

# 1. Objective: Develop brand Waterberg

In an ever increasing competitive market, the need to “stand out” becomes essential to ensure sustainable tourism growth. The WDM’s tourism potential and current product strengths places it amongst a growing number of so called “ecotourism” destinations competing for similar market segments. A strong destination brand based on a differentiated product base will allow the Waterberg District to position itself as a “must visit” destination offering unique visitor experiences.

## 1.1 Short term: Develop the WDM brand

Brand development is a consultative process that includes a number of steps that need to be undertaken and mutually agreed upon by public and private sector representatives. The steps undertaken provide an understanding of what the destination has to offer as well as the key message that will be communicated to the market. The steps below highlight various paths in brand development.

### Step one - identification of target markets

The identification of the target market and their needs is vital when developing a brand. Catch phrase must communicate the right message about Waterberg district to the right market.

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### Step two - Define the attributes and benefits of the WDM

The **attributes** of the WDM equate to the key product strengths that need to be consistently portrayed in branding, advertising and all other communications. The **benefits** represent the advantages the consumer will experience by consuming diverse destination attributes. In the consumer arena, these attributes and benefits translate into experiences which provide the proof of the Unique Selling Point (USP) and brand. Below are the attributes and benefits for Waterberg District.

#### Attributes

*Wildlife*  
*Nature reserves*  
*Scenic beauty*  
*Golf courses and other sports facilities*  
*Adventure sites*  
*Palaeontology sites*  
*Spas*  
*Mines*

#### Benefits

*Accessibility*  
*Getaway*  
*Adrenaline*  
*Recreation*  
*Rejuvenation/Quality of life*  
*Enjoyable*  
*Educational*  
*Indulging*  
*Stimulating*

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### **Step three: Identify the brand values of the WDM**

Brand values outline what the experience of the Waterberg District promises to deliver, the qualities that make up the brand. WDM and its stakeholders must jointly identify the values of the region that the brand will come to symbolise. We have provided some examples of the brand values of the WDM as guidelines for future thinking processes. These include *accessible, spiritual, natural, authentic, exposed, wild, fun, adventurous*.

The above brand values will assist the brand designer in understanding what type of message needs to be consistently communicated about the brand in key target markets. i.e. experience and indulge in the natural wonders on your doorstep.

### **Step four: Identify the brand personality of the WDM**

The brand personality is “a set of human characteristics or traits associated with a brand”.

The brand personality should reflect the characteristics of the core target markets or segments. One of the core target markets identified for the WDM is the Independent Young Couples and Families. A brand personality reflective of this markets needs includes for example *revitalising, family fun, romantic, refreshing, enjoyable, educational and stimulating*”. This personality indicates that there is a lot to see, do and discover “on your doorstep”.

The above brand personality provides direction as to how the WDM will be represented in key target markets. All communication about the destination (the look and feel of communication material) should represent the brand personality defined. For example fonts utilised, visuals of the region as well as people in the visuals must all reflect the above personality concepts. The branding agency will have a significant role to play in identifying the kind of “look and feel” that market communications will need to adopt.

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### **Step five: Identify the brand intention**

The brand intention represents the main message that we want consumers to come away with after being exposed to our brand. The brand intention forms the basis for the development of the unique selling point for a destination.

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### **Step six: Identify the USP**

Having completed the above the WDM will be in a position to define the unique selling point (USP) for the region that will be promoted and marketed to key target markets. The following example highlights the required thinking process that must be applied.

#### **Accessible rejuvenation and a lifetime of family discoveries**

The USP serves to differentiate the WDM from key target markets and highlights the unique positioning that the WDM has in the market. It is important to note that the USP is a strategy and not an advertising catch phrase. The USP will form the basis of a creative brief to a brand agency.

The above process should be undertaken in conjunction with a branding agency in order to ensure a clear understanding of the WDM tourism product is attained. The brand agency will then be in a strong position to develop an effective logo and catch phrase (step seven) tailored towards market needs.

## **1.2 Medium term: Establish the brand**

Building brand awareness to establish the desired destination positioning requires focussed brand communication to core market segments. Marketing efforts must focus on basic, but striking, effective and highly visual campaigns to create awareness of Destination Waterberg and firmly establish a market position that will ensure long term brand recognition. Broad based

media reaching large numbers of the chosen target markets must be applied in the medium term. Establishment of the brand will allow the WDM to achieve the desired market positioning and destination awareness.

### **1.3 Long term: Strengthen the market position**

Continued brand communication to target markets will strengthen the WDM's positioning in the market. Awareness in the market must be constantly maintained and audiences must regularly be confronted with WDM communications either in print media, at consumer shows on the radio, internet and occasionally if budget allows, on television.

A stronger market position can, over time, translate into wider interest in the Waterberg District as a "must see" destination and reflected in increased visitor numbers.