



Southern Highlands
Brand Strategy 2006

Prepared by Tourism Southern Highlands

INTRODUCTION

Introduction

The Southern Highlands of NSW, Australia is a very special place unique in so many ways. It has many varied attributes that appeal to residents and tourists alike.

It's these special attributes when formed together shape it's personality, or in marketing terms, the "brand". Like any personality it can be varied in its appeal to different people. As such a brand strategy attempts to best match the strengths of an area to the particular people it's targeting in order to set it apart from creating long term recognition and customer loyalty.

The brand strategy created for the Southern Highlands truly reflects the magnificent geographical features and many diverse attractions of the area to create a sustainable brand that will be the basis to market tourism and the area in general.

The key message and brand positioning is "a breakaway destination within easy reach offering natural attractions and a unique built environment for individuals, couples, families and tour group visitors to relax and enjoy."

KEY MARKETS

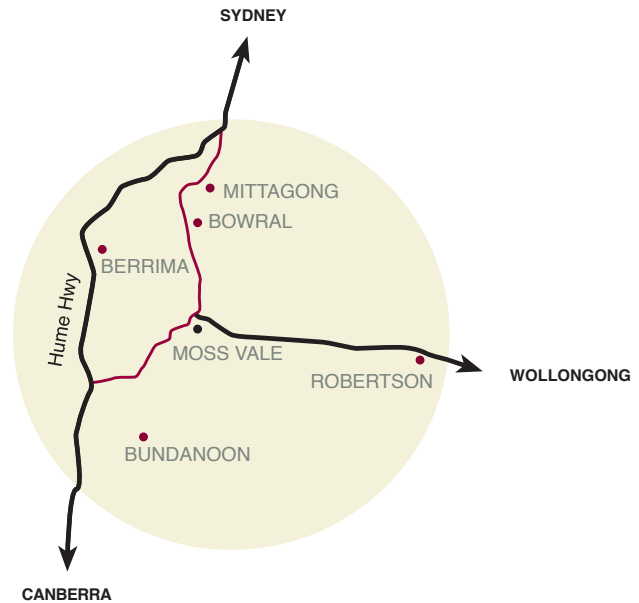
Key Markets

The Southern Highlands is ideally located with in easy reach of 3 key markets.

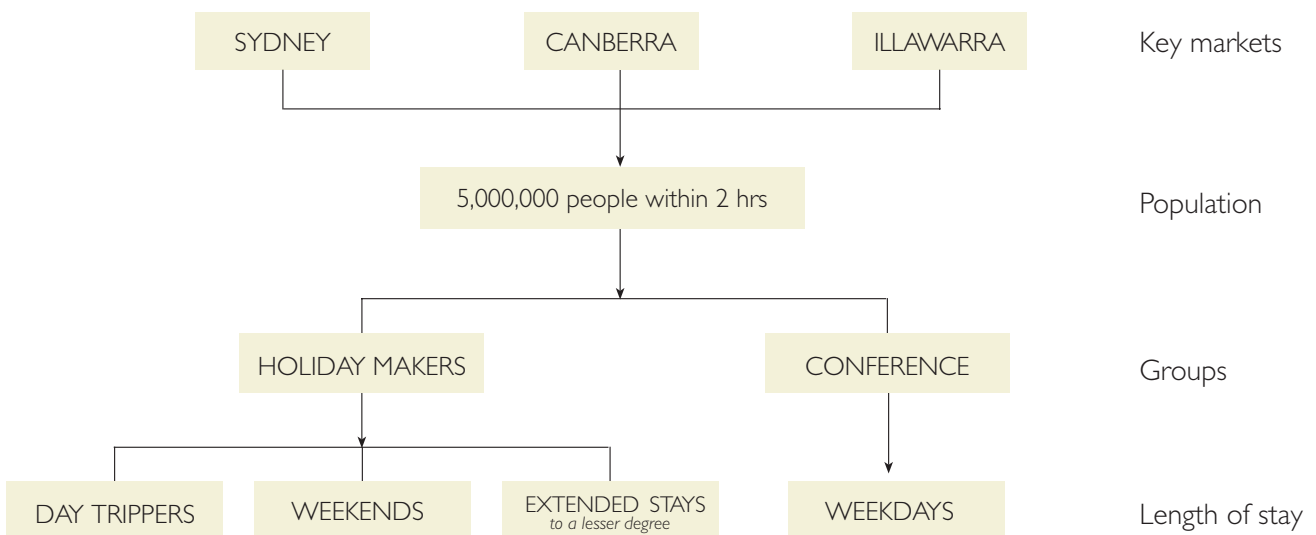
Sydney being the largest and most obvious is just one hour away. The huge population base and the close proximity makes this a very attractive market.

Another market is south to Canberra which is 1.5hrs away linked to the Sydney market by the Hume Highway which passes through the region. Being the heaviest used Highway by traffic volume in Australia provides great opportunity.

Wollongong and the Illawarra makes up the third major market. The Southern Highlands has always had a special appeal to this area offering a varied climate to that of the coastal environs. The creation of Grand Pacific Drive south of Sydney via the new Sea Cliff bridge at Stanwell Park also offers huge opportunity for visitors from Sydney making a loop back home via the Hume Highway through Southern Highlands.



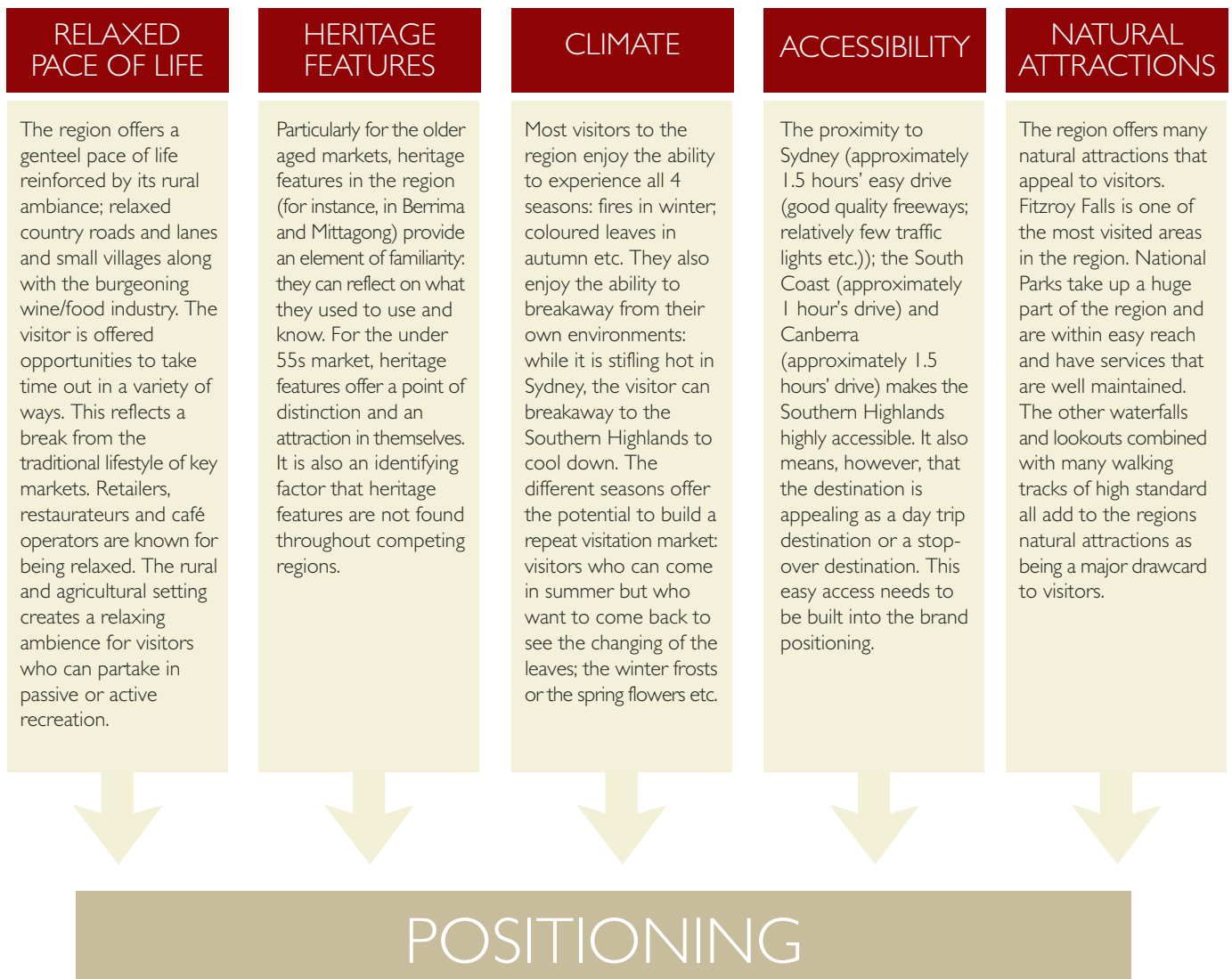
SYDNEY	Population: 4,000,000	Distance by car: 1 hour
CANBERRA:	Population: 310,000	Distance by Car: 1.5hrs
ILLAWARRA	Population: 350,000	Distance by Car: 1 hour



STRENGTHS

Key Attributes

There are many strengths of the Southern Highlands. Those that have been identified as the key attributes that are easily marketable to the identified key markets are:



DISTINCTLY DIFFERENT (Pace of life, climate, vegetation)

BREAKAWAY DESTINATION

A PLACE TO RELAX, ESCAPE, UNWIND & REJUVENATE

WITHIN EASY REACH

THE TAGLINE

The strengths of the Southern Highlands as discussed in the key attributes and the positioning prove that it is hard to find a region similar anywhere else in Australia. Indeed, to most visitors it is as if they are entering “another world”. As such the following taglines have been developed:

A world away

It's intended to make a point of difference to the area's unique geographic features compared to competing regions. It also reflects the rural country “pace of life” and relaxed state of mind visitors feel when traveling from busy metro areas such as Sydney, Canberra and Wollongong.

PLEASE NOTE

It is NOT intended to mean the Southern Highlands is a long distance from key markets. In fact the Southern Highlands is very close to these areas being only an hours drive from Sydney. As such additions to the tagline as below will be used to reinforce this.

An hour later. A world away.

A short break. A world away.

So close. A world away.

Other additions can also be made to suit specific uses. Other innovative additions like those listed below can be used to reinforce intended meanings giving the tagline greater impact.

ESCAPING A ROUTINE LIFE

Be yourself. A world away.

Unwind. A world away.

City stress. A world away.

Take the time. A world away.

THE AREA'S NATURAL BEAUTY

Discover nature. A world away.

See nature. A world away.

Go hiking. A world away.

CONFERENCING/BUSINESS

Do business. A world away.

Time to think. A world away.

THE LOGO

Brand Mark

A vital part of the strategy was to establish the name and create a logo.

THE NAME

The area currently carries 3 destinational brands. "Wingecarribee Shire" which is the local government area, "Capital Country" which is a broader NSW Tourism boundary and "Southern Indulgence" which was the previous positioning.

Obviously the first goal is to pull together one consistent name to identify the region. The name that most tourists and residents alike commonly know or refer to the area is the "Southern Highlands."

The Southern Highlands takes in the 5 major towns and villages of Mittagong, Bowral, Moss Vale, Berrima, Bundanoon and Robertson.

THE LOGO

The brand logo is designed to be both reflective of the name and the natural environment. The design is clean, modern and simple so as to appeal to all ages and demographics.

The logo's use is two fold.

Firstly, it will be the primary symbol used in all tourism promotion of the area.

Secondly, it will be used to represent the area's tourism body "Tourism Southern Highlands" who will be the administrator and major driver of the brand.

Principal logo



Logo used to represent tourism Southern Highlands



THE SYMBOL

The symbol is friendly and free flowing reflecting the relaxed pace of life the Southern Highlands enjoy.

The two leaves depict the marriage of British Heritage and the natural Australian environment. This is symbolised by the use of European flora, that is abundant in the area, and the natural Australian environment is symbolised by the gum leaf.

The Southern Highlands also enjoys distinct seasonality which is shown in the use of colour. The bright greens in the gum depicting spring and summer with the orange and burgundy depicting Autumn and Winter.

THE LOGO

REGIONAL SYMBOL

An important consideration that needs to be noted is that when creating a logo for tourism it can by defacto become the logo that is adopted by the region in general. Being mindful of this the logo can easily be transportable for non-tourism uses such as regional signage or by business and agriculture by way of a “made in the Southern Highlands” label.



The logo can be used in boundary welcome signage to identify the area.



The logo's use can extend to regional branding for agriculture or manufactured products identifying them as from the area.

ADVERTISING

A suite of brand and tactical press advertisements have been developed that is built upon "a world away" positioning. The executions showcase the destination seasonality it's regions, experiences, events and deals.

EXAMPLE: PRESS ADVERT

The example press advert shown here emphasises the brand attributes. The graphic layout chosen is sympathetic to the brand and target markets. The logo and tagline are in use to identify the area and tie in the positioning.

Centre panel with region name

SOUTHERN HIGHLANDS

Escape with friends to a world away

Spending time getting away from it all with the ones we love in beautiful places is one of life's special pleasures. And there is no better place to unwind than the Southern Highlands. The hustle bustle of the city is left behind in this tranquil rural setting reminiscent of the British countryside with its rolling hills, manor houses, beautiful gardens, restaurants and great wineries.

Take time out. A world away.

Southern Highlands
TASTE THE DIFFERENCE

Tourism Southern Highlands - Phone: 1300 123456

Centennial Vineyards Winery & Restaurant, Bowral.

Tagline tying in positioning values

Logo used to identify the area

Body copy reinforcing the positioning of proximity, relaxed place of life and a breakaway destination



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