A report on Islamic Republic of Iran National Brand

Creating a National Brand Project has been on Iran Ministry of Cultural Heritage, Tourism and Handicraft agenda since in last quarter of 2018. Achieving this goal, A project was embarked to compile the strategic document for National Brand Identity. Doing so decision makers, scholars and beneficiary organizations made valuable contributions to the document compilation.

In order to establish an efficient localized pattern fit into the best global practices, the project was launched in November 2018, a group of scholars and experts from public and private were formally invited to contribute. Various models were scrutinized for four months and finally a practical model was finalized taking value creation, communication and presentation criterion into account.

In order to get a hang of strategic competitive environment, the first phase of project mainly focused on extensive library
research to collect qualitative and quantitative data on a scientific basis. Doing so, a survey was conducted through distribution of a questionnaire among a group of 600 inbound tourists, tourism experts and stakeholders to provide for the research project quantitative data.

In order to provide for qualitative data type a considerable number of interviews and forums were arranged, and along with great many of surfed relevant texts in web were closely analyzed. Asking for the academicians and tourism activists viewpoints data collection was conducted through a number of interviews and distribution of questionnaires. 300 hours of the recorded videos of the interviews are available. The interviewees were at three basic levels: authorities, tourism scholars and experts and finally tourism academicians.

Concomitantly in order to hit on the idea, a number of meetings were held with Brand experts, Literature academicians, historians and Iranology scholars of fame. The main challenge with banding Iran as a tourism destination was to define Iran national Tourism brand identity and make a unity among various tourism potentials. Pondering deeply on the matter, Simurgh was selected for the visual identity of National Tourism Brand.

Simurgh is a mythical bird in Iranian mythology and literature, stands for sun, wisdom, medicine and the creator and in order to Considering peaceful coexistence of different Iranian Faiths and tribes as well as great variety of culture, ethnicity, lifestyles
tastes, colors, historic monuments and natural beauties of the country simurgh was selected the symbol stand for unity.

Selection the slogan for the national Brand was conducted through data collection on public opinion and experts viewpoints. Collecting 40 offered slogans from different cultural entities and provincial offices of Ministry and reviewing them by the scholars from terminological viewpoint 15 slogans were nominated and concomitant to Unveiling Ceremony of the brand visual identity the selection process continued surveying the public and stakeholders through a questionnaire filed in person or through social Medias.

Ultimately “Majestic Iran: A Different Experience” was elected as the National Brand Slogan. The concept stands for Iranians commitment to inbound tourist. The old history and culture of the country has been manifested in the word ”Majestic” a touch to the glamor of country history, culture, nature and people. A Different Experience is also inspiring for tourist to enjoy a unique travel.

Finalizing National Brand slogan and visual identity, Islamic Republic of Iran is planned to make use of this brand in the country tourism advertising campaigns and promotions. The brand is to be used by public and private tourism stakeholders’ promotional products and brochures.