

MetaBranding And Destination Marketing

A strategy for optimizing success and mitigating risk



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Destination marketing

- All about differentiation and segmentation
Who should visit your destination and why?
- Branding is critical for differentiation & segmentation
- Branding should *precede* communications, marketing, ad campaigns, and public relations

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What is MetaBranding?

- MetaBranding is a strategic approach to branding that recognizes the importance of brand hierarchies
- MetaBranding enhances differentiation
- MetaBrands embrace and support several sub-brands

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Destinations and brand hierarchies

- Successful destination branding and marketing should take into account relevant brand hierarchies:
 1. Destination brand
 2. Tourism sector MetaBrand
 3. Nation MetaBrand
 4. Region MetaBrand (Europe, Asia, etc)

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What is tourism MetaBranding?

- Seeking the optimal position for your country's tourism sector within the global industry
 1. Distilling your country's tourism brand essence
 2. Developing images & messages to communicate that essence
 3. Managing communications, PR, advertising based on the brand



What is nation MetaBranding?

- Seeking the optimal position for your country in the world system
 1. Distilling your country's brand essence
 2. Developing images & messages to communicate that essence
 3. Managing communications, PR, advertising based on the brand



Objectives of nation MetaBranding

- Differentiating your country from all others
- Answering these questions:
 1. Why should tourists visit your destinations?
 2. Why should companies do business with you?
 3. Why should investors choose your country?



Objectives of nation MetaBranding

- Identifying and articulating national assets and competitive advantages
- Proactively telling your own story
- Raising awareness about your nation
- Elevating the government's standing in the world



Objectives of nation MetaBranding

- Creating jobs and prosperity through increased:
 1. Inbound Investment
 2. Exports
 3. Travel & Tourism



Why is nation MetaBranding important?

- All nations compete for success and wealth
- Every nation *is* a brand
- But your brand was shaped by others (media, etc)



How is your country viewed by the world?



How would you like your country
to be viewed by the world?



Why is nation MetaBranding important?

- You need to develop & manage your own brand



Why is nation MetaBranding important?

- Countries are complex, with diverse sectors, assets, opportunities and risks: positioning is not easy
- Countries are similar to international conglomerates, offering a range of goods and services to diverse markets (Think GE and its range of products and services: jet engines, financial services, NBC, etc)





Why is nation MetaBranding important?

- Like corporations, nations have strengths and weaknesses
- Successful branding optimizes the strengths and minimizes the weaknesses

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Why is nation MetaBranding important?

- A nation's MetaBrand should:
 1. Be like a corporate rather than a product or service brand
 2. Support all key sectors, including tourism
 3. Embody a vision for the nation as a whole
- A MetaBrand is an umbrella brand



Why is nation MetaBranding important?

- All successful corporations invest in the development and management of their brands
- All countries should do the same
- Currently, countries lack the structures & budgets needed for nation MetaBranding



MetaBranding & destination marketing

- Tourism branding and marketing should be supported by a nation's MetaBrand
- Destination branding and marketing should be supported by a tourism MetaBrand



MetaBranding & destination marketing

- Destinations are hard to divorce from countries:
 1. They benefit from good country or tourism MetaBrands
 2. They suffer from bad country or tourism MetaBrands



1957



Spain's tourism MetaBrand



Everything Under the Sun

2006



MetaBranding & destination marketing

- Destinations are hard to divorce from countries:
 1. They benefit from good country and tourism MetaBrands:
 - Spain in 1950: 1 million tourist arrivals
 - Spain in 1975: Franco dies
Juan Miro brand created
 - Spain in 1987: 50 million arrivals
 - Spain in 2006: 54 million arrivals (#2 in the world)



MetaBranding & destination marketing

- Destinations are hard to divorce from countries:
 1. They benefit from good country or tourism MetaBrands
 2. They suffer from bad country or tourism MetaBrands
 3. In other words: Meta-mental associations are very important





Risks for destination brands

- Wars (Gulf War affected Iraq, M.E., Greece, etc)
- Terror (Egypt, Bali, etc)
- Natural disasters (Asia, Caribbean)
- Humor (Borat hit Kazakhstan)



Risks for destination brands

- Poor infrastructure (roads, airports, hotels, etc)
- Poor service (rude, lazy, unhelpful people)
- Poor government (Cuba, Burma, etc)
- Dishonest advertising



MetaBranding mitigates risks

- It is a tool to help identify and contain risks
- It puts destinations in a positive brand context:
 1. Tourism MetaBrand
 2. Country MetaBrand
 3. Region MetaBrand



Conclusion

Without the protection and support of MetaBrands, destination branding and marketing is generally less effective and more prone to risk

