

CAIRNGORMS NATIONAL PARK AUTHORITY

Title: DEVELOPING A CAIRNGORMS BRAND

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Purpose

The purpose of this paper is to bring Board members up to date on progress that has been made on brand development, to outline the next steps in the development of a Cairngorms Brand and to seek the Board's approval for this approach and associated expenditure.

Recommendations

- The Board are invited to note developments to date and to endorse the proposed next steps for development and associated financial commitment.

Executive Summary

The development of a Cairngorms Brand is widely supported by the tourism industry as a means of presenting a coherent visual identity, based on agreed brand values for the Park area. A strong brand will provide a useful tool in the delivery of a wide range of marketing and promotional activity, both on a Park-wide basis and by individual businesses/organisations, the latter being subject to the satisfaction of certain criteria.

DEVELOPING A CAIRNGORMS BRAND

Introduction

1. The designation of the area as a National Park provides an opportunity to develop a cohesive approach to the marketing and promotion of the area. The development of a Cairngorms Brand is a fundamental tool in the creation of an identity for the area to be used in all marketing and promotional activity. The intention is through the provision of a cohesive identity that the Cairngorms Brand will enhance, not replace existing strong brands operating in the area. It will provide an additional marketing tool for businesses and will act as an umbrella for the diverse communities of interest in the Park area.
2. In February 2004 key stakeholders from the tourism industry (including members of the TDWG) in the Cairngorms met to develop a "Brand Wheel" for the Cairngorms. The purpose of the exercise was to establish a distilled version of what the brand is all about. The "wheel" is not something the consumer will see, more that it forms the underlying rationale for everything to do with the brand.
3. The brand wheel examined both the rational element of the brand; what the product is, facts and symbols and what it does for me, and the more emotional aspects, how the brand makes me feel, how it makes me look; what its personality is; and what are its values (the rules by which it lives). These all lead to the centre of the wheel which outlines the fundamental proposition (why people should come here) and the subsequent market positioning (competitive edge). It was subsequently endorsed by the Tourism Development Working Group

The Next Steps

4. The next stage now the brand wheel has been completed is to develop the visual identity of the Brand. As the Cairngorms Brand will encompass the values of the area and be used in a wide range of circumstances, it is more than simply a logo. Furthermore the Brand should be different from, but coherent with the National Park Authority logo, as the latter is an organisation and the former, the Cairngorms, a product.
5. As the development of a brand is a specialised piece of work requiring design expertise it is proposed that the work to develop visual identity is put out to tender. A copy of the design brief, and brand wheel is attached at Annex 1.
6. The cost of creating a strong visual identity for the Cairngorms will be in the region of £20,000. This includes all forms of visual requirements, for print, web materials, supporting straplines etc ensuring that the values associated with the brand become synonymous with the visual designs. It also includes supporting guidelines on the use of the brand and the testing of the brand on the tourism industry.
7. Once the visual identity has been created, the Cairngorms National Park Authority will act as the brand manager of the Brand. Criteria for use of the brand are in the

process of being developed. All those seeking use of the Brand must satisfy these prior to their use of the brand being endorsed by the NPA.

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