

# The Lower Great Southern Region

Destination Marketing Strategy

Brand Development and Brand Naming Concepts



**Marketforce**

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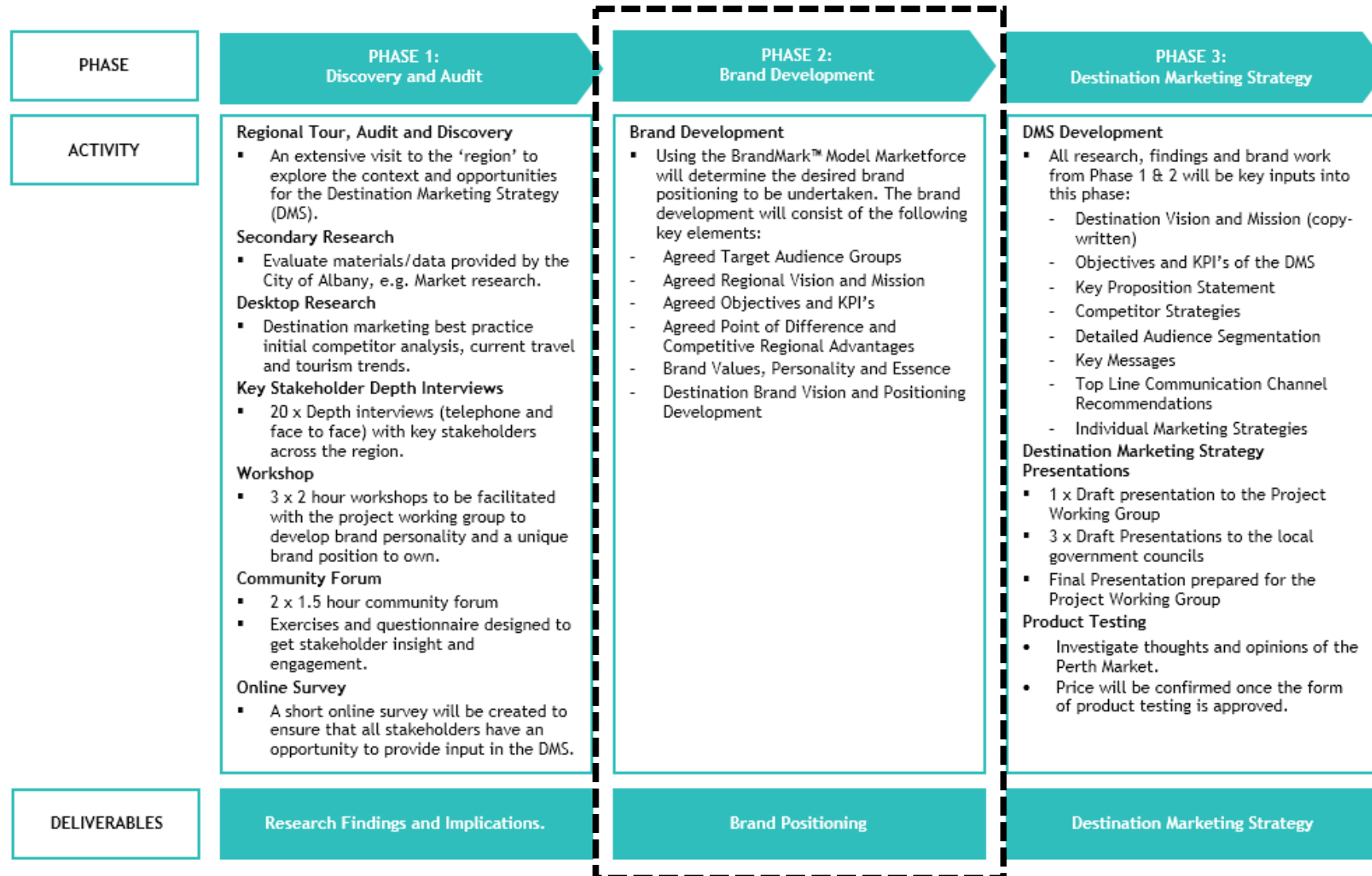
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# Situation Analysis

# Roadmap



# Strategic Context

## Primary Objective

Develop a unique unifying brand identity for the Region that will increase brand awareness and motivation to visit the region. This brand identity will represent the areas of City of Albany, Shire of Denmark and Shire of Plantagenet.

## Business Objectives

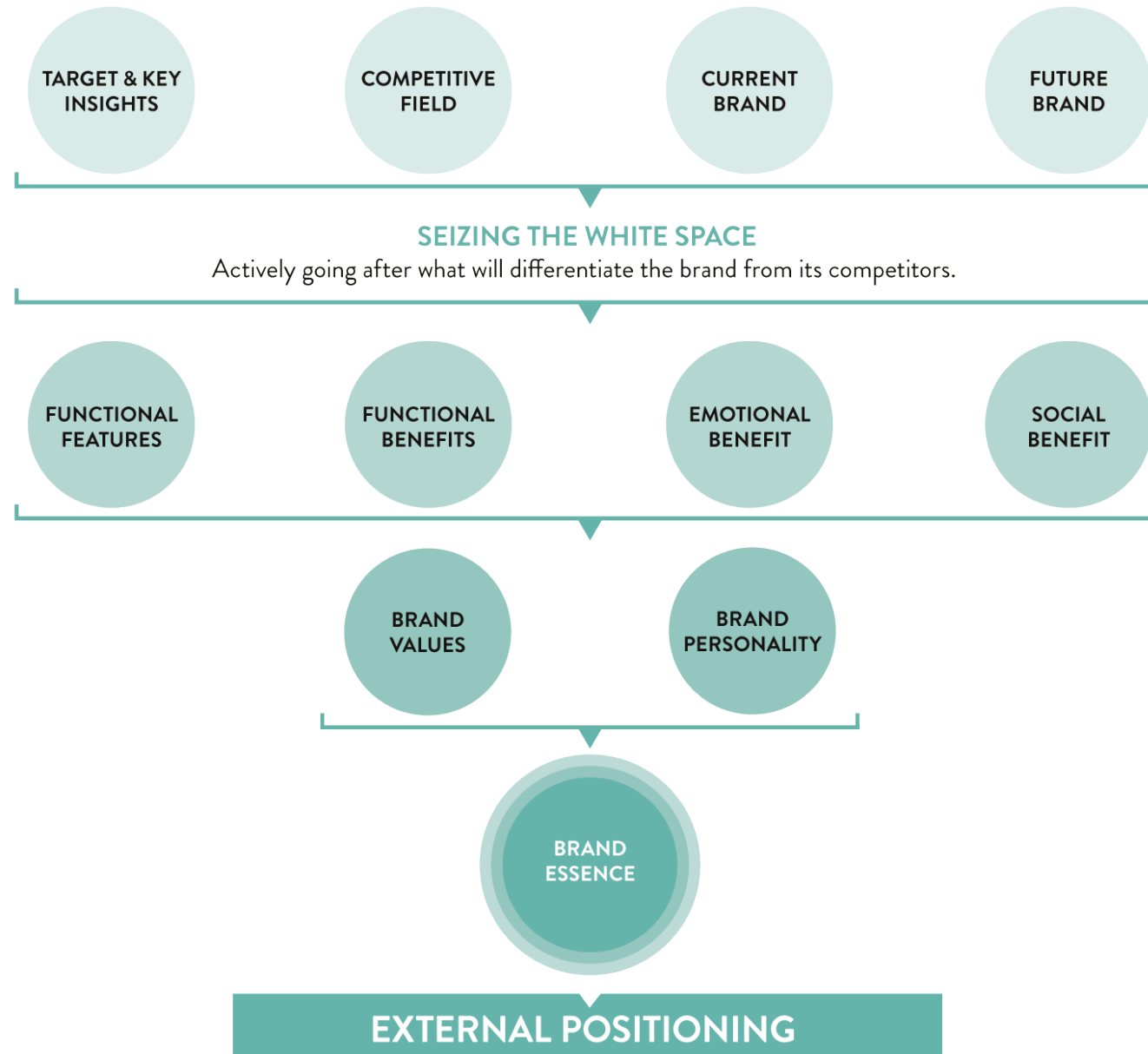
- Increase brand awareness of the Region's tourism product offering
- Increase tourist visitation to the region
- Provide a unique brand identity that can be used by local businesses when marketing to the public

*Within this strategy we will refer to the Lower Great Southern Region as the Region.*

# Strategic Context

## Research Objectives

- Identify strengths, weaknesses and competitive advantages of the destination
- Identify the Region's identity
- Determine the target market segmentation (focus on Perth however this is a staged approach and the identity will need to be worked within other markets as well)
- Determine intrastate key messages
- Identify the target markets preferred marketing and communication channels
- Competitor and industry analysis
- Investigate brand values, personality and a unique position for the brand to own in the WA Tourism market



# Phase 1: Discovery



# Research Sources



## Primary Research Sources

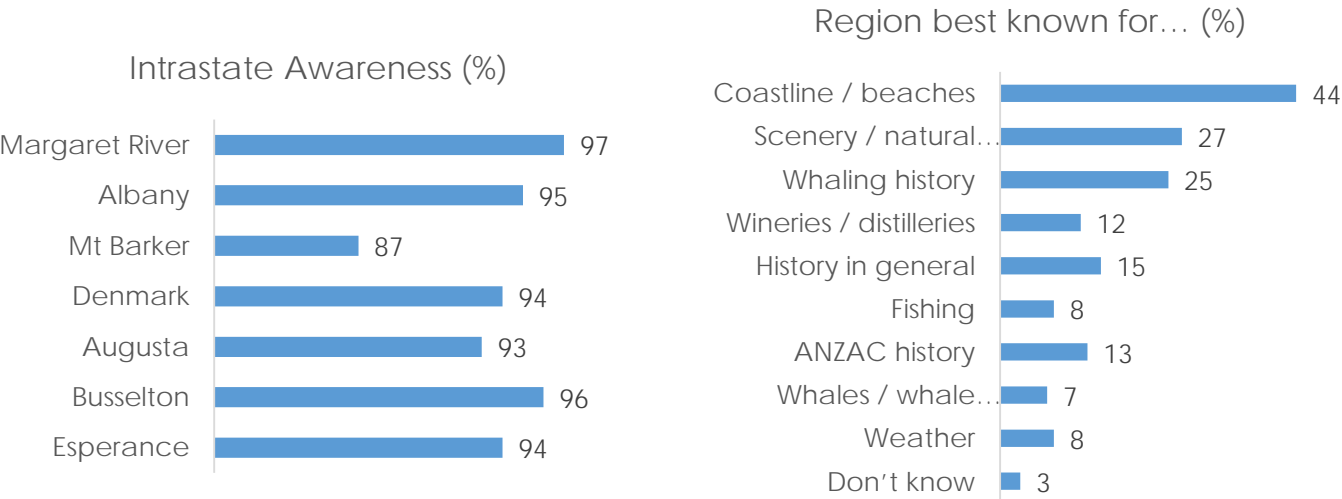
- In-depth interviews n=20
  - Face to Face n=11
  - Telephone n=9
- Workshop n=26
  - Albany n=6
  - Denmark n=13
  - Mt Barker n=7
- Community Forum (Approx.) n=85
  - Denmark n=35
  - Albany n=50
- Online Survey
  - n=145

## Secondary Research Sources

- Tourism WA - Albany Hotel Market Analysis and National Anzac Centre Visitation Trends (July 2015)
- Cumminspartners – The 10 Big Trends in Travel (2015)
- Tourism WA and TNS – Understanding the Albany Region's Identity & Appeal (July 2015)
- Roy Morgan Research
- WARC
- Desktop Research

# Secondary Research

# What do people know about the Region?



Source: Tourism WA and TNS – Understanding the Albany Region’s Identity & Appeal (July 2015), Online survey n=217 (Perth)

**Ideal for a holiday where you 'disconnect' and 'escape' regular life**



- Remoteness=pristine
- Similar to MR in offer, but very different mood
- 4 nights to a week required (due to distance)

*"I think Albany is more laid-back than Margaret River, because in MR, every 300 yards there's a new vineyard, new winery. When my wife and I go down to Albany or Denmark, you really can just sit there and relax."* Perth DD

**Negativity relates primarily to the town of Albany itself being 'urban' or even 'suburban'**



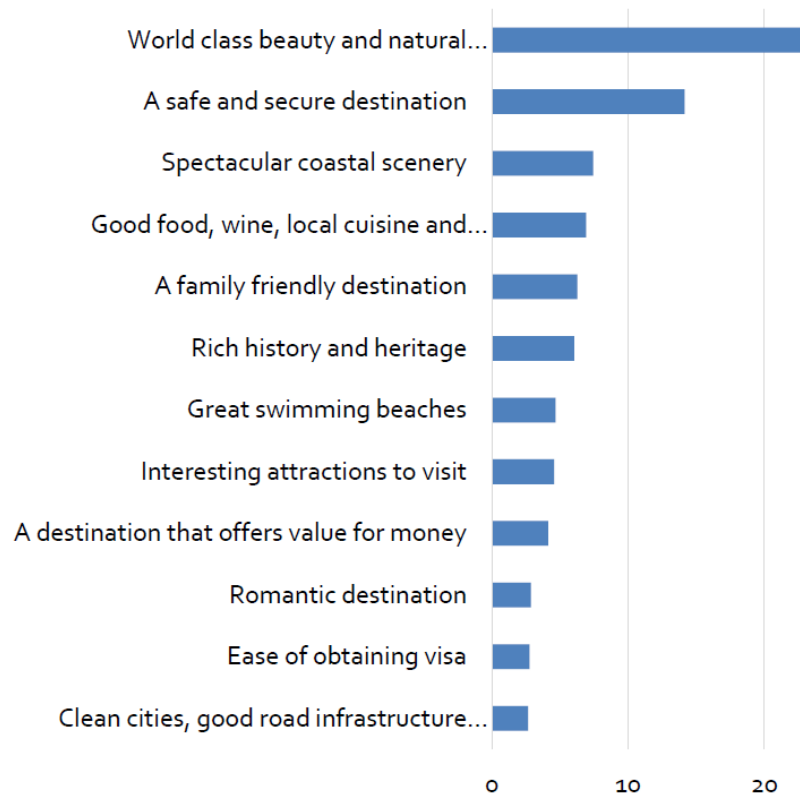
- Weather also can be seen as unpredictable

**Seen as extremely attractive as a destination, but distance will always limit the frequency of visitation by Perth residents**

People see the area as high in natural beauty, the coastline and it's laidback nature. Weather and distance are seen as barriers.

# Chinese Market

## Most important factors when selecting a holiday destination



### They are mostly....

- Experienced / Long haul travellers
- Travel becomes a big part of their lifestyle
- Have a higher than average household income
- Stay longer and spend more
- Travel beyond major cities
- Some are repeat visitors (Australia)
- Visiting authentic destinations not necessarily tourist route
- Participating and experiencing rather than observing it

### Key Travel Types

- Group Tours
- Customized Itinerary – Small Groups
- FITs (Independent Travelers)
- Package Holidays

### Market Segments & Travel Types

- Experienced Travelers (GITs)
- Experience Seekers (FITs)
- Family Travel (Small Groups)
- Luxury Travel (Small Groups/FITs)
- Visiting Friends and Relatives (FITs)

Key Findings and Implications	Action
There is an inherent <b>lack of knowledge</b> as to the region's offering	<ul style="list-style-type: none"> <li>• Promotion of the region and it's offering.</li> <li>• Online is a channel most commonly used for holiday research.</li> </ul>
There is a lack of perceived <b>uniqueness</b> for the region.	<ul style="list-style-type: none"> <li>• Distinctive features must be investigated and emphasised wherever possible in communications.</li> </ul>
There are perceived <b>gaps in core product offerings</b> within the region. E.g. past visitors were critical of the region's accommodation and dining experiences.	<ul style="list-style-type: none"> <li>• Promote quality options in these areas so tourists are able to find the best options tailored to their demands.</li> <li>• Continue to develop product to fill gaps.</li> </ul>
The region's greatest strength is it's <b>natural offering</b> . But is this any different to other regions natural offerings?	<ul style="list-style-type: none"> <li>• We need to communicate a distinctive and unique regional identity. <ul style="list-style-type: none"> <li>• Remind people what makes up the region</li> <li>• Dial up products like local produce and ANZAC</li> </ul> </li> </ul>

The Albany Region is perceived, both Intra and Interstate, as a **slow-paced, nature based escape**, reconnect and recharge destination. It offers a personal, introspective form of connection / reconnection with nature/ history/ self and loved ones.

# Primary Research

# Motivations for Visitation

We asked stakeholders what they thought the motivations for visitation were. This will provide us with insights into the strengths of the area and what we need to leverage off when positioning the region to the public.

- **Seclusion element** – feeling of isolation – long distance from the rest of WA – ability to escape your everyday life – no crowds.
- **Cheaper** holiday destination – once you are there – not cheaper to travel to the region.
- **Pace** of the region – laidback, peaceful.
- **Family friendly** – safe, welcoming, something for the whole family.
- **Natural attractions** – diversified natural tourism assets, biodiversity, raw and wild natural assets, grandeur element of natural assets.
- **Great outdoors** – Activities, Surfing, Fishing, Kayaking, Mountain Biking, Walking Trails, Scuba Diving, Sailing, Flora Fauna sightseeing.
- **History** – ANZAC Centre, Indigenous cultural offerings, the region is an informative holiday destination.
- **Wine and Food** – quality of food and wine, diversity of food and wine, engagement at cellar door.
- **Diversity of attractions** – see the region, not just one town.

# Barriers for Visitation

We asked stakeholders what they thought the barriers for visitation were. This will provide us with insights into the weaknesses of the area and what we need to overcome when positioning the region to the public.

- **Distance** – from Perth to Albany HWY, stressful drive – the drive to Margaret River is perceived more seamless with less interruptions.
- **Flights** – too expensive (Melbourne to Hobart \$49) – small baggage limits for international tourists
- **Lack of Knowledge** - unaware of product offering – poor marketing communications – people don't know what to do when they are here – need walking maps etc.
- **Accommodation** – no large chain to offer packages – lack of 4 and 5 star accommodation
- **Business Hours** – restaurants may close their kitchen earlier than tourist are use to
- **Weather** – cold, wet, rainy, grey skies, windy

*Source: In-depth interviews n=20; Workshop n=26; Community Forum (Approx.) n=85*



# Perception of the Region

We asked stakeholders what they thought Tourist's current perception of the region was.

The Lower Great Southern Region is..

- Far away
- Cold, wet and rainy
- Not as commercially developed as other competing regions
- Historical and full of informative tourism assets
- High in natural environmental attractions
- Limited in attractions other than their natural environment
- Unknown to me as I'm not sure what is there. Lack of collaborative / regional marketing.

*Source: In-depth interviews n=20; Workshop n=26; Community Forum (Approx.) n=85*



Source: In-depth interviews n=20; Workshop n=26;

# Regional Characteristics

We asked stakeholders to provide us with characteristics they feel the region can encapsulate and own into the future. We will take these characteristics and investigate the ones that can offer competitive advantages for the region when positioning against competing regions.

- Adventure – Exploration – The Journey
- History – Heritage – Pride
- Outdoors
- Healthy-lifestyle – Fitness – Activities
- Authenticity – Uniqueness – Real
- Value
- Quality
- Diversity – Variety
- Beauty – Elegance
- Relaxation – Laidback-lifestyle
- Family

*Source: In-depth interviews n=20; Workshop n=26; Community Forum (Approx.) n=85*

# Phase 2: Brand Strategy Development

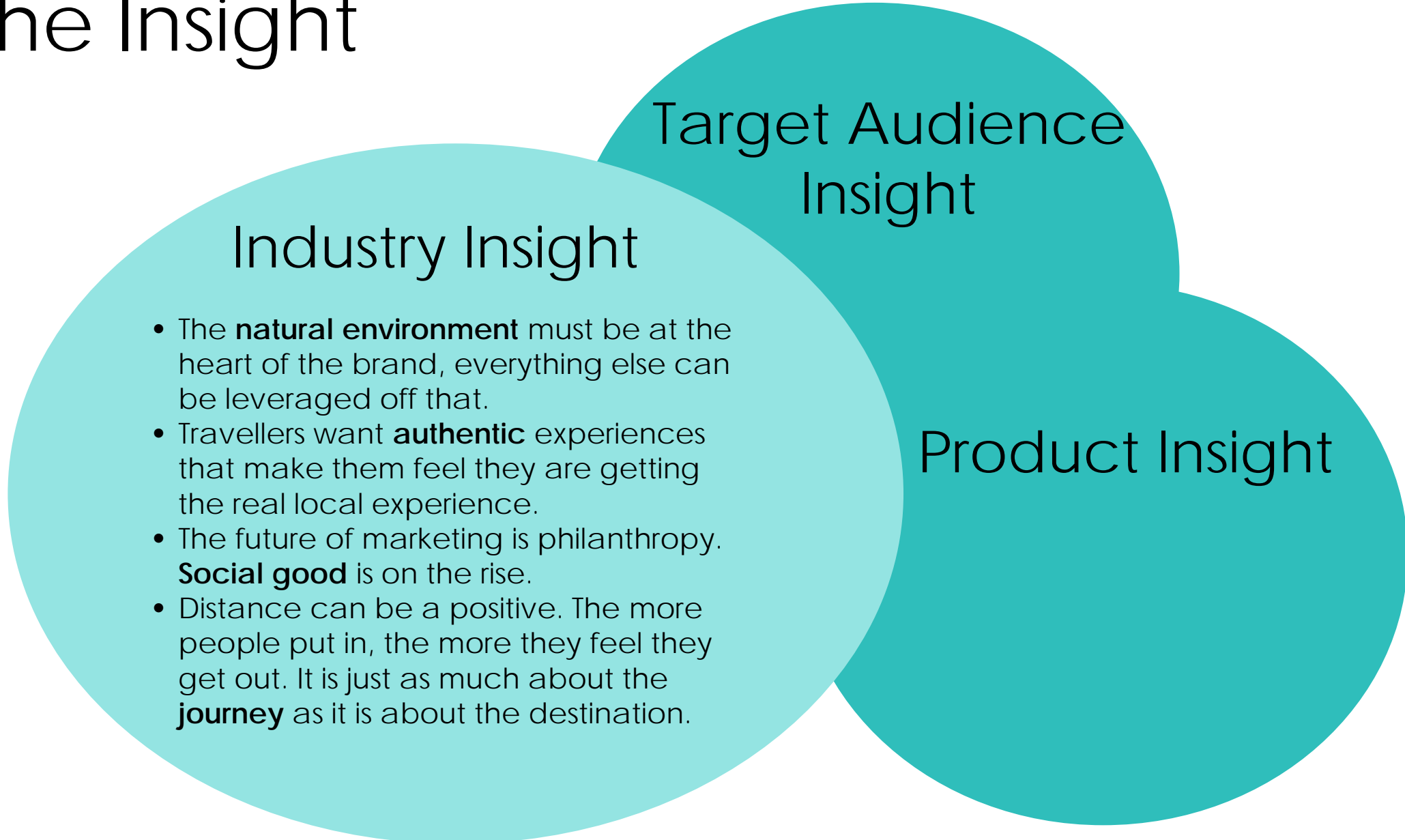
# Industry Analysis

# Tourism and Social Trends

- **Event Travel:** People are becoming more interested in travelling to destinations for event oriented holidays **and then also experience the local offering** as a bonus.
- Travellers want **authentic experiences** that make them feel they are getting the real local experience.
- A study revealed that **82% of Australians** are concerned about at least one **environmental issue**. The future of marketing is philanthropy.
- The latest dining experiences to entice luxury consumers are extreme and about **accessing remote, rare and theatrical settings amid the wonders of nature**.
- **Aquatic Travel:** As demand rises for aquatic experiences tourism operators are responding by providing new experiences to **interact with the aquatic wildlife**.



# The Insight



# Product Analysis



# Tourism Product Offering

The table below breaks up the Region's tourism product offering into categories.

Tourism Category	Description
<b>Food and Wine Tourism</b>	<ul style="list-style-type: none"> <li>• Wineries, Breweries, Distilleries, Restaurants, Local food producers</li> <li>• The Region has an enviable capacity to produce an amazing variety of quality food and wine</li> <li>• Taste Great Southern provide key promotional opportunities to boost visitor numbers to the region</li> </ul>
<b>Nature Tourism</b>	<ul style="list-style-type: none"> <li>• Includes ecotourism, experiential and adventure tourism</li> <li>• Bibbulmun Track, Munda Biddi Trail (the longest off-road cycle trail in the world) and the upcoming Wilderness Ocean Walk</li> <li>• Nature or experiential tourism is the fastest growing segment of the international tourism market</li> </ul>
<b>Heritage and Cultural Tourism</b>	<ul style="list-style-type: none"> <li>• The region has a range of heritage and cultural assets</li> <li>• Many galleries and studios are located along visitor routes, and there is a trend towards the inclusion of local arts and crafts at tourist facilities</li> <li>• Some events include Southern Art and Craft Trail, Hidden Treasures Bloom Festival and the Great Southern Festival</li> <li>• The National ANZAC Centre is gaining an international profile and initiatives associated with the ANZAC Centenary commemoration events are being developed</li> </ul>



# Lower Great Southern Region





# The Insight

## Target Audience Insight

## Industry Insight

- The **natural environment** must at the heart of the brand, everything else can be leveraged off that.
- Travellers want **authentic** experiences that make them feel they are getting the real local experience.
- The future of marketing is philanthropy. **Social good** is on the rise.
- Distance can be a positive. The more people put in, the more they feel they get out. It is just as much about the **journey** as it is about the destination.

## Product Insight

- There are 3 tourism categories, **Food and Wine Tourism, Nature Tourism, Heritage and Cultural Tourism**
- The region hosts world class natural environment assets.
- The Region has a high number of Natural Environment attractions.
- This natural environment offers a great backdrop to host a high number of Food and Wine events.

# Target Audience Development

# Roy Morgan Definitions



## **Nature Families**

Parents with children under 18 in the household. Prefer to holiday where they can see nature or be in a natural setting. In the Perth area.

Sample: 171  
Potential: 338,000

## **Active Families**

Parents with children under 18 in the household. We're always very active on holidays. On holidays I don't like to do as little as possible. In the Perth area.

Sample: 94  
Potential: 192,000



## **Escape Adult Couples Sgls.**

Young Single & Couples. I like to take holidays away from crowds. In the WA area.

Sample: 100  
Potential: 158,000

## **Active Adult Couples Sgls.**

Young Single & Couples We're always very active on holidays. In the WA area.

Sample: 80  
Potential: 141,000

## **Nature Adult Couples Sgls.**

Young Single & Couples. Prefer to holiday where they can see nature or be in a natural setting. In the WA area.

Sample: 103  
Potential: 164,000

# The Insight

## Target Audience Insight

- The 5 target audience groups fall into 2 age brackets:
  - Families – 35 – 49 year olds
  - Young Singles and Couples – 25 -34 year olds
- Families' decision maker is female / mother. However, we need to make sure we have the buy in from the father also.
- The active groups have a higher disposable income.
- **There is a trend across all groups, of needing to escape the hustle and bustle. Everyone lives a full and busy life, but there is an inherent need to escape.**

## Industry Insight

- The **natural environment** must be at the heart of the brand, everything else can be leveraged off that.
- Travellers want **authentic** experiences that make them feel they are getting the real local experience.
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# Brand Recommendation

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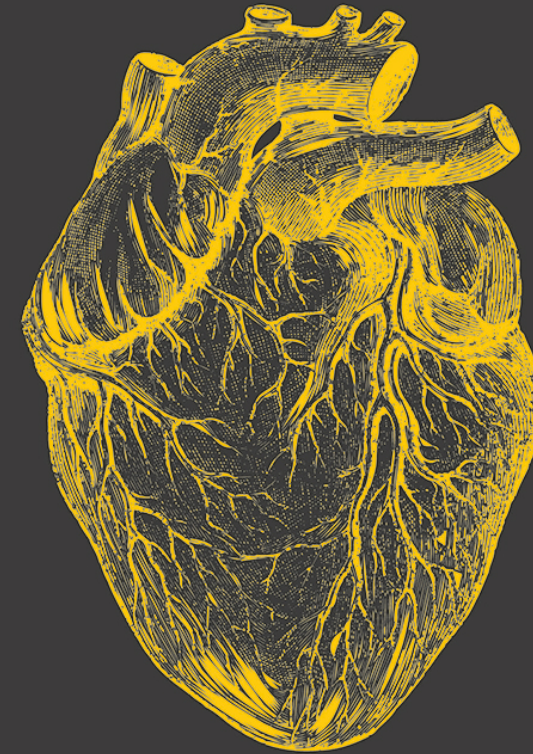


# The Region's Brand Recommendation

How will the Region's target audience describe the brand?	What does the Region do for me?
<ul style="list-style-type: none"> <li>• The journey to get there was part of the experience and well worth it.</li> <li>• There was an abundance to do and every day we uncovered something new and unexpected.</li> <li>• I was in awe of the natural beauty. It was so raw, diverse, powerful, overwhelming.</li> </ul>	<ul style="list-style-type: none"> <li>• Enables me to escape the every day monotony and discover a raw and authentic landscape of natural beauty.</li> <li>• Helps me get back in touch and rediscover my true character.</li> <li>• a majestic natural playground to participate in all of my favourite activities.</li> <li>• It allows me to do as much or as little as I want.</li> </ul>
How does the Region make me look to others?	How does the Region make me feel?
<ul style="list-style-type: none"> <li>• A real explorer – the journey is part of discovering the real experience</li> <li>• Not afraid to travel.</li> <li>• Knowledgeable/ trend setter – leading the way by experiencing one of WA's best kept secrets.</li> </ul>	<ul style="list-style-type: none"> <li>• In awe – my mouth was wide open the whole time taking everything in</li> <li>• Relaxed – I have made the most of my time</li> <li>• Invigorated – my batteries are recharged</li> <li>• Inspired to push the boundaries</li> <li>• In touch with nature</li> <li>• Enriched by the abundance of experiences including the history and heritage.</li> </ul>



# Heart Of The Brand

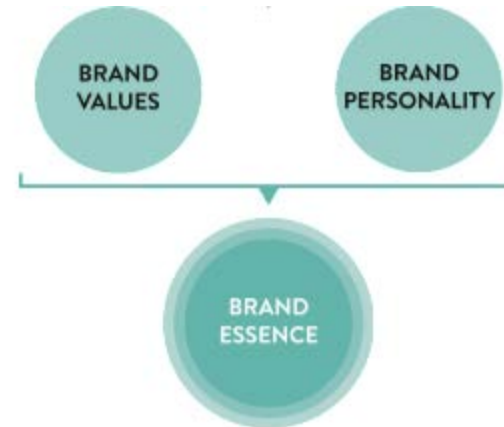


# Heart Of The Brand

## Values

What is right and wrong for the brand.

To bring them to life and make them credible, these values should guide all decisions for the organisation and underpin brand communications.



## Personality

Attributes should guide the tone of all marketing communications, both verbally and visually.

## Brand Essence

Is the '*the promise*' of the brand.

The essential expression of the brand that is always present in every client, staff, external stakeholders' experience of it.

# Brand Personality

# Brand Personality

- It is recommended that you don't just give your customers **something** to talk about, give them **somebody** to talk about.
- To achieve this a **brand personality / archetype** must be created.
- A **brand's personality** is made up of attributes that will guide the tone of all marketing communications, both verbally and visually.



# The Region Brand Archetype:

We recommend using the brand archetype **Enchanted Traveller** to humanise the brand. This will increase emotional connections with the brand and allow us to articulate the key brand characteristics.

**Enchanted Traveller**

- Enchanted by the diversity of great stimuli
- Possess an underlying belief that life is a ready treasure trove of experiences
- Thirst and hunger for life
- Passionately engage in multiple interest, giving each interest the same attention and engagement
- The underlying belief is that the simplest and most true benefits of experience come in making the attempt and not in achieving perfection

Strengths	Challenges
Expansive breadth of interests. Open-mindedness. Diverse talents. Nimble and laidback.	Prone to dabble and overstate expertise.



# The Region Brand Personalities

- These brand personalities are in relation to the Region as a whole.
- We recommend you endeavour to instil these personalities within internal stakeholders. This will ensure that external stakeholders are engaged in the desired personality.
- These personalities should guide the tone of all marketing communications, both verbally and visually.

Personality	Descriptor
Rugged	Our region is one of untamed beauty.
Passionate	Our passion is at the forefront of who we are and everything we do.
Adventurous	Exploration is in our DNA.
Unexpected	There are different experiences to be had at every turn, and more on offer than you would ever expect.
Engaging	The region will draw you in, hold your attention and capture your heart.

# Brand Values

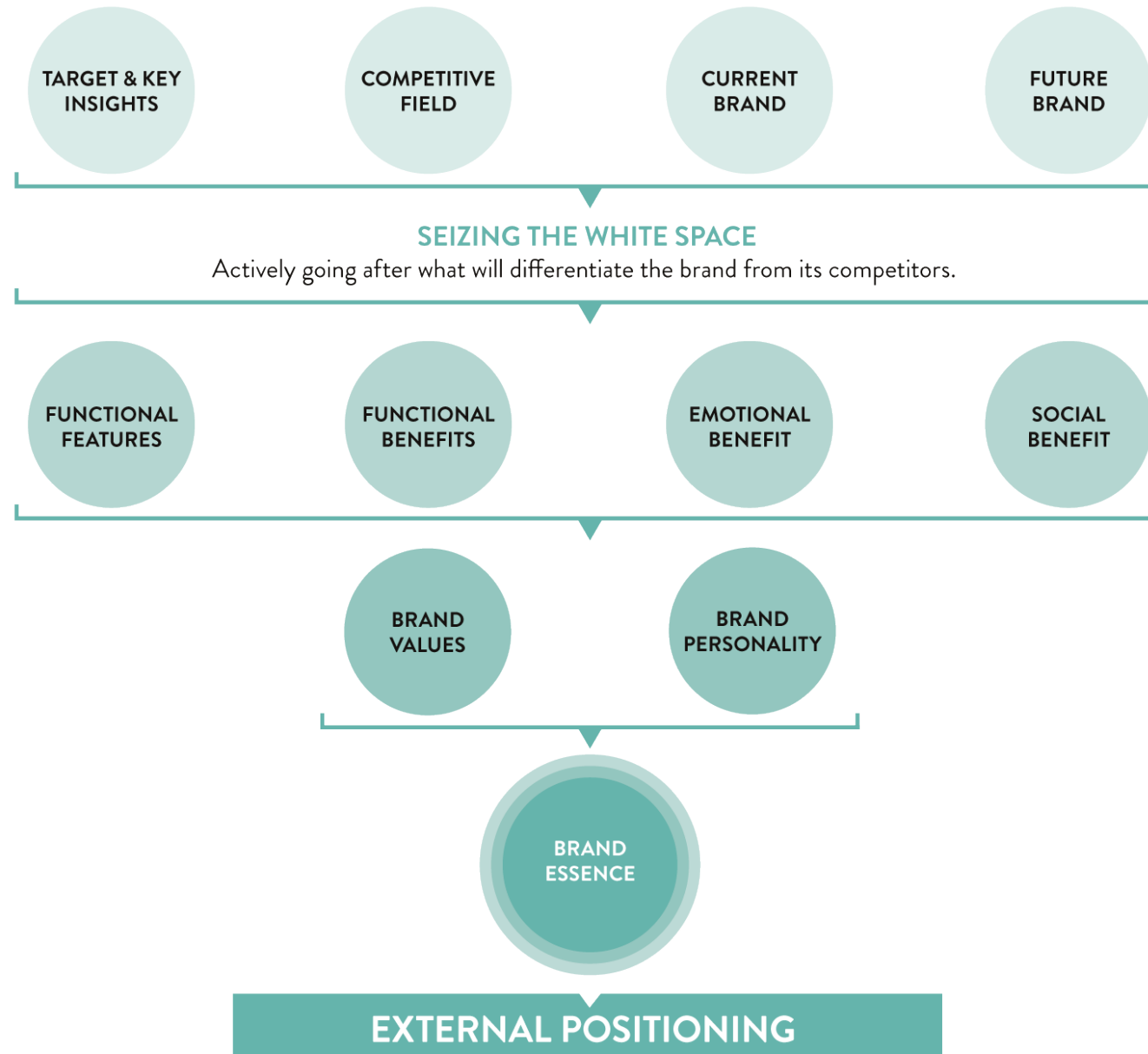
# The Region Values

To bring them to life and make them credible, these values should guide all decisions for the organisation and underpin brand communications. As we are developing a regional strategy, we need to consider the values of the existing Environment, The People and The Businesses.

Values	
<b>Authentic</b>	Down to earth, genuine and raw. We value the natural environment, heritage and history, and ensure this is preserved in it's purist state.
<b>Captivating</b>	Something to take your breath away at every turn. Simply amazing.
<b>Enriching</b>	Revive the senses and rediscover the experience seeker within.
<b>Contemplative</b>	Somewhere you can take the time to think and 'just be'.
<b>Balanced</b>	Relax, Explore, Discover, Eat, Drink and Enjoy. The Region has a diverse offering to suit every visitors needs and desires.



# Brand Essence



# Brand Essence Examples

A Brand Essence is...

- The Heart and Soul of the brand, often summarised as 1 word or a succinct statement. It is the driving truth behind the brand – what is the 1 key elements that describes everything the brand is and holds true. It is ‘The promise’ of the brand.*
- The brand blueprint, which is used to ensure consistency in every future communication and brand touch point.

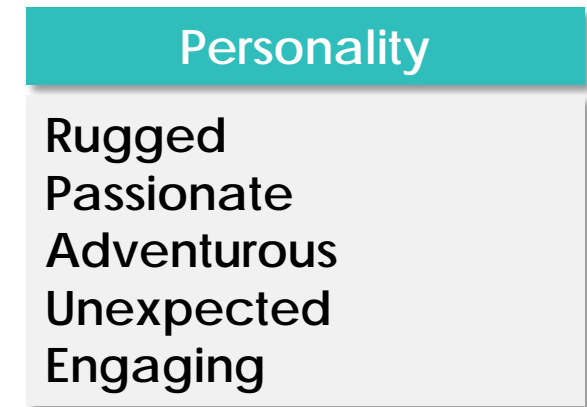
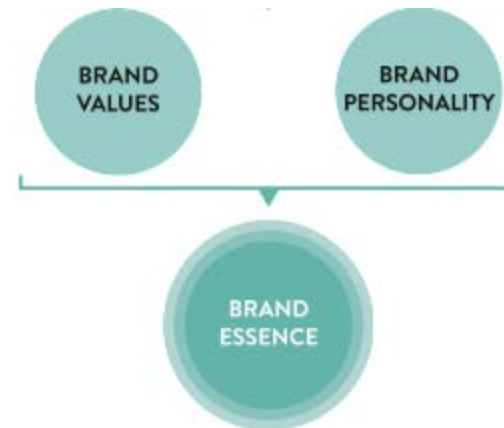
Brand	Brand Essence	Tagline
Nike	Authentic Athletic Performance	Just do It
BMW	Driving Ambition	The Ultimate Driving Machine
Hallmark	Caring Shared	When you care enough to send the very best
Disneyworld	Magical Fun	Where dreams come true

# The Region's Brand Essence

## REAL

The people, the environment and the experiences can be succinctly captured by this one key statement – Real. This essence embodies core values such as authentic, the one on one experiences (i.e. the ability to 'meet the maker' that is unique to the Region and truly ownable). Real also encapsulates the seasonality which is again different to elsewhere in WA.

# Heart Of The Brand



# Naming Territories

# Developing the Regional Name

- In developing the territories for the Regional name we utilised all available and bespoke research, and best practice for Destination Marketing Strategies.
- We need to align all brand name territory decisions to the over-arching primary objective and also the business objective.
- To align to these objectives, we need to be single minded with our approach, and consider the most compelling name from our visitors (key target segments) point of view.



## Primary Objective

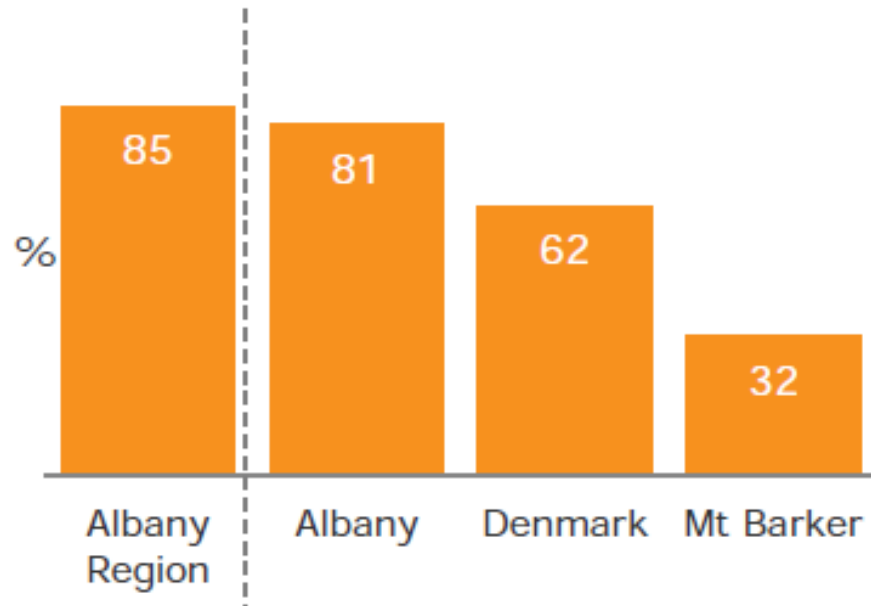
Develop a unique unifying brand identity for the Region that will increase brand awareness and motivation to visit the region. This brand identity will represent the areas of City of Albany, Shire of Denmark and Shire of Plantagenet.

## Business Objectives

- Increase brand awareness of the Region's tourism product offering
- Increase tourist visitation to the region
- Provide a unique brand identity that can be used by local businesses when marketing to the public

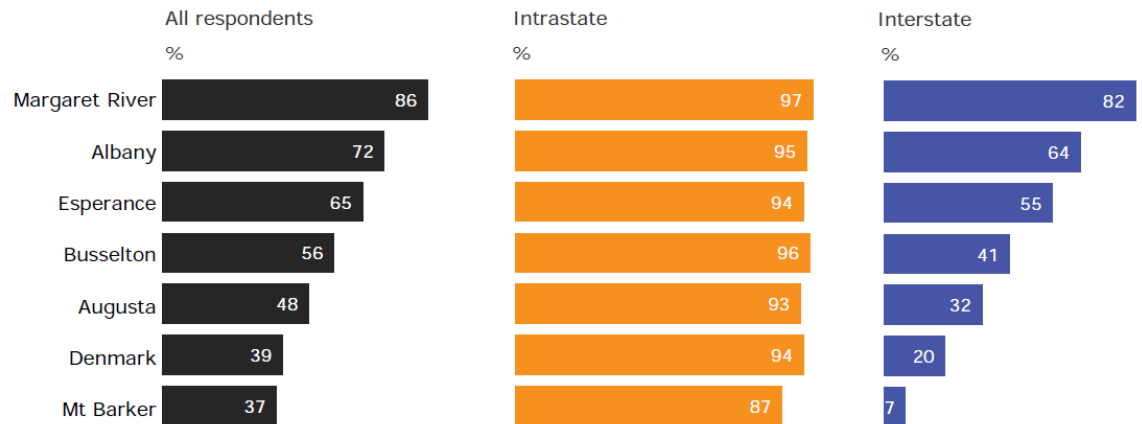
# Selecting the destination name

## Visitation to Albany Region



Question: Have you ever visited Albany Region for a holiday or short break?

**Interstate**, approximately two-thirds were aware of Albany, but awareness of Denmark and, particularly, Mt Barker is very low



Source: S7. Which of the following places in Western Australia have you heard of before today?  
Base: All respondents n=835, Perth n=217, Sydney n=319, Melbourne n=299

- Albany has the highest awareness across the major Regional towns (i.e. Lower Great Southern Region).
- Our competitive research identifies the need for a destination 'hook' – whether that be a town or a key asset that people can recognise and relate the region to (for example, Margaret River Region and Coral Coast).



# Naming Territories

- Following is our recommendations for the Naming of the Region:

Recommendation	Insight/ Analysis
The use of a singular destination <u>within</u> the Regional name should be explored as a priority.	<ul style="list-style-type: none"><li>• Due to size, infrastructure and destination recognition (in WA, Interstate and Internationally), the word Albany is the most logical destination that fulfils this criteria.</li></ul>
To ensure consistency when utilising the Regional name for individual towns within the lower great southern region, we suggest exploring a naming concept that can utilise the individual towns of Albany, Denmark and Mount Barker as a secondary logo lock up/ sub-brand.	<ul style="list-style-type: none"><li>• We need to build brand equity by using 1 name consistently. However, given that each town will also at relevant times have its own marketing of specific assets, materials we need to ensure that there is consistency and that the overarching destination message is not diluted.</li><li>• This option will allow us to grow brand equity in 1 Regional Name, whilst having a dual use for individual town marketing where appropriate.</li></ul>

# Brand Name and Tagline

# Brand Value as a Source of Competitive Advantage

A brand makes a lasting impression if it is:

Constructed out of ideas the brand can deliver

Real

Relevant to customer motivations

Meaningful

Genuinely distinctive from competitors

Different

# Brand Strategy Overview

## Objective

Develop a unique unifying brand identity for the Region that will increase brand awareness and motivation to visit the region. This brand identity will represent the areas of City of Albany, Shire of Denmark and Shire of Plantagenet.

### Get These People

- Nature Seeker Families
- Active Families
- Young singles and couples 25-34 yrs. old

### Who Currently Think

- I am unsure what the Region has to offer that I can't find in closer destinations such as Margaret River.
- Albany and Denmark are too far to go, it takes too long to get there and the mild temperatures aren't a selling point.
- When considering short trip destinations I am always on the lookout for something new to experience (be it active or nature based).

### To Think

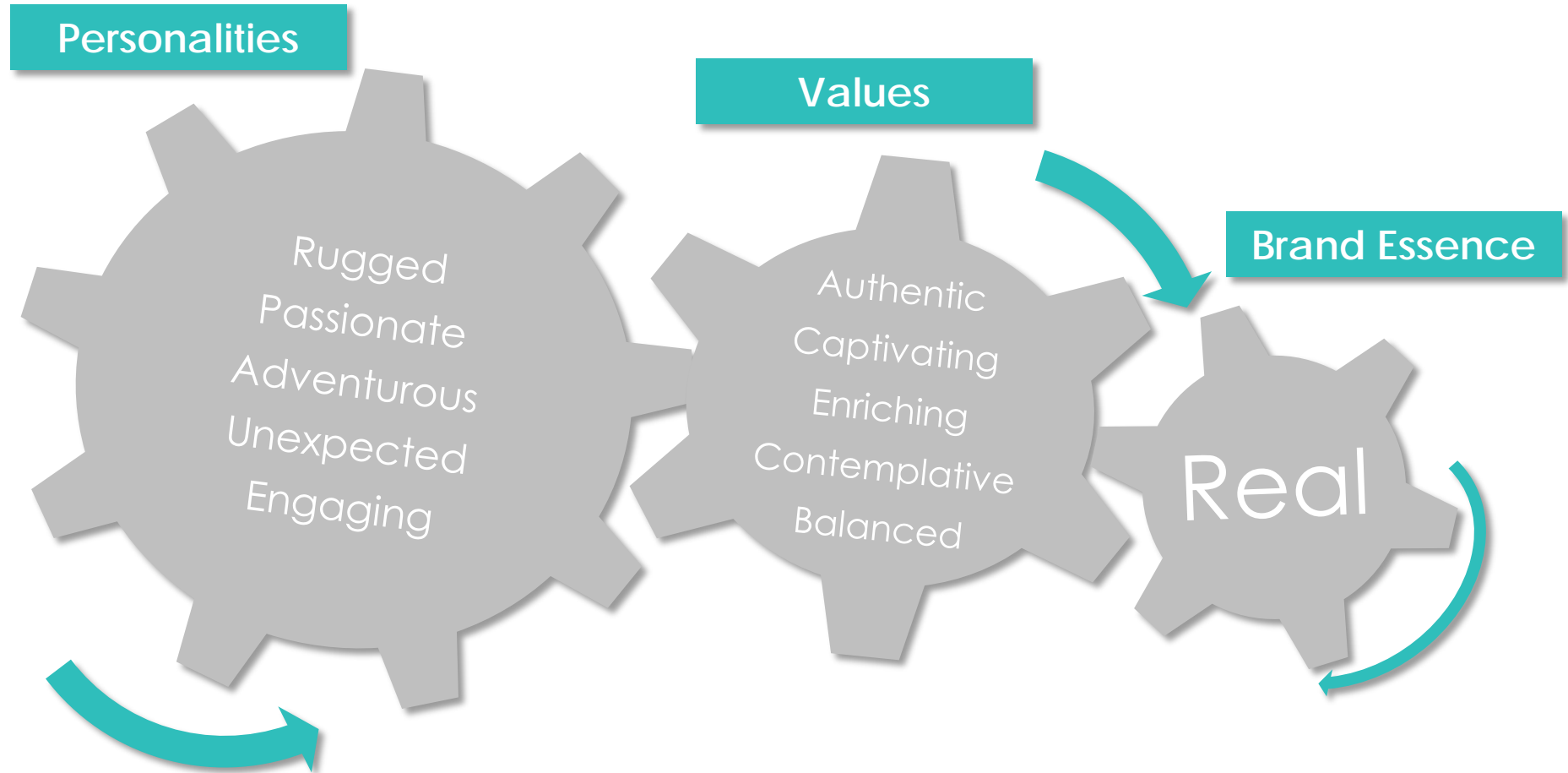
My next holiday will be the region, because it...

- Is a majestic natural playground full of activities
- Is a discovery of raw landscape of natural beauty
- Gives me an escape with unexpected rewards
- Allows me to do as much or as little as I want

By Communicating a Single Minded Proposition of...

**To experience more, real natural beauty visit the region**

# Heart of the Brand



# Name and Tagline Recommendations

# Name and Tagline Criteria

Please assess the name and tagline recommendations based on the below criteria:

1. **Target audience** – think about the attributes and characteristics that our target audience find endearing and in which they can relate to the region.
2. **Heart of the Brand** – the name looks to extend from the essence constructed out of ideas the brand can deliver.
3. **The name begins to tell the whole story** – the starting point of the region's brand, the name can not reposition the region single handily, but it will begin the process for our target audience.

# Name and Tagline 1

The Amazing South  
More than you expect

## **Name Rationale**

Leveraging off the existing Amazing Albany brand, this name retains the “Amazing” descriptor while broadening its context to the wider lower great southern region as a whole including both Denmark and Mt Barker.

## **Tagline Rationale**

Many people have never experienced what the Region has to offer or have done so many years ago. Those that are aware of what’s on offer, like this best kept secret and will keep coming back for more. Discovering more. Experiencing more. This positioning statement challenges people’s existing expectations on what they believe and know about the Region.



# Name and Tagline 2

## The Authentic South Coast

Discover real

### **Name Rationale**

Commercialisation has had a significant effect on the travel industry of today. Consequently, genuine authenticity has become an increasingly rare quality amongst travel destinations across the globe. The Lower Great Southern Region, however, is different. Compared to others, the region is untouched, raw and real. And, it's this quality that we look to celebrate with 'The Authentic South Coast'.

### **Tagline Rationale**

Enabling potential visitors to escape their daily lives and take on a journey of discovery. The region offers visitors a chance to explore, search and discover what a real holiday experience involves. Every touch point the region has to offer can be uniquely described as genuinely authentic so our call to action challenges visitors to "discover real".

# Name and Tagline 3

## The Albany South Coast

### Amaze your senses

#### **Name Rationale**

As WA's oldest permanently settled town, Albany has a long and rich history. Along with the surrounding Lower Great Southern Region, the area has developed over time to become a truly world-class travel destination, whilst staying true to its roots. This name uses "Albany" as the central destination hook while applying a broader context to the lower great southern region as opposed to just the Albany town site.

#### **Tagline Rationale**

An evolution of the existing Amazing Albany brand, whereby transforming from a describing word "Amazing" into a call to action, challenging you to let the region "Amaze your senses". See the amazing beauty up close, taste the local wine and produce, hear the sounds of nature, absorb the smell of the clean air and get in touch with your past. All senses are activated through the vast diversity the region has to offer.

# Name and Tagline 4

## The Majestic Southern Edge

Worth every moment

### **Name Rationale**

Long before European explorers claimed the area for the British Crown – naming King George Sound and Princess Royal Harbour in the process – and still today, the Lower Great Southern Region has boasted grand and stately qualities. From the stunning landscapes, through the rich war history, and to the world-class wine and produce, the region can definitely lay claim to being ‘The Majestic Southern Edge’.

### **Tagline Rationale**

Nothing worth doing is easy. The region allows you to get out what you put in. Every moment spent in the region leaves you thankful that you took the time to take the journey.

# Name and Tagline 5

## The Amazing Albany Region

Experience the difference

### **Name Rationale**

As the region's offerings and experiences are consistent with this descriptor, this is a direct name evolution from the existing "Amazing Albany" brand to apply to the broader lower great southern region. It recognises the region's spiritual centre as Albany, and its established marketing position to both leverage what consumers already know about the area as well as communicate what is on offer.

### **Tagline Rationale**

Potential holiday seekers are looking to escape their daily lives and experience something different. The region's diversity across breathtaking natural attractions, quality food and wine plus engaging cultural events and historical sites, leaves visitors overwhelmed at the unique and different experiences they will enjoy.

# Name and Tagline Summary

The Amazing South	More than you expect
The Authentic South Coast	Discover Real
The Albany South Coast	Amaze your senses
The Majestic Southern Edge	Worth every moment
The Amazing Albany Region	Experience the difference
<b><i>The Amazing South Coast – Worth every moment</i></b>	

# NEXT STEPS...

- Agree Brand Strategy and direction
- Approval of regional name and tagline
- Logo development will commence following name and tagline approval
- Marketing Strategy will occur concurrent to the logo development