

CAIRNGORMS NATIONAL PARK: BRAND DEVELOPMENT

The Cairngorms National Park Authority is seeking to develop a brand identity to promote the Cairngorms National Park area to visitors and to promote a greater sense of identity within and between the diverse communities with the Park.

Introduction

The Cairngorms National Park Authority (CNPA), working with stakeholders within the Park area, seeks to enable a coherent approach to marketing the National Park area to external visitors and local people. This will:

- allow tourism-related and other businesses to market themselves within the framework of a Park-wide strategy;
- present a coherent image to visitors;
- contribute to the sustainable year-round prosperity of the area;
- support the objective of creating a 'Park for All';
- help to foster a greater sense of identity within the Park.

Stakeholders have been organised and involved in the process of developing the marketing strategy through the Tourism and Development Working Group established by the CNPA Board, and through its Marketing Sub-Group.

Developing the Cairngorms Identity

Considerable work has been done to understand the 'brand values' of the National Park. This work is expressed through a 'brand wheel' (attached).

Some work has been carried out to understand the key visitor groups that visit the Cairngorms National Park (see attached). Further market research is needed, and this research is envisaged as part of the implementation of the Marketing Strategy.

The next stage

The CNPA has undertaken to lead the process of turning this work into a visual identity for the Cairngorms National Park area and **seeks an external partner to deliver this work**.

The visual identity should certainly include a logo. Consideration should be given to whether a single strapline (or a number of straplines for different audiences) should be used with or incorporated into the visual identity.

The visual identity should be coherent with the logo that has already been developed for the CNPA. However, it should be understood that the CNPA logo is a logo for an *organisation*; what we are now seeking is an identity that can be used by a wide range of organisations in a wide range of ways to promote the *area*.

The Cairngorms brand will be understood and interpreted by visitors within the context of the marketing work that is carried out for Scotland as a whole by Visit Scotland. Consideration needs to be given to this context in developing the visual identity for the Cairngorms.

The identity that is created through this process will be widely used and will become familiar to audiences. It is therefore important that:

- Key stakeholders are involved in the development of the identity;
- Market research is undertaken to test audience responses to the identity (or several options for the identity);
- That the identity that is created can stand the test of time.

Use of Cairngorms identity

We are seeking to develop an identity that can be widely used by organisations within the Park or related to the Park that have been licensed to do so because they meet certain criteria (through a non-bureaucratic procedure). These criteria have not yet been developed, but will relate to the quality of the good or service being marketed and to the way the user displays the identity.

The Cairngorms identity could be used in a wide range of circumstances, including:

- Leaflets, brochures, flyers, and other published material
 - Including promotional material produced by businesses within the Park as well as generic Cairngorms literature
- Signage, interpretation boards, window stickers and other fixed visual displays
 - This may include point of entry signs to the Park and signs on footpaths managed by the diverse range of land managers in the Park
- Packaging of goods and products
 - The National Park does not yet have a strategy in place for the marketing of locally produced quality foodstuffs (for example), but this may include using branding as a mark of quality
- Websites, e-mail headers, and other electronic applications
 - We may well wish to allow other organisations to feature the identity on their websites
- Print, TV, poster and other forms of advertising.

In general, this means that the Cairngorms identity should be able to sit easily with a wide range of other identities without being compromised. Simple guidelines on the use the identity for the CNPA and partner organisations also forms part of the brief.

Copyright and Management of the Brand

It is a requirement of this process that the logo, imagery, and other outputs of this process should become the property of the Cairngorm National Park Authority. All copyrights, usage rights, and licensing rights should be assigned to the CNPA.