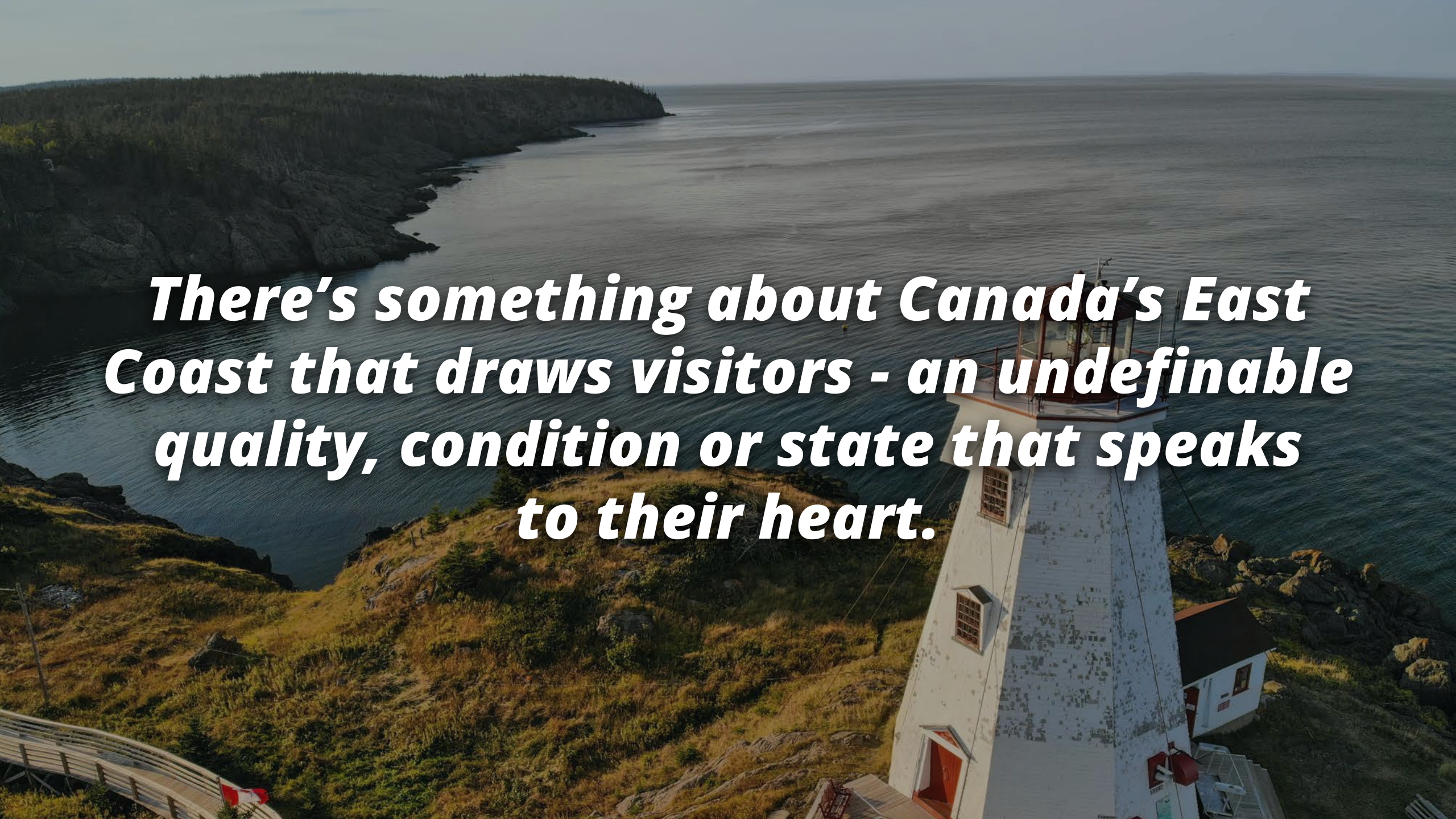
Some are visual, others focus on messaging. Others consciously separate SW New Brunswick from the broader New Brunswick campaign without contradicting it.

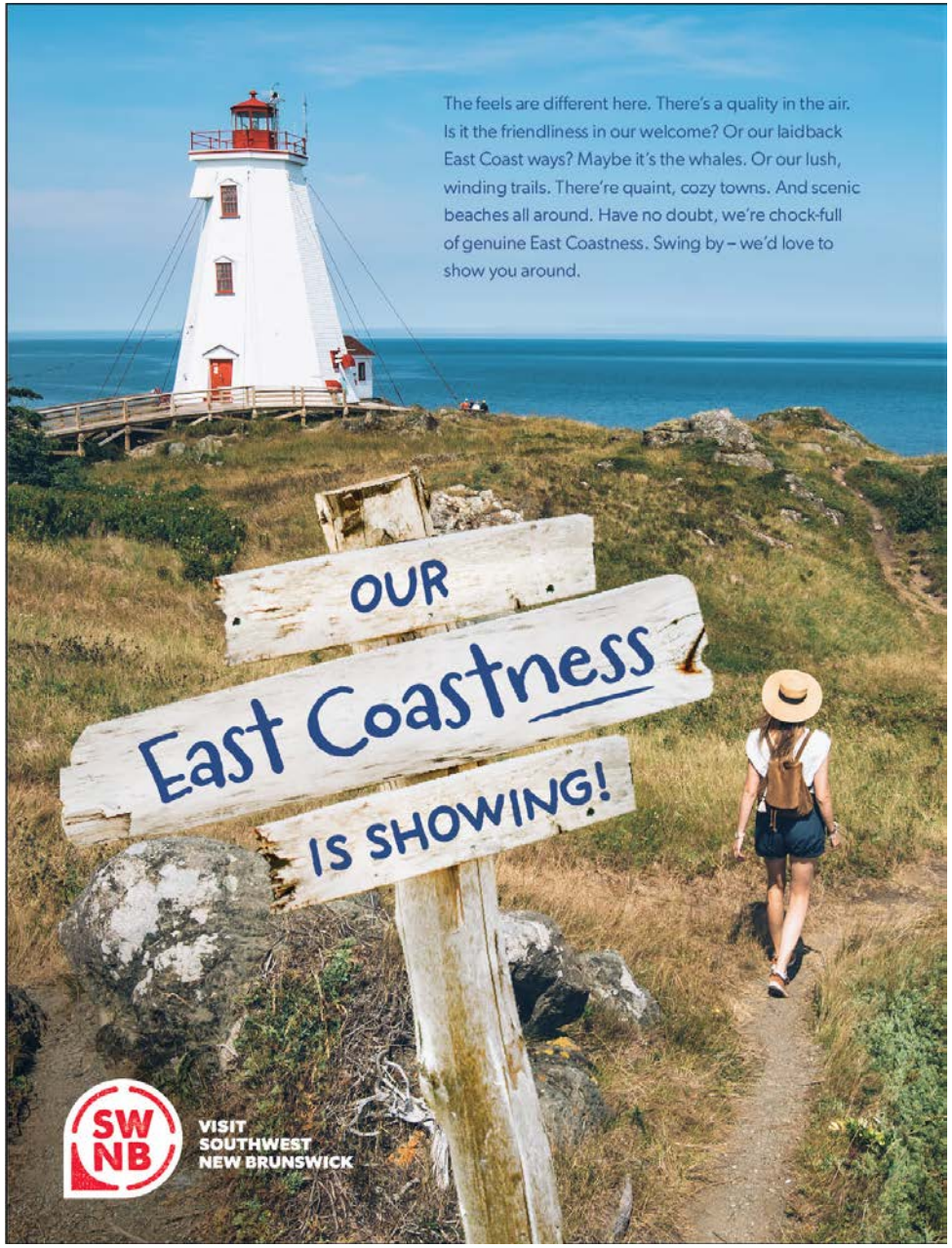


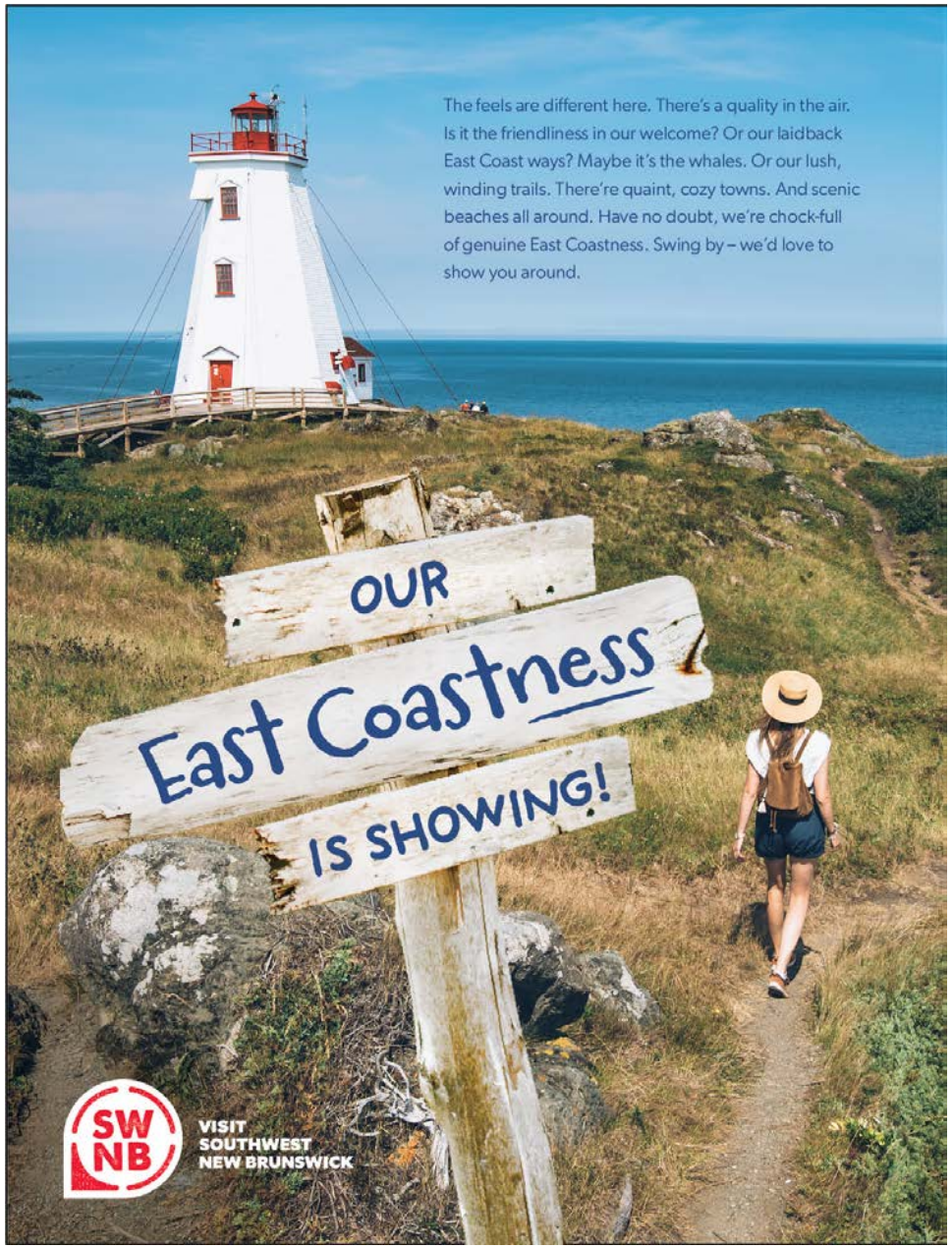
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Brand platform

concept 1


There’s something about Canada’s East Coast that draws visitors - an undefinable quality, condition or state that speaks to their heart.


The feels are different here. There's a quality in the air. Is it the friendliness in our welcome? Or our laidback East Coast ways? Maybe it's the whales. Or our lush, winding trails. There're quaint, cozy towns. And scenic beaches all around. Have no doubt, we're chock-full of genuine East Coastness. Swing by – we'd love to show you around.
OUR
East Coastness
IS SHOWING!
SW NB
VISIT SOUTHWEST NEW BRUNSWICK



The feels are different here.

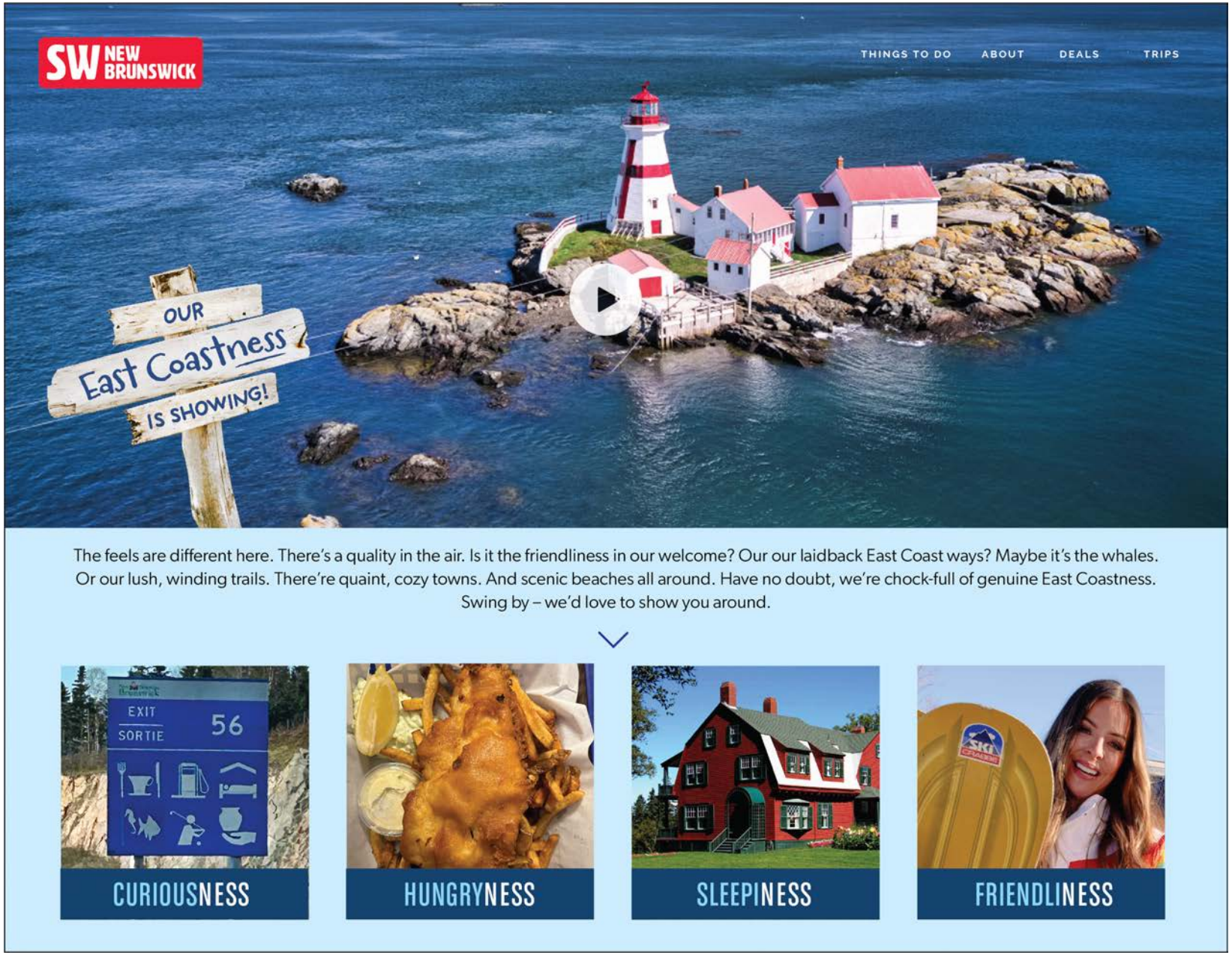
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awesomeness
SW NB
VISIT
SOUTHWEST
NEW BRUNSWICK
OUR East Coastness IS SHOWING!

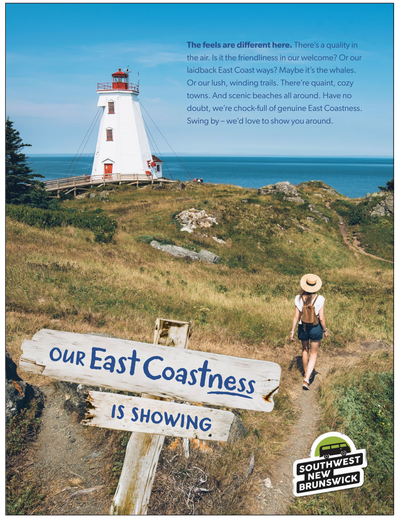

peacefulness
SW NB
VISIT
SOUTHWEST
NEW BRUNSWICK
OUR East Coastness IS SHOWING!

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SW NEW BRUNSWICK
THINGS TO DO
ABOUT
DEALS
TRIPS
OUR
East Coastness
IS SHOWING!
The feels are different here. There's a quality in the air. Is it the friendliness in our welcome? Our our laidback East Coast ways? Maybe it's the whales. Or our lush, winding trails. There're quaint, cozy towns. And scenic beaches all around. Have no doubt, we're chock-full of genuine East Coastness. Swing by – we'd love to show you around.
EXIT
SORTIE
56
CURIOUSNESS
HUNGRYNESS
SLEEPINESS
FRIENDLINESS







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date: January 11, 2024
proj mgr: CR
designer: JP

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SOUTHWEST NEW BRUNSWICK

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summary







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next steps

Next steps

KEY MILESTONES

- Provide feedback on the brand platform and brand identity options
- Once feedback received, FISH will revise with the goal of landing on one brand platform and brand identity direction




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Thank you!