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

MAJA KONEČNIK RUZZIER, Associate Professor
Faculty of Economics, University of Ljubljana
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 MAINTENANCE ON THE MARKET?

DO WE HAVE ENOUGH PEOPLE WITH STRATEGIC KNOWLEDGE, THAT WOULD BE ABLE TO DEVELOP AND MAINTAIN A SUCCESSFUL 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!
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 OF BRANDS

Tunisie
Egypt
Greece
Turkey
Slovenia
ITALIA
Malta
MOROCCO

Once seen never forgotten
HOUSE OF BRANDS

Tunisie

Egypt

Greece

Turkey

I Feel Slovenia

Italia

Malta

Morocco

Med

Once seen never forgotten
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 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!

maja.konecnik@ef.uni-lj.si
www.majakonecnik.com