Branding Places- A Challenger Approach
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Branding A Country
• Why brand a country?

Where would you put your savings?

Which would you buy?

Made in Japan
£99.99

Made in Turkey
£89.99

Branding A Country
• Why brand a country?
• Can a country be a brand?
• The search for differentiation
• Building reputation

Place Branding must have solid Foundations

Profitability

Reputation

Pride / Belief
What is our Ambition for Wales?

• The Creation of a new brand based on ‘Challenger Principles’.
• A brand which epitomises a small clever country.
• A brand which will over time create an identity premium for Wales.
• A brand which can add value to all Wales Communication.
• A brand which will motivate potential customers and enthuse the people of Wales.
• We will create the unique place proposition for Wales.

How Does A Challenger Brand Behave?

The Key Principles of Challenger Branding

• Break with Immediate Past

The Key Principles of Challenger Branding

• Build a Lighthouse Identity

The Key Principles of Challenger Branding

• Lead the thinking in your Category

The Key Principles of Challenger Branding

• Create Symbols of Change
The Key Principles of Challenger Branding

- Get more out of your Advertising and Publicity

Think Outside The Triangle

- Consumer
- Sector/market

To Succeed Wales needs to be a Challenger
The Unique Place Proposition

- A domain brand which drives all strategy, communication and behaviours
- Positionings for all key sectors.
- A common set of values which flex by sector
- A common tone of voice for all communications.
- One Brand Identity [logo]

The Wales Tourism Brand Model

The Wales Tourism Brand model depended on things:

- Consumer understanding
  - What do our customers want?
- Brand understanding
  - What is Wales all about?
- Market understanding
  - What’s going on in the marketplace?

The insight at the heart of Wales

The Original non-conformists

“Wales has generally set itself against the Powers and Potentates, against the pretensions of authority, against snobbery and arrogance” – Jan Morris

the heart of the Wales Brand

- A different way
  - imbued with an alternative set of values for life and leisure.
  - The Real Alternative
area of outstandingly bad mobile reception

beware. great woolly whites

bookshop, opposite bookshop

ballet, opera, dance. all under one roof-type thing
The New Wales Brand Architecture

Original Thinking
A nation prepared to follow its own path. A passionate people not afraid to speak their own minds. A country that is not unduly swayed by outside influence. A land that cherishes culture & creativity. A country which prides itself on being different, alternative, innovative and lateral thinking.

Original Thinking Behaviours

Original Wales Domain Brand

Bringing the Brand to Life

Wales Business: Real opportunity
Business in Wales values the inventive and innovative culture which makes Wales home to so many firsts and a place offering businesses a ‘Real Opportunity’ to benefit from our resourceful approach to business and the right balance of work, family and leisure in a progressive business environment.

The New Wales Brand Architecture
Helpful tips
- Be original, novel, intriguing & refreshing
- Break with category conventions
- Demonstrate the brand idea, positioning and values
- Portray the ‘Real Wales’ and tone of voice.
- Use specific examples, stories, insider knowledge
- Provide an experience
- Provoke a reaction & interaction
- Support the brand & other key sector messages.

Our voice
- Is always honest, natural, warm, open, straight talking, approachable.
- Confidently proud.
- Sometimes with a bit humour and irony.
- Speak from Wales rather than in an official capacity.
- Embrace specific detail about Wales
- Never be official, arrogant, formal, cold, clichéd, vague or too worthy

Ditch the clichés
- Land of contrasts
- Something for everyone
- Fun for all the family
- Whatever you’re looking for
- Best kept secret
- Thriving business community
- Truly world class
- Think globally – act locally
- A genuine success story
- Giving your business the competitive edge.

Our look and Feel
- Always real, human and natural.
- Show Wales (Full images & accent images)
- Under design is brand virtue
- Clean uncluttered layouts
- White space is good
- Avoid trickey design
- Intriguing headlines.
- Photography: not set up
- Correct colour palette
- Approved logos.
- Correct Typeface
- Sustainable paper stock.
Smallest big idea

Ahead of the herd

Self Assembly

They spend their days looking for speed, ecstasy, hero and cocaine.

Sex drugs, rock'n'roll. He's been there, done that, and got plaques from the Queen.

In deep.

Drone? Hardly.

Why are some of the world's leading technology companies moving their research bases to Wales? Because there's a true blueprint for 21st century innovation – a combination of natural beauty, world-class skills, prime location and a cost of living 1/3 of that of London but 1/2 of the risk. Greater capital benefits. Greater outcome benefits. Greater innovation benefits.

Wales. We've got it all.
There’s Stuffy Golf... and there’s Golf in Wales.

6, 7, 5, 6, 7, 7, 9, 7, 5, 6, 6, 7, 8, 6, 7, 6, 8, 5,
but happy.

hello (sul maes)
today is very hot (-30 degrees)

hello (sul maes)
It’s a typical autumn day here today.
(16 degrees)

hello (sul maes)
It’s a typical autumn day here today.
(16 degrees)

hello (sul maes)
It’s a typical autumn day here today.
(16 degrees)
About Princes Gate

Princes Gate Cool Water are an independent family run business based in Pembrokeshire serving water coolers throughout Wales and across the border into England, we have two depots from where we serve our customers one in Princes Gate itself and the other in Chepstow.

Princes Gate Cool Water are committed to customer service, we pride ourselves on being able to provide a quality service and supply a quality product, which is reflected in our rapidly increasing Client-base. We also have full membership to the British Water Cooler Association (BWCA) and affiliation to the British Retail Consortium at the Higher Level.

Our way of working

Command Control

Inspire Empower

Comply Support/guide

No YES

www.voiceofwales.com