



Destination branding: Questions and topics that need to be discussed among internal stakeholders

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BRANDS LIVE
IN THE HEARTS AND
MINDS
OF CUSTOMERS.

CUSTOMER
PERCEPTIONS
ARE
BRAND REALITIES.



Do we have and can we identify our potential customers?

Do we understand them?

Can we invite them to be brand co-creators?



BUT,
HOW THESE
PERCEPTIONS
OCCUR?



HOWEVER,
COMING THERE
NEEDS A LOT OF
STRATEGIC THINKING,
KNOWLEDGE,
WORK AND
COOPERATION!

ARE WE ABLE TO

□ IDENTIFY UNIQUE
EXPERIENCES

□ MARKET THEM IN A WAY

WHICH WOULD
ADD VALUE TO
OUR CUSTOMERS?



DO WE BELIEVE
IN IT AND DO WE
SEE ENOUGH
ADDED VALUE?

DO WE HAVE A
VISION FOR IT?



“When Paul Allen and I started Microsoft over 30 years ago, we had big dreams about software. We had dreams about the impact it could have. We talked about a computer on every desk and in every home. It’s been amazing to see so much of that dream become a reality and touch so many lives. I never imagined what an incredible and important company would spring from those original ideas.”

Bill Gates



DO **WE** HAVE AND
WHERE **WE** CAN GET
MONEY FOR BRAND
DEVELOPMENT AND ITS
FURTHER MAINTAINANCE
ON THE MARKET?

DO **WE** HAVE ENOUGH
PEOPLE WITH STRATEGIC
KNOWLEDGE, THAT
WOULD BE ABLE TO
DEVELOP AND MAINTAIN
A SUCESSFULL BRAND IN
A LONG TERM?



"What is Apple, after all? Apple is about people who think 'outside the box,' people who want to use computers to help them change the world, to help them create things that make a difference, and not just to get the job done."

Steve Jobs

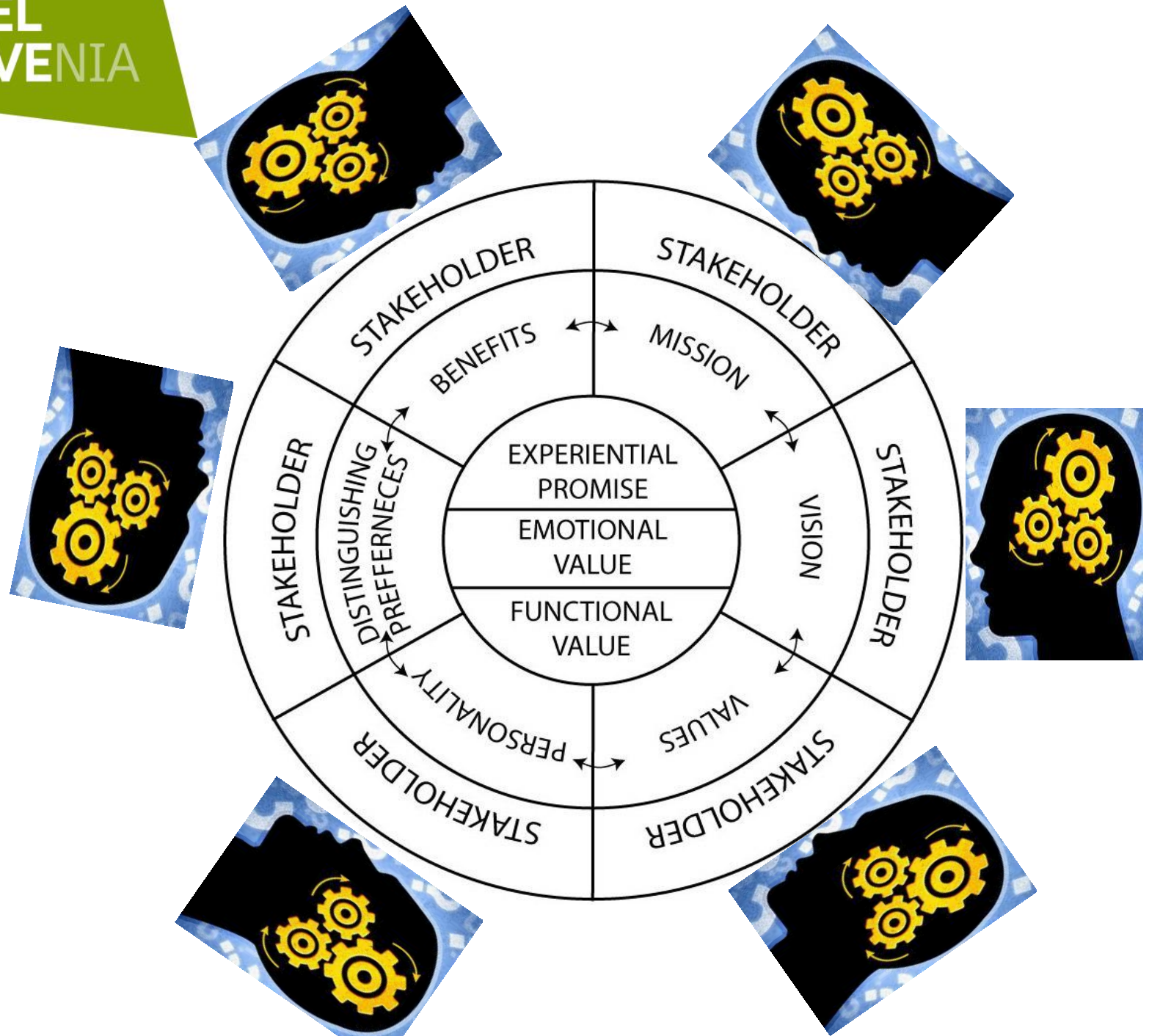


WE ?

DIFFERENT STAKEHOLDERS
WITH THEIR OWN
INTERESTS, COMPETITIVE
ADVANTAGES SHOULD FIND
A PROPER AND UNIQUE
COMBINATION WHICH
WOULD GIVE A GOOD BASE
FOR BRAND DEVELOPMENT
AND ITS FURTHER
COOPERATIVE MARKETING!



I FEEL SLOVENIA



HOW TO DEVELOP A BRAND ?

WITH A HELP OF ALL
STAKEHOLDERS,
WHICH WOULD BELIEVE
AND LIVE IT ALSO AFTER
ITS LAUNCHING.

ALL STAKEHOLDERS
SHOULD SEE ENOUGH
ADDED VALUE.



ARE WE PREPARED
TO COOPERATE AND
WORK HARD TO
DEVELOP AND
MAINTAIN IT LONG
TERM?



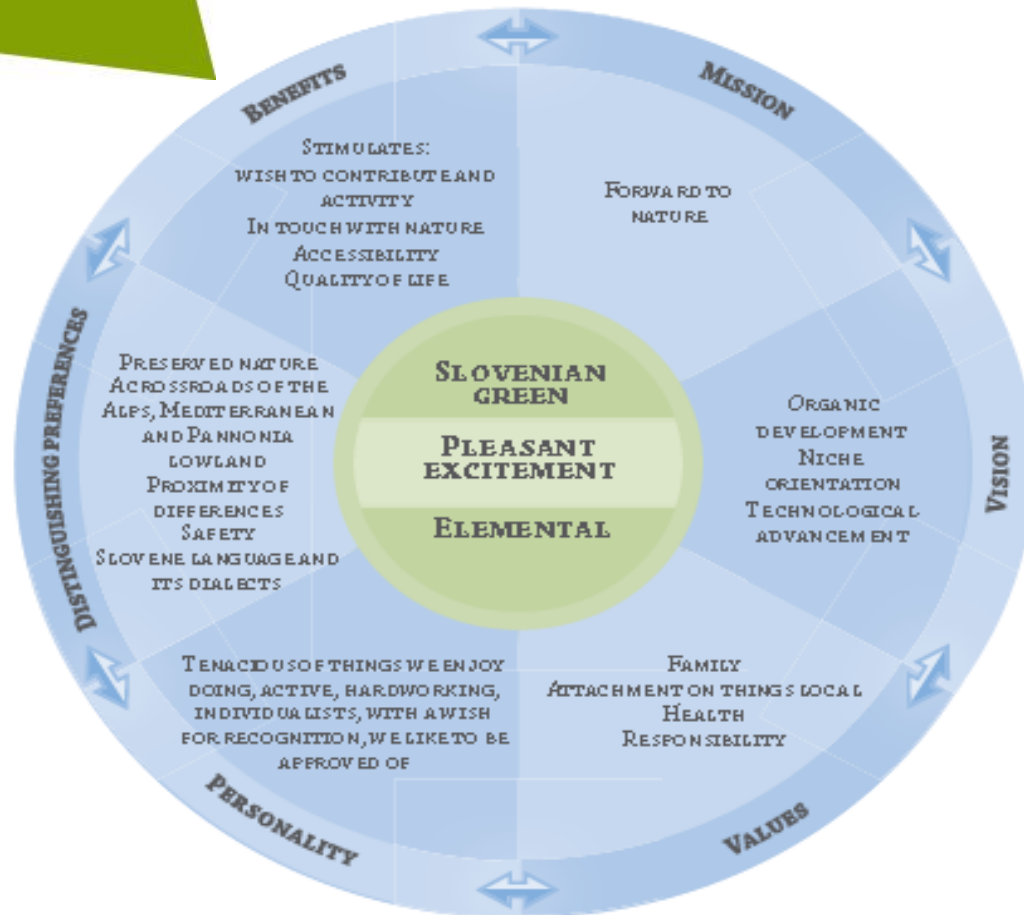
BRAND SHOULD DEFINITELY GO BEYOND ITS VISUALISATION (LOGO, SLOGAN) AND SHOULD BE ABLE TO TELL A STORY.

THE STORY CAN BE A BASE FOR DEVELOPING A REAL AND UNIQUE MARKETING EXPERIENCES (AS A COMBINATION OF DIVERSE STAKEHOLDERS), WHICH CAN BE OFFERED AND MARKETED TO TARGET CUSTOMERS.



STORY + VISUALISATION

I FEEL
SLOVENIA



I FEEL
SLOVENIA

I FEEL SLOVENIA IMPLEMENTATION

I FEEL
SLOVENIA



BRAND (IDENTITY)
REPRESENTS THE **BASE FOR**
FURTHER (MARKETING)
STRATEGY FOR COUNTRY
SLOVENIA

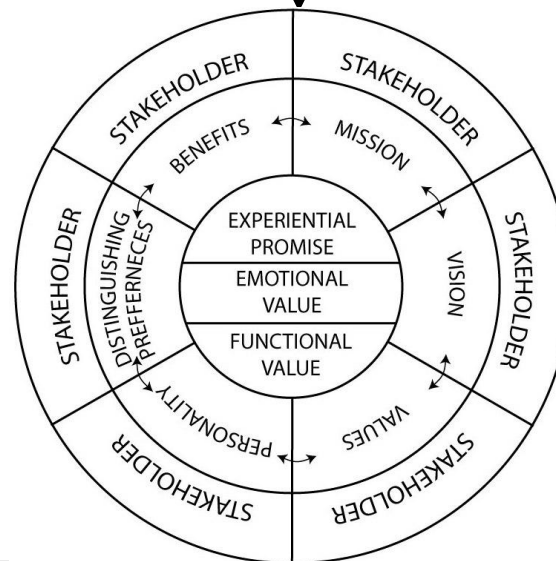
EXPERIENTIAL PROMISE OF
SLOVENIAN GREEN -
ACTION,
REAL IMPLEMENTATION
BY INDIVIDUALS AND
COMPANIES

HOW TO DEVELOP A BRAND ? (model Konecnik Ruzzier)

STRATEGIC PRE-ANALYSIS

- Sector/industry analysis
 - Consumer analysis
 - Competitor analysis
- Self-analysis (BRAND EQUITY, resources - people, money)

**IDENTITY
ELEMENTS/
STORY**



VISUAL ELEMENTS

BRAND IMPLEMENTATION

- Internal
- External

ARE WE ABLE TO
DEVELOP AND
MAINTAIN
COMPETITIVE
SUSTAINABLE
BRAND ?



IT IS IMPORTANT
TO OPEN A
DISCUSSION AND
TRY TO FIND
ANSWERS BEFORE
STARTING TO
DEVELOP THE
BRAND!





**STRONG DESTINATION
BRAND**



**REQUIRES STRATEGIC
APPROACH, WHICH IS
MANAGED AND MARKETED BY ITS
INFLUENTIAL AND NUMEROUS
INTERNAL STAKEHOLDERS.**



Thank you for your attention!

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