OTMPC Brand Strategy

- **Objective**
  
  ✓ Build an Ontario international tourism brand that appeals to travelers, accelerates the travel purchase cycle and aligns stakeholders

  1. **Showcases** Ontario as the preferred destination for Canadian and international travelers looking for a leisure travel destination
  2. **Connects** current and potential visitors with the brand on a rational AND emotional level
  3. **Inspires and engages** stakeholders with the brand and a shared vision
  4. **Drives revenue**, creates jobs and builds equity for Ontario as an international tourism brand

---

**Enables Long Term Success**
Critical brand strategy components are under development: Brand DNA, Value Proposition, Positioning statement and Brand experiences program.

**WHAT**

Is at the heart of the Ontario International Tourism brand?

**WHY**

Would travelers choose Ontario as their leisure vacation destination?

**HOW**

do we collectively deliver on the brand promise consistently?
WHAT WE HAVE LEARNED:

HIGH LEVEL SYNOPSIS OF THE INTERNATIONAL CONSUMER PERCEPTIONS RESEARCH
Emotion is the glue of memory
We learned through BrandMap™ that among travelers, the choice of destination is both a rational and an emotional decision.

- A tourism brand positioning rooted in emotion will likely be more successful than one purely rooted in functional attributes in this highly emotive category.

Source: BrandMap ™ May, 2012
Travelers told us the “ideal vacation” destination is both exciting and relaxing.
Concept testing confirmed a need to deliver the “balance” positioning that is uniquely own-able for Ontario

- All three concepts (Change, Curiosity & Freedom) were strong but no clear winner on core metrics
- One-size does not fit all
- Optimization: Detailed evaluation of specific elements provides valuable clues as to how to further improve and create a winning concept
- Balance: While the concepts were designed to focus on specific positioning zones, consumers may want a bit more balance
  - e.g. the notion of being changed might resonate with European travelers, but their comments show that relaxation is also important “being close to nature also provides wonderful opportunities to get away from it all and relax”
Ontario can offer “balance” that spans the Interesting / Inspiring AND Familiar zones.
Ontario is currently positioned in a very crowded, undifferentiated and rational product / service positioning...

Source: Strategic Brand Assessment
The strategic brand assessment revealed aligning the 13 RTOs to a common position will exponentially grow the power of Ontario’s future positioning.

- RTO’s are scattered across the Positioning Spectrum and zones in BrandMap™
- Most RTO’s are in the Interesting / Inspiring zones

Source: Strategic Brand Assessment
“Surprising Contrast”

- Delivers ideal destination
- Credible to claim
- Differentiated
- Inspire break-through creative

WHAT is at the heart of the brand?

Brand DNA is the most succinct definition of the brand; a single thought to capture its promise
Ontario International Tourism Brand DNA

Personality
- Genuine
- Spirited
- Warm, Friendly, Accommodating

Products & Services
- Convenient & Accessible
- Interesting
- Balanced
- Personalized

Organization
- *Focused
- *Aligned
- *Exceptional
- Accountable for Results

Relationships
- Trustworthy
- Collaborative
- Inclusive
- Supportive

Brand Essence
- Surprising
- Contrast

* Aspirational
Proposed value proposition for travelers to Ontario

WHY would travelers choose Ontario as their leisure vacation destination?

Consumer Value Proposition defines the functional, emotional and personality benefits that provide value and ultimately drive destination choice.

**Personality:**
- Genuine
- Interesting
- Spirited

**Feel:**
- Relaxed and inspired
- Connected
- Surprise and delight

**Product experience:**

**Functional benefits**
- Family & kid fun
- Pampered relaxation
- Interesting attractions

**Diverse, vibrant cities & towns**
- Culture & heritage
- Warm, friendly & accommodating people
- Convenient, reliable, safe destination

**Great outdoor adventure**
Next Steps: Brand strategy finalization

Distillation

Development

Delivery

Nurturing

Hotspex Research

Concept Testing

Messaging Architecture

Scorecard

Positioning Spectrum

Imperative & Initiatives

SBA

DNA

CVP

Positioning Spectrum

September

October

November 1

An Agency of the Government of Ontario