

Building Great Brands & Visual Identities

Travel Oregon Conference Roundtable

Branding Concepts

Destination Branding is directed toward the outside visitor or investor. Its focus is on luring new cash into the local economy.

Community Branding is directed at reflecting the internal community's perception of themselves. Its focus is on creating a self-identity of the residents.

Product and Services Branding

Even a small business can have a brand and position itself in the marketplace. Successful brands for both business and destinations understand these rules:

1. Brands are perceptions – what people think of you, not what you think of yourself or what you say in the marketplace.
2. Branding is the art of differentiation – setting yourself apart from everyone else.
3. Brands are specific.
4. Brands are built on products and services, not marketing. Marketing is used for positioning.
5. Brands are earned through performance.
6. Tourism brands should be experiential. That means activities, not things to look at.
7. Brand positioning through public relations is essential. Use advertising to maintain your position.
8. Build destination brands based on feasibility, not sentiment or public consensus.
9. Destination brands are stronger when built from the grassroots.
10. Even if you do nothing, you still have a brand. It just may not be the one you want.