Ubuntu, Africa invites you to live
A branding strategy to restart tourism in Africa
Why create a brand for Africa?

Our methodology to create a regional brand.
4 elements

- Build a strong positive image
- Boost travelers confidence
- Promote new experiences
- Contribute to regional development
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.
Place Branding

- Tourism
- Exports
- Politics
- Investment
- Culture
- People
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
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?
"Happy people"
"Generous people"
"Open and friendly"
"Diverse and open people, with a lot of energy and positive attitude"
"Music and dance are in their blood"
"They protect the traveler"

"Textiles"
"Agriculture"
"Natural resources"
"Coffee"
"Raw material"
"Mining"
"Diamonds"

"Happy music all-day long"
"A mix of cultures and religious beliefs"
"Multiracial"
"Incredible countries, huge cities, different plans"
"Millenial history"
"Culture and history (north) and Nature (south)"

"Instability is perceived in some countries due to abuses of authority"
"Hit of state"

"Insecurity cools investment mood"
"Interesting opportunities to develop"
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.
Ubuntu invites you to live.
We are going to think a lot about traveling

Africa truly offers an experience worth the trip.
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.
THANK YOU