



Ubuntu, Africa invites you to live

A branding strategy to restart tourism in Africa

ATREVIATM

BECAUSE TODAY COMMUNICATION FACES NEW CHALLENGES



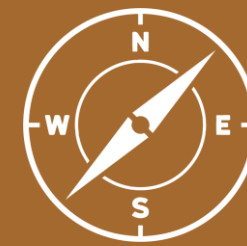
Why create a brand for Africa?

Our methodology to create a regional brand.





Build a strong positive image



Boost travelers confidence



Promote new experiences



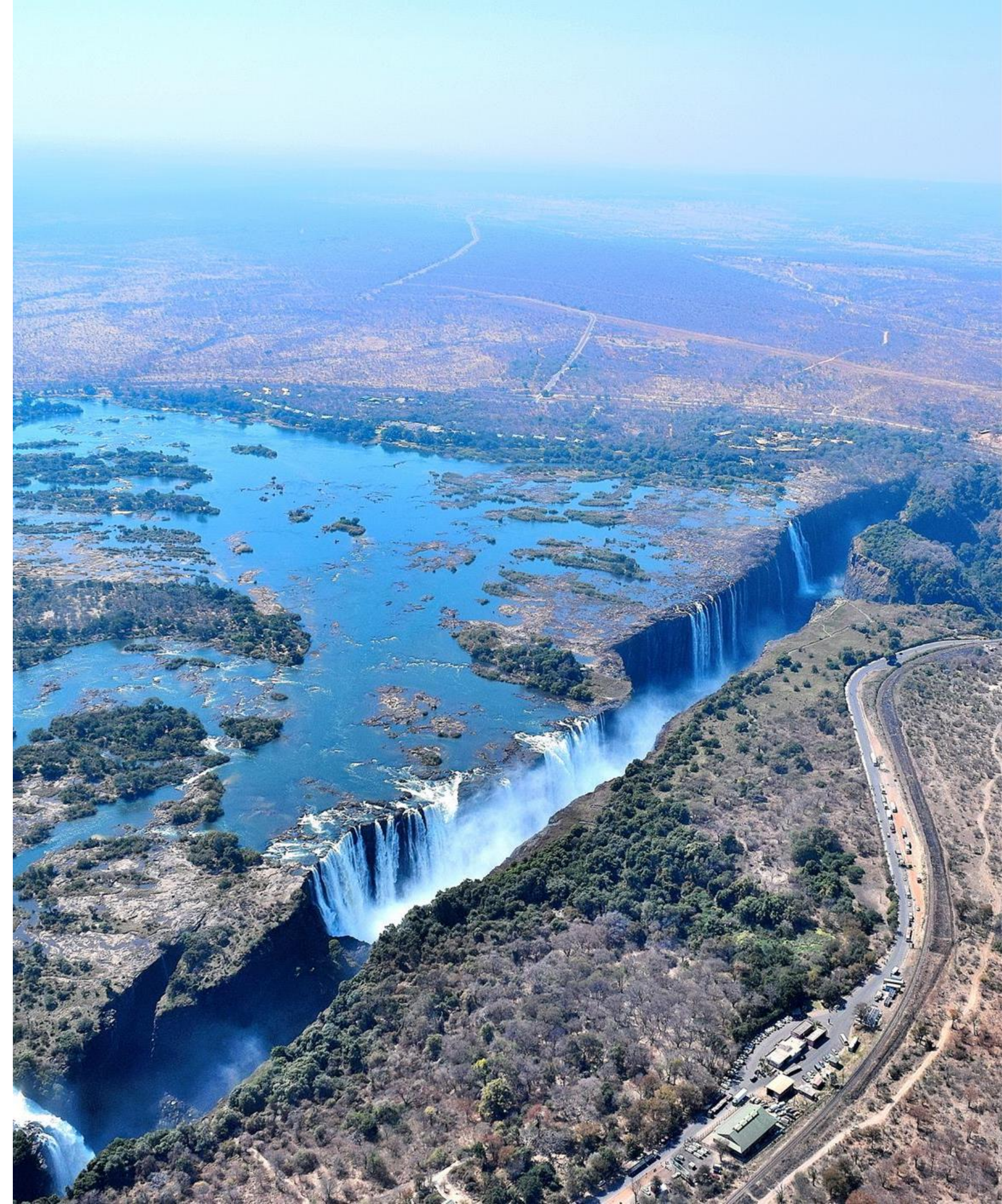
Contribute to regional
development

4 elements

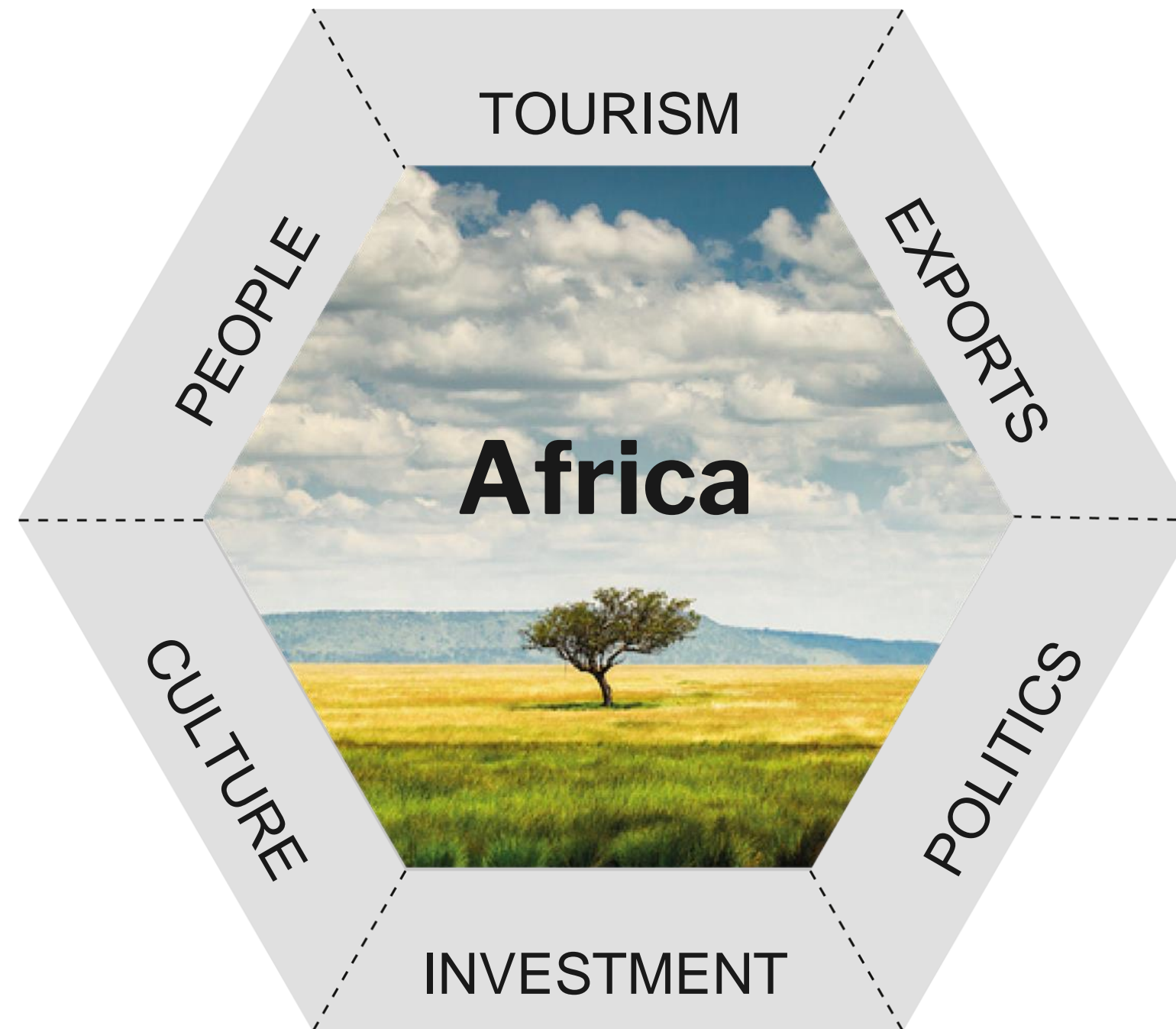


What is place branding?

An identifying element that makes a place different from another, creating an identity based on people, products, and services, building a strong image and positioning in the international market.







**How
will this
apply to
Africa? →**

Following ATREVIA's place branding methodology



DIAGNOSIS

Studying the place: internal attributes, external perception, and competitors



BRAND CREATION

Place identity creation based on its attributes, differential values, and brand promise.



ACTION PLAN

Definition of the pillars and lines of action for the successful implementation of the brand



IMPLEMENTATION

Implement the actions previously defined to raise awareness and position different pillars of the brand.



MONITORING, MEASUREMENT

Monitoring and quantification of the results and impacts and analysis of the evolution of the brand

Overall objective of the project

Creation of the Africa brand
based on its attributes,
differential values, and brand
promise.



objectives

Contribute to reinforce positive reality and transform negative perceptions into positive realities

Impact on the imaginary of potential travelers and show them how Africa is 'one' offering a wide diversity

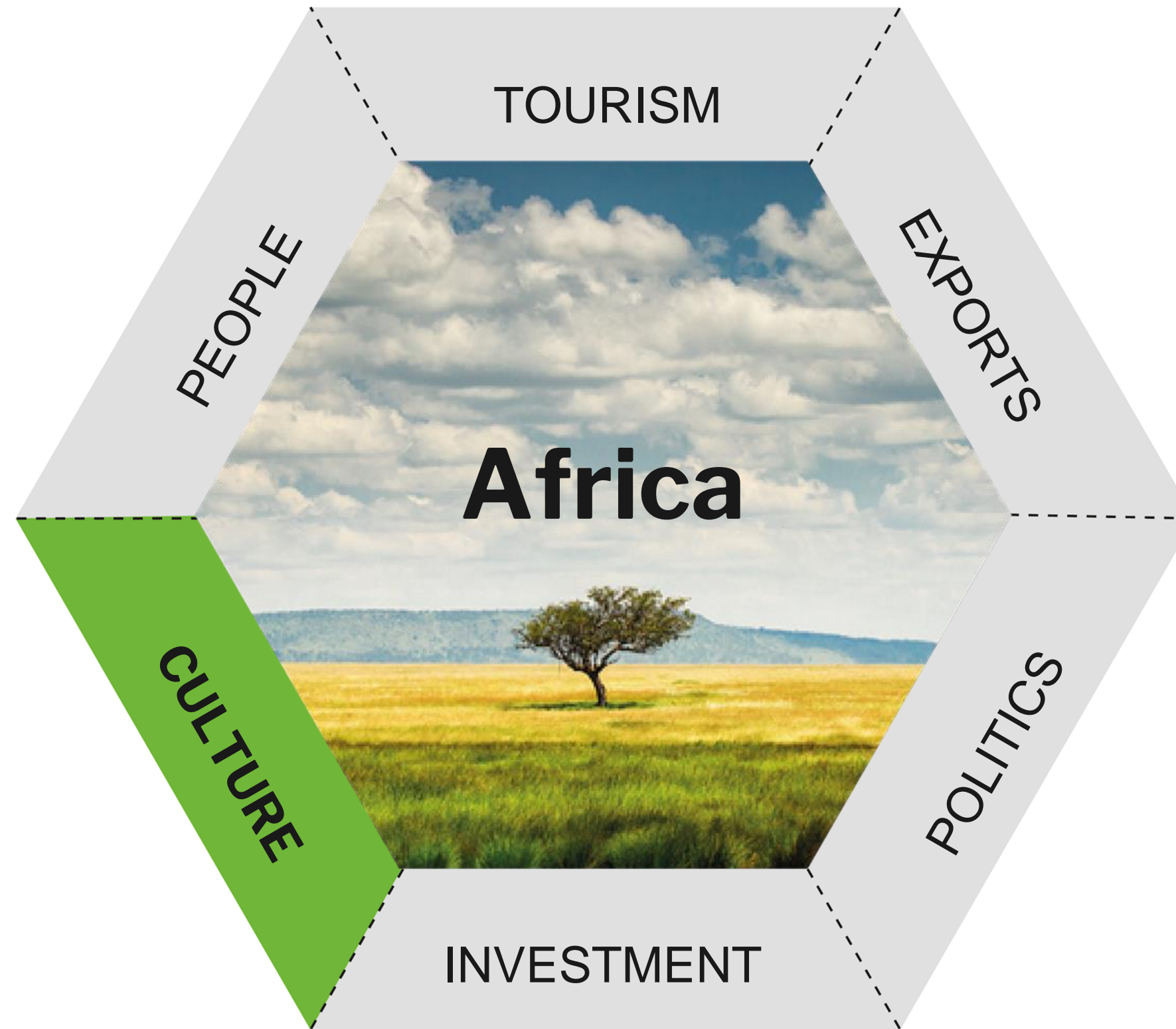


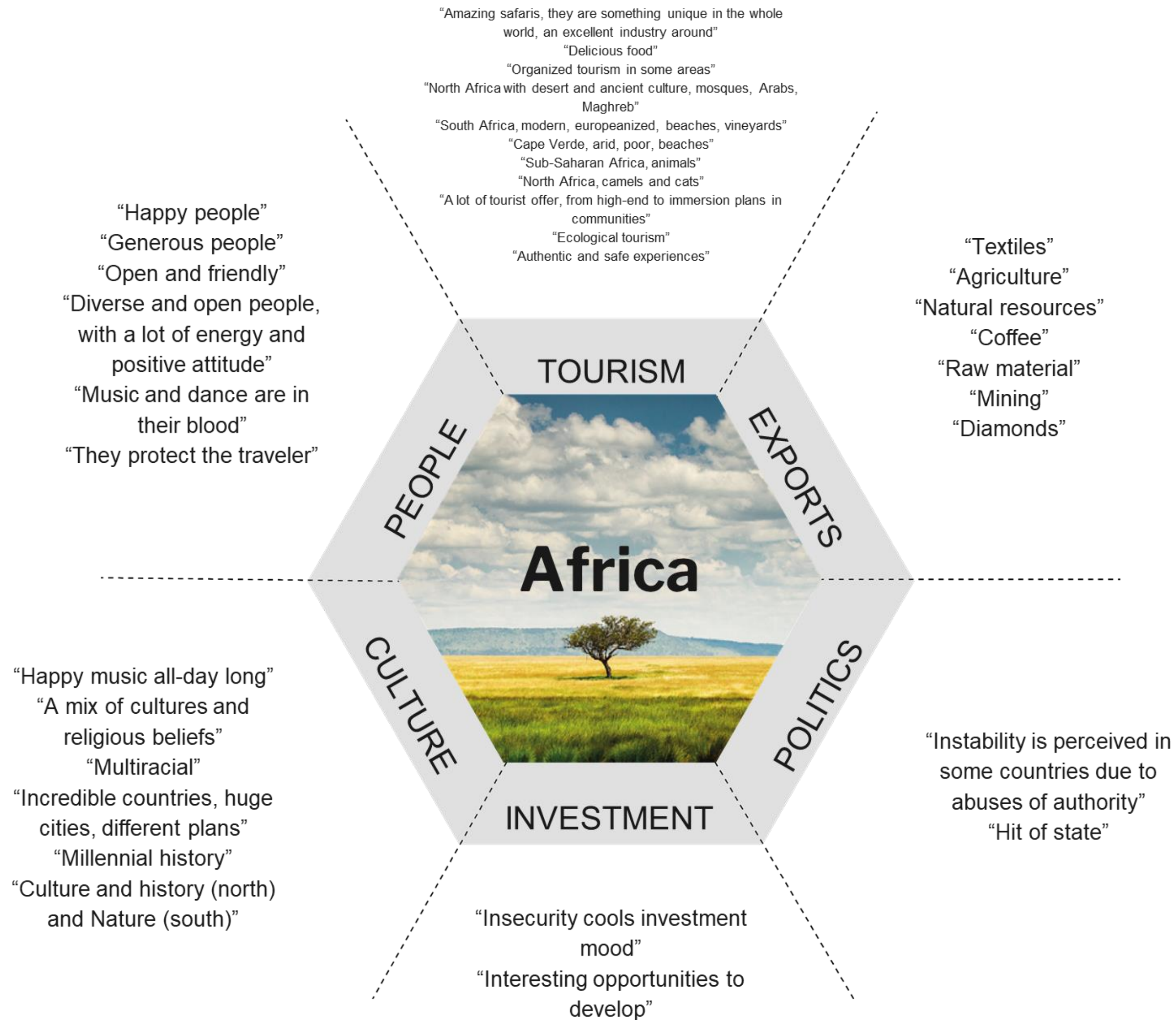
... we did some research and asked the following question:

When we talk about Africa, what are the attributes that are most repeated or stand out most in the imaginary and testimonies of its visitors?



**Remember
when we
asked
ourselves
how would
this apply to
Africa?**





**And if these are just some
of the ideas, attributes,
and conceptions that
tourists have of
Africa...How can we
create a single image that
shows what it really is?**



→ A hint, wait until you see our creative proposal...

Creative Proposal



Trend

“2020 will be a year of travel exploration like never before, fueled by technology as well as a growing sense of responsibility and deeper connection with the people and places we visit.”

- **Booking**

Study carried out taking into account 180 million customer comments

"Increased interest in responsible tourism will make **57% of travellers** choose emerging or developing countries as their destination by 2030."

- **WTTC**



We are not seeking to travel. We are seeking to connect.

Feel like you are living a different and transforming experience capable of changing your way of life and generating a positive impact on the local culture.





**Hospitality is a
philosophy of life
in Africa.**

Ubuntu

In Africa there is a concept known as Ubuntu – the profound sense that we are humans only through the humanity of others.

- **Nelson Mandela**



**Africa offers you
unique experiences.
And what is it that
makes these
experiences so
unique? Its people.**





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AFRICA
INVITES YOU TO LIVE



**We are going to think
a lot about traveling**

**Africa truly offers an experience
worth the trip.**



Madrid



New York









Data driven

The first Map of Emotions



Inspiring through emotions

We will develop an online map that reflects **the feelings that people share** during/after their trips to Africa.



Focusing on emotions

1 Listen

Monitor users' comments on main social media networks based on key words and entities related to Africa and its countries/tourist attractions.

2 Select

Apply Natural Language Processing and machine learning for semantic and sentiment analysis of content to **detect positive emotions.**

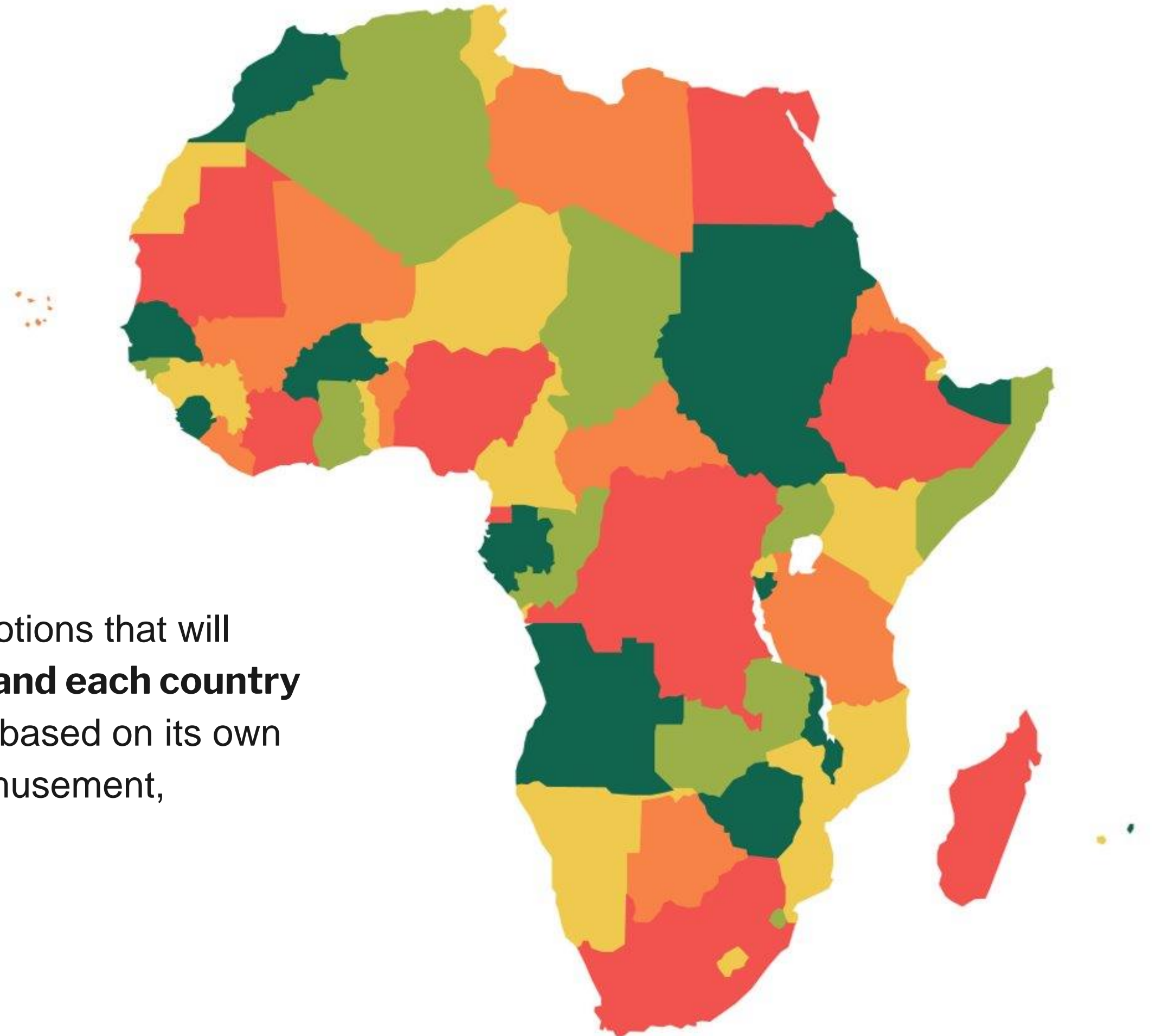
3 Showcase

Geolocate comments on an online map that reflects the words used to describe experiences in each area and any images posted in those comments.





The result will be a colorful map of emotions that will promote **Africa as a life experience, and each country as a unique tapestry of sensations** based on its own personality (serenity, awe, passion, amusement, inspiration, romance...)



Make the invisible visible

We will create hypersegmented archetypes of travelers on social media to address individuals who are already interested in visiting Africa and offer them targeted travel information.



Building data-based connections

1 Listen

Extract users's comments and reactions on facebook based on key words and entities related to Africa and its countries/tourist attractions, by using web scraping and data mining techniques.

2 Select

Apply machine learning to build target archetypes based on:

- People's travel history with Africa
- Interests
- Demographic characteristics

3 Showcase

Develop targeted communication initiatives to address each archetype, delivering the information and value proposition they need to continue connecting with the continent.






The result will be **targeted conversations** with high-potential leads that would like to travel to Africa, offering them the perfect combination of experiences that they would like to live. In addition, we will obtain **a better understanding of what values and interests are common among tourists in Africa** using them to predict new connections.




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SAHARA INVITES YOU TO LIVE YOUR WILDEST ADVENTURE

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MOROCCO INVITES YOU TO LIVE TO THE LIMIT

RAINFOREST, MADAGASCAR



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ANIMALS THAT INVITE YOU TO LIVE AFRICA

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COLOUR FESTIVAL, KENYA

COLORS THAT INVITE YOU TO LIVE AFRICA

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SPICE MARKET, ZANZIBAR

FLAVOURS THAT INVITE YOU TO LIVE AFRICA



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NATURE THAT INVITES YOU TO LIVE AFRICA



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THANK YOU

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