

# WEST COAST BRAND & ICONS

ENTRY TIA TOURISM AWARDS 2017

**WEST COAST** NEW ZEALAND  
UNTAMED NATURAL WILDERNESS

# BRANDING IS NOT JUST A TOURISM MARKETING TOOL

Example - 100% Pure New Zealand



1. Assists businesses to leverage the brand – Steinlager Pure – NZ Natural ice cream
2. Creates new activities and brings entrepreneurs
3. Makes New Zealanders feel good about the country and themselves
4. Influences policy decisions – environment
5. Makes government spend – DOC – Roads – Broadband
6. Drives the economy – GDP growth
7. Creates jobs – Air NZ – Motorhome construction – tourism services

# FORMER BRAND LACKED RELEVANCE



1. Devised in 2002 to identify the location of the West Coast - it is a geographical statement
2. Does not describe the visitor experience
3. Has no emotional links with the coast attributes
4. Has no hero identification of region or people
5. Minimal use by activity operators
6. No recognition of resources, activities or heritage
7. Lacks emotive expression of the ethos of the Coast

Because the prior brand lacked relevance, districts and promotional groups made up their own, resulting in the West Coast having no cohesive strategy on branding.

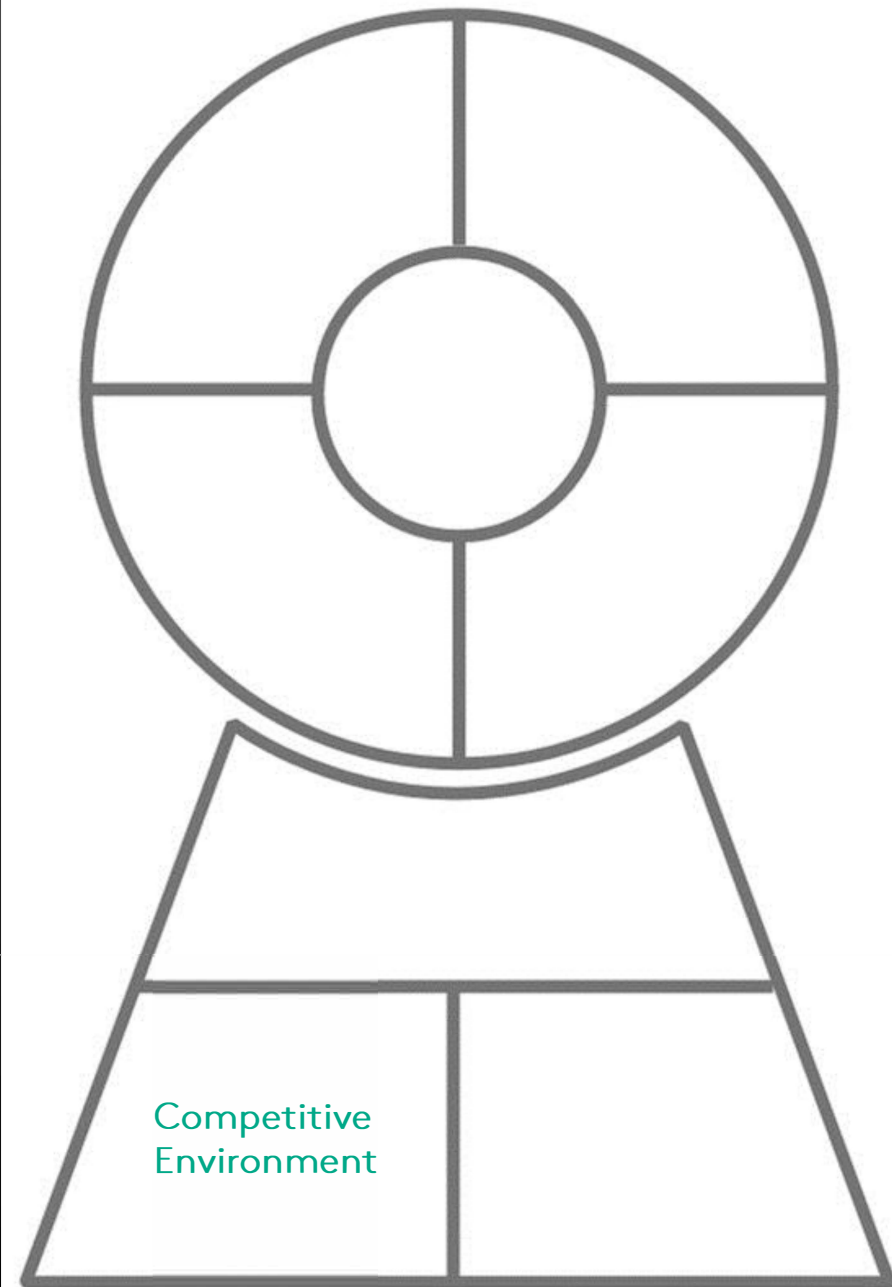


# THE 'BRAND POSITIONING KEY' PROCESS WAS USED TO DEVELOP A NEW BRAND

Primary – Queenstown, Wanaka,  
Canterbury, Fiordland

Secondary – Bay of Islands, Tasman,  
Taupo, Kaikoura

Third tier – Other NZ, Pacific Islands,  
S. E. Asia, Australia

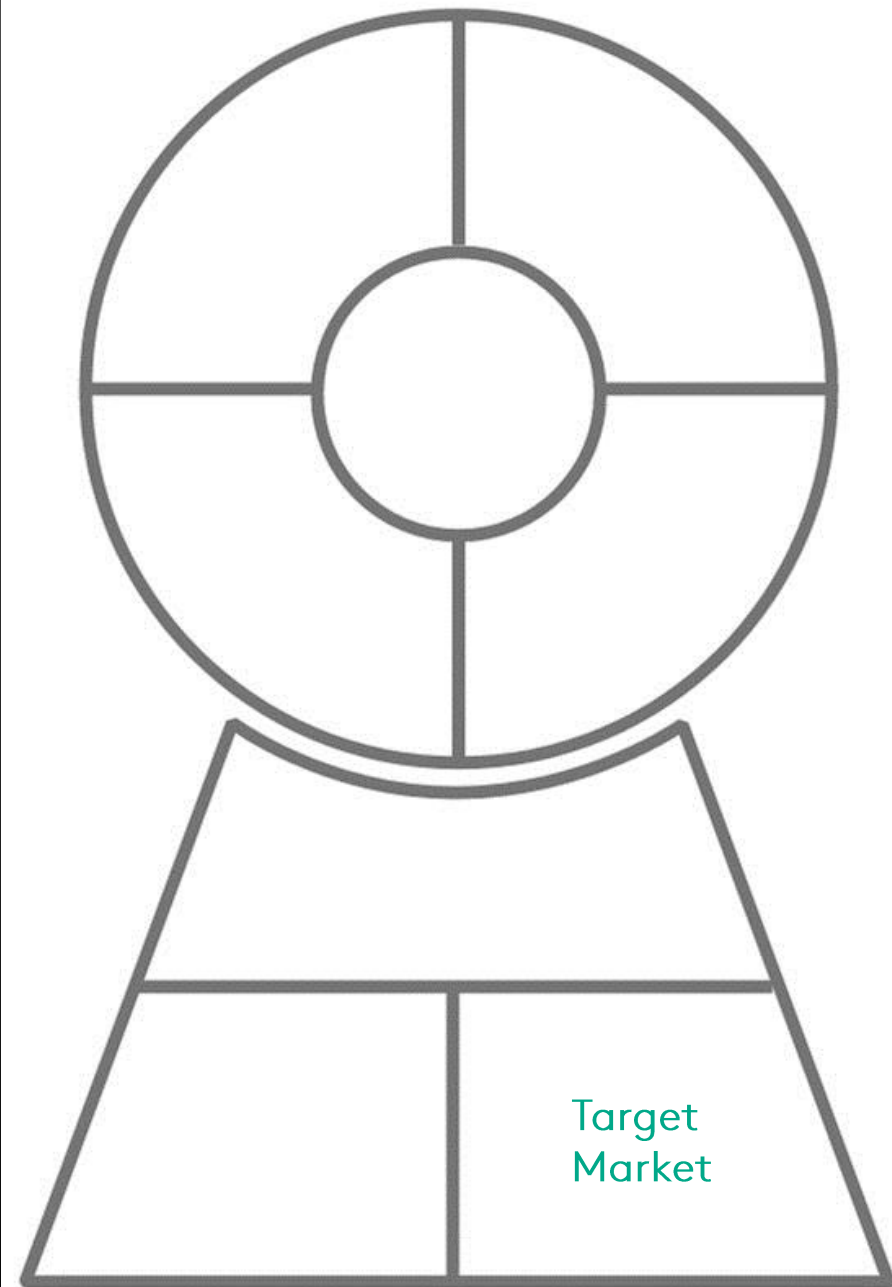


# BRAND POSITIONING KEY

International adventurers that want to experience 100% Pure NZ. A brief walk in the bush is an adventure for many city dwellers.

Walkers, hikers & bikers that want to experience nature at its best.  
Make coasters proud to live and work here.

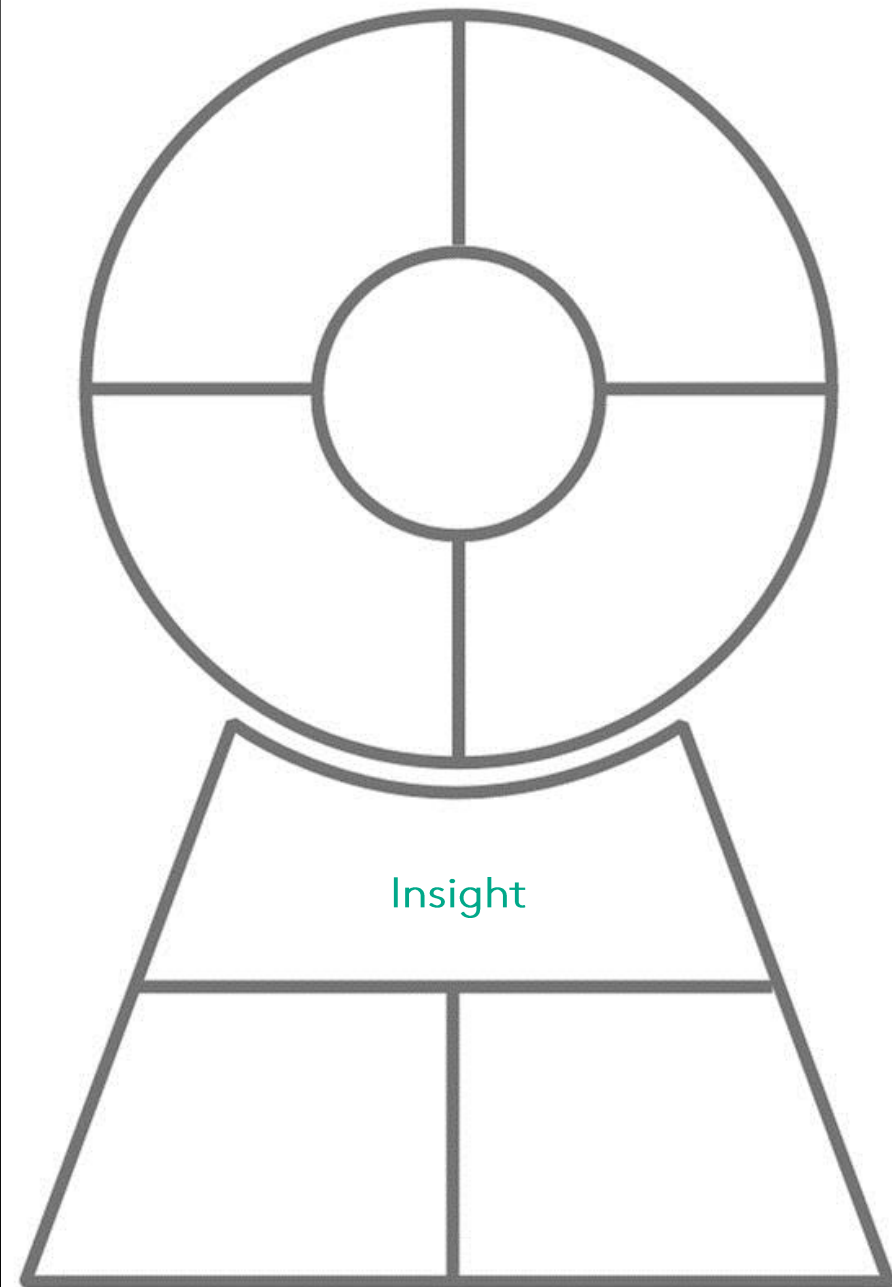
City Kiwis that want to experience how original and real NZ was.- the good old days.



# BRAND POSITIONING KEY

People who want to experience the scale, rugged and wild reality of what nature offers.

“Why we need wild!” -National Geographic January 2016 about the need to escape the pressures of big city living.

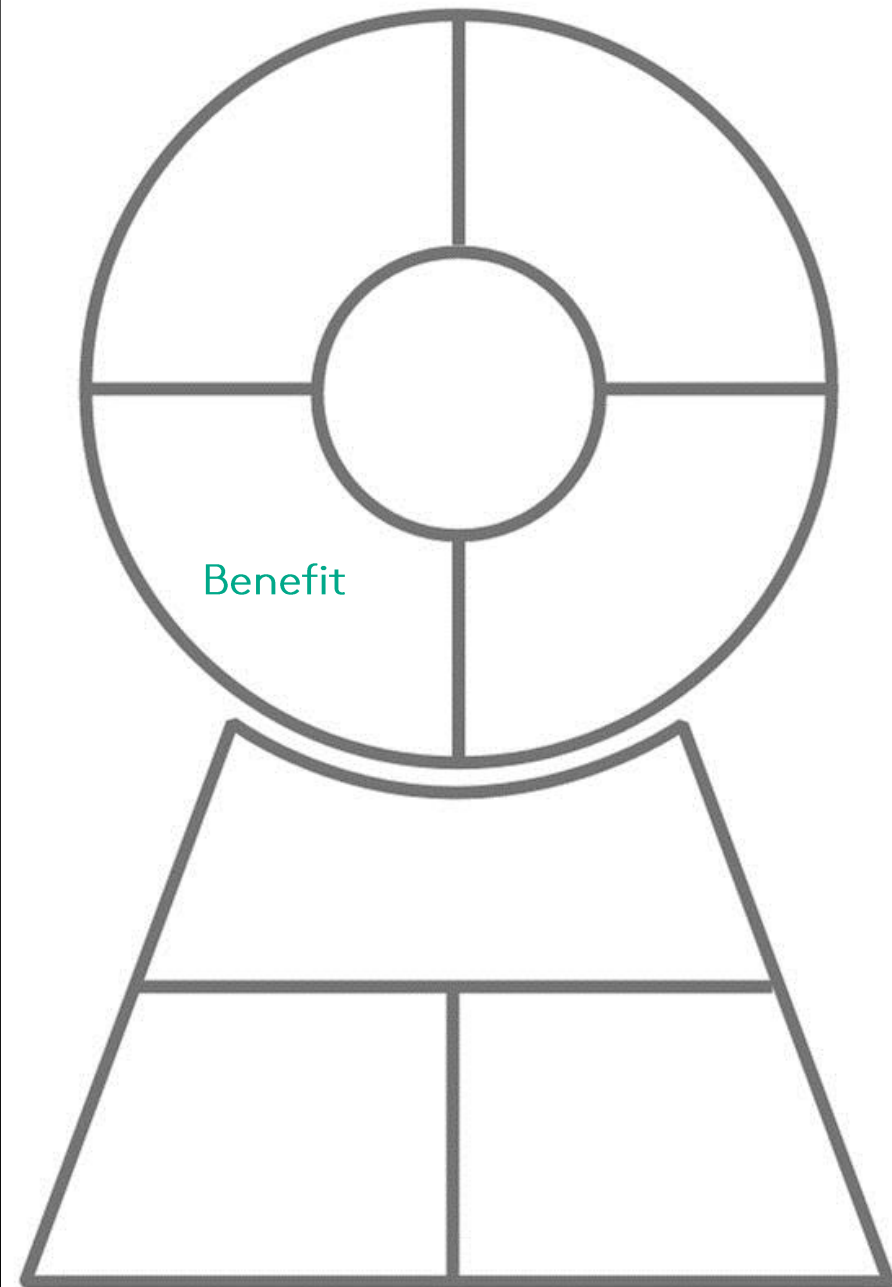


# BRAND POSITIONING KEY

Sense of being and feeling of freedom,  
pioneering and being as one with  
nature

Exploring and reliving how to enjoy  
nature- feeling liberated from  
suburbia-refresh ourselves

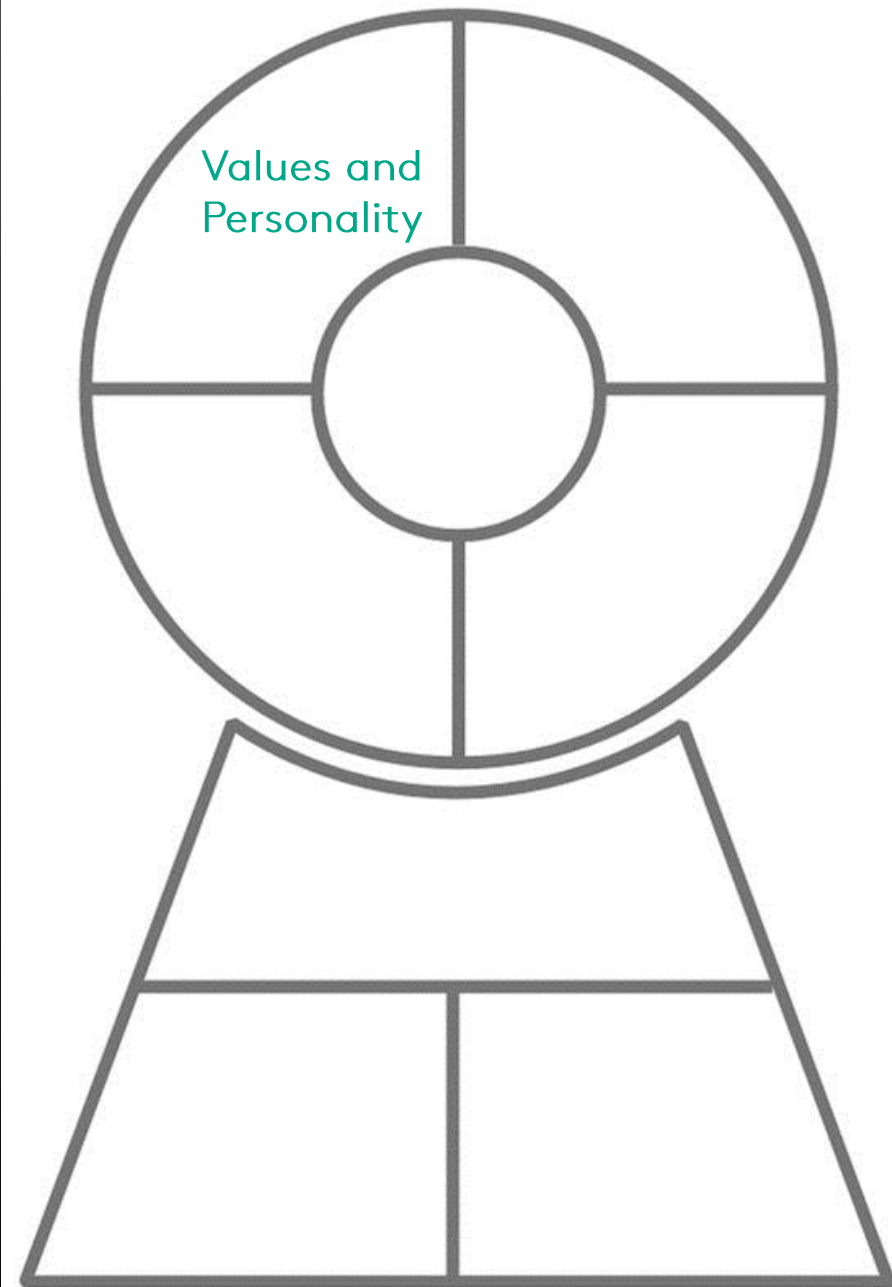
A sense of challenging nature





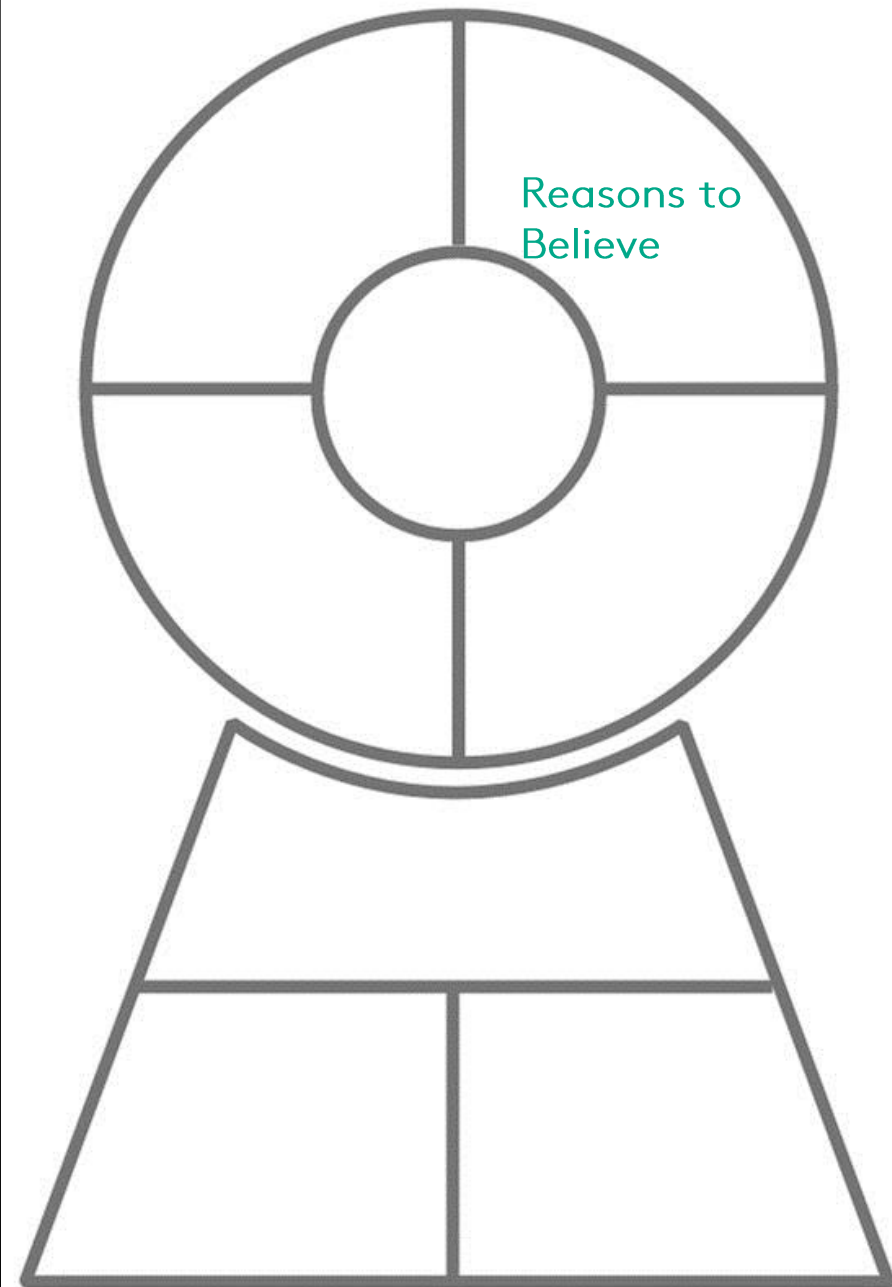
# BRAND POSITIONING KEY

Unique, rugged, wild, natural,  
untamed.



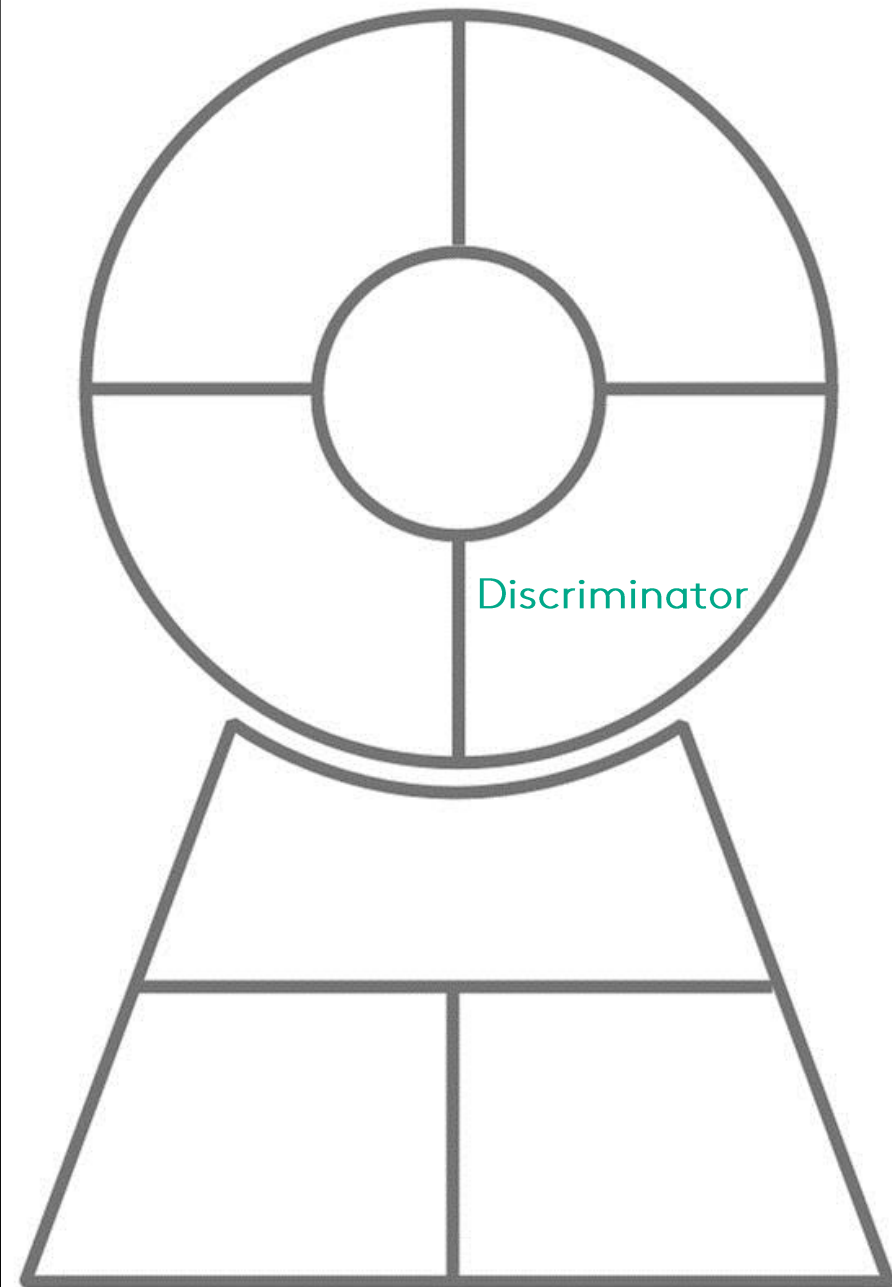
# BRAND POSITIONING KEY

This region of ours is a land of which we can be justifiable proud. No other region in NZ has such a concentrated wealth and diversity of natural scenic beauty.



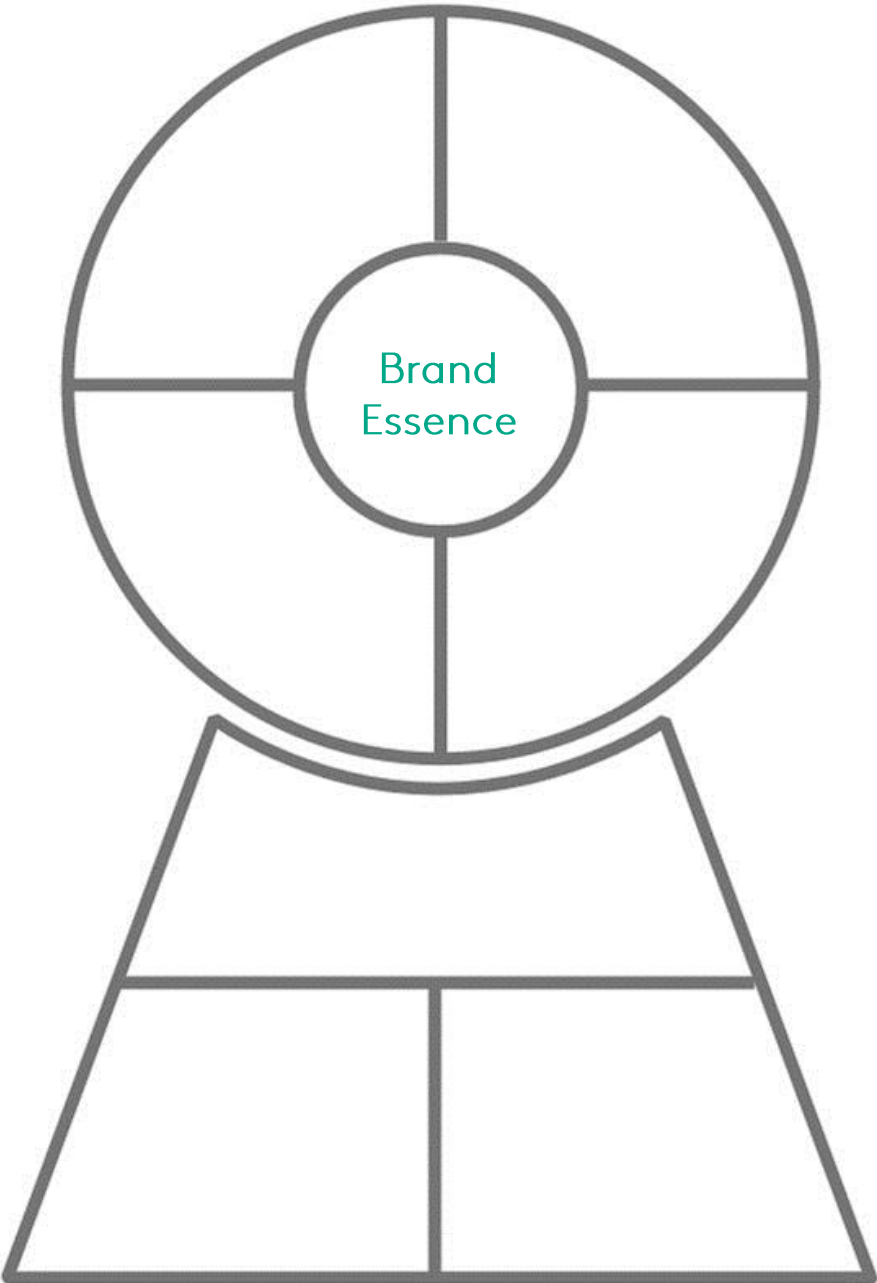
# BRAND POSITIONING KEY

Experience an unforgettable journey from glaciers along rugged coastlines, wild rivers and placid lakes to natural rock formations on the most scenic roads and cycle ways.



# BRAND POSITIONING KEY

**UNTAMED**  
**NATURAL**  
**WILDERNESS**



# CHECKED AGAINST MANDARIN AND GERMAN TO ENSURE RESONANCE WITH DIFFERENT CULTURES

## Untamed

Inability to control nature or animals. Natural forces prevail.

## Natural

Formed and constructed by nature growing spontaneously without human interference.

## Wilderness

A wild and uncultivated region. Attractive land official designated and protected by governments.

## 不染尘嚣的

A place not crowded, which nature created

## 天然

As nature intended

## 之境

Land not sea, untouched, remote beautiful, clear & vast

**WEST COAST** NEW ZEALAND  
UNTAMED NATURAL WILDERNESS

UNTAMED  
NATURAL  
WILDERNESS

THE FAMILY OF BRANDS;  
SYNERGY WITH  
100% PURE NEW ZEALAND  
AND WEST COAST REGIONS

**100%  PURE  
NEW ZEALAND**

**WEST COAST  NEW ZEALAND  
UNTAMED NATURAL WILDERNESS**

**GLACIER  COUNTRY  
UNTAMED NATURAL WILDERNESS**

**We love to see our brand used to promote our spectacular region - all we ask is that you use any resources in accordance with our brand guidelines.**



# OVERARCHING STRATEGY

**WEST COAST** NEW ZEALAND  
UNTAMED NATURAL WILDERNESS



Oparara Arches



Pancake Rocks and Blowholes



Lake Brunner



Hokitika Gorge



Franz Josef and Fox Glaciers



Haast World Heritage Area

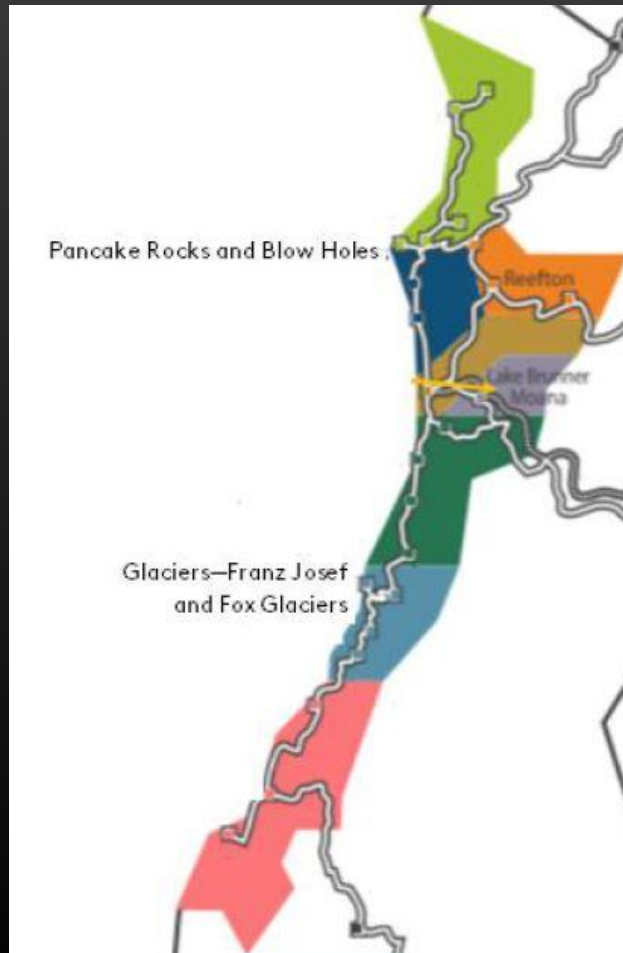
Satellite Icons for all Major Icons

Walking Tracks and Cycle Ways

Regional Events

# EXECUTION OF MARKETING PLAN UTILISING THE NEW BRAND

Before



After



# EXAMPLES OF OUTDOOR ADVERTISING





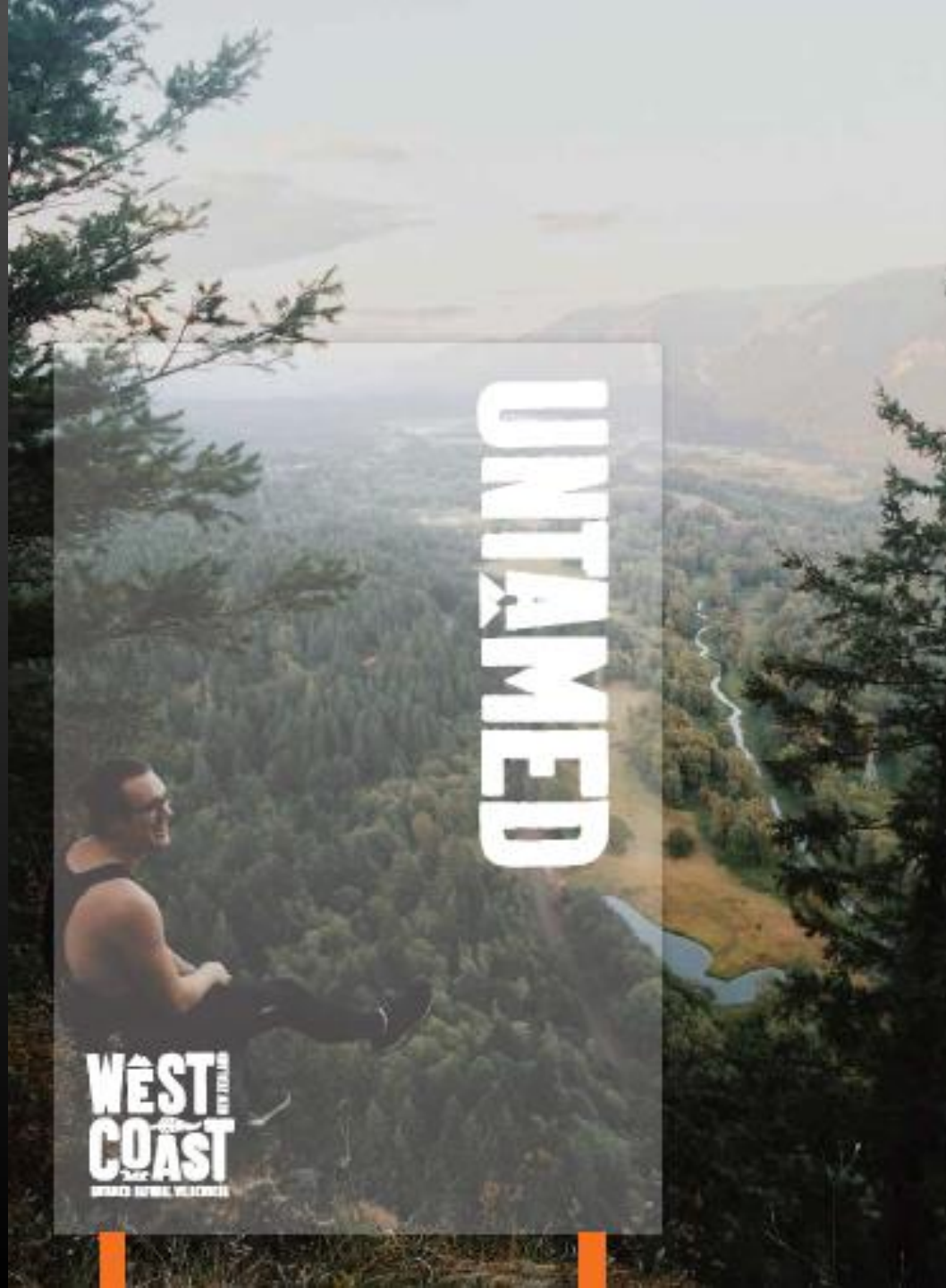
# VEHICLE SIGNAGE

**IMAGERY**

A photograph of a waterfall cascading down a rocky cliff in a dense, green forest. A person wearing a bright yellow shirt and patterned pants stands on a large rock in the foreground, with their arms raised in a gesture of joy or triumph. The waterfall is the central focus, with water splashing at the bottom. The surrounding vegetation is thick and vibrant green.

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**UNTAMED NATURAL WILDERNESS**

# ROAD SIGNAGE



WEST  
COAST  
NEW ZEALAND  
DISCOVER THE WEST COAST

# WEST COAST

NEW ZEALAND

## UNTAMED NATURAL WILDERNESS

