



**KALEIDOSCOPE IDENTITIES:
FEASIBILITY FOR THE MED
REGION TO COMMUNICATE
THE MED BRAND TO
TRAVELLERS AND
INVESTORS WHILE
ASSURING SYNERGY IN
OTHER MARKETING
FUNCTIONS**

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AGENDA

- ❑ two dimensional perspective on MED brand
- ❑ possible architecture for MED brand
- ❑ main strategic questions for stakeholders



WHAT IS A BRAND?

‘...an identifiable product, service, person or place, augmented in such a way that the **BUYER** or **USER** perceives relevant, unique **ADDED VALUES** which match their needs most closely. Furthermore, its success results from being able to sustain these added values in the face of competition.’

(de Chernatony and McDonald, 2000)



PREREQUISITES FOR A SUCCESSFUL BRAND:

- identifiability
- augmentation
- customer orientation
 - competitive sustainability



BRANDS LIVE
IN THE HEARTS AND
MINDS
OF **CUSTOMERS**.

CUSTOMER
PERCEPTIONS
ARE
BRAND REALITIES.



Do we have
POTENTIAL CUSTOMERS
for MED BRAND?

Main target group:
OVERSEAS TOURISTS
(think
as they are thinking!)



HOW DO CUSTOMERS
EVALUATE BRANDS
(BRAND EQUITY)?

- AWARENESS
- IMAGE
- PERCEIVED QUALITY
- LOYALTY



(POTENTIAL) IMAGE
(EQUITY) OF MED
BRAND





(POTENTIAL) IMAGE
(EQUITY) OF MED
BRAND



INTERESTING,
APPEALING,
PROMISING,

....



HOWEVER,
COMING THERE
NEEDS A LOT OF
STRATEGIC THINKING,
KNOWLEDGE,
WORK AND
COOPERATION!

ARE **WE** ABLE TO

- ❑ IDENTIFY UNIQUE EXPERIENCES
- ❑ AUGMENT THEM IN A WAY

WHICH **WOULD**
ADD VALUE TO
OUR CUSTOMERS?



ARE **WE** ABLE TO
DEVELOP AND
MAINTAIN
COMPETITIVE
SUSTAINABLE
BRAND ?



DO **WE** BELIEVE
IN IT AND DO **WE**
SEE ENOUGH ADDED
VALUE OF MED
BRAND?

ARE **WE** PREPARED TO
COOPERATE AND WORK
HARD TO DEVELOP AND
MAINTAIN IT LONG
TERM?



DO **WE** HAVE AND
WHERE **WE** CAN GET
MONEY FOR BRAND
DEVELOPMENT AND ITS
FURTHER **MAINTAINANCE**
ON THE MARKET?

DO **WE** HAVE ENOUGH
PEOPLE WITH STRATEGIC
KNOWLEDGE, THAT
WOULD BE ABLE TO
DEVELOP AND MAINTAIN
A SUCESSFULL BRAND IN
A LONG TERM?

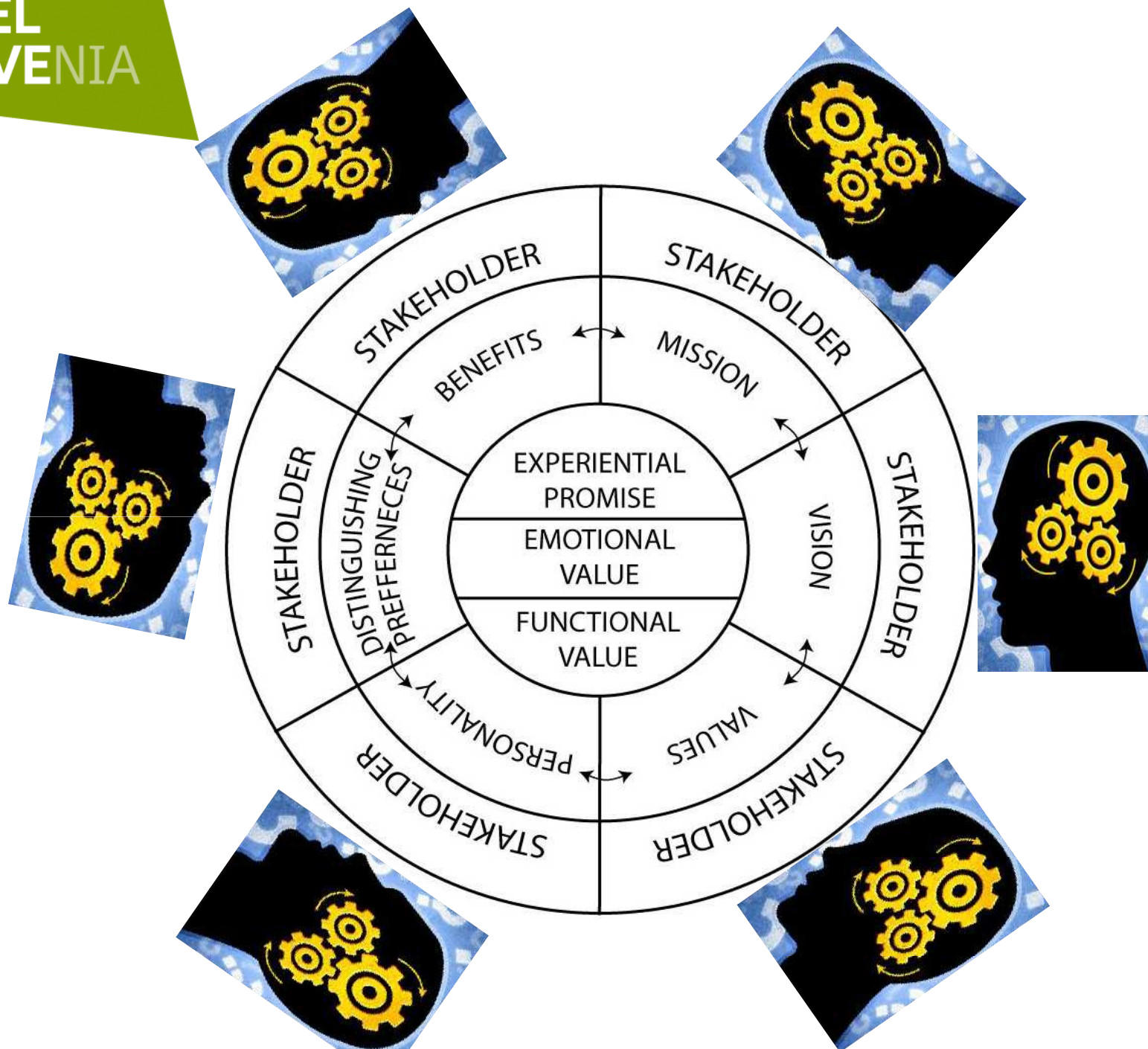


WE ?

DIFFERENT STAKEHOLDERS
WITH THEIR **OWN**
INTERESTS, COMPETITIVE
ADVANTAGES SHOULD FIND
A PROPER AND UNIQUE
COMBINATION WHICH
WOULD GIVE A GOOD BASE
FOR BRAND DEVELOPMENT
AND ITS FURTHER
COOPERATIVE MARKETING!



I FEEL
SLOVENIA



HOW TO DEVELOP A MED BRAND ?

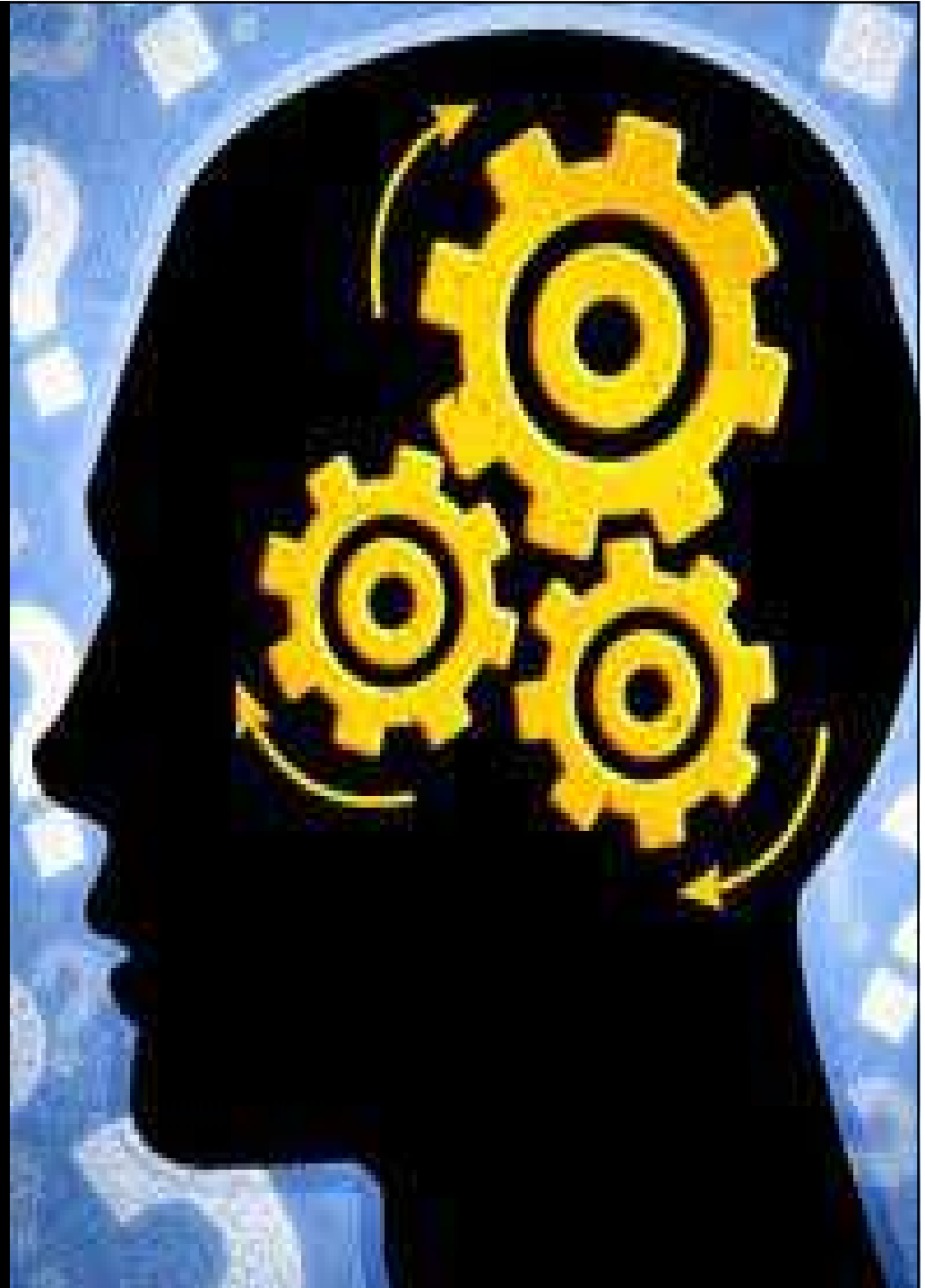
WITH A HELP OF **ALL
STAKEHOLDERS**,
WHICH WOULD BELIEVE
AND LIVE IT ALSO AFTER
ITS LAUNCHING.

ALL STAKEHOLDERS
SHOULD SEE **ENOUGH
ADDED VALUE OF MED
BRAND.**



WHICH **BRAND**
ARCHITECTURE
WOULD BE THE MOST
SUITABLE FOR MED
BRAND?

- ✓ HOUSE BRAND
- ✓ HOUSE OF BRANDS



HOUSE BRAND

MED



HOUSE BRAND

MED



HOUSE OF BRANDS



HOUSE OF BRANDS



MED BRAND WILL
IN MAJORITY ATTRACT
NEW TARGET GROUPS.

HOWEVER, IN SOME
EXAMPLES **MED BRAND**
CAN ALSO BE A
COMPETING BRAND TO
ALREADY ESTABLISHED
BRANDS!



HOW TO STRUCTURE
A BRAND ON A
REGIONAL SCALE AND
IN WHICH WAY IS IT
POSSIBLE TO
DEVELOP AND TO
SUPPORT IT?



HOW TO **MANAGE**
THE MEMBERS AND
THE
COMMUNICATION?

HOW TO **BRING**
TOGETHER
REGIONAL
COMPETITORS IN
SUCH A PROJECT?



WHO WILL BE THE
**BRAND
MANAGER?**

DOES IT HAVE
ENOUGH
**KNOWLEDGE AND
EXPERIENCES IN
BRAND
DEVELOPMENTS AND
THEIR
MAINTAINANCE?**



IT IS IMPORTANT
TO OPEN A
DISCUSSION AND
TRY TO FIND
ANSWERS BEFORE
STARTING TO
DEVELOPE THE
MED BRAND!



MED BRAND

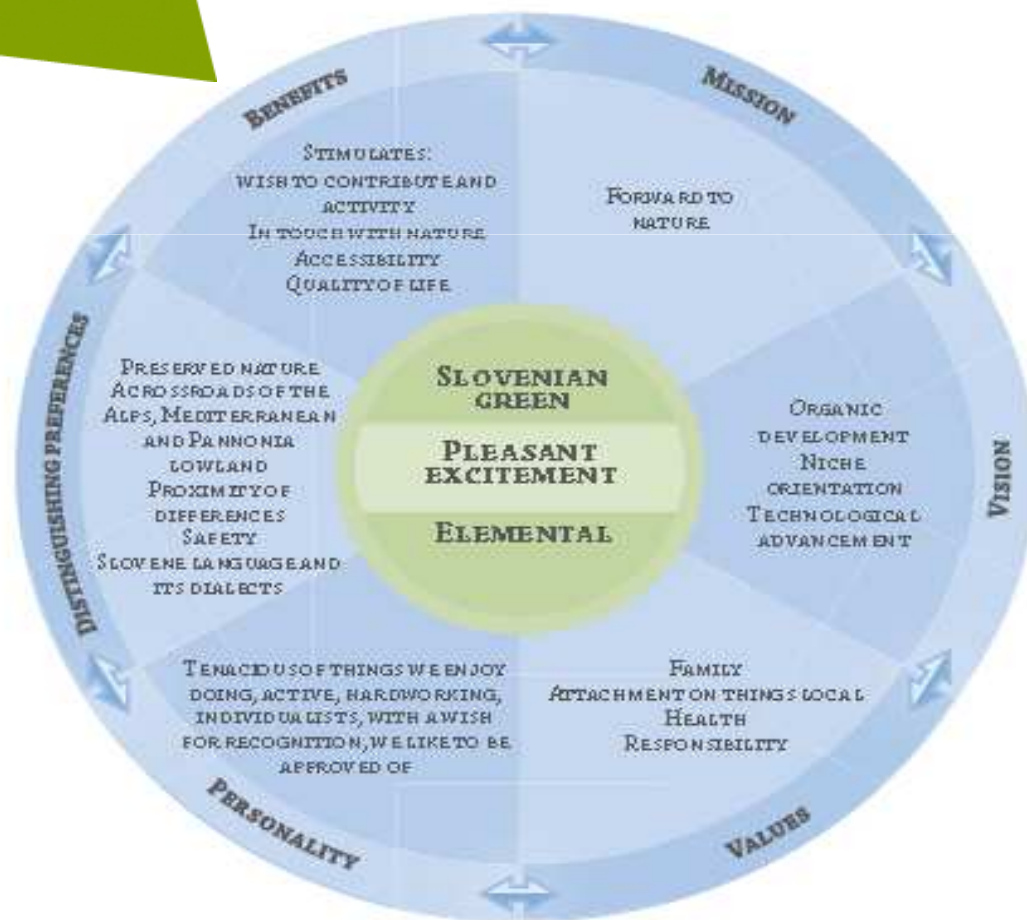
SHOULD DEFINITELY GO BEYOND ITS VISUALISATION (LOGO, SLOGAN) AND SHOULD BE ABLE TO TELL A STORY.

THE STORY CAN BE A BASE FOR DEVELOPING A REAL AND UNIQUE MARKETING EXPERIENCES (AS A COMBINATION OF DIVERSE STAKEHOLDERS), WHICH CAN BE OFFERED AND MARKETED TO TARGET CUSTOMERS.



STORY + VISUALISATION

I FEEL
SLOVENIA



I FEEL
SLOVENIA

I FEEL SLOVENIA IMPLEMENTATION

I FEEL
SLOVENIA



BRAND (IDENTITY)
REPRESENTS THE **BASE FOR
FURTHER (MARKETING)
STRATEGY** FOR COUNTRY
SLOVENIA

EXPERIENTIAL PROMISE OF
SLOVENIAN GREEN -
ACTION,
REAL IMPLEMENTATION
BY INDIVIDUALS AND
COMPANIES



MED BRAND HAS
A GREAT POTENTIAL,

WHICH CAN BE TURNED INTO
A **SUCCESSFUL BRAND** ONLY
WITH **STRATEGIC WORK** AND
COOPERATION BETWEEN **ALL**
STAKEHOLDERS.



Thank you for your attention!

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