

THE BRAND IDENTITY

Business is based on how well you have worked with the basics of your brand and in the future how you handle your brand. If you do it right and structured, you will find the resources that you base your products on, during the journey. You will find with relative simplicity how to set up your marketing aimed at which target groups and also how your sales should go. Then you can reflect this in your website which you then know which messages you will communicate.

The concept of brand includes an identity description, logo and graphic profile.

Here are the templates, questions and other documents that you benefit from when building your brand. When working with the brand, we recommend that you follow the order in which the material is presented.

A. Resource mapping

- My products right now
Describe the resources you use in your products. Resources can be raw materials, competencies, nature, partners, culture, etc. In fishing tourism, the resources that form the base should be accessibility to fishing waters, to fish and transport opportunities in combination with other resources. We will use a product description template to describe the products closely.
- Start with nature, sceneries, trails, places, fishing resources
- Continue with the following resources; culture, traditions, history, architecture and people
- Finish the resource mapping with experiences, attractions, activities, events
- Now make a priority of the resources you think are most important to your business (right now)
- Take a moment together with your existing website, your logo and your graphic profile. Do you think what you have come up with for current resources, products and customers is related to what you have today? Which products do you want to prioritize?

When you have mapped the resources, it is a good idea to briefly list your existing products. A product name, brief description, and the resources you use in the product. A very important issue when developing products is who is the intended customer. Therefore, you should always have a picture of the customer when developing your product. But in order to return to the branding work, it is time to complete the Target group analysis.

B. Target group analysis

Among many important things, the job is to identify your target groups incredibly important. As you find your potential customers you can develop the right products and send out the right marketing message.

How do you describe your potential customers?

We usually divide customers into target groups to simplify. The better we then define the target groups the better your business works. Here are a number of parameters that will help you describe your target groups.

Customer parameters

- Age
- Gender
- Group membership
- Interest
- Residence
- Transportation
- Values
- Add your own parameters

Then try to quantify the target groups and put names of the different groups.

C. Customer needs

Ask yourself which needs the customer have. It is this need that ultimately allows you to sell your services or products to that particular customer. Needs can be of benefit to the customer. A benefit that is vital or that can mean a moment of relaxation. The better you become at understanding the customer's needs, the better you adapt your products and your marketing to the customers who are looking for your products.

D. Stakeholder analysis

A stakeholder analysis can and should be done frequently. It is a tool that helps you keep track of the risks and opportunities offered from different directions. Examples of stakeholders are members of various associations, the neighbor or other individuals, companies or private and public organizations.

By regularly updating your stakeholder list, you pay attention to the changes that take place and which give you the opportunity to act.

- Who are the stakeholders?
- What do the stakeholders expect from you and your business?
- What do you and your business expect from stakeholders?
- What can be a problem?

E. Customer interviews

Ask your customers what they think

- What is it that you mainly like about the products, the place
- What kind of location / destination / product is it?
- How does the site / destination / product make you feel?
- Describe the location / destination / product in a single sentence
- What differs the location / destination / product from everyone else?

F. Competitor Review

We all have competitors. They can offer the same services and products that you or we do or they can make themselves an alternative that can be chosen instead of your products. Examples may be that two conference facilities, which are geographically close together, compete but that the customer chooses the third option, to confer abroad. Facilities offer the same opportunities but the customer weighs in price, peripheral services, experiences etc.

Find a competitor on which you make a simple analysis.

The questions are

- The competitor's name
- Which products offer the competitor
- Which are the competitor's likely target groups
- Which customer needs satisfy the competitor's products / services
- How do you perceive the competitor's image
- What do you have to learn from the competitor (positive and negative lessons)

G. Trademark issues

Now we have come up with the five questions that form the basis of our identity, our brand. Used for destination branding. The questions may seem simple at first glance but can be developed to become extensive. Concentrate and prioritize the answers and dig at the same time as you can in what you think is important to your business.

Company Name

Enter the name of your business

What makes your site or business attractive to buyers / destinations?

Raise what you really think is the reason you have visitors / customers

Do you consider your business or location to attract certain types of visitors / customers? If so, how would you describe them?

We talk about target groups. The better you can describe them the easier and better your will marketing, your sales, your website, your ...

Does your business or location differ from others? If so, how?

What stands out? What do you miss? Is it about dreams or commercial realities?

Does your business or location have any main competitors? If so, what are they?

When you have decided which ones, try to describe why

How do you want your business or place to be for your visitors in 10 years?

A combination of your ambitions, long-term sustainability, your resources and perhaps others stakeholders

H. Trademark Compilation

Throughout the previous work you have developed the answers to the following questions. After answering these, it is time for you to formulate your own brand identity.

PHYSICS what you can touch

PERSONALITY human profiles

RELATION relation to the target group

CULTURE history, norms, values

REFLECTION What others think of my choice

SELF-IMAGE what I say to myself through my choice

Complement your identity with logo and graphic profile. Now you have defined your brand identity.

DONE