



## What is a brand anyway?

*"The blend of art and science that manages associations between the brand and memories in the mind of the brand's audience."*

*"A brand is a promise of value"*

*"Great branding = Great storytelling"*

*--The Economist*



## What do great brands share?

*"A product or service built around a compelling idea."*

*"A resolute core purpose and supporting values."*

*"The brand engages, rather than informs."*

*"Great brand leaders are thought leaders."*

*"The brand promise is an organizational principle rather than a marketing initiative."*



## Why Brand the Peninsula?

- According to the Handbook on Tourism Destination Branding, a destination needs:

- to build awareness, understanding and loyalty to compete
- "To stand for something" in order to attract visitors



## Plan of Action – Funnel Approach

1. Broad reach online survey created for SPCC and SBA members;
2. Research compiled and presented to a smaller working group for analysis and further discussion;
3. Outcome presented to a 'core' group for discussion and development of business objectives;
4. Information was further 'distilled down' to articulate the brand positioning.



## Brand Objectives

1. To build awareness for the Saanich Peninsula as a destination, from an economic development and a tourism perspective.
2. To differentiate our product offering from that of Victoria and other regions of Vancouver Island.
3. To provide a solid brand positioning allowing destination marketing organizations to accurately communicate our value proposition.
4. To build a connection with residents of Victoria, south island and other constituents.
5. To drive visitation and investment to foster economic growth.
6. To augment the existing Victoria tourism product fostering increase in visitor average length of stay.



## Business Objectives

1. Determine numerical output metrics (number of visitors, spending, length of stay, revenue)
2. Identify primary and secondary markets
3. Define the destinations core attributes and key points of differentiation
4. Create the brand positioning statement and brand promise
5. Leverage the brand story to build awareness
6. Build and measure ongoing brand awareness and value
7. Generate opportunities for partnerships
8. Determine funding mechanisms
9. Seek out product bundling opportunities

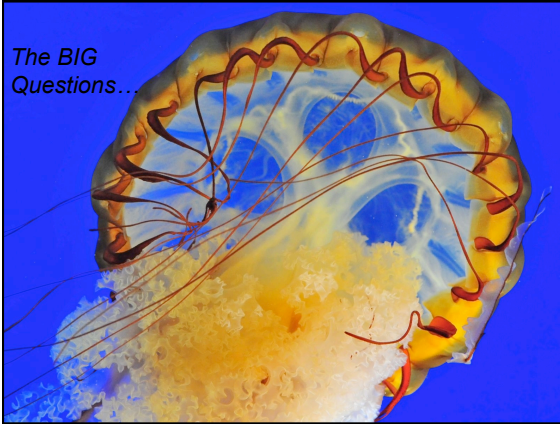


## Great Destinations... Why are they good at what they do?

*They have acted collectively and collaborated.  
Have built expectations of what will be delivered.  
Solid funding mechanisms.  
Simplicity of communication.  
Distinctive brand. Brand clarity.  
Well documented history, authenticity.  
Community commitment and spirit.  
Sell an overall experience.  
Consistency of messaging.  
Have built a solid platform for storytelling.*



## The BIG Questions...



## What do we want to be known for? What makes us unique?

*The variety of activities that our target can engage in  
Proximity to nature  
Culinary adventures  
Relaxation and comfort  
An authentic diversity  
A pocket between Vancouver, Victoria, Gulf Islands  
An escape yet it's easy to get back to the city  
Cultural richness  
A beautiful extension of Victoria  
A vibrant community  
An interesting mix of rural and urban and marine  
A farming community – fresh, green, healthy*



## How does our existing brand make us feel?



*Relaxed and happy – unwind  
Peaceful, calm, comfortable, content  
Healthy, close to nature  
Enjoying the smaller things in life  
Fortunate*



## How do we want our brand to make others feel?

*Vibrant...an experience of 'living'  
Welcoming/friendly  
On vacation  
Healthy/relaxed  
Excited...sense of fun...energy  
Peaceful  
The power of nature and the outdoors  
Rural sophistication  
'Carmel' of the North*



### What are we as a brand?

*Fields and Ocean.*

*We're...  
Sailors/Equestrians/Boaters/Cyclists  
Vivacious and Adventurous...  
Yet others think we're boring.*

*Happy, healthy, live-in-the-moment, friendly, modest, older, laid back.*

*A 58 year old Swede in better condition than the average 40 year old Canadian ....*

*A beautiful woman; soft, magnificent, bountiful, mysterious, earthy.*



### Where is my world going?

- *Niche tourism (culinary, agri, sustainable, experiential, marine, nature, adventure)*
- *Science & Technology, Arts & Culture, transportation hub*
- *Global economy, emerging markets (Asia/India)*
- *Social media, viral, word-of-mouth marketing*
- *Shorter vacations, closer to home & more frequent getaways*
- *Sense of place, authenticity, connectivity*
- *Value-driven, not price-driven*
- *Baby-boomers seeking a mild climate, active living*



### What do I do?

*On the Saanich Peninsula the menu is about diversity...high tech and high touch...low tech and tactile...a short break or a sabbatical...solitary or lightly populated, a blend of rural and urban...engagement and entrepreneurial spirit.*



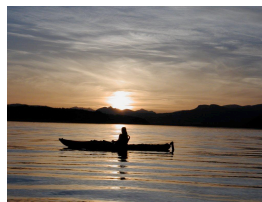
### Who are my advocates?



*The "lifeaholics" – those that do not define themselves by their work, but rather by their interests, talents and abilities. The 'downtown' dweller seeking to re-engage with the Peninsula, the 'corridor' commuter who stops and explores. The local resident who loves where they live and shares hidden secrets. Those who seek the sea....*



### What am I like?



*Active and productive, independent and happy. I am proud, healthy and balanced. I am a blend of old world and new world...connected and inter-connected, complex yet inconspicuous. I am driven to uphold life balance, community pride and a sense of place. It's what makes me tick....*



### Potential Barriers to Success

- Funding for marketing, strategy, implementation
- Existing perception of destination (retirement community, slow & staid)
- Identifying ownership of the process and the brand
- Developing buy-in and consensus
- Limited transportation option to get to the destination from the primary market (Victoria)
- Three separate municipalities—is there a unified vision and approach? Will there be collaboration?
- Lack of qualitative consumer research to determine how the destination is viewed.



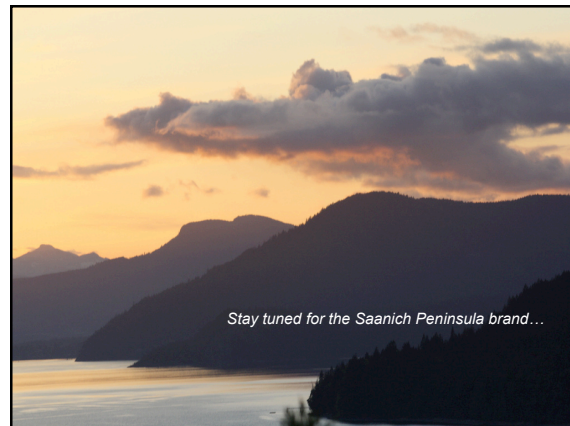
### Critical Factors for Success

- Solid understanding of the destination's core market segments.
- Qualitative and quantitative consumer research to determine visitors' feelings and attitudes towards the destination.
- Clear understanding of the destination's competitive position.
- Leadership and support for the brand from all key stakeholders (enthusiastic and highly-visible).
- Strong brand management system and infrastructure (brand manager/guardian, influential brand champions, committed brand advocates).
- Adoption of the brand by commercial/destination stakeholders in their own marketing communications—stretching the brand's impact.
- Long-term commitment to enable traction in the marketplace



### Next Steps

1. How do we articulate the brand positioning by bringing the brand to life? (Look, feel, messaging, etc.)
2. Create a holistic tourism development strategy.
3. Determine who actually 'owns' the brand.
4. Review funding sources
5. Determine numerical output metrics for both tourism and economic development (new businesses, existing business growth, etc.)
6. Develop Key Performance Indicators to articulate success.



Stay tuned for the Saanich Peninsula brand...