

BRANDING PROJECT

THE NEW WANAKA

SUGGESTED BY —Alice POITEVIN & Yvan BOUREL



SUMMARY

BRANDING PROJECT

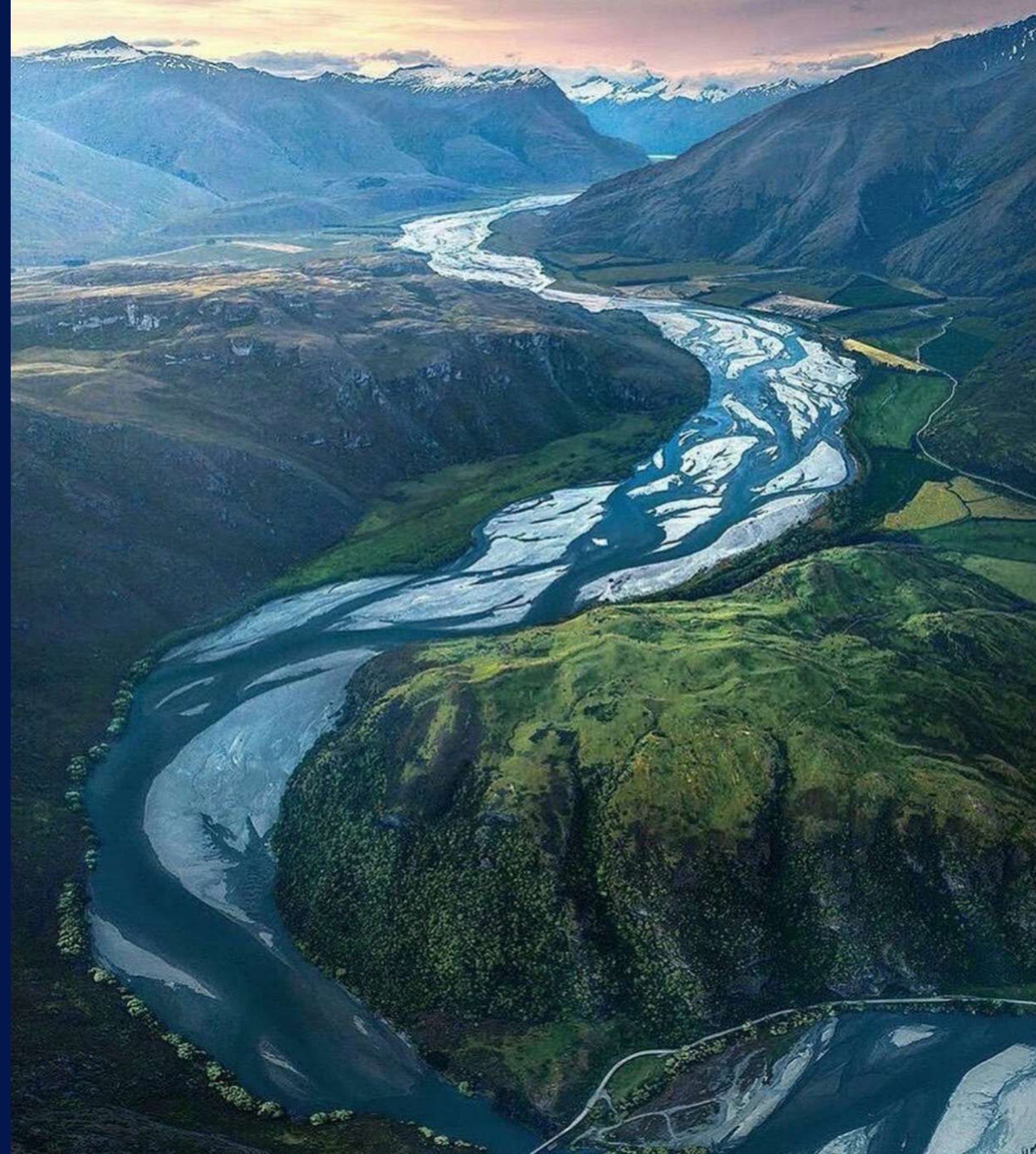
1. THE CONTEXT

2. IDENTITY : IMAGE DEFICIENCY

3. ACTIONS : OUR STRATEGY

**4. MARKETING AND COMMUNICATION /
ADVERTISING AND PROMOTION STRATEGY**

5. SOCIAL MEDIA STRATEGY



THE CONTEXT

Wanaka is in
the south of
New-Zealand



THE HISTORICAL, ECONOMIC AND CULTURAL CONTEXT OF WANAKA



MAORI of WANAKA



THE CONTEXT

THE HISTORICAL, ECONOMIC AND CULTURAL CONTEXT OF WANAKA

Lake Wanaka Tourism is a membership organisation representing over 490 businesses.

Visitors spend \$573 million or \$1.57 million per day in the Wanaka region and tourism is the main economic driver of the Wanaka region.



THE CONTEXT

WHO DO WE TARGET ?

Young Adults (couple or group of friends):
between 25 and 35 years old

- Who are passionate about travel and adventure
- Who dream of seeing new landscapes as beautiful as those of Wanaka.



Sporty, thrill-seekers (triathlon, skiers...) between 20 and 40 years old

- Who love adrenaline
- Need to surpass themselves
- Need to test their limits through magical and out of the ordinary landscapes





PERSONNAE THE CONTEXT

Fanny, 31 years old

Is a **young adult** who wants to go on holiday with her **lover** during the summer. **Passionate** about travelling, she wants to dare to go to the other side of the world to **discover** a place that is still completely unknown to her. **Admiring** and **discovering** different **landscapes** in the same region is a positive point that influences her choice of **destinations**.



PERSONNAE THE CONTEXT

Max, 25 years old

He wishes to go on a trip with 3 friends of his own at the beginning of September.

He wants to **challenge himself** to **disconnect** from the world he is in and go as far away as possible to **have fun**.

But also to **discover** a new **culture**, new **landscapes** and to get out of his **comfort zone**.



PERSONNAE THE CONTEXT

Frederic, 38 years old

Passionate about **sport** from a very young age and being a great sportsman, he decided to take a few days off in February in order to go **travelling**.

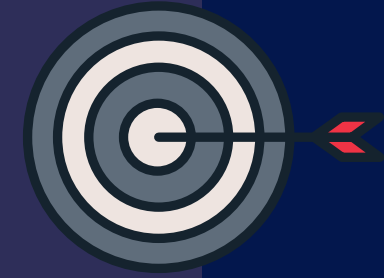
He wishes to go to a region that will allow him to **rest**, to **leave** the atmosphere of **his work 100%**, but where he will also be able to **train** for his next triathlon, thus having access to very **different landscapes** (mountains, lake...).

THE CONTEXT

HOW DID WE DETERMINE OUR TARGETS ?

We have carried out **several researches** in order to have more important **data** than those collected with our questionnaire.

Then a research of "**Customer Persona**".
in order to be able to answer the following questions: who he is, his history, his doubts, his values, his needs and his deep motivations.



IDENTITY : IMAGE DEFICIENCY

STRENGTHS

- Spectacular location and natural setting
- Good climate
- Year-round destination (day and night)
- A recreational sports hub: swim, bike, run, triathlon, multi-sport, snow, rock climbing, mountaineering, kayaking (Hawea wave).
- An aviation hub: skydive, scenic flights, training, maintenance, helicopters.
- The majority businesses are small and operated by people who are passionate about what they do and where they live who love to share their way of life





IDENTITY : IMAGE DEFICIENCY

WEAKNESSES

- Lack of clear indications of directions or locations
- City not well connected to the lake
- The entire lakeside is not a destination
- High traffic speeds along the lakefront (Lower Ardmore Street)
- The design of the new buildings does not always match the existing character of Wanaka
- Limited resources compared to the competitor



IDENTITY : IMAGE DEFICIENCY

OPPORTUNITIES

- Improving the lakeside connection
- Possibility of increasing the capacity of the town centre, development of car parks.
- Perfect environment for hosting events (sports and cultural)
- New trend among young people to want to travel
- Wide choice of flights
- Competitors tend to be conservative and dry





IDENTITY : IMAGE DEFICIENCY

THREATS

- Floods
- Uncertainty of meteorological conditions
- Pandemic (COVID-19)



ACTIONS WHAT WE PLAN TO DO ?



Promote the Wanaka region as a four-season destination.



Stimulating the visitor industry, advancing the tourism economy.



Wanaka region will be recognised as a first destination in New Zealand, offering an exceptional visitor experience.



ACTIONS THE ADVANTAGES OF WANAKA OVER ITS COMPETITOR



Wanaka

- Competes directly with Queenstown on ski, walking, biking, scenery
- is more suited to those who prefer adventure sports... mountain biking, hiking, caving, rock climbing etc.
- is more laid back and casual,
- Has the perfect balance between sports activities and landscapes to recharge batteries.
- Wanaka also has the proximity of the lake.



VS

Queenstown

Is dedicated to :

- Tourism with larger choice of activities/bars/restaurants,
- Superior internationally recognised accommodation providers
- Queenstown has more buzz and is best for adrenaline junkies who like to spend all day at adventure activities (and all night at the pub)



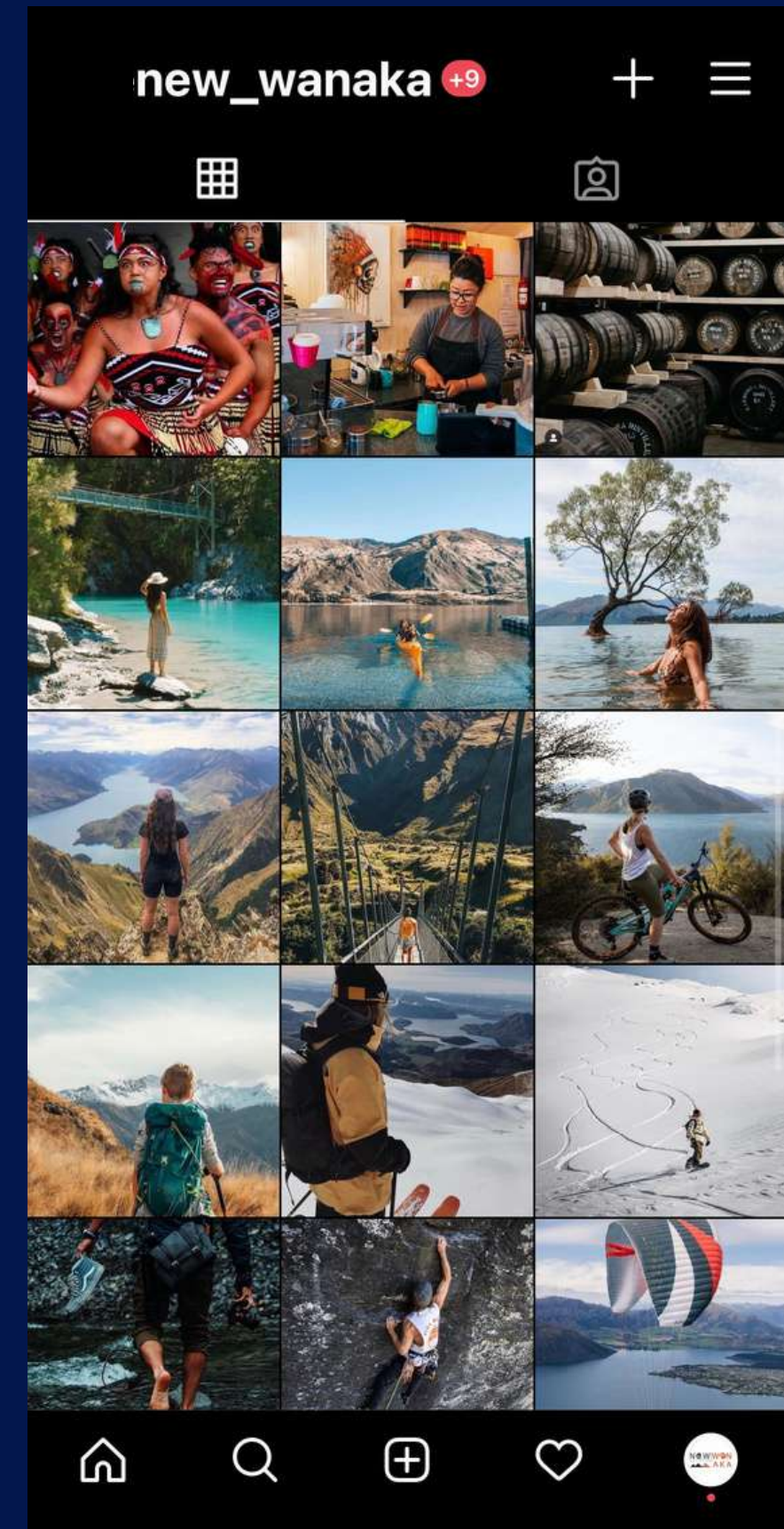
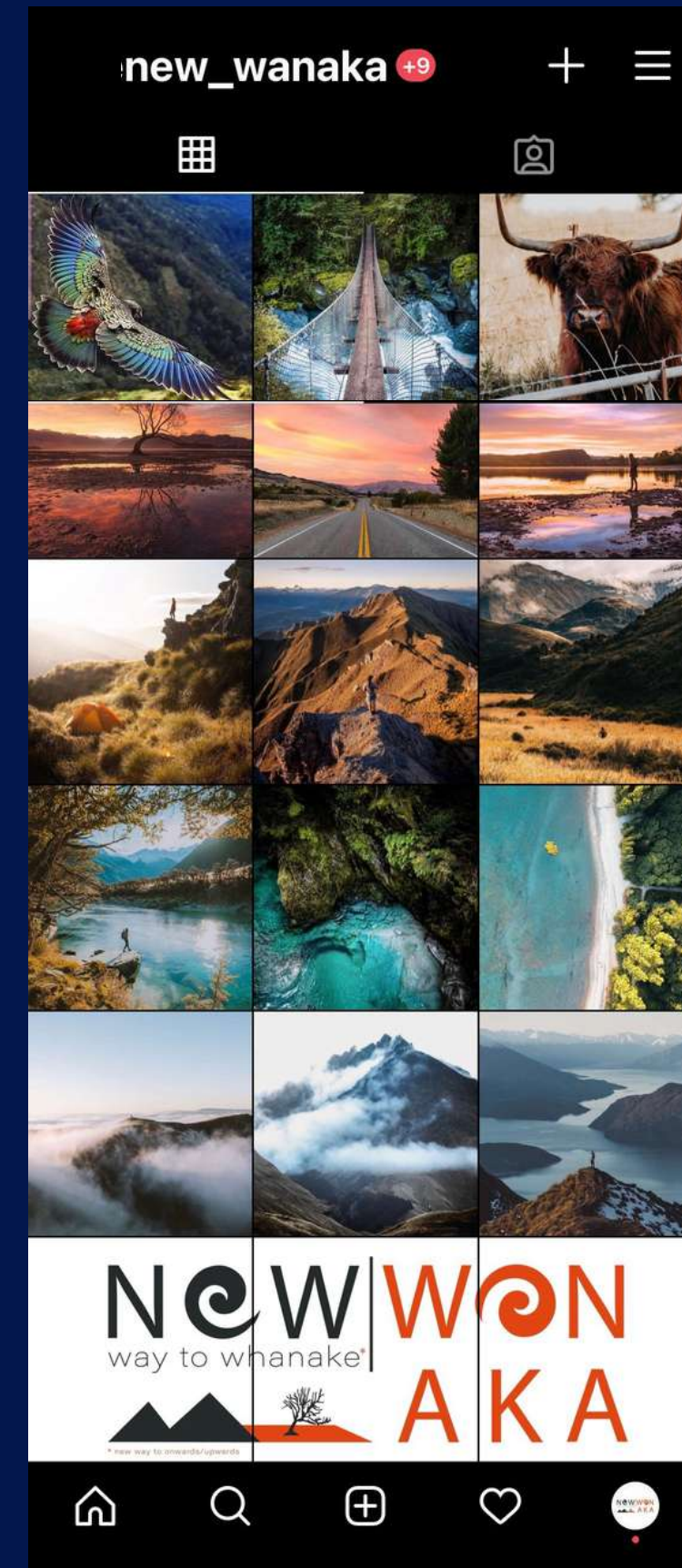
ACTIONS WHICH COMMUNICATION CHANNEL WILL WE USE ?



We will pay particular attention to communication through ***social networks***.
Moreover, we'll relate with ***world wide sport organizations***.

Because :

- Everyone has the possibility to have information on their network.
- It's simple to focus the targets that interest us.
- World wild social network are much better than television or radio



EXPLANATIONS: OF OUR LOGO & OUR SLOGAN



The goal here was to create a "mirror effect" to write "New Wanaka" with the koru symbol, this mirror effect highlights the Wanaka Lake and its reflections



We inserted two mountains, as well as the famous tree in its lake in order to highlight the different landscapes visible in Wanaka

We have decided to use the colour of the current logo



"NEW WAY TO WHANAKE"

It's a play on words with *Wanaka* and the Maori word "*Whanake*" which means "**to onwards**" or "**to upwards**".



Koru is the Maori name for the young fern slingshot being unrolled



Koru is also the symbol of **rebirth, growth, strength** and **peace**. It is a symbol of New Zealand's flora and the country itself

So we decided to play with this symbol to make the "e" of "New" and the "a" of "Wanaka", as its meaning fit perfectly with our project

Software used :



MARKETING AND COMMUNICATION / ADVERTISING AND PROMOTION STRATEGY



THE STRATEGY BEHIND THE USE OF THIS TYPE OF CHANNEL :

These **influencers** will **advertise** on their various **networks**, via videos/articles on their blogs/instagram posts.

One of the objectives will also be to **increase** the **number of subscribers** to the various official Wanaka accounts on social networks.



WHY DID WE DECIDE TO USE THIS TYPE OF PROMOTION-ADVERTISING?

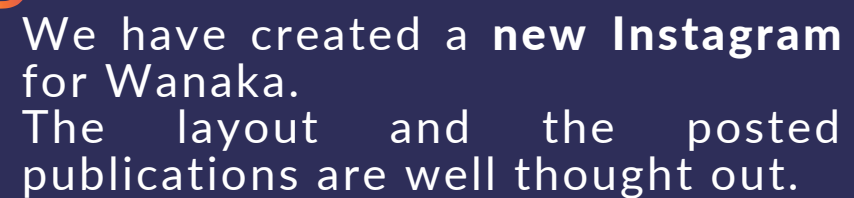
It corresponds to our **targets** (young people, used to **social networks**), passionate about travelling and sports, and therefore discovering Wanaka.



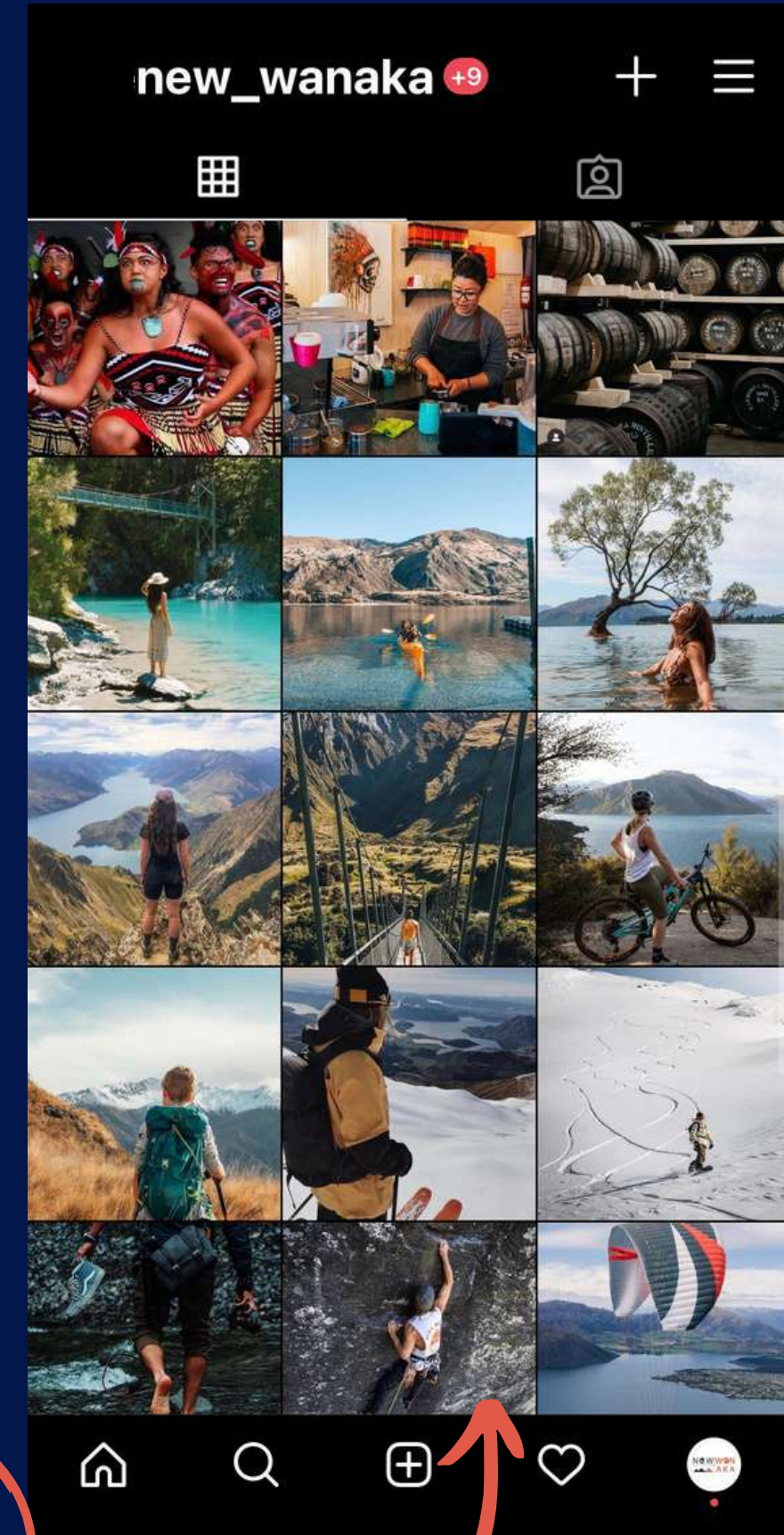
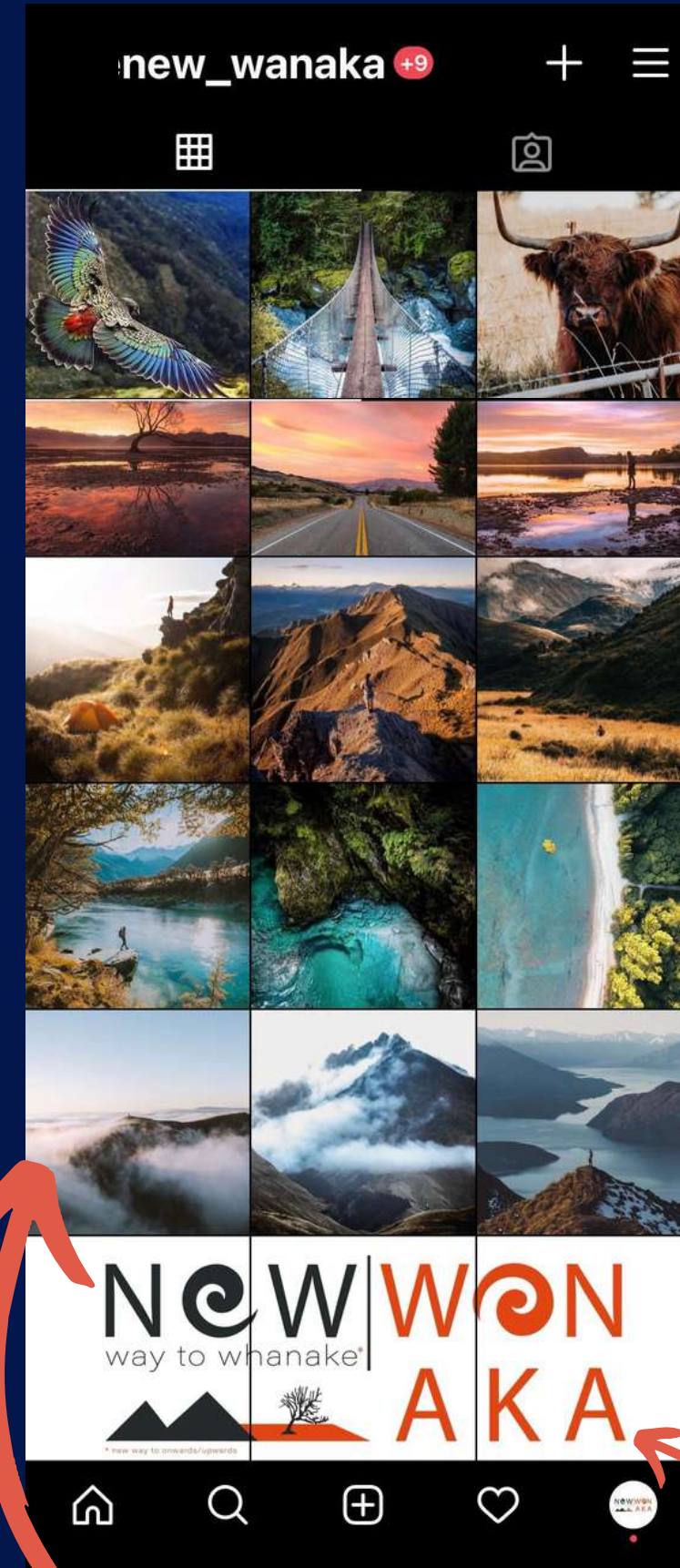


- Bring more visibility to Wanaka and thus increase its fame
- Attract the curiosity of (future) tourists in order to increase their number.
- Increasing the tourism economy

Our target uses all social networks, it is a hyper-connected target and a travel enthusiast.
They will mainly be on Instagram in order to have quick and easy access to all the information they are interested



The aim was to post **attractive photos/videos** to capture the attention of our **targets**, share magical landscapes around the **world** and gain **visibility**



So we started by posting the new logo in large format, then images of landscapes and finally images of the activities not to be missed in Wanaka.



SO, WHEN ARE YOU LEAVING?

THANK YOU FOR LISTENING!



Alice & Yvan